

CITY OF GOODYEAR CITIZEN SATISFACTION SURVEY

October 2004

Prepared For

City of Goodyear
Goodyear, Arizona

Prepared By

Behavior Research Center, Inc.
1101 North First Street
Phoenix, Arizona 85004
(602) 258-4554



TABLE OF CONTENTS

	<u>page</u>
INTRODUCTION	1
EXECUTIVE SUMMARY	2
SUMMARY TABLES	19
TABLE 1: OVERALL SATISFACTION WITH CITY’S PERFORMANCE IN DELIVERING SERVICES	19
TABLE 2: SATISFACTION WITH SELECTED CITY SERVICES	20
TABLE 3: WILLINGNESS TO PAY MORE FOR IMPROVED CITY SERVICES	21
TABLE 4: PRIORITY SPENDING INDEX – CURRENT CITY SERVICES	22
TABLE 5: IMPORTANCE OF CITY PROVIDING ADDITIONAL CITY SERVICES	23
TABLE 6: WILLINGNESS TO PAY FOR ADDITIONAL SERVICE	24
TABLE 7: PRIORITY SPENDING INDEX: ADDITIONAL CITY SERVICES	24
TABLE 8: GOODYEAR AS A PLACE TO LIVE	25
TABLE 9: QUALITY OF LIFE IN THE CITY OF GOODYEAR	26
TABLE 10: QUALITY OF LIFE IN YOUR NEIGHBORHOOD	27
TABLE 11: MOST IMPORTANT PROBLEM FACING THE CITY	28
TABLE 12: STEPS CITY COULD TAKE TO MAKE CITY MORE LIVEABLE	29
TABLE 13: JOB CITY IS DOING KEEPING UP WITH GROWTH	30
TABLE 14: ATTITUDES ABOUT NEIGHBORHOOD SAFETY	31
TABLE 15: IMPORTANCE OF HAVING A DOWNTOWN	32
TABLE 16: QUALITY OF DEVELOPMENT IN GOODYEAR	33
TABLE 17: VALUE OF SERVICES FOR TAXES PAID	34
TABLE 18: JOB CITY DOES LISTENING TO CITIZENS	35
TABLE 19: OPPORTUNITY TO PARTICIPATE	36
TABLE 20: CONTACT WITH THE CITY	37
TABLE 21: MOST RELIED ON NEWS SOURCES	38
TABLE 22: WEST VALLEY VIEW READERSHIP	39
TABLE 23: CITY REPORT READERSHIP	40
TABLE 24: USE OF CITY’S WEBSITE	41
TABLE 25: INTERNET ACCESS AT HOME/EVER VISITED CITY’S WEBSITE	42
TABLE 26: COMMUNITY PARK AMENITIES	43
TABLE 27: IMPORTANCE OF PROVIDING CLASSES/SPORTS	44
TABLE 28: TRASH AND RECYCLING PATTERNS	45
APPENDIX	47
METHODOLOGY	47
SURVEY QUESTIONNAIRE	49

INTRODUCTION

This study was commissioned by the City of Goodyear with the overall objective of measuring citizens' attitudes regarding City services and issues for policy development, program improvement, and resource allocation. More specifically, this study addressed the following issues:

- Overall satisfaction with City's performance in delivering services;
- Satisfaction with 18 specific City-provided services;
- City spending priorities;
- Importance of offering additional City services;
- Goodyear as a place to live;
- Quality of life in Goodyear;
- Problems facing Goodyear;
- Steps City should take to make City more liveable;
- Job City is doing keeping up with growth;
- Neighborhood safety;
- Importance of having a downtown;
- Quality of development in Goodyear;
- Value of services for tax dollars paid;
- Opportunity to participate in City issues;
- News sources relied on;
- Needed community park amenities;
- Trash and recycling patterns.

The information contained in this report is based on 401 in-depth interviews conducted with a representative cross-section of City of Goodyear heads of household. All of the interviewing on this project was conducted via telephone by professional interviewers of the Behavior Research Center during last September and early October 2004. For a detailed explanation of the procedures followed during this project, please refer to the Methodology section of this report.

The information contained in this report is presented in three sections. The first section, EXECUTIVE SUMMARY, presents the primary findings of the survey in a summary format. The second section, SUMMARY TABLES, reviews the findings of each study question by four demographic variables (gender, age, length of residence and area). The final section, APPENDIX, details the study methodology and contains a copy of the survey questionnaire.

The Behavior Research Center has presented all of the data germane to the basic research objective of this project. However, if City management requires additional data retrieval or interpretation, we stand ready to provide such input.

BEHAVIOR RESEARCH CENTER

EXECUTIVE SUMMARY

● **KEY FINDINGS**

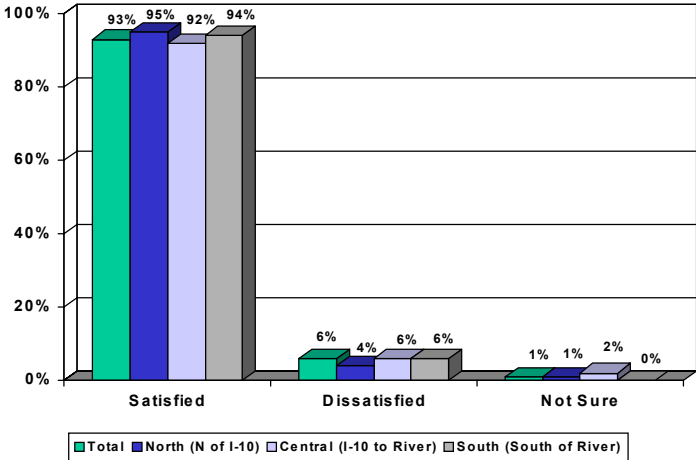
Four key findings are evident from this research effort:

- First, the City of Goodyear receives very high marks from residents for the services it provides, with better than nine out of ten residents (93%) indicating they are satisfied with the overall performance of the City in providing services. Importantly, this attitude is universal among all population subgroups.
- Second, the City also receives highly positive ratings in the vast majority of instances for its efforts in delivering 18 specific municipal services surveyed.
- Third, Goodyear is viewed very highly as a place to live, with a positive rating among 91 percent of residents.
- Fourth, the quality of life that Goodyear offers is viewed very highly, with a 90 percent positive rating among residents.

● **OVERALL SATISFACTION WITH CITY PERFORMANCE IN DELIVERING SERVICES (TABLE 1)**

Over nine out of ten Goodyear residents (93%) indicate they are either very satisfied (37%) or satisfied (56%) with the overall performance of the City in providing services. In comparison, only six percent of residents indicate they are dissatisfied. Demographically, satisfaction does not drop below 90 percent within any key population subgroups.

OVERALL SATISFACTION WITH CITY PERFORMANCE IN DELIVERING SERVICES



24.115 C-1

- **SATISFACTION WITH SELECTED CITY SERVICES (TABLE 2)**

Goodyear residents were asked to indicate how satisfied they are with each of 18 services provided by the City using a ten-point scale, where one means the City is doing a poor job and ten means it is doing an excellent job.

Presented on the following chart are the satisfaction ratings for each of the services studied. As may be seen, five of the services received satisfaction ratings over 8.0:

- Twice weekly regular trash pickup (8.6);
- Fire protection (8.4);
- Paramedic or medical emergency services (8.2);
- Once-a-week uncontained bulk trash pickup (8.1);
- Police protection (8.1).

Also receiving very positive ratings are five additional services which receive satisfaction ratings between 7.0 and 7.9:

- Cleanliness of our parks (7.7);
- Requiring property owners to meet city code standards (7.5);
- Storm water runoff on major streets (7.4);
- Condition of park landscaping/playground equipment (7.3);
- Communication with residents (7.0).

A third tier of four City services receives satisfaction ratings between 6.0 and 6.9:

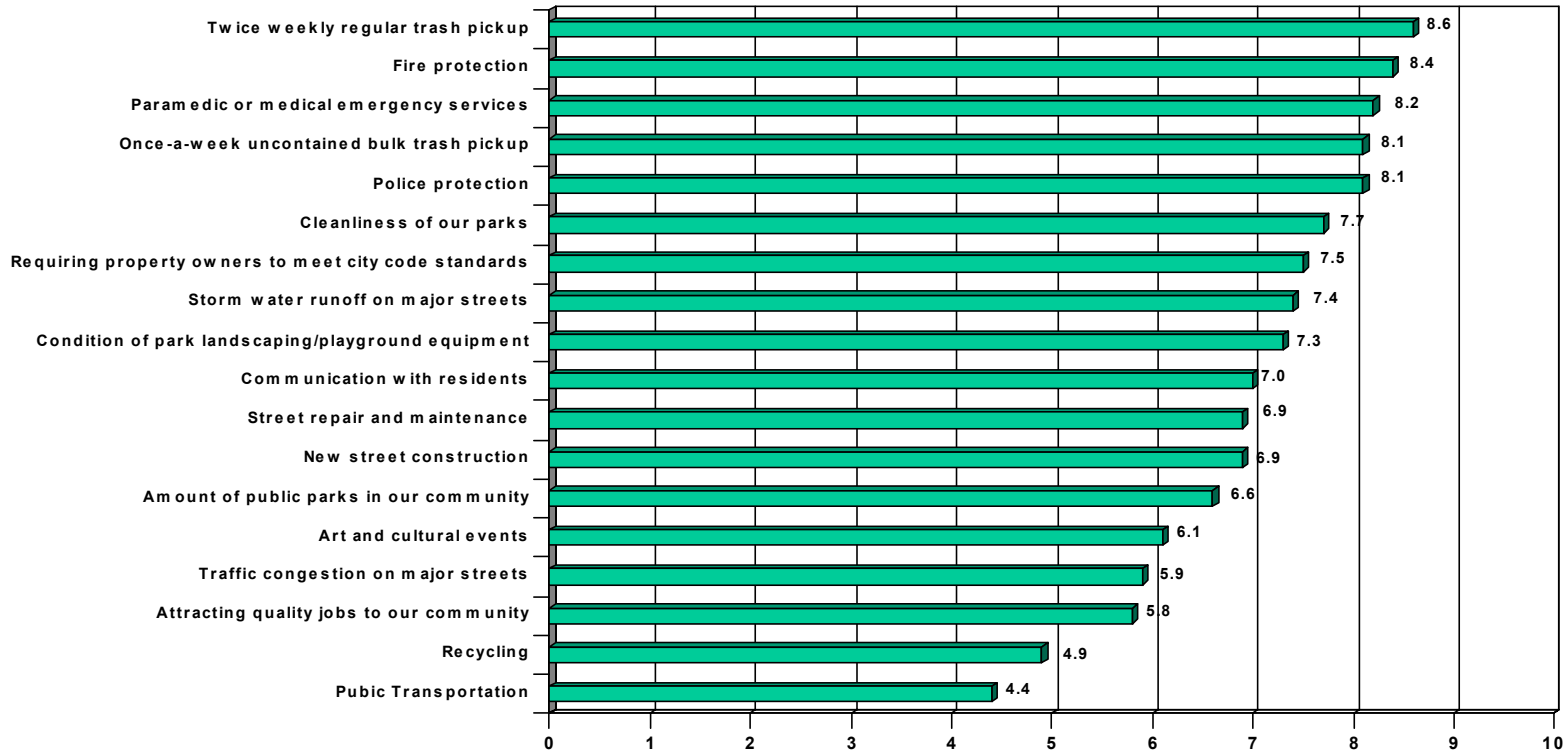
- Street repair and maintenance (6.9);
- New street construction (6.9);
- Amount of public parks in our community (6.6);
- Art and cultural events (6.1).

A final tier of four additional services receives satisfaction ratings under 6.0:

- Traffic congestion on major streets (5.9);
- Attracting quality jobs to our community (5.8);
- Recycling (4.9);
- Public transportation (4.4).

SATISFACTION WITH CITY SERVICES

(1-10 Scale: 1 = Poor Job, 10 = Excellent Job)



24.115 C-2

- **CITY SPENDING PRIORITIES – CURRENT CITY SERVICES (TABLES 3-4)**

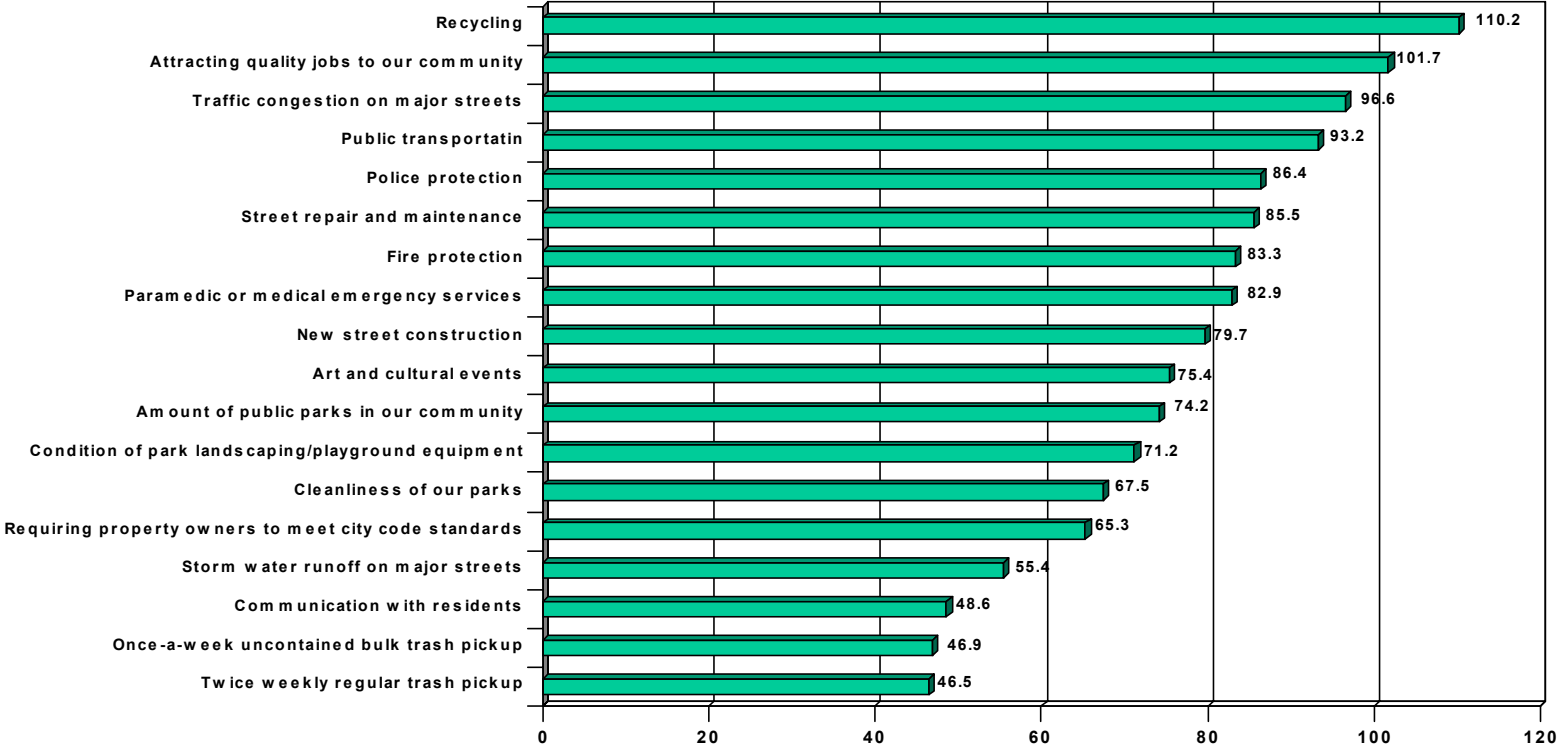
After residents had evaluated each of the 18 service areas under consideration, they were asked to indicate whether they would or would not be willing to pay more to improve each of them. This information was then correlated with the service satisfaction ratings to create a Priority Spending Index which affords higher spending priority to those services that receive lower satisfaction ratings. This line of inquiry reveals two service areas which receive Priority Index readings over 100 and six which receive Priority Index readings between 80 and 99.

- Recycling (110.2);
- Attracting quality jobs to our community (101.7);
- Traffic congestion on major streets (96.6);
- Public transportation (93.2);
- Police protection (86.4);
- Street repair and maintenance (85.5);
- Fire protection (83.3);
- Paramedic or medical emergency services (82.9).

Each of the remaining ten service areas receives Priority Index readings below 80:

- New street construction (79.7);
- Art and cultural events (75.4);
- Amount of public parks in our community (74.2);
- Condition of park landscaping/playground equipment (71.2);
- Cleanliness of our parks (67.5);
- Requiring property owners to meet city code standards (65.3);
- Storm water runoff on major streets (55.4);
- Communication with residents (48.6);
- Once-a-week uncontained bulk trash pickup (46.9);
- Twice weekly regular trash pickup (46.5).

PRIORITY SPENDING INDEX - CURRENT CITY SERVICES

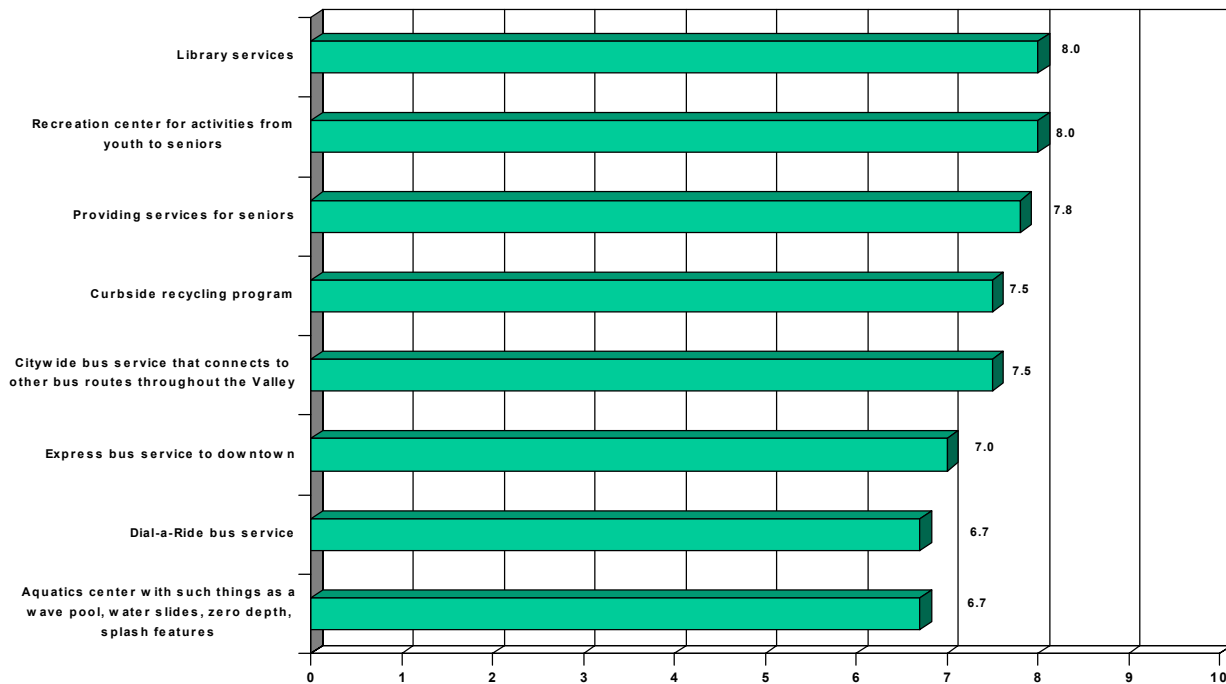


24.115 C-3

● **IMPORTANCE OF PROVIDING ADDITIONAL CITY SERVICES (TABLE 5)**

Residents were asked to indicate how important they feel it is that the City provide each of eight additional services in the future. Here we find that two of the services tested receive mean ratings of 8.0 (on a 1-10 scale): library services (8.0) and recreational center for activities from youth to seniors (8.0). Also receiving high ratings over 7.0 were services for seniors (7.8), curbside recycling (7.5), citywide bus service (7.5) and express bus service to downtown (7.0). Each of the remaining two services tested receives ratings under 7.0: Dial-a-Ride bus service (6.7) and aquatics center (6.7).

**IMPORTANCE OF CITY PROVIDING
ADDITIONAL CITY SERVICES**
(1-10 Scale: 1 = Not At All Important, 10 = Very Important)

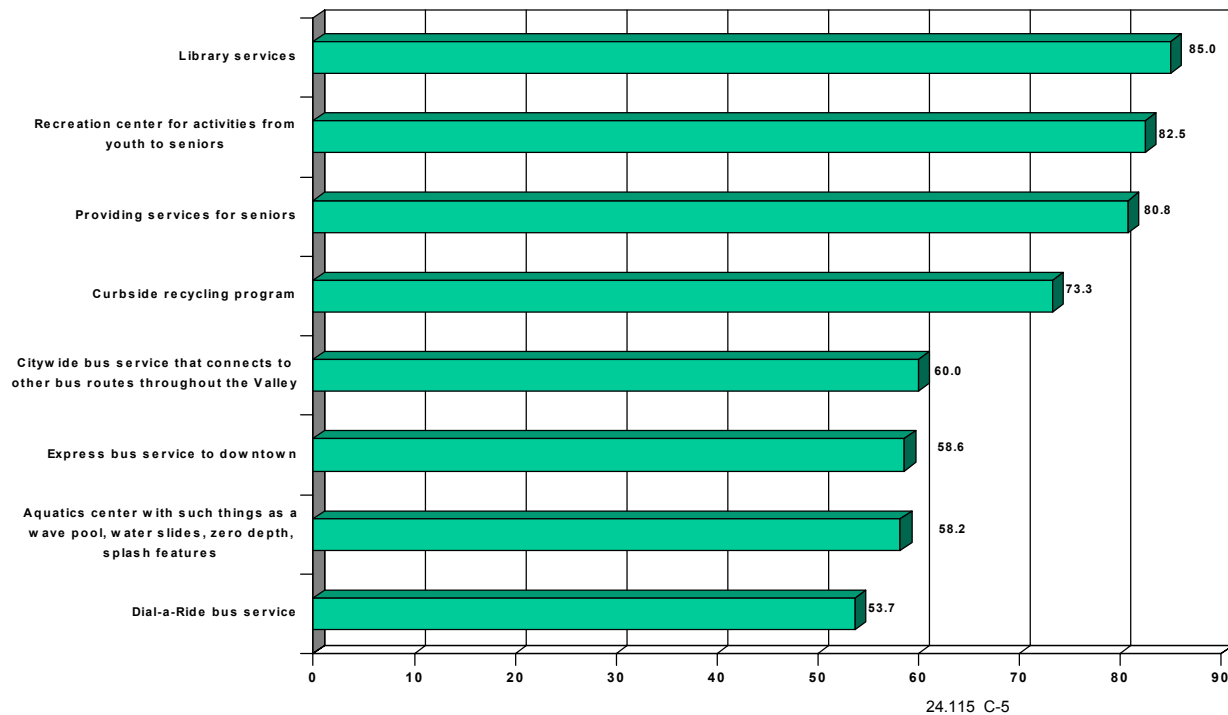


24.115 C-4

- **CITY SPENDING PRIORITIES – ADDITIONAL CITY SERVICES (TABLES 6-7)**

Similar to the earlier section on current City services, a Priority Spending Index was created for the additional City services under study. This exercise reveals that three of the services receive Index readings over 80: library services (85.0), recreation center (82.5) and providing services for seniors (80.0).

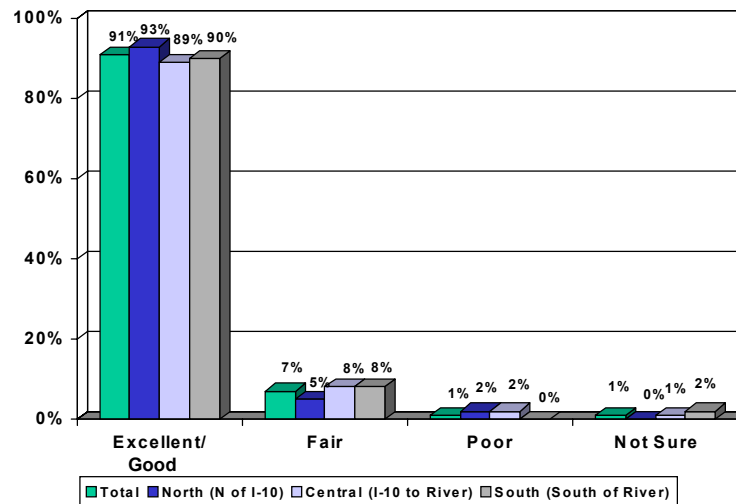
PRIORITY SPENDING INDEX - ADDITIONAL CITY SERVICES



- **GOODYEAR AS A PLACE TO LIVE (TABLE 8)**

Better than nine out of ten residents (91%) rate Goodyear as either an excellent (46%) or good place to live, while only seven percent rate it fair and one percent poor. This positive rating is universal across demographic subgroups.

GOODYEAR AS A PLACE TO LIVE

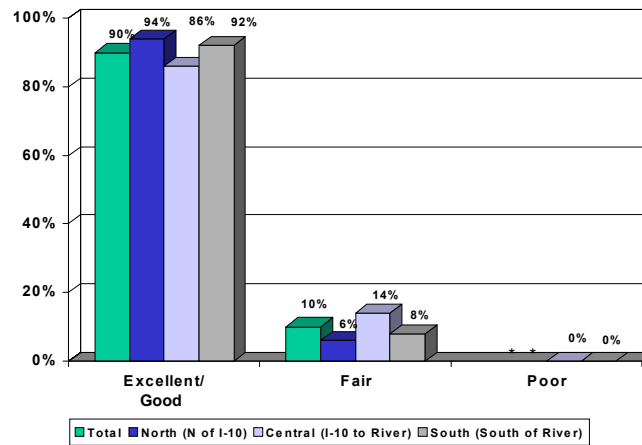


24.115 C-6

- **QUALITY OF LIFE IN GOODYEAR (TABLES 9-10)**

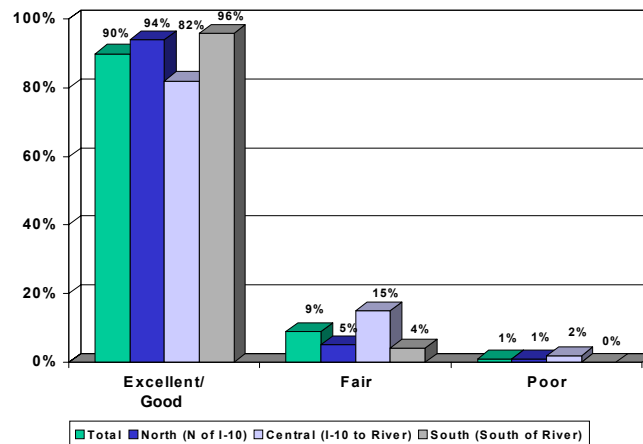
Ninety percent of residents rate the quality of life in both the overall City of Goodyear and their own neighborhood as either excellent or good.

QUALITY OF LIFE IN THE CITY OF GOODYEAR



24.115 C-7

QUALITY OF LIFE IN YOUR NEIGHBORHOOD



24.115 C-8

- **MOST IMPORTANT PROBLEMS FACING THE CITY (TABLE 11)**

Residents believe that rapid growth (31%) and transportation (18%) are the most important problems facing the City of Goodyear today. Also receiving noteworthy response are a perceived lack of City services (9%) and crime (8%). No other problems generate a response of over five percent.

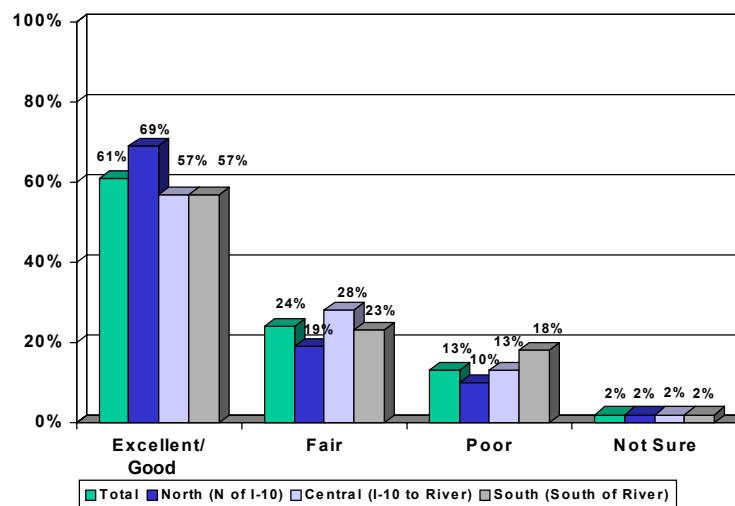
- **STEPS CITY COULD TAKE TO MAKE CITY MORE LIVEABLE (TABLE 12)**

The four most frequently mentioned steps the City could take to make it a more liveable city are: 1) improving transportation (15%); 2) building more parks/recreation facilities (15%); 3) attracting more shopping and dining facilities (12%), and; 4) slowing or controlling growth (10%).

- **JOB CITY IS DOING KEEPING UP WITH GROWTH (TABLE 13)**

Roughly six out of ten residents (61%) believe the City is doing either an excellent (19%) or good (42%) job keeping up with Goodyear’s growth. In comparison, 24 percent of residents believe the City is doing a fair job, while 13 percent believe it is doing a poor job. The data also reveals that residents of central and south Goodyear are more likely than residents of north Goodyear to rate the City as either fair or poor (41% vs. 29%).

JOB CITY IS DOING KEEPING UP WITH CITY GROWTH



24.115 C-9

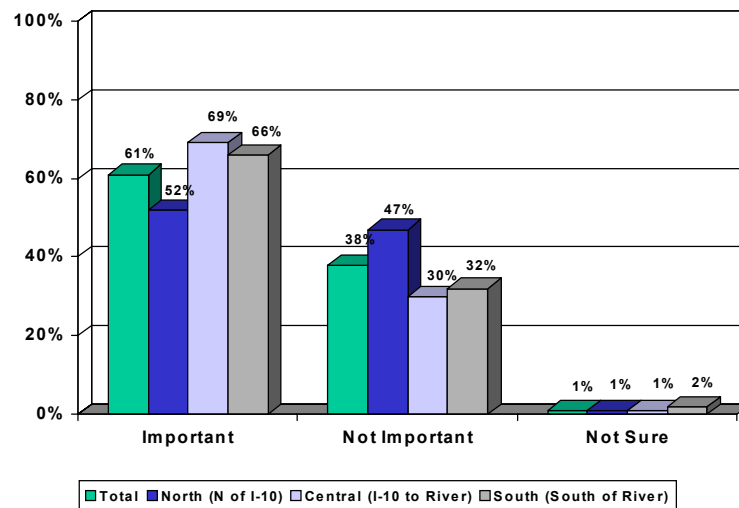
- **ATTITUDES ABOUT NEIGHBORHOOD SAFETY (TABLE 14)**

When residents are asked to indicate how safe they feel in their neighborhood, 98 percent indicate they feel safe during the day, while 94 percent indicate they feel safe during the night.

- **IMPORTANCE OF HAVING A DOWNTOWN (TABLE 15)**

Sixty-one percent of Goodyear residents believe it is important that the City have a downtown, while 38 percent do not. Residents in central and south Goodyear reveal more interest in having a downtown than do residents of north Goodyear.

IMPORTANCE OF HAVING A DOWNTOWN

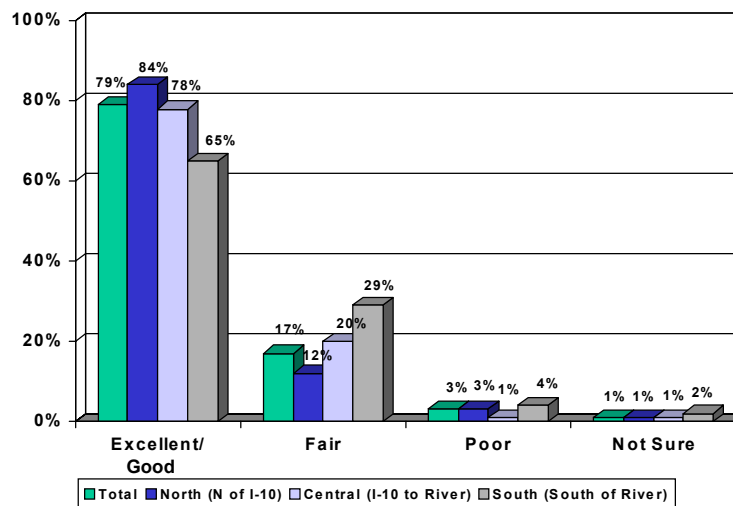


24.115 C-10

- **QUALITY OF DEVELOPMENT IN GOODYEAR (TABLE 16)**

Seventy-nine percent of Goodyear residents rate the quality of development in the City as either excellent (23%) or good (56%), while 17 percent rate it as fair and three percent as poor. Residents of north Goodyear offer a more positive reading (84% excellent/good) than residents of central (78%) or south (65%) Goodyear.

QUALITY OF DEVELOPMENT IN GOODYEAR

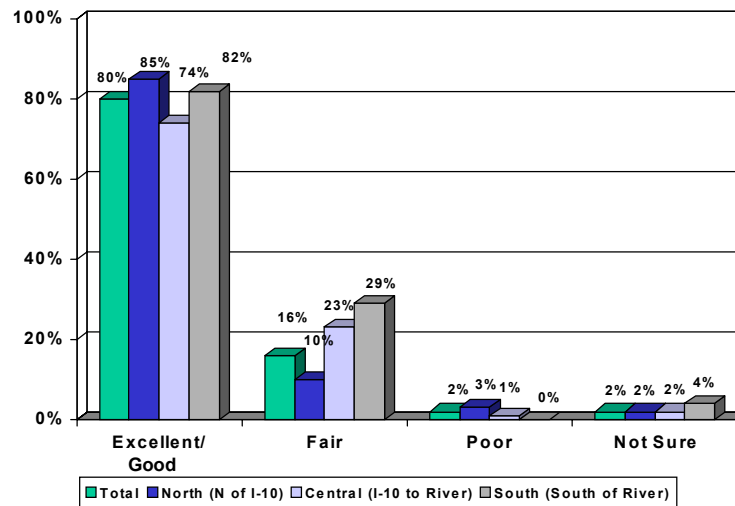


24.115 C-11

- **VALUE OF SERVICE FOR TAXES PAID (TABLE 17)**

Eight percent of residents believe they receive either excellent (26%) or good (54%) value for the taxes they pay for City services. In comparison, 16 percent rate the City as fair, while only two percent rate it as poor.

VALUE OF SERVICES FOR TAXES PAID



24.115 C-12

- **JOB CITY DOES LISTENING TO CITIZENS (TABLE 18)**

Nine out of ten Goodyear residents (89%) either strongly agree (57%) or agree (32%) that the City pays appropriate attention to what citizens think when deciding what to do on major issues or projects.

- **OPPORTUNITY TO PARTICIPATE IN NEIGHBORHOOD ISSUES (TABLE 19)**

Thirty-six percent of residents believe they have a great deal of opportunity to participate in discussions that affect them and their neighborhood, while 47 percent believe they have some opportunity and 14 percent believe they have no opportunity.

- **CONTACT WITH THE CITY (TABLE 20)**

One-third of Goodyear residents indicate they have had contact with a City official or department during the past 12 months to seek service or information or to make a complaint. Ninety-two percent of those who made contact indicate they were treated in a professional and courteous manner during their last contact, while 80 percent reveal their needs were handled in a timely fashion.

- **NEWS SOURCES (TABLE 21-23)**

Seventy-five percent of residents get most of their news about the City of Goodyear from the West Valley View. Additionally, 72 percent of residents read the West Valley View every week, while 46 percent read the City Report newsletter every month.

- **USE OF CITY'S WEBSITE (TABLE 24)**

Eighty percent of Goodyear residents have home access to the Internet and 45 percent of these residents have visited the City's website. Eighty-six percent of those who have visited the website rate it as being either very easy (35%) or easy (51%) to find information on, while the site receives a 7.2 mean evaluation rating on a one-to-ten scale.

- **COMMUNITY PARK AMENITIES (TABLE 25)**

When residents are asked to indicate the amenities they would like to see at a new community park, five items receive readings of ten percent or more: pool/water park (15%); playground equipment (15%); picnic ramadas (12%); walking/bicycle parks (12%); baseball fields (10%).

- **IMPORTANCE OF PROVIDING CLASSES/SPORTS (TABLE 26)**

Eighty percent of residents feel it is important that the City provide youth classes/sports, while 79 percent believe it is important the City provide teen classes/sports and 64 percent adult classes/sports.

- **TRASH AND RECYCLING PATTERNS (TABLE 27)**

- Fourteen percent of residents set out bulk items for uncontainerized trash pickup every week, while 12 percent set it out twice a month, 26 percent once a month, 30 percent less than once a month and 18 percent never.
- On average, residents indicate that about 25 percent of the uncontained loose trash they set out in a six-month period is yard waste versus other bulk items.
- Eighty-two percent of residents would be very willing (38%) or willing (44%) to separate their yard waste for separate collection.
- A majority of residents (54%) indicate they never take materials to Goodyear's recycle bins.
- Sixty-five percent of residents have participated in a curbside recycling program in another city.
- Eighty-three percent of residents would be either very likely (53%) or likely (30%) to participate in a curbside recycling program.

- **SAMPLE DEMOGRAPHICS**

SAMPLE DEMOGRAPHICS

<u>GENDER</u>	
Male	50%
Female	50
	100%
 <u>AGE</u>	
Under 35	26%
35 to 49	33
50 to 64	26
65 and over	13
Refused	2
	100%
 MEDIAN (YEARS)	
	45.6
 <u>YEARS IN GOODYEAR</u>	
Under 6	68%
6 to 10	22
11 or more	9
Refused	1
	100%

(CONTINUED)

SAMPLE DEMOGRAPHICS

CHILDREN IN HOUSEHOLD

Under 6	25%
6 to 12	29
13 to 17	19
Any children	48

EDUCATION – HEAD OF HOUSEHOLD

High school or less	18%
Some college	24
College graduate	39
Post graduate	16
Refused	<u>3</u>
	100%

EMPLOYMENT STATUS – RESPONDENT

Employed	62%
In Goodyear	15
Not in Goodyear	47
Retired	24
Homemaker	8
Unemployed	3
Student	1
Refused	<u>2</u>
	100%

MILES TO WORK IF EMPLOYED

OUTSIDE GOODYEAR

Under 6	7%
6 to 10	9
11 to 20	28
21 to 30	23
Over 30	29
Not sure/refused	<u>4</u>
	100%

EMPLOYMENT STATUS – OTHER HEAD
OF HOUSEHOLD (80%, 322 OF 401)

Employed	67%
In Goodyear	15
Not in Goodyear	52
Retired	19
Homemaker	9
Unemployed	3
Student	1
Refused	<u>1</u>
	100%

(CONTINUED)

SAMPLE DEMOGRAPHICS

MILES TO WORK IF EMPLOYED

OUTSIDE GOODYEAR

Under 6	9%
6 to 10	8
11 to 20	31
21 to 30	20
Over 30	29
Not sure/refused	<u>3</u>
	100%

HOUSEHOLD EMPLOYMENT SUMMARY

1 head employed in Goodyear	21%
2 heads employed in Goodyear	3
No heads employed in Goodyear	<u>76</u>
	100%

ANNUAL HOUSEHOLD INCOME

Under \$25,000	8%
\$25,000 to \$49,999	19
\$50,000 to \$74,999	32
\$75,000 or over	<u>41</u>
	100%

MEDIAN (000) \$68.3

~~~~~

## SUMMARY TABLES

TABLE 1: OVERALL SATISFACTION WITH CITY'S PERFORMANCE IN DELIVERING SERVICES

“On the whole, would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the City of Goodyear’s overall delivery of services to residents?”

|                            | Very Satisfied | Satisfied | Dis-satisfied | Very Dis-satisfied | Not Sure | TOTAL SATISFIED |
|----------------------------|----------------|-----------|---------------|--------------------|----------|-----------------|
| <u>TOTAL</u>               | 37%            | 56%       | 5%            | 1%                 | 1%       | 93%             |
| <u>GENDER</u>              |                |           |               |                    |          |                 |
| Male                       | 37             | 57        | 4             | 1                  | 1        | 94              |
| Female                     | 37             | 57        | 5             | 0                  | 1        | 94              |
| <u>AGE</u>                 |                |           |               |                    |          |                 |
| Under 35                   | 33             | 59        | 6             | 0                  | 2        | 92              |
| 35 to 49                   | 32             | 61        | 6             | 1                  | 0        | 93              |
| 50 to 64                   | 39             | 55        | 4             | 1                  | 1        | 94              |
| 65 or over                 | 55             | 41        | 2             | 0                  | 2        | 96              |
| <u>LENGTH OF RESIDENCE</u> |                |           |               |                    |          |                 |
| Under 6 years              | 36             | 57        | 6             | 0                  | 1        | 93              |
| 6 years or over            | 39             | 56        | 3             | 2                  | 0        | 95              |
| <u>AREA</u>                |                |           |               |                    |          |                 |
| North                      | 50             | 45        | 4             | *                  | 1        | 95              |
| Central                    | 31             | 61        | 6             | 0                  | 2        | 92              |
| South                      | 25             | 69        | 4             | 2                  | 0        | 94              |

\*Indicates % less than .5

~~~~~

TABLE 2: SATISFACTION WITH SELECTED CITY SERVICES

“As you know, the City of Goodyear provides various services to the community ranging from fire protection to street maintenance. On scale of one to ten where one means you think the City is doing a poor job and ten means you think the City is doing an excellent job, how would you rate the City of Goodyear on each of the following? Remember, one means a poor job and ten means an excellent job.”

	Poor (1-4)	Fair (5-6)	Good (7-8)	Excel- lent (9-10)	Not Sure	MEAN RATING
Twice weekly regular trash pickup	5%	5%	23%	65%	2%	8.6
Fire protection	3	9	32	46	10	8.4
Paramedic or medical emergency services	3	8	32	40	17	8.2
Once-a-week uncontained bulk trash pickup	10	8	22	52	8	8.1
<u>Police protection</u>	<u>6</u>	<u>8</u>	<u>39</u>	<u>43</u>	<u>4</u>	<u>8.1</u>
Cleanliness of our parks	6	15	37	34	8	7.7
Requiring property owners to meet city code standards	9	14	39	29	9	7.5
Storm water runoff on major streets	7	21	41	26	5	7.4
Condition of park landscaping/ playground equipment	10	16	34	29	11	7.3
<u>Communication with residents</u>	<u>11</u>	<u>22</u>	<u>39</u>	<u>24</u>	<u>4</u>	<u>7.0</u>
Street repair and maintenance	14	19	41	24	2	6.9
New street construction	13	20	43	20	4	6.9
Amount of public parks in our community	18	22	35	20	5	6.6
<u>Art and cultural events</u>	<u>20</u>	<u>29</u>	<u>28</u>	<u>13</u>	<u>10</u>	<u>6.1</u>
Traffic congestion on major streets	21	31	37	9	2	5.9
Attracting quality jobs to our community	23	29	27	10	11	5.8
Recycling	41	16	14	14	15	4.9
Public transportation	35	24	9	5	27	4.4

~~~~~

TABLE 3: WILLINGNESS TO PAY MORE  
FOR IMPROVED CITY SERVICES

“Now, I’ll quickly read the list again and please tell me whether or not you would be willing to pay more to improve the level of service.”

|                                                          | Would | Would Not | Not Sure |
|----------------------------------------------------------|-------|-----------|----------|
| Police protection                                        | 70%   | 29%       | 1%       |
| Paramedic or medical<br>emergency services               | 68    | 29        | 3        |
| Fire protection                                          | 68    | 30        | 2        |
| Attracting quality jobs to our<br>community              | 59    | 37        | 2        |
| Street repair and maintenance                            | 59    | 40        | 1        |
| Traffic congestion on major<br>streets                   | 57    | 41        | 2        |
| New street construction                                  | 55    | 43        | 2        |
| Recycling                                                | 54    | 44        | 2        |
| Cleanliness of our parks                                 | 52    | 44        | 4        |
| Condition of park landscaping/<br>playground equipment   | 52    | 45        | 3        |
| Amount of public parks in our<br>community               | 49    | 48        | 3        |
| Requiring property owners to<br>meet city code standards | 49    | 49        | 2        |
| Art and cultural events                                  | 46    | 51        | 4        |
| Public transportation                                    | 41    | 53        | 6        |
| Storm water runoff on major<br>streets                   | 41    | 56        | 3        |
| Twice weekly regular trash<br>pickup                     | 40    | 59        | 1        |
| Once-a-week uncontained<br>bulk trash pickup             | 38    | 59        | 3        |
| Communication with residents                             | 34    | 63        | 3        |

~~~~~

TABLE 4: PRIORITY SPENDING INDEX –
CURRENT CITY SERVICES

	Mean Rating	Willing To Pay More	PRIORITY SPENDING INDEX
Recycling	4.9	54%	110.2
Attracting quality jobs to our community	5.8	59	101.7
Traffic congestion on major streets	5.9	57	96.6
Public transportation	4.4	41	93.2
Police protection	8.1	70	86.4
Street repair and maintenance	6.9	59	85.5
Fire protection	8.4	70	83.3
Paramedic or medical emergency services	8.2	68	82.9
New street construction	6.9	55	79.7
Art and cultural events	6.1	46	75.4
Amount of public parks in our community	6.6	49	74.2
Condition of park landscaping/ playground equipment	7.3	52	71.2
Cleanliness of our parks	7.7	52	67.5
Requiring property owners to meet city code standards	7.5	49	65.3
Storm water runoff on major streets	7.4	41	55.4
Communication with residents	7.0	34	48.6
Once-a-week uncontained bulk trash pickup	8.1	38	46.9
Twice weekly regular trash pickup	8.6	40	46.5

Calculation: Willing to pay more divided by rating.

~~~~~



**TABLE 5: IMPORTANCE OF CITY PROVIDING  
ADDITIONAL CITY SERVICES**

“The following are services that the City does not currently provide. Please tell us how important it is to you that the City provides these services in the future. Is the service: very important, important, not very important, not important at all.”

|                                                                                                  | Very<br>Impor-<br>tant | Impor-<br>tant | Not<br>Very<br>Impor-<br>tant | Not<br>At All<br>Impor-<br>tant | Not<br>Sure | MEAN<br>RATING <sup>1</sup> |
|--------------------------------------------------------------------------------------------------|------------------------|----------------|-------------------------------|---------------------------------|-------------|-----------------------------|
| Library services                                                                                 | 38%                    | 49%            | 8%                            | 4%                              | 1%          | 8.0                         |
| Recreation center for activities<br>from youth to seniors                                        | 35                     | 47             | 12                            | 4                               | 2           | 8.0                         |
| Providing services for seniors                                                                   | 31                     | 52             | 12                            | 4                               | 1           | 7.8                         |
| Curbside recycling program                                                                       | 31                     | 45             | 18                            | 5                               | 1           | 7.5                         |
| Citywide bus service that<br>connects to other bus routes<br>throughout the Valley               | 29                     | 42             | 21                            | 7                               | 1           | 7.5                         |
| Express bus service to downtown                                                                  | 23                     | 41             | 25                            | 9                               | 2           | 7.0                         |
| Dial-a-Ride bus service                                                                          | 16                     | 45             | 31                            | 6                               | 2           | 6.7                         |
| Aquatics center with such things<br>as a wave pool, water slides,<br>zero depth, splash features | 19                     | 37             | 33                            | 10                              | 1           | 6.7                         |

<sup>1</sup>Converted to 10-point scale.

~~~~~

TABLE 6: WILLINGNESS TO PAY FOR ADDITIONAL SERVICE

“And would you be willing to pay more, or not willing to pay more in order to have the City provide each of the following services as soon as possible?”

	Would	Would Not	Not Sure
Library services	68%	31%	1%
Recreation center for activities from youth to seniors	66	33	1
Providing services for seniors	63	36	1
Curbside recycling program	55	44	1
Citywide bus service that connects to other bus routes throughout the Valley	45	54	1
Express bus service to downtown	41	57	2
Aquatics center with such things as a wave pool, water slides, zero depth, splash features	39	60	1
Dial-a-Ride bus service	36	62	2

~~~~~

TABLE 7: PRIORITY SPENDING INDEX –  
ADDITIONAL CITY SERVICES

|                                                                                            | Mean Rating | Willing To Pay More | PRIORITY SPENDING INDEX |
|--------------------------------------------------------------------------------------------|-------------|---------------------|-------------------------|
| Library services                                                                           | 8.0         | 68%                 | 85.0                    |
| Recreation center for activities from youth to seniors                                     | 8.0         | 66                  | 82.5                    |
| Providing services for seniors                                                             | 7.8         | 63                  | 80.8                    |
| Curbside recycling program                                                                 | 7.5         | 55                  | 73.3                    |
| Citywide bus service that connects to other bus routes throughout the Valley               | 7.5         | 45                  | 60.0                    |
| Express bus service to downtown                                                            | 7.0         | 41                  | 58.6                    |
| Aquatics center with such things as a wave pool, water slides, zero depth, splash features | 6.7         | 39                  | 58.2                    |
| Dial-a-Ride bus service                                                                    | 6.7         | 36                  | 53.7                    |

~~~~~

TABLE 8: GOODYEAR AS A PLACE TO LIVE

“Overall, how do you rate Goodyear as a place to live – excellent, good, fair or poor?”

	Excellent	Good	Fair	Poor	Not Sure	TOTAL EXCELLENT/GOOD
<u>TOTAL</u>	46%	45%	7%	1%	1%	91%
<u>GENDER</u>						
Male	47	45	5	2	1	92
Female	45	45	9	1	0	90
<u>AGE</u>						
Under 35	43	47	6	3	1	90
35 to 49	41	49	8	1	1	90
50 to 64	47	46	6	1	0	93
65 or over	65	28	7	0	0	93
<u>LENGTH OF RESIDENCE</u>						
Under 6 years	46	45	7	1	1	91
6 years or over	47	45	7	1	0	92
<u>AREA</u>						
North	60	33	5	2	0	93
Central	37	52	8	2	1	89
South	35	55	8	0	2	90

~~~~~

TABLE 9: QUALITY OF LIFE IN THE CITY OF GOODYEAR

“On the whole, would you say that the quality of life in the City of Goodyear is excellent, good, fair or poor?”

|                                | Excellent | Good | Fair | Poor | TOTAL<br>EXCELLENT/<br>GOOD |
|--------------------------------|-----------|------|------|------|-----------------------------|
| <u>TOTAL</u>                   | 39%       | 51%  | 10%  | *%   | 90%                         |
| <u>GENDER</u>                  |           |      |      |      |                             |
| Male                           | 42        | 50   | 8    | *    | 92                          |
| Female                         | 35        | 52   | 13   | 0    | 87                          |
| <u>AGE</u>                     |           |      |      |      |                             |
| Under 35                       | 36        | 55   | 9    | 0    | 91                          |
| 35 to 49                       | 34        | 53   | 12   | 1    | 87                          |
| 50 to 64                       | 41        | 49   | 10   | 0    | 90                          |
| 65 or over                     | 53        | 39   | 8    | 0    | 92                          |
| <u>LENGTH OF<br/>RESIDENCE</u> |           |      |      |      |                             |
| Under 6 years                  | 40        | 50   | 10   | 0    | 90                          |
| 6 years or over                | 37        | 52   | 10   | 1    | 89                          |
| <u>AREA</u>                    |           |      |      |      |                             |
| North                          | 55        | 39   | 6    | *    | 94                          |
| Central                        | 29        | 57   | 14   | 0    | 86                          |
| South                          | 25        | 67   | 8    | 0    | 92                          |

\*Indicates % less than .5

~~~~~

TABLE 10: QUALITY OF LIFE IN YOUR NEIGHBORHOOD

“And on the whole, would you say the quality of life in your neighborhood is excellent, good, fair, or poor?”

	Excellent	Good	Fair	Poor	Not Sure	TOTAL EXCELLENT/GOOD
<u>TOTAL</u>	55%	35%	9%	1%	*%	90%
<u>GENDER</u>						
Male	56	37	5	1	1	93
Female	54	32	13	1	0	86
<u>AGE</u>						
Under 35	45	44	11	0	0	89
35 to 49	53	34	11	2	0	87
50 to 64	63	27	8	1	1	90
65 or over	66	28	6	0	0	94
<u>LENGTH OF RESIDENCE</u>						
Under 6 years	58	32	9	1	*	90
6 years or over	49	38	11	2	0	87
<u>AREA</u>						
North	72	22	5	1	0	94
Central	36	46	15	2	1	82
South	61	35	4	0	0	96

*Indicates % less than .5

~~~~~

TABLE 11: MOST IMPORTANT PROBLEM FACING THE CITY

“Next, what do you feel is the single most important problem facing the City of Goodyear today?”

|                                                    | GENDER |      |        |
|----------------------------------------------------|--------|------|--------|
|                                                    | TOTAL  | Male | Female |
| Growth – too rapid                                 | 31%    | 34%  | 28%    |
| Traffic congestion/streets/roads                   | 18     | 19   | 16     |
| Lack of city services – not keeping up with growth | 9      | 11   | 7      |
| Crime                                              | 8      | 7    | 8      |
| Environment – water shortage                       | 5      | 5    | 5      |
| Lack of parks/recreation – need youth facilities   | 5      | 5    | 5      |
| Lack of retail facilities – shopping, dining       | 5      | 5    | 4      |
| Education – more, better schools                   | 2      | 1    | 4      |
| All other mentions                                 | 5      | 5    | 6      |
| None – fine as is                                  | 4      | 5    | 4      |
| Not sure                                           | 8      | 5    | 12     |

Totals may exceed 100% due to multiple responses

~~~~~

TABLE 12: STEPS CITY COULD TAKE
TO MAKE CITY MORE LIVEABLE

“What could the City of Goodyear do to make it a more liveable city?” (PROBE:) “What else?”

	GENDER		
	TOTAL	Male	Female
Improve transportation – improve streets/roads, reduce congestion	15%	12%	18%
Need more parks/recreation	15	12	18
Need more shopping/dining facilities	12	10	15
Slow, control growth	10	12	8
Reduce crime – more police	8	8	7
Improve city services – need library, better trash collection	7	6	7
Improve economy – more jobs, attract business	4	5	3
Improve environment – property up-keep, water quality	4	3	5
Better government leadership	3	4	2
Improve schools	3	1	5
Lower taxes	2	3	2
Miscellaneous	2	2	2
No problems, everything fine	18	22	15
Not sure	16	14	19

Totals exceed 100% due to multiple responses

~~~~~

TABLE 13: JOB CITY IS DOING KEEPING UP  
WITH GROWTH

“Next, again on a scale of one to ten where one means you think the city is doing a poor job and ten means you think the city is doing an excellent job, how well do you feel city services are keeping up with Goodyear’s growth?”

|                                | Poor<br>(1-4) | Fair<br>(5-6) | Good<br>(7-8) | Excel-<br>lent<br>(9-10) | Not<br>Sure | MEAN<br>RATING |
|--------------------------------|---------------|---------------|---------------|--------------------------|-------------|----------------|
| <u>TOTAL</u>                   | 13%           | 24%           | 42%           | 19%                      | 2%          | 6.8            |
| <u>GENDER</u>                  |               |               |               |                          |             |                |
| Male                           | 11            | 22            | 44            | 20                       | 3           | 7.0            |
| Female                         | 13            | 27            | 40            | 18                       | 2           | 6.7            |
| <u>AGE</u>                     |               |               |               |                          |             |                |
| Under 35                       | 14            | 32            | 33            | 21                       | 0           | 6.6            |
| 35 to 49                       | 16            | 31            | 38            | 13                       | 0           | 6.4            |
| 50 to 64                       | 12            | 15            | 46            | 23                       | 4           | 7.0            |
| 65 or over                     | 4             | 15            | 60            | 19                       | 2           | 7.6            |
| <u>LENGTH OF<br/>RESIDENCE</u> |               |               |               |                          |             |                |
| Under 6 years                  | 11            | 28            | 41            | 18                       | 2           | 6.8            |
| 6 years or over                | 16            | 18            | 45            | 20                       | 1           | 6.8            |
| <u>AREA</u>                    |               |               |               |                          |             |                |
| North                          | 10            | 19            | 46            | 23                       | 2           | 7.1            |
| Central                        | 13            | 28            | 42            | 15                       | 2           | 6.6            |
| South                          | 18            | 23            | 41            | 16                       | 2           | 6.6            |

~~~~~


TABLE 14: ATTITUDES ABOUT NEIGHBORHOOD SAFETY

“How safe do you feel in your neighborhood during the day – very safe, safe, not safe or not safe at all?”

“And how safe do you feel in your neighborhood at night – very safe, safe, not safe, or not safe at all?”

	<u>DURING THE DAY</u>	<u>DURING THE NIGHT</u>
Very safe	74%	55%
Safe	24	39
Not safe	1	3
Not safe at all	*	1
Not sure	<u>1</u>	<u>2</u>
	100%	100%
	<u>% VERY SAFE/SAFE</u>	
Total	98%	94%
<u>GENDER</u>		
Male	98	95
Female	98	94
<u>AGE</u>		
Under 35	97	94
35 to 49	99	94
50 to 64	96	95
65 or over	100	94
<u>LENGTH OF RESIDENCE</u>		
Under 6 years	98	96
6 years or over	98	91
<u>AREA</u>		
North	98	95
Central	97	93
South	100	98

*Indicates % less than .5

~~~~~

TABLE 15: IMPORTANCE OF HAVING A DOWNTOWN

“Next, do you feel it is very important, important, not very important or not important at all that Goodyear have a downtown?”

|                            | Very Important | Important | Not Very Important | Not At All Important | Not Sure | TOTAL IMPORTANT |
|----------------------------|----------------|-----------|--------------------|----------------------|----------|-----------------|
| <u>TOTAL</u>               | 24%            | 37%       | 31%                | 7%                   | 1%       | 61%             |
| <u>GENDER</u>              |                |           |                    |                      |          |                 |
| Male                       | 23             | 38        | 31                 | 6                    | 2        | 61              |
| Female                     | 25             | 36        | 32                 | 6                    | 1        | 61              |
| <u>AGE</u>                 |                |           |                    |                      |          |                 |
| Under 35                   | 27             | 41        | 25                 | 7                    | 0        | 68              |
| 35 to 49                   | 28             | 32        | 32                 | 7                    | 1        | 60              |
| 50 to 64                   | 21             | 39        | 34                 | 6                    | 0        | 60              |
| 65 or over                 | 13             | 42        | 33                 | 5                    | 7        | 55              |
| <u>LENGTH OF RESIDENCE</u> |                |           |                    |                      |          |                 |
| Under 6 years              | 25             | 36        | 32                 | 6                    | 1        | 61              |
| 6 years or over            | 22             | 39        | 31                 | 6                    | 2        | 61              |
| <u>AREA</u>                |                |           |                    |                      |          |                 |
| North                      | 22             | 30        | 39                 | 8                    | 1        | 52              |
| Central                    | 26             | 43        | 27                 | 3                    | 1        | 69              |
| South                      | 27             | 39        | 26                 | 6                    | 2        | 66              |

~~~~~

TABLE 16: QUALITY OF DEVELOPMENT IN GOODYEAR

“Overall, would you say that the quality of the development in Goodyear – both commercial and residential – is excellent, good, fair or poor?”

	Excellent	Good	Fair	Poor	Not Sure	TOTAL EXCELLENT/ GOOD
<u>TOTAL</u>	23%	56%	17%	3%	1%	79%
<u>GENDER</u>						
Male	27	51	17	3	2	78
Female	19	61	17	2	1	80
<u>AGE</u>						
Under 35	25	59	15	1	0	84
35 to 49	20	52	24	3	1	72
50 to 64	22	57	13	5	3	79
65 or over	28	61	11	0	0	89
<u>LENGTH OF RESIDENCE</u>						
Under 6 years	24	56	15	3	2	80
6 years or over	20	57	21	2	0	77
<u>AREA</u>						
North	31	53	12	3	1	84
Central	15	63	20	1	1	78
South	22	43	29	4	2	65

~~~~~

TABLE 17: VALUE OF SERVICES FOR TAXES PAID

“Based on a city tax that costs about \$200 annually for a \$100,000 home and \$400 annually for a \$200,000 home, would you say your city services including police, fire, emergency medical, street repair, parks maintenance are an excellent value, good value, fair value, poor value?”

|                            | Excellent | Good | Fair | Poor | Not Sure | TOTAL EXCELLENT/<br>GOOD |
|----------------------------|-----------|------|------|------|----------|--------------------------|
| <u>TOTAL</u>               | 26%       | 54%  | 16%  | 2%   | 2%       | 80%                      |
| <u>GENDER</u>              |           |      |      |      |          |                          |
| Male                       | 31        | 50   | 17   | *    | 2        | 81                       |
| Female                     | 21        | 58   | 15   | 3    | 3        | 79                       |
| <u>AGE</u>                 |           |      |      |      |          |                          |
| Under 35                   | 29        | 52   | 16   | 1    | 2        | 81                       |
| 35 to 49                   | 21        | 55   | 19   | 4    | 1        | 76                       |
| 50 to 64                   | 32        | 52   | 12   | 1    | 3        | 84                       |
| 65 or over                 | 22        | 58   | 12   | 2    | 6        | 80                       |
| <u>LENGTH OF RESIDENCE</u> |           |      |      |      |          |                          |
| Under 6 years              | 29        | 49   | 16   | 2    | 4        | 78                       |
| 6 years or over            | 19        | 64   | 16   | 1    | 0        | 83                       |
| <u>AREA</u>                |           |      |      |      |          |                          |
| North                      | 32        | 53   | 10   | 3    | 2        | 85                       |
| Central                    | 19        | 55   | 23   | 1    | 2        | 74                       |
| South                      | 29        | 53   | 14   | 0    | 4        | 82                       |

\*Indicates % less than .5

~~~~~

TABLE 18: JOB CITY DOES LISTENING TO CITIZENS

“Do you strongly agree, agree, disagree or strongly disagree that before the City decides what to do on major issues or projects, it pays appropriate attention to what citizens think?”

	Strongly Agree	Agree	Dis- agree	Strongly Dis- agree	Not Sure	TOTAL AGREE
<u>TOTAL</u>	57%	32%	6%	2%	3%	89%
<u>GENDER</u>						
Male	57	32	7	2	2	89
Female	58	32	6	1	3	90
<u>AGE</u>						
Under 35	63	27	6	2	2	90
35 to 49	67	19	9	2	3	86
50 to 64	48	44	4	0	4	92
65 or over	45	50	0	3	2	95
<u>LENGTH OF RESIDENCE</u>						
Under 6 years	59	29	6	2	4	88
6 years or over	56	38	5	1	0	94
<u>AREA</u>						
North	57	35	3	2	3	92
Central	59	30	7	2	2	89
South	61	27	10	0	2	88

~~~~~

**TABLE 19: OPPORTUNITY TO PARTICIPATE  
IN NEIGHBORHOOD ISSUES**

“Do you believe you have a great deal, some or no opportunity to participate in discussions that effect you and your neighborhood?”

|                            | Great Deal | Some | None | Not Sure |
|----------------------------|------------|------|------|----------|
| <u>TOTAL</u>               | 36%        | 47%  | 14%  | 3%       |
| <u>GENDER</u>              |            |      |      |          |
| Male                       | 35         | 49   | 13   | 3        |
| Female                     | 37         | 45   | 15   | 3        |
| <u>AGE</u>                 |            |      |      |          |
| Under 35                   | 22         | 53   | 22   | 3        |
| 35 to 49                   | 34         | 47   | 16   | 3        |
| 50 to 64                   | 41         | 47   | 9    | 3        |
| 65 or over                 | 54         | 35   | 6    | 5        |
| <u>LENGTH OF RESIDENCE</u> |            |      |      |          |
| Under 6 years              | 36         | 43   | 17   | 4        |
| 6 years or over            | 34         | 55   | 9    | 2        |
| <u>AREA</u>                |            |      |      |          |
| North                      | 39         | 46   | 10   | 5        |
| Central                    | 31         | 50   | 18   | 1        |
| South                      | 39         | 45   | 14   | 2        |

~~~~~

TABLE 20: CONTACT WITH THE CITY

“During the past 12 months, did you contact any City officials or department to seek service or information, or to make a complaint?”

	<u>GENDER</u>		
	<u>TOTAL</u>	<u>Male</u>	<u>Female</u>
Yes	33%	31%	35%
No	<u>67</u>	<u>69</u>	<u>65</u>
	100%	100%	100%

(AMONG THOSE WHO MADE CONTACT)

“Was your most recent contact conducted in person, over the phone, by mail, or over the Internet?”

Phone	60%	56%	63%
In person	32	36	29
Internet	6	6	6
Mail	<u>2</u>	<u>2</u>	<u>2</u>
	100%	100%	100%

“Were you treated in a professional and courteous manner during your last contact with the City?”

Yes	92%	90%	93%
No	<u>8</u>	<u>10</u>	<u>7</u>
	100%	100%	100%

“And were your needs handled in a timely fashion?”

Yes	80%	78%	82%
No	<u>20</u>	<u>22</u>	<u>18</u>
	100%	100%	100%

~~~~~

TABLE 21: MOST RELIED ON NEWS SOURCES

“From which of the following sources do you get most of your news about the City of Goodyear: the West Valley View, the Arizona Republic, the City Report Newsletter or the City’s internet site?”

|                            | West Valley View | Arizona Republic | City Report Newsletter | City's Internet Site | None |
|----------------------------|------------------|------------------|------------------------|----------------------|------|
| <u>TOTAL</u>               | 75%              | 10%              | 8%                     | 4%                   | 3%   |
| <u>GENDER</u>              |                  |                  |                        |                      |      |
| Male                       | 71               | 13               | 8                      | 4                    | 4    |
| Female                     | 78               | 7                | 7                      | 5                    | 3    |
| <u>AGE</u>                 |                  |                  |                        |                      |      |
| Under 35                   | 74               | 11               | 2                      | 9                    | 4    |
| 35 to 49                   | 77               | 9                | 7                      | 3                    | 4    |
| 50 to 64                   | 75               | 7                | 11                     | 3                    | 4    |
| 65 or over                 | 69               | 18               | 10                     | 3                    | 0    |
| <u>LENGTH OF RESIDENCE</u> |                  |                  |                        |                      |      |
| Under 6 years              | 76               | 10               | 5                      | 5                    | 4    |
| 6 years or over            | 72               | 9                | 14                     | 4                    | 1    |
| <u>AREA</u>                |                  |                  |                        |                      |      |
| North                      | 73               | 14               | 8                      | 2                    | 3    |
| Central                    | 79               | 6                | 4                      | 6                    | 5    |
| South                      | 67               | 12               | 15                     | 4                    | 2    |

~~~~~


TABLE 22: WEST VALLEY VIEW READERSHIP

“How frequently, if ever, do you read the West Valley View – every week, frequently, seldom or never?”

	<u>Every Week</u>	<u>Frequently</u>	<u>Seldom</u>	<u>Never</u>
<u>TOTAL</u>	72%	14%	10%	4%
<u>GENDER</u>				
Male	69	12	14	5
Female	76	15	6	3
<u>AGE</u>				
Under 35	55	18	20	7
35 to 49	73	16	8	3
50 to 64	83	10	4	3
65 or over	84	5	6	5
<u>LENGTH OF RESIDENCE</u>				
Under 6 years	70	14	12	4
6 years or over	77	13	7	3
<u>AREA</u>				
North	73	14	8	5
Central	74	14	11	1
South	68	16	12	4

~~~~~

TABLE 23: CITY REPORT READERSHIP

“How frequently, if ever, do you read City Report, Goodyear’s citizen newsletter, that is inserted monthly into the West Valley View – every month, frequently, seldom or never?”

|                                | <u>Every<br/>Month</u> | <u>Frequently</u> | <u>Seldom</u> | <u>Never</u> |
|--------------------------------|------------------------|-------------------|---------------|--------------|
| <u>TOTAL</u>                   | 46%                    | 19%               | 16%           | 19%          |
| <u>GENDER</u>                  |                        |                   |               |              |
| Male                           | 41                     | 20                | 18            | 21           |
| Female                         | 52                     | 18                | 13            | 17           |
| <u>AGE</u>                     |                        |                   |               |              |
| Under 35                       | 28                     | 20                | 24            | 28           |
| 35 to 49                       | 43                     | 20                | 18            | 19           |
| 50 to 64                       | 56                     | 20                | 11            | 13           |
| 65 or over                     | 69                     | 13                | 6             | 12           |
| <u>LENGTH OF<br/>RESIDENCE</u> |                        |                   |               |              |
| Under 6 years                  | 41                     | 19                | 18            | 22           |
| 6 years or over                | 58                     | 20                | 11            | 11           |
| <u>AREA</u>                    |                        |                   |               |              |
| North                          | 51                     | 17                | 13            | 19           |
| Central                        | 43                     | 20                | 20            | 17           |
| South                          | 45                     | 20                | 17            | 18           |

~~~~~

TABLE 24: USE OF CITY'S WEBSITE

"Do you have a computer at home with internet access?"

	GENDER		
	TOTAL	Male	Female
Yes	80%	83%	77%
No	<u>20</u>	<u>17</u>	<u>23</u>
	100%	100%	100%

(AMONG THOSE WITH ACCESS)

"Have you ever visited the City's website?"

Yes	45%	49%	40%
No	<u>55</u>	<u>51</u>	<u>60</u>
	100%	100%	100%

(AMONG THOSE WHO HAVE VISITED SITE)

"How easy was it for you to find the information you were seeking on the City's website – very easy, easy, not too easy or difficult?"

Very easy	35%	38%	31%
Easy	51	52	49
Not too easy	11	8	15
Difficult	2	2	2
Not sure	<u>1</u>	<u>0</u>	<u>3</u>
	100%	100%	100%

"On a scale of one to ten where one means poor and ten means excellent, how would you rate the City's website overall?"

1 to 4	7%	6%	7%
5 to 6	20	21	20
7 to 8	54	54	55
9 to 10	16	17	14
Not sure	<u>3</u>	<u>2</u>	<u>14</u>
	100%	100%	100%
MEAN RATING	7.2	7.3	7.1

~~~~~

TABLE 25: INTERNET ACCESS AT HOME/  
EVER VISITED CITY'S WEBSITE

|                                | <u>HAVE INTERNET<br/>ACCESS AT<br/>HOME</u> | <u>HAVE<br/>VISITED CITY'S<br/>WEBSITE*</u> |
|--------------------------------|---------------------------------------------|---------------------------------------------|
| <u>TOTAL</u>                   | 80%                                         | 45%                                         |
| <u>GENDER</u>                  |                                             |                                             |
| Male                           | 83                                          | 49                                          |
| Female                         | 77                                          | 40                                          |
| <u>AGE</u>                     |                                             |                                             |
| Under 35                       | 76                                          | 54                                          |
| 35 to 49                       | 85                                          | 45                                          |
| 50 to 64                       | 81                                          | 41                                          |
| 65 or over                     | 72                                          | 33                                          |
| <u>LENGTH OF<br/>RESIDENCE</u> |                                             |                                             |
| Under 6 years                  | 83                                          | 47                                          |
| 6 years or over                | 74                                          | 41                                          |
| <u>AREA</u>                    |                                             |                                             |
| North                          | 85                                          | 45                                          |
| Central                        | 70                                          | 42                                          |
| South                          | 88                                          | 51                                          |

\* Among those with Internet access.

~~~~~

TABLE 26: COMMUNITY PARK AMENITIES

“If the City were to build another community park, what amenities would you like to see in that park?”

	GENDER		
	TOTAL	Male	Female
Pool/water park	15%	13%	18%
Playground equipment	15	13	16
Picnic ramadas	12	9	6
Walking/bicycle paths	12	10	14
Baseball	10	13	7
Soccer	8	10	6
Trees/shade	7	7	8
Softball	6	8	3
Basketball	6	9	4
Skate park	6	7	5
Dog park	6	6	5
Tennis courts	5	5	5
Urban fishing lake	5	3	6
Volleyball	3	3	3
Sports fields	3	3	2
Lighting	3	4	1
Restrooms	3	3	3
Football	2	3	*
Youth rec center	2	1	3
Water fountains	2	1	2
Exercise course	2	2	1
Gardens	1	1	1
Miscellaneous	9	10	8
Not sure	26	25	25

*Indicates % less than .5
Totals exceed 100% due to multiple responses

~~~~~

TABLE 27: IMPORTANCE OF PROVIDING CLASSES/SPORTS

“How important is it to you that the City provide each of the following – very important, important, not very important or not at all important?”

|                      | Youth<br>Classes/<br>Sports | Teen<br>Classes/<br>Sports | Adult<br>Classes/<br>Sports |
|----------------------|-----------------------------|----------------------------|-----------------------------|
| Very important       | 36%                         | 34%                        | 23%                         |
| Important            | 44                          | 45                         | 41                          |
| Not very important   | 16                          | 16                         | 30                          |
| Not at all important | 3                           | 4                          | 5                           |
| Not sure             | <u>1</u>                    | <u>1</u>                   | <u>1</u>                    |
|                      | 100%                        | 100%                       | 100%                        |
| <br>TOTAL IMPORTANT  | <br>80%                     | <br>79%                    | <br>64%                     |

~~~~~

TABLE 28: TRASH AND RECYCLING PATTERNS

“How frequently do you set out bulk items for uncontained trash pickup, every week, twice a month, once a month, less than once a month or never?”

Every week	14%
Twice a month	12
Once a month	26
Less than once a month	30
Never	<u>18</u>
	100%

“Out of all the uncontained loose trash you set out in a 6-month period, what percentage would you say is yard waste versus other large bulk items, such as appliances and cardboard boxes?”

Under 25%	14%
About 25%	39
About 50%	13
About 75%	20
All	<u>14</u>
	100%

“If the City were to ask you to separate your yard waste for a separate pickup, would you be very willing to do so, willing to do so or not willing to do so?”

Very willing	38%
Willing	44
Not willing	12
Not sure	<u>6</u>
	100%

“How frequently do you take materials to Goodyear’s recycle bins set up throughout the community?”

Weekly or more frequently	18%
Monthly	14
Every 2 to 3 months	5
Every 6 months	4
Once a year	5
Never	<u>54</u>
	100%

(Continued)

(CONT.) TABLE 28: TRASH AND RECYCLING PATTERNS

“Have you ever participated in a curbside recycling program in the past in any other city you have lived in?”

Yes	65%
No	<u>35</u>
	100%

“Would you be very likely, likely, not very likely or not at all likely to participate in a curbside recycling program if it was added to your current sanitation service?”

Very likely	53%
Likely	30
Not very likely	7
Not at all likely	8
Not sure	<u>2</u>
	100%

% VERY LIKELY/LIKELY

<u>TOTAL</u>	83%
<u>GENDER</u>	
Male	84
Female	84
<u>AGE</u>	
Under 35	85
35 to 49	92
50 to 64	76
65 or over	78
<u>LENGTH OF RESIDENCE</u>	
Under 6 years	87
6 years or over	78
<u>AREA</u>	
North	81
Central	83
South	96

~~~~~



## APPENDIX

### METHODOLOGY

The information contained in this report is based on 401 in-depth telephone interviews conducted with City of Goodyear heads of households. Respondent selection on this project was accomplished via a computer-generated random digit dial telephone sample which selects households based on residential telephone prefixes and includes all unlisted and newly listed households. This methodology was selected because it ensures a randomly selected sample of households proportionately allocated throughout the sample universe. This method also insures that all unlisted and newly listed telephone households are included in the sample.

The questionnaire used in this study was designed by Behavior Research Center (BRC) in conjunction with the City (see appended questionnaire). After approval of the preliminary draft questionnaire, it was pre-tested with a randomly selected cross-section of ten Goodyear residents. The pre-test focused on the value and understandability of the questions, adequacy of response categories, questions for which probes were necessary, and the like.

During the course of this study, only the male or female head of household was interviewed. This methodology was utilized because prior studies of this nature have shown that these are the individuals within each household that have the knowledge and background to respond to the topics under consideration. In addition, the sample was selected so that an equal proportion of male and female household heads fell into the sample.

All of the interviewing on this project was conducted during late September and early October 2004 at the Center's central location computer-assisted telephone interviewing (CATI) facility where each interviewer worked under the direct supervision of BRC supervisory personnel. All of the interviewers who worked on this project were professional interviewers of the Center. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study, (b) sampling procedures, (c) administration of the questionnaire, and (d) other project-related factors. In addition, each interviewer completed a set of practice interviews to ensure that all procedures were understood and followed.

Interviewing on this study was conducted during an approximately equal cross-section of evening and weekend hours. This procedure was followed to ensure that all households were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to four separate attempts, on different days and during different times of day, were made to contact each selected resident. Only after four unsuccessful attempts was a selected household substituted in the sample. Using this methodology, the full sample was completed, and partially completed interviews were not accepted nor counted toward fulfillment of the total sample quotas.

One hundred percent of the completed interviews were edited, and any containing errors of administration were pulled, the respondent re-called, and the errors corrected. In addition, 15

percent of each interviewer's work was randomly selected for validation to ensure its authenticity and correctness. No problems were encountered during this phase of interviewing quality control.

As the data collection segment of this study was being undertaken, completed and validated interviews were turned over to BRC's in-house coding department. The coding department edited and coded the interviews. Upon completion of coding, a series of validity and logic checks were run on the data to insure it was "clean" and representative of the sample universe. Following this procedure, the study data was weighted prior to running any detailed tables. This process was necessary because the study sample over-represented the number of residents in the north area of the city (north of I-10) and under-represented the number of residents in the central (I-10 to river) and south (south of river) areas of the city.

| <u>GEOGRAPHIC<br/>AREA</u> | <u>UNWEIGHTED</u> | <u>WEIGHTED*</u> |
|----------------------------|-------------------|------------------|
| North                      | 192               | 157              |
| Central                    | 123               | 136              |
| South                      | 51                | 73               |
| Not Determined             | <u>35</u>         | <u>35</u>        |
|                            | 401               | 401              |

\* Based on 2004 population estimates produced by Claritas, Inc.

When analyzing the results of this survey, it should be kept in mind that all surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in the table, the overall sampling error for this study is approximately +/- 5.0 percent when the sample is studied in total (i.e., all 401 cases). However, when subsets of the total sample are studied, the amount of sampling error increases based on the sample size within the subset.

| <u>Sample<br/>Size</u> | <u>Sampling Error At A<br/>95% Confidence Level</u> |
|------------------------|-----------------------------------------------------|
| 400                    | 5.0%                                                |
| 300                    | 5.8                                                 |
| 200                    | 7.1                                                 |
| 100                    | 10.0                                                |

Hello, my name is \_\_\_\_\_ and I'm with the Behavior Research Center of Arizona. We're conducting a survey among Goodyear residents on city services and I'd like to speak with you for a few minutes.

A. Is your residence located within the Goodyear city limits?

IF YES: CONTINUE

IF NO: THANK AND TERMINATE

B. And are you the (male/female) head of your household?

IF YES: CONTINUE

IF NO:

ASK TO SPEAK WITH MALE/ FEMALE HEAD, RE INTRODUCE YOURSELF AND CONTINUE. IF NONE AVAILABLE, ARRANGE CALLBACK.

Male...1  
Female...2

1. Overall, how do you rate Goodyear as a place to live – excellent, good, fair or poor.

Excellent...1  
Good...2  
Fair...3  
Poor...4  
Not sure...5

2. On the whole, would you say that the quality of life in the City of Goodyear is excellent, good, fair or poor?

Excellent...1  
Good...2  
Fair...3  
Poor...4  
Not sure...5

3. And on the whole, would you say the quality of life in your neighborhood is excellent, good, fair, or poor?

Excellent...1  
Good...2  
Fair...3  
Poor...4  
Not sure...5

4. On the whole, would you say that you are very satisfied, satisfied, dissatisfied, or very dissatisfied with the City of Goodyear's overall delivery of services to residents?

Very satisfied...1  
Satisfied...2  
Dissatisfied...3  
Very dissatisfied...4  
Not sure...5

5. Next, what do you feel is the single most important problem facing the City of Goodyear today?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. What could the City of Goodyear do to make it a more liveable city? (PROBE:) What else?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. As you know, the City of Goodyear provides various services to the community ranging from fire protection to street maintenance. On scale of one to ten where one means you think the city is doing a poor job and ten means you think the city is doing an excellent job, how would you rate the City of Goodyear on each of the following? Remember, one means a poor job and ten means an excellent job. (ROTATE)

7a. Now, I'll quickly read the list again and please tell me whether or not you would be willing to pay more to improve the level of service. (ROTATE)

| City Service                                             | Q6             | Q6a   |                          |             |
|----------------------------------------------------------|----------------|-------|--------------------------|-------------|
|                                                          | Service Rating | Would | Pay More<br>Would<br>Not | Not<br>Sure |
| A. Police protection                                     | _____          | 1     | 2                        | 3           |
| B. Fire protection                                       | _____          | 1     | 2                        | 3           |
| C. Paramedic or medical emergency services               | _____          | 1     | 2                        | 3           |
| D. Twice weekly regular trash pickup                     | _____          | 1     | 2                        | 3           |
| E. Once-a-week uncontained bulk trash pickup             | _____          | 1     | 2                        | 3           |
| F. Recycling                                             | _____          | 1     | 2                        | 3           |
| G. Requiring property owners to meet city code standards | _____          | 1     | 2                        | 3           |
| H. Attracting quality jobs to our community              | _____          | 1     | 2                        | 3           |
| I. Street repair and maintenance                         | _____          | 1     | 2                        | 3           |
| J. Storm water runoff on major streets                   | _____          | 1     | 2                        | 3           |
| K. Amount of public parks in our community               | _____          | 1     | 2                        | 3           |
| L. Cleanliness of our parks                              | _____          | 1     | 2                        | 3           |
| M. Art and cultural events                               | _____          | 1     | 2                        | 3           |
| N. Condition of park landscaping/playground equipment    | _____          | 1     | 2                        | 3           |
| O. Traffic congestion on major streets                   | _____          | 1     | 2                        | 3           |
| P. New street construction                               | _____          | 1     | 2                        | 3           |
| Q. Communication with residents                          | _____          | 1     | 2                        | 3           |
| R. Public transportation                                 | _____          | 1     | 2                        | 3           |

8. Next, again on a scale of one to ten where one means you think the city is doing a poor job and ten means you think the city is doing an excellent job, how well do you feel city services are keeping up with Goodyear's growth?

Rating \_\_\_\_\_

9. The following are services that the city does not currently provide. Please tell us how important it is to you that the city provides these services in the future. Is the service: very important, important, not very important, not important at all. (ROTATE)

9a. And would you be willing to pay more, or not willing to pay more in order to have the city provide each of the following services as soon as possible? (ROTATE)

| Services Not Currently Provided                                                                         | Q9<br>Provide Service |           |                    |                      |          | Q9a<br>Pay More |           |          |
|---------------------------------------------------------------------------------------------------------|-----------------------|-----------|--------------------|----------------------|----------|-----------------|-----------|----------|
|                                                                                                         | Very Important        | Important | Not Very Important | Not At All Important | Not Sure | Would           | Would Not | Not Sure |
| A. Library services . . . . .                                                                           | 1                     | 2         | 3                  | 4                    | 5        | 1               | 2         | 3        |
| B. Recreation center for activities from youth to seniors . . . . .                                     | 1                     | 2         | 3                  | 4                    | 5        | 1               | 2         | 3        |
| C. Curbside recycling program . . . . .                                                                 | 1                     | 2         | 3                  | 4                    | 5        | 1               | 2         | 3        |
| D. Aquatics center with such things as a wave pool, water slides, zero depth, splash features . . . . . | 1                     | 2         | 3                  | 4                    | 5        | 1               | 2         | 3        |
| E. Providing services for seniors . . . . .                                                             | 1                     | 2         | 3                  | 4                    | 5        | 1               | 2         | 3        |
| F. Dial-a-Ride bus service . . . . .                                                                    | 1                     | 2         | 3                  | 4                    | 5        | 1               | 2         | 3        |
| G. Citywide bus service that connects the Valley . . . . .                                              | 1                     | 2         | 3                  | 4                    | 5        | 1               | 2         | 3        |
| H. Express bus service to downtown . . .                                                                | 1                     | 2         | 3                  | 4                    | 5        | 1               | 2         | 3        |

10. How safe do you feel in your neighborhood during the day – very safe, safe, not safe or not safe at all? Very safe...1  
Safe...2  
Not safe...3  
Not safe at all...4  
Not sure...5

10a. And how safe do you feel in your neighborhood at night – very safe, safe, not safe, or not safe at all? Very safe...1  
Safe...2  
Not safe...3  
Not safe at all...4  
Not sure...5

11. Next, do you feel it is very important, important, not very important or not important at all that Goodyear have a downtown? Very important...1  
Important...2  
Not very important...3  
Not important at all...4  
Not sure...5

12. Overall, would you say that the quality of the development in Goodyear – both commercial and residential – is excellent, good, fair or poor? Excellent...1  
Good...2  
Fair...3  
Poor...4  
Not sure...5

13. Based on a city tax that costs about \$200 annually for a \$100,000 home and \$400 annually for a \$200,000 home, would you say your city services including police, fire, emergency medical, street repair, parks maintenance are an excellent value, good value, fair value, poor value? Excellent...1  
Good...2  
Fair...3  
Poor...4  
Not Sure...5

14. During the past 12 months, did you contact any city officials or department to seek service or information, or to make a complaint? (GO TO Q14a) Yes...1  
(GO TO Q15) No...2  
Not Sure...3
- 14a. Was your most recent contact conducted in person, over the phone, by mail, or over the Internet? In person...1  
Phone...2  
Mail...3  
Internet...4
- 14b. Were you treated in a professional and courteous manner during your last contact with the city? Yes...1  
No...2
- 14c. And were your needs handled in a timely fashion? Yes...1  
No...2
15. Do you strongly agree, agree, disagree or strongly disagree that before the City decides what to do on major issues or projects, it pays appropriate attention to what citizens think? Strongly agree...1  
Agree...2  
Disagree...3  
Strongly disagree...4  
Not sure...5
16. Do you believe you have a great deal, some or no opportunity to participate in discussions that effect you and your neighborhood? Great deal...1  
Some...2  
None...3  
Not sure...4
17. From which of the following sources do you get most of your news about the City of Goodyear: the West Valley View, the Arizona Republic, the City Report Newsletter or the City's internet site? The West Valley View...1  
The Arizona Republic...2  
City Report Newsletter...3  
City's internet site...4
18. How frequently, if ever, do you read the West Valley View – every week, frequently, seldom or never? Every week...1  
Frequently...2  
Seldom...3  
Never...4
19. How frequently, if ever, do you read City Report, Goodyear's citizen newsletter, that is inserted monthly into the West Valley View – every month, frequently, seldom or never? Every month...1  
Frequently...2  
Seldom...3  
Never...4
20. Do you have a computer at home with internet access? (GO TO Q20a) Yes...1  
(GO TO Q21) No...2
- 20a. Have you ever visited the City's website? (GO TO Q20b) Yes...1  
(GO TO Q21) No...2
- 20b. How easy was it for you to find the information you were seeking on the city's website – very easy, easy, not too easy or difficult? Very easy...1  
Easy...2  
Not too easy...3  
Difficult...4  
Not sure...5
- 20c. On a scale of one to ten where one means poor and ten means excellent, how would you rate the city's website overall? Rating \_\_\_\_\_

21. If the City were to build another community park, what amenities would you like to see in that park? (DON'T READ LIST)

- Softball...1
- Baseball...2
- Soccer...3
- Football...4
- Basketball...5
- Volleyball...6
- Tennis courts...7
- Skate park...8
- Pool...9
- Picnic armadas...10
- Gardens...11
- Walking/bicycling paths...12
- Urban fishing lake...13
- Other (SPECIFY) \_\_\_\_\_14

22. How important is it to you that the City provide each of the following - very important, important, not very important or not at all important? (READ EACH)

|                               | Very Important | Important | Not Very Important | Not At All Important | Not Sure |
|-------------------------------|----------------|-----------|--------------------|----------------------|----------|
| A. Youth classes/sports ..... | 1              | 2         | 3                  | 4                    | 5        |
| B. Teen classes/sports .....  | 1              | 2         | 3                  | 4                    | 5        |
| C. Adult classes/sports ..... | 1              | 2         | 3                  | 4                    | 5        |

23. How frequently do you set out bulk items for uncontained trash pickup, every week, twice a month, once a month, less than once a month or never?

- Every week...1
- Twice a week...2
- Once a month...3
- Less than monthly...4
- Never...5

24. Out of all the uncontained loose trash you set out in a 6-month period, what percentage would you say is yard waste versus other large bulk items, such as appliances and cardboard boxes? (READ)

- About 25%...1
- About 50%...2
- About 75%...3
- All...4
- (DON'T READ) Other...5

25. If the City were to ask you to separate your yard waste for a separate pickup, would you be very willing to do so, willing to do so or not willing to do so?

- Very willing...1
- Willing...2
- Not willing...3

26. How frequently do you take materials to Goodyear's recycle bins set up throughout the community? (DON'T READ)

- Weekly or more frequently...1
- Monthly...2
- Every 2-3 months...3
- Once every 6 months...4
- Once a year...5
- Never...6

27. Have you ever participated in a curbside recycling program in the past in any other city you have lived in?

- Yes...1
- No...2

28. Would you be very likely, likely, not very likely or not at all likely to participate in a curbside recycling program if it was added to your current sanitation service? Very likely...1  
Likely...2  
Not very likely...3  
Not at all likely...4
29. Now before I finish, I need a few pieces of information about yourself for classification purposes only. First, which of the following categories comes closest to your age? (READ EACH EXCEPT REFUSED) Under 35...1  
35 to 49...2  
50 to 64...3  
65 or over...4  
(DON'T READ) Refused...5
30. How many years have you lived in Goodyear? Under 6...1  
6 to 10...2  
11 to 14...3  
15 or more...4
31. Is your residence located north or south of I-10? (GO TO Q32) North...1  
(GO TO Q31a) South...2
- 31a. And is it north or south of the Gila River? North...1  
South...2
32. Do you have any children of the following ages living at home? (REACH EACH)
- |                   | Yes | No |
|-------------------|-----|----|
| A. Under 6 .....  | 1   | 2  |
| B. 6 to 12 .....  | 1   | 2  |
| C. 13 to 17 ..... | 1   | 2  |
33. What is the highest level of formal education completed by a head of household in your family? Some high school or less...1  
High school graduate...2  
Some college...3  
College graduate...4  
Post graduate...5
34. Are you currently employed, a homemaker, a student, unemployed or retired? (GO TO Q34a) Employed...1  
Homemaker...2  
(GO TO Q35) Student...3  
Unemployed...4  
Retired...5
- 34a. Are you employed in Goodyear? (GO TO Q35) Yes...1  
(GO TO Q34b) No...2
- 34b. How many miles do you travel to work each day? Under 6...1  
6 to 10...2  
11 to 20...3  
21 to 30...4  
31 or more...5
35. Is there a (male/female) head of household in your household? (GO TO Q35a) Yes...1  
(GO TO Q36) No...2



- 35a. Are they currently employed, a homemaker, a student, unemployed or retired? (GO TO Q35b) Employed...1  
Homemaker...2  
(GO TO Q36) Student...3  
Unemployed...4  
Retired...5
- 35b. Are they employed in Goodyear? (GO TO Q36) Yes...1  
(GO TO Q35c) No...2
- 35c. How many miles do they travel to work each day? Under 6...1  
6 to 10...2  
11 to 20...3  
21 to 30...4  
31 or more...5
36. And finally, was your total family income for last year, I mean before taxes and including everyone in your household, under or over \$50,000? UNDER \$50,000  
Was it under \$25,000...1  
or over \$25,000...2  
Refused...3
- OVER \$50,000  
Was it under \$75,000...4  
or \$75,000 or over...5  
Refused...6  
REFUSED OVERALL...7

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name in order that he/she may do so? VERIFY PHONE NUMBER

NAME: \_\_\_\_\_  
TIME END: \_\_\_\_\_

PHONE #: \_\_\_\_\_  
TOTAL TIME: \_\_\_\_\_

ADMINISTRATIVE DATA:

INTERVIEWER NAME: \_\_\_\_\_  
VALIDATED BY: \_\_\_\_\_  
CODED BY: \_\_\_\_\_

#: \_\_\_\_\_  
#: \_\_\_\_\_  
#: \_\_\_\_\_