

The National Citizen Survey™

Goodyear, AZ

Community Livability Report

2014

Contents

About.....	1
Quality of Life in Goodyear	2
Community Characteristics	3
Governance	5
Participation	7
Special Topics.....	9
Conclusions	13

The National Citizen Survey™
© 2001-2014 National Research Center, Inc.

National Research Center, Inc.
2955 Valmont Road, Suite 300
Boulder, CO 80301
www.n-r-c.com • 303-444-7863

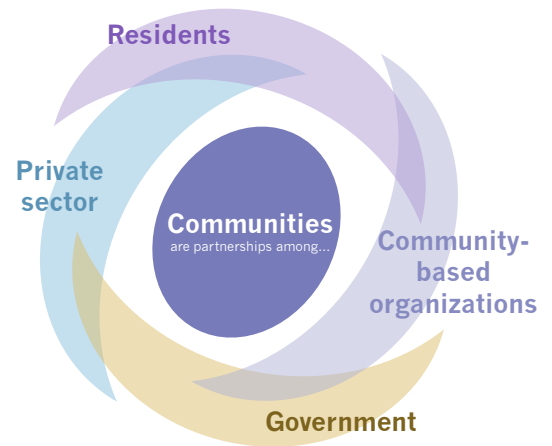
International City/County Management Association
777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

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 748 residents of the City of Goodyear. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

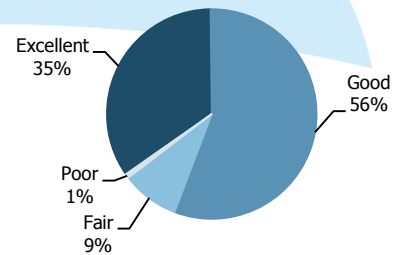


Quality of Life in Goodyear

Almost all residents rated the quality of life in Goodyear as excellent or good. This rating was similar to the national benchmark (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.

Overall Quality of Life

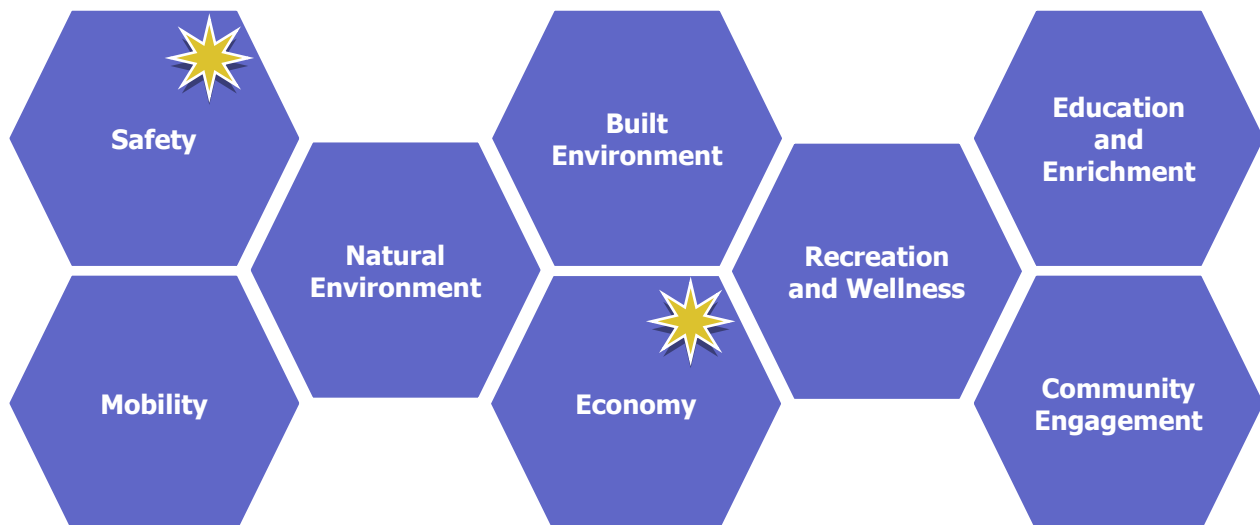


In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Economy as priorities for the Goodyear community in the coming two years. It is noteworthy that, for both of these areas of community livability, Goodyear residents gave favorable ratings that were on par with other communities across the nation. The remaining facets of livability were also similar to the benchmarks overall. 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
- Benchmark comparison not available
- Most important



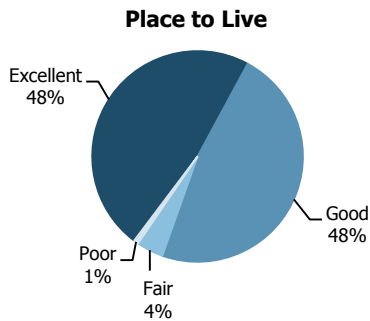
Community Characteristics

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. All five General Community Characteristics received positive ratings from at least 8 in 10 residents and were similar overall to national averages; Goodyear as a place to retire stood out as receiving a higher rating than the benchmark.

Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Overall, ratings of Community Characteristics in Goodyear tended to be at a level similar to other communities in the nation. Respondents tended to give the highest ratings to Safety, Mobility and Natural Environment, where at least 7 in 10 of respondents gave ratings of excellent or good to most items. Items in this area that scored higher than the benchmark were travel by car and traffic flow. Other items with higher ratings than seen in other communities were affordable quality housing, housing options and cost of living. One in three residents gave positive ratings to public transportation and the vibrancy of the downtown/commercial area; these ratings fell below the benchmark.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower □ Not available

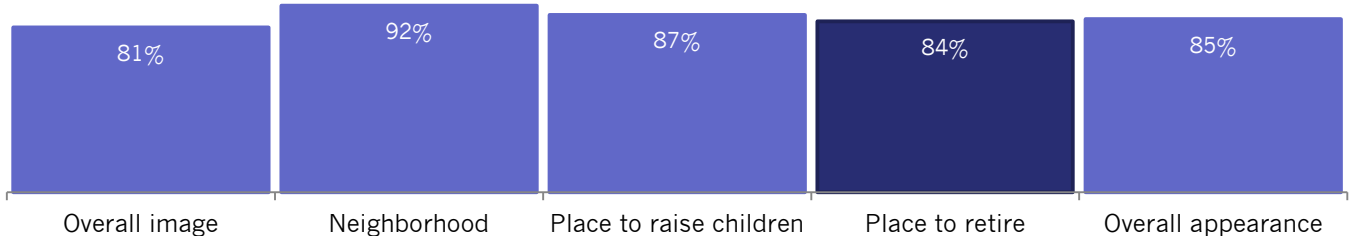
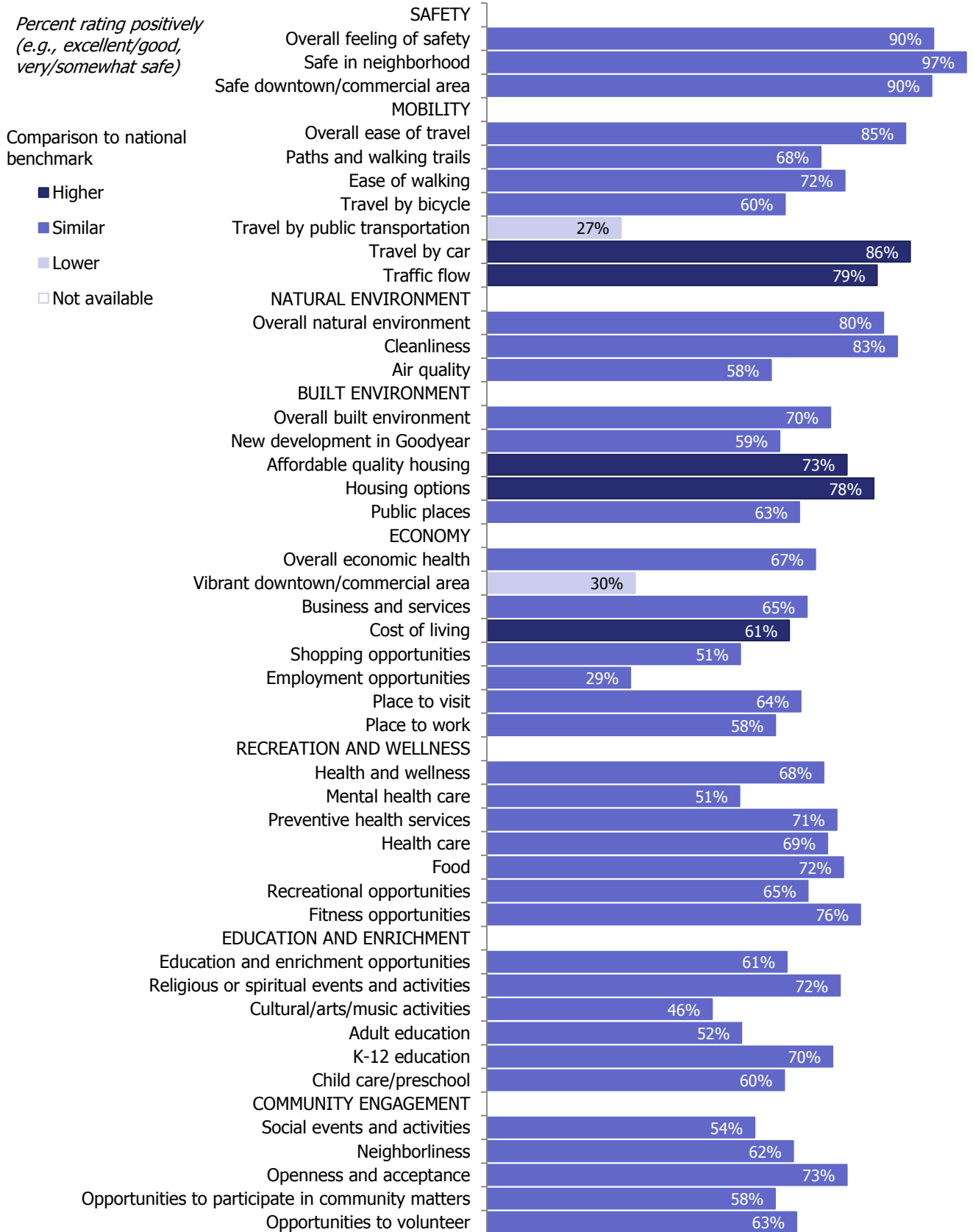


Figure 1: Aspects of Community Characteristics



Governance

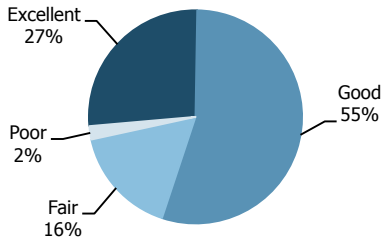
How well does the government of Goodyear meet the needs and expectations of its residents?

The overall quality of the services provided by Goodyear as well as the manner in which these services are provided are a key component of how residents rate their quality of life. Over three-quarters of residents rated the overall quality of City services as excellent or good and this was similar to other communities. In contrast, about one-third of Goodyear residents felt positively about the services provided by the Federal Government.

Survey respondents also rated various aspects of Goodyear’s leadership and governance. Between two-thirds and three-quarters of respondents gave a positive rating to each aspect of General Governance in Goodyear. Ratings for the overall direction of Goodyear and treating all residents fairly exceeded the benchmark.

Respondents evaluated over 30 individual services and amenities available in Goodyear. Overall, Goodyear residents rated each service area highly and at a level similar to other communities. Safety services generally received the highest ratings, with nearly all items receiving positive ratings from at least 8 in 10 residents. Within the face of Mobility, street repair and sidewalk maintenance scored higher than the benchmark with about 70% of respondents rating these services as excellent or good.

Overall Quality of City Services



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower □ Not available

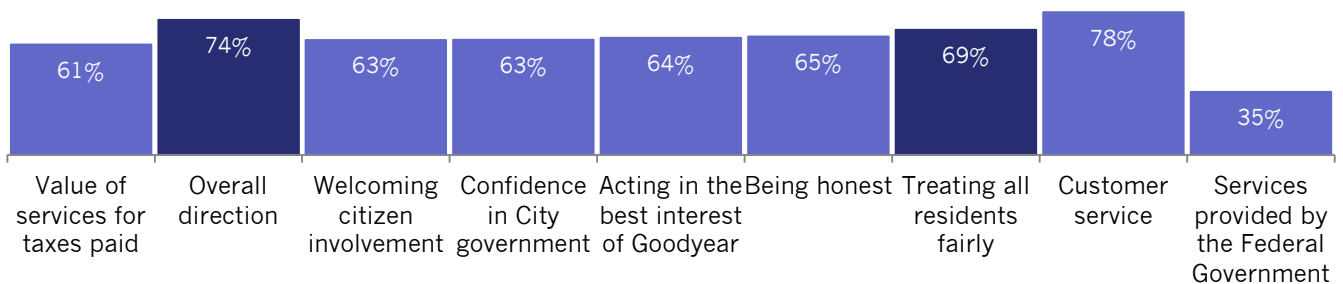
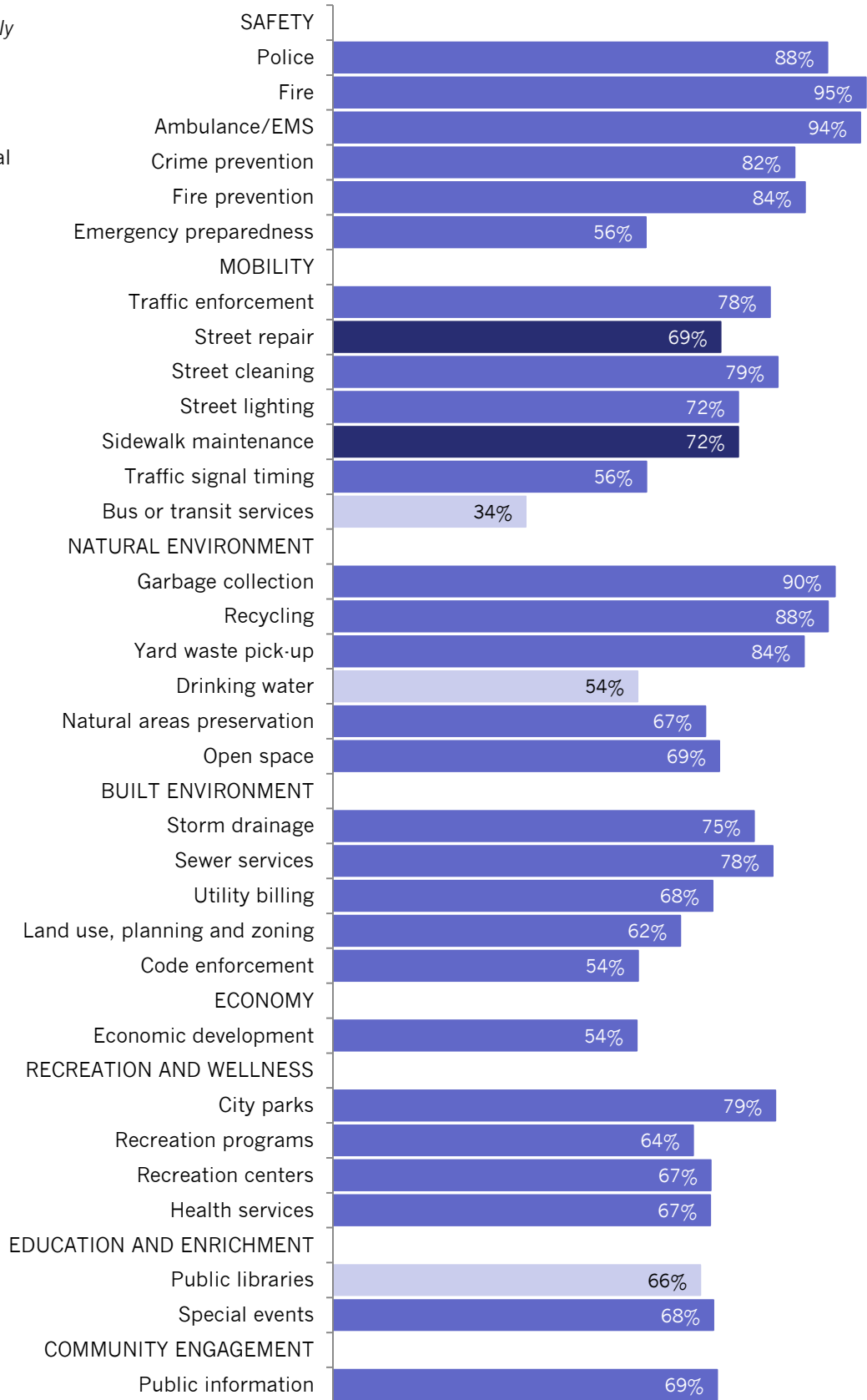


Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower
- Not available



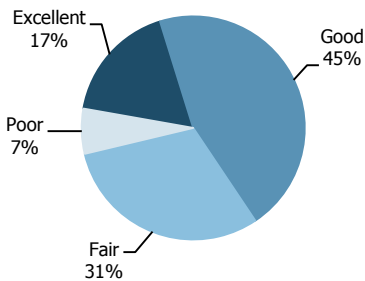
Participation

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 and a shared sense of membership, belonging and history. Similar to the benchmark, about two-thirds of respondents gave a positive rating to the sense of community in Goodyear. Nearly all residents indicated that they would recommend Goodyear to others and would continue to live in the city. Fewer residents than elsewhere (about 4 in 10) said they had contacted a City employee.

The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. As for Community Characteristics and Governance, measures of Participation in Goodyear tended to be similar to the benchmark across all eight facets of community livability, though there were a handful of activities that Goodyear residents did with less frequency than residents elsewhere. Nearly half of residents had used libraries, but this was also lower than in other communities. One third or less of residents reported stocking emergency supplies, working in Goodyear, volunteering or had watched a local public meeting. Compared to other communities, Goodyear residents used public transportation with much less frequency.

Sense of Community



Percent rating positively (e.g., very/somewhat likely, yes)

Comparison to national benchmark

- Higher
- Similar
- Lower
- Not available

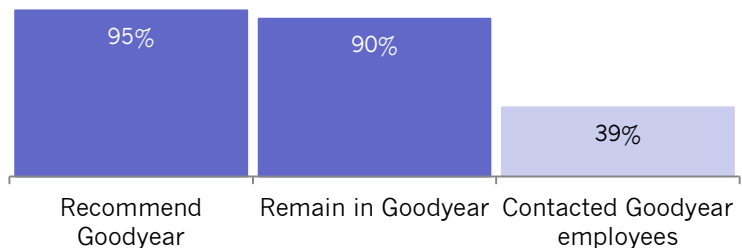
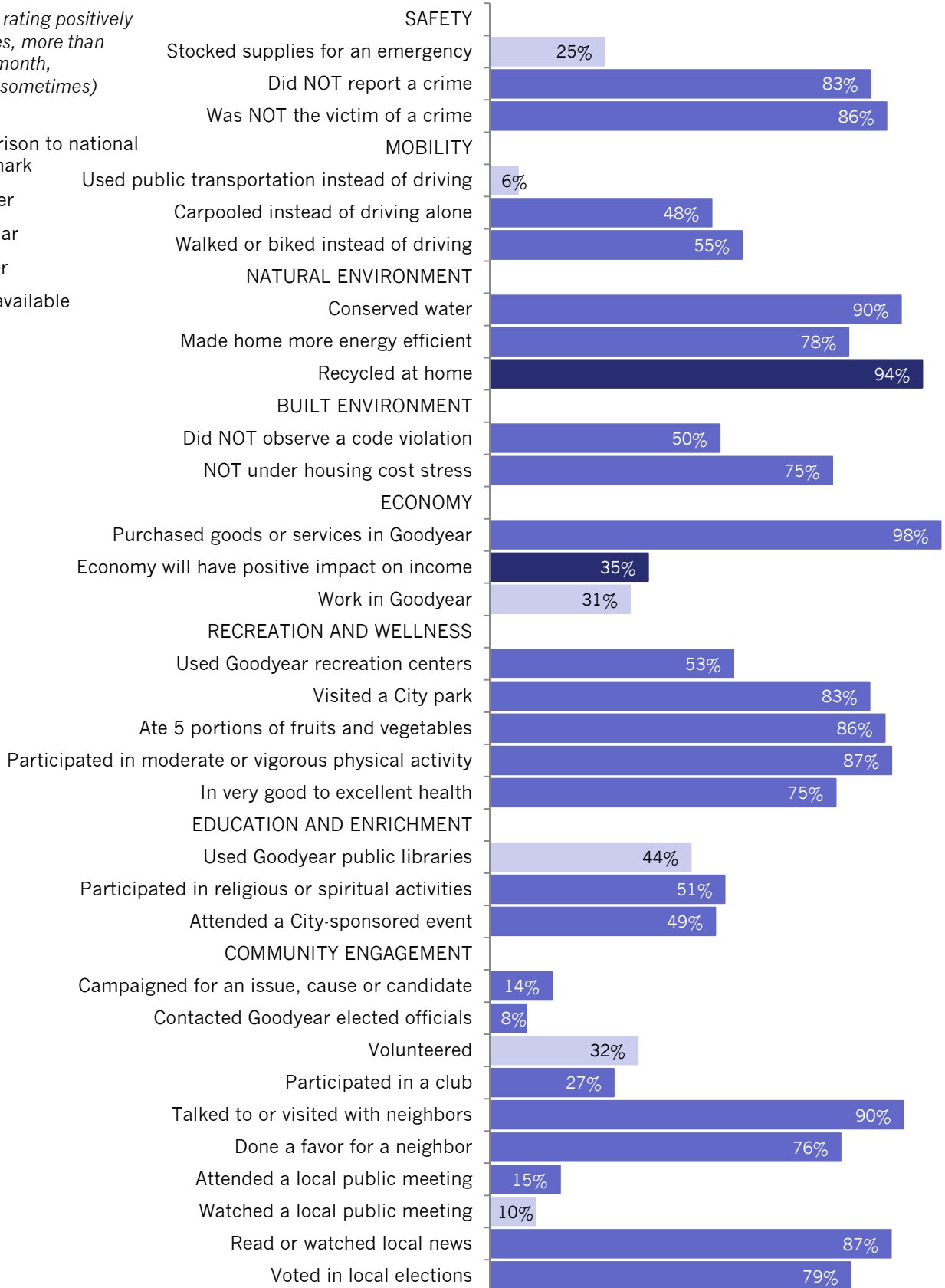


Figure 3: Aspects of Participation

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

Comparison to national
benchmark

- Higher
- Similar
- Lower
- Not available



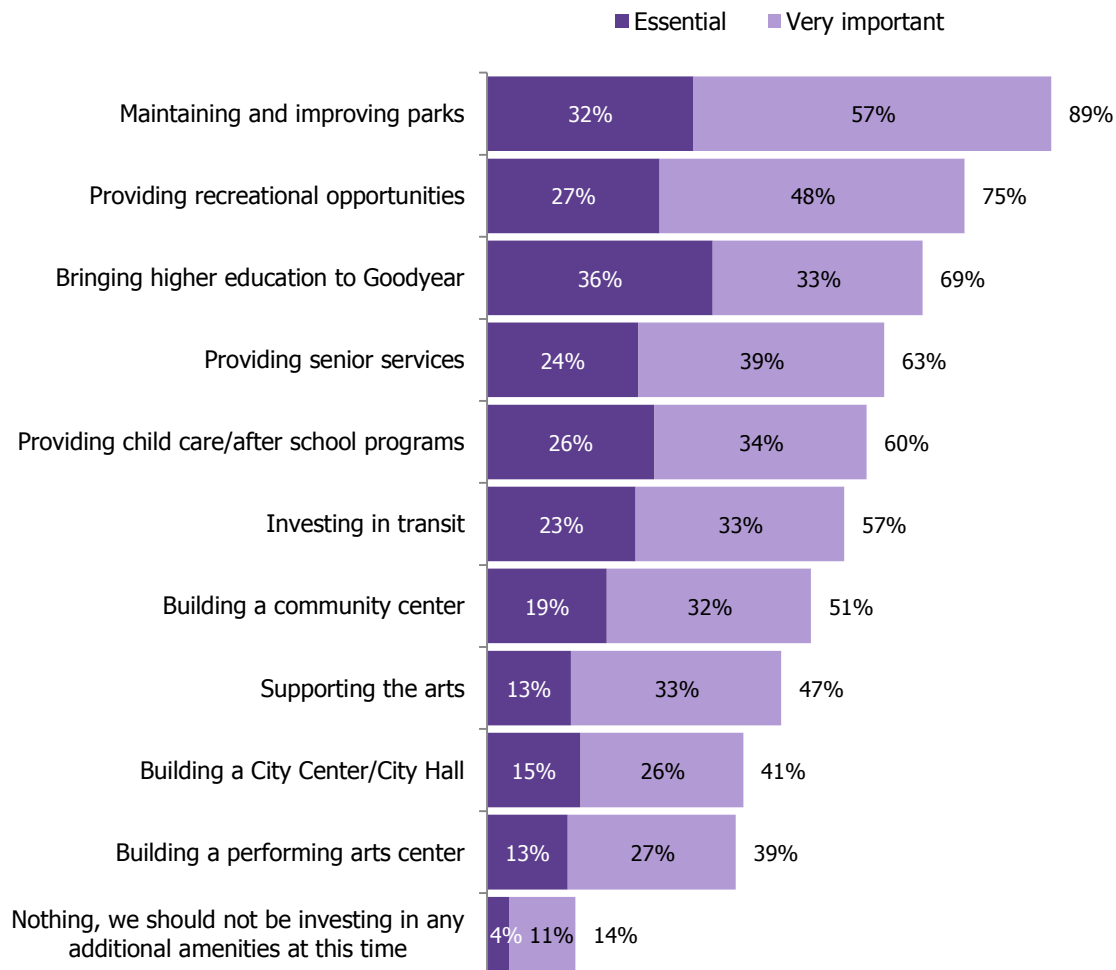
Special Topics

The City of Goodyear included four questions of special interest on The NCS. The questions gauged the importance of funding additional programs or amenities and types of employers to add in Goodyear, along with reasons for travelling outside of Goodyear and sources used for information about the City.

Residents felt that it was important to fund additional amenities and identified parks, recreation and higher education as the most important priorities for funding. Nearly all respondents (89%) rated parks maintenance and improvements as essential or very important, followed by providing recreational opportunities (75%) and bringing higher education to the city (69%). Respondents most often described parks and higher education as essential (32% and 36% respectively). Proposed new buildings, whether for a community center, City Hall or center for performing arts and support for the arts received lower ratings for importance than other options, but between 39% and 51% still considered these essential or very important. Fourteen percent of respondents felt that the City should not invest in any additional amenities at this time.

Figure 4: Programs and Amenities

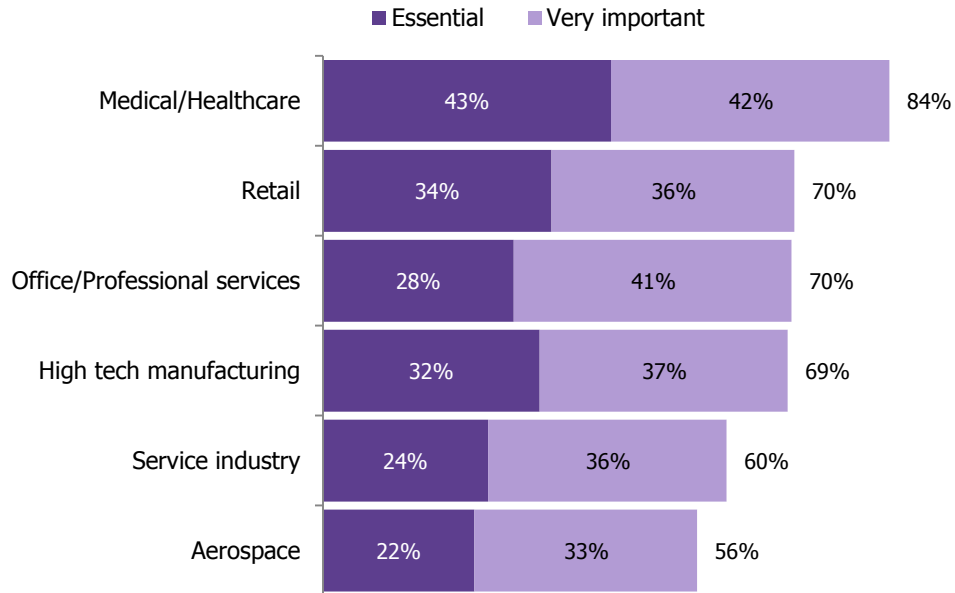
Please rate how important, if at all, it is for the City to fund each of the following programs or amenities in order to improve the quality of life for residents in Goodyear:



When asked about the importance of adding various types of employers to the city, more than half of respondents felt it was important to attract each listed type of employer. Among the six employer types, respondents identified attracting employers in the medical/healthcare sector as most important (84% essential or very important). This was followed by retail (70%), office/professional services (70%) and high tech manufacturing (69%). Respondents considered aerospace and service industry employers slightly less important for the City to attract, with about 6 in 10 residents rating them as essential or very important.

Figure 5: Employers

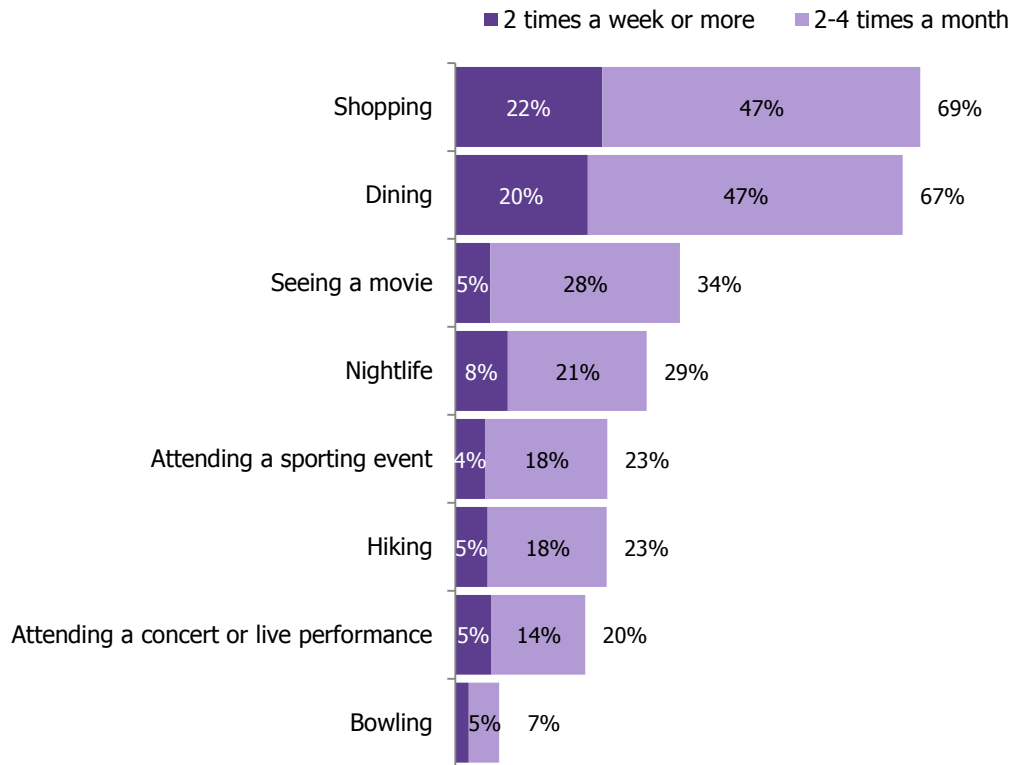
Please rate how important, if at all, it is for the City to add these types of employers:



Most residents reported travelling outside of Goodyear for various leisure activities at least once a month, most commonly for the purposes of shopping or dining. Two-thirds of respondents said that they left Goodyear at least once a month in order to shop or dine. No more than one-third went outside of Goodyear to see a movie, for nightlife, sporting events, hiking, performances or bowling.

Figure 6: Attractions Outside of Goodyear

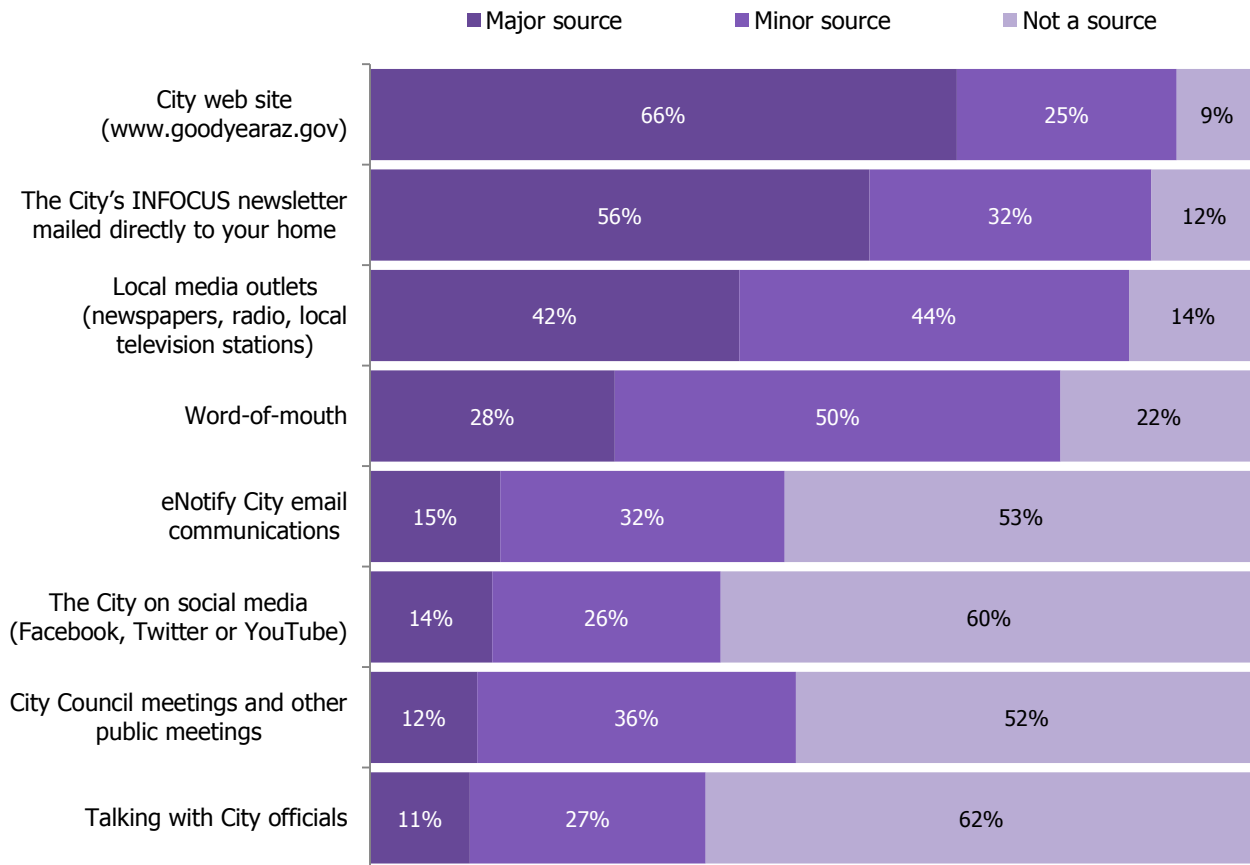
About how frequently, if ever, do you travel outside of Goodyear for the following purposes?



Goodyear residents used a variety of sources for obtaining information about the City. Residents most commonly considered the City’s web site, newsletter and local news outlets as major sources of information about the City government (66%, 56% and 42%, respectively).

Figure 7: Information Sources

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 residents enjoy a high quality of life.

Residents felt positively about the overall quality of life in the City of Goodyear and consistently gave strong marks to all aspects of quality of life in the city. Goodyear received high ratings as a place to live, as a place to raise children and as a place to retire. Survey respondents appreciated their neighborhoods as a place to live and evaluated the overall appearance and overall image of the city favorably. Nearly all expected to remain living in the city and would recommend it to others. While Goodyear stood out as a particularly good place to retire, all of these quality of life characteristics were on par with other communities in the nation.

Residents give solid ratings to Goodyear's economy while identifying it as an important focus area.

Residents identified economic health as an important focus area for the city and generally gave solid ratings in this area. Ratings of the city's overall economic health and the quality of economic development services were in line with other U.S. communities and compared to residents elsewhere, more Goodyear residents felt that the cost of living was good and expected the economy to have a positive effect on their household.

As a place to work, a majority of residents rated Goodyear favorably, and though only 3 in 10 residents felt similarly positive about employment opportunities, these levels were not markedly different from other communities. Still, most residents supported the city's efforts to add employers to Goodyear, particularly employers in the sectors of healthcare, retail, professional services and high tech manufacturing.

Goodyear's downtown/commercial area was not rated as highly as in other communities; however ratings of the quality of businesses and services, shopping opportunities and quality of public spaces where people want to spend time were similar to other communities. Nearly all residents reported that they purchased goods or services in Goodyear at least some of the time; many residents, however, commonly went outside of Goodyear for the purposes of shopping or dining.

Mobility is good in Goodyear, but public transportation lags.

Goodyear received above average ratings for traffic flow and travel by car; the overall ease of travel, travel by bicycle, ease of walking and the quality of paths and walking trails were also rated well, with marks that were similar to other communities. Transportation services generally rated at or above the benchmark. Travel by public transportation and the quality of transit services were not rated as highly as elsewhere and residents reported using public transportation at a much lower rate. Residents used other forms of alternative transportation at normal levels.

Residents want more parks, recreation opportunities and higher education in Goodyear.

Residents supported funding for various additional programs and amenities but identified parks, recreation and higher education as the most important priorities for funding. Overall, survey respondents rated education and enrichment and adult education in Goodyear well. Similarly, Goodyear's parks, recreation centers and recreation programs received consistently good ratings, as did fitness opportunities and recreational opportunities in the city. Residents regularly used parks and recreation centers and participated in physical activity, but not significantly more than the norm.