



Goodyear, AZ

Key Findings 2018

The NCS is presented by NRC in collaboration with ICMA



“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.” [SEP]

Jane Jacobs, *The Death and Life of Great American Cities*

About The NCS

- Community Livability
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & Goodyear

- Participant in The NCS since 2014
 - 2014, 2015
- Scientific sample of 3,200 households
 - 751 returned surveys; 24% response rate
 - $\pm 4\%$ margin of error

Expanded
sample

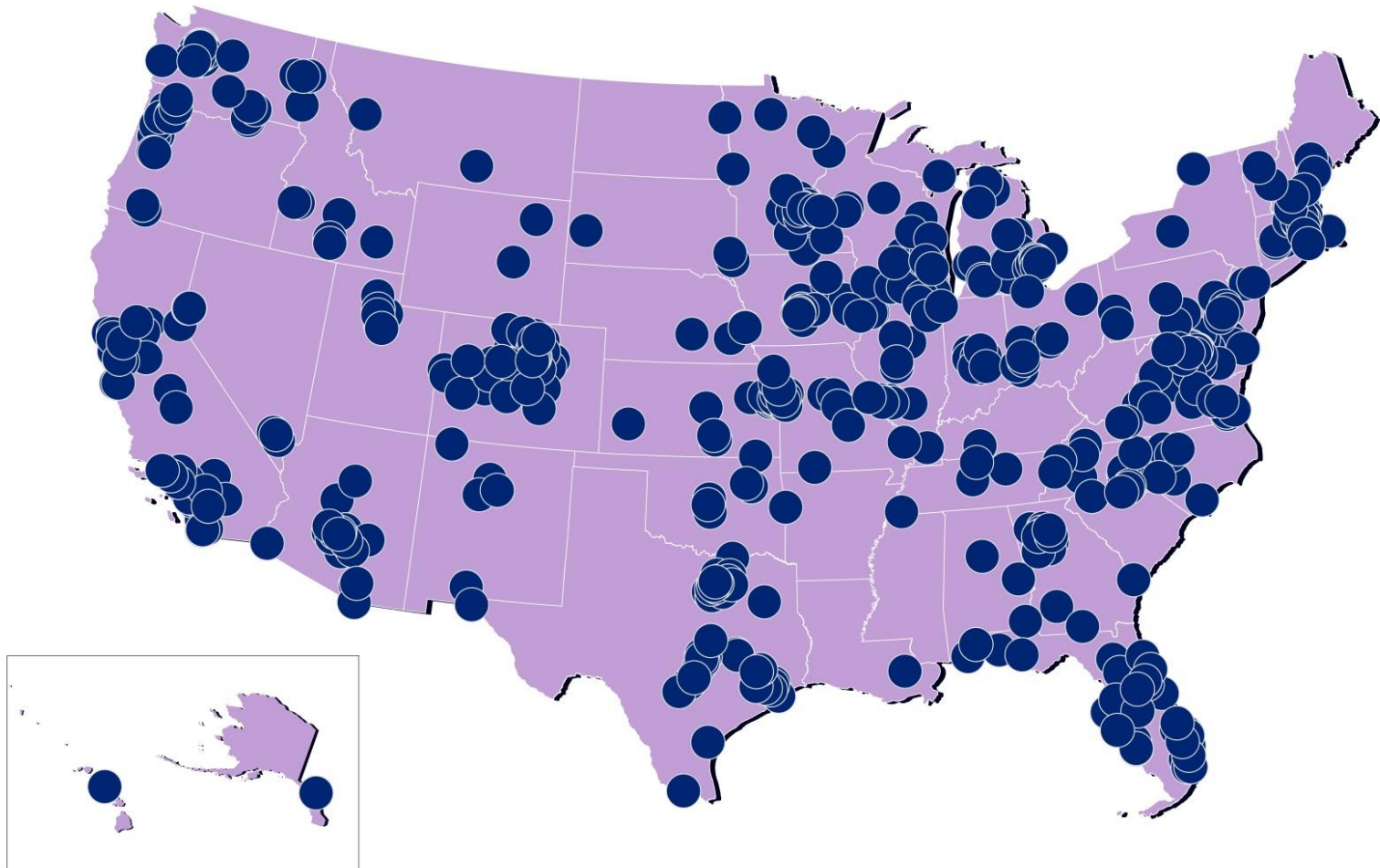
Online
option

Spanish

Geographic
comparisons

Demographic
comparisons

National Benchmark Comparisons



2018 National Benchmark Comparisons

20

received
higher
ratings

101

received **similar**
ratings

8

received
lower
ratings

2018 Ratings Compared to 2015

28

received
higher
ratings

99

received **similar**
ratings


2

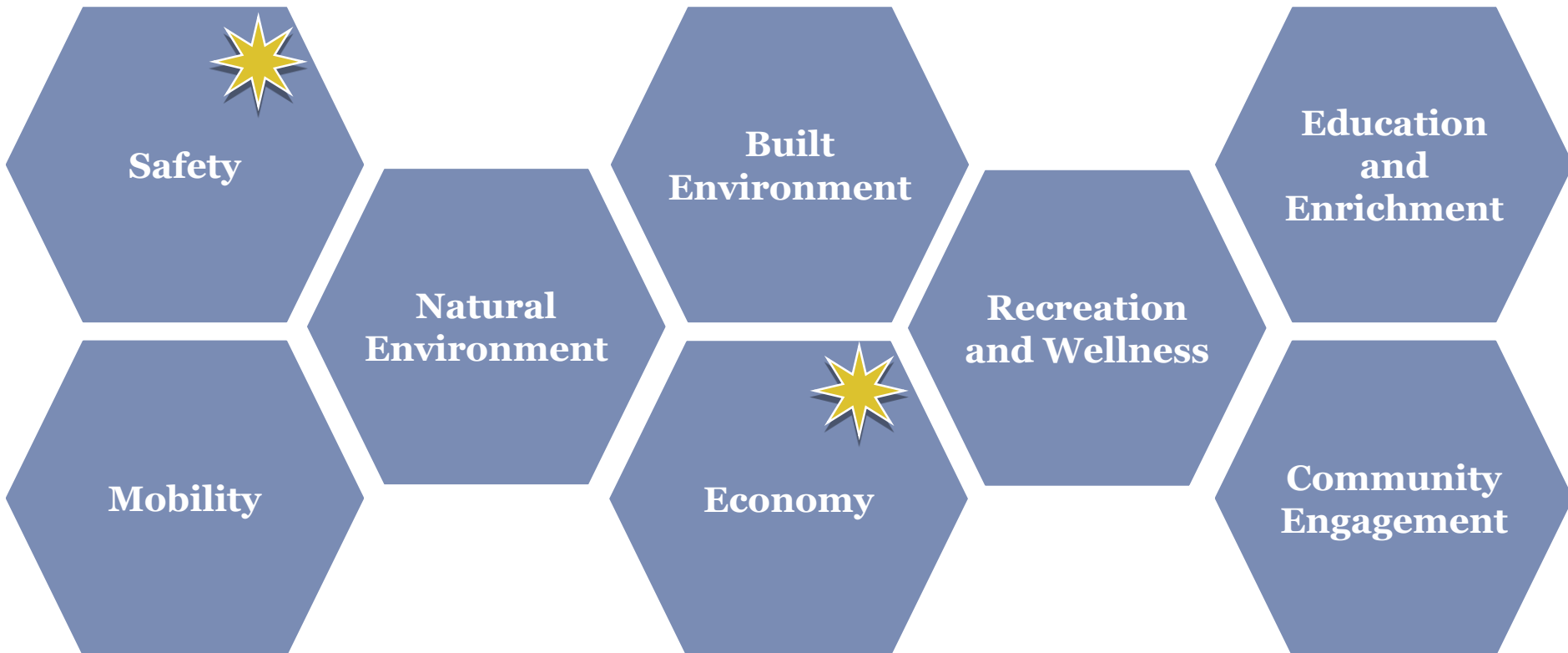
received
lower
ratings

Key Focus Areas

Legend

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

 Most important

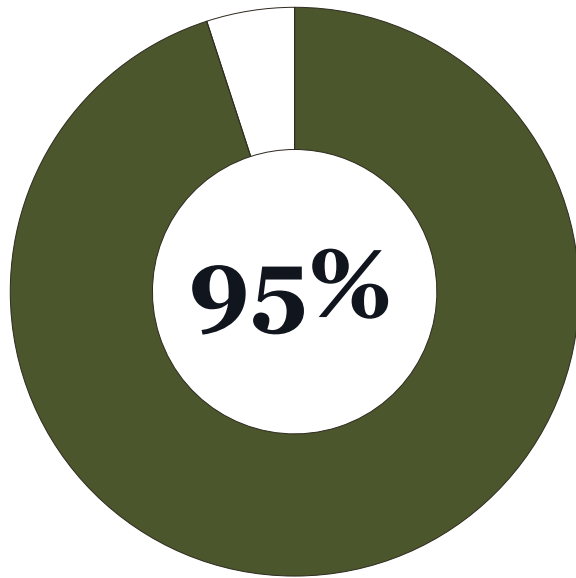


Key
Finding
#1

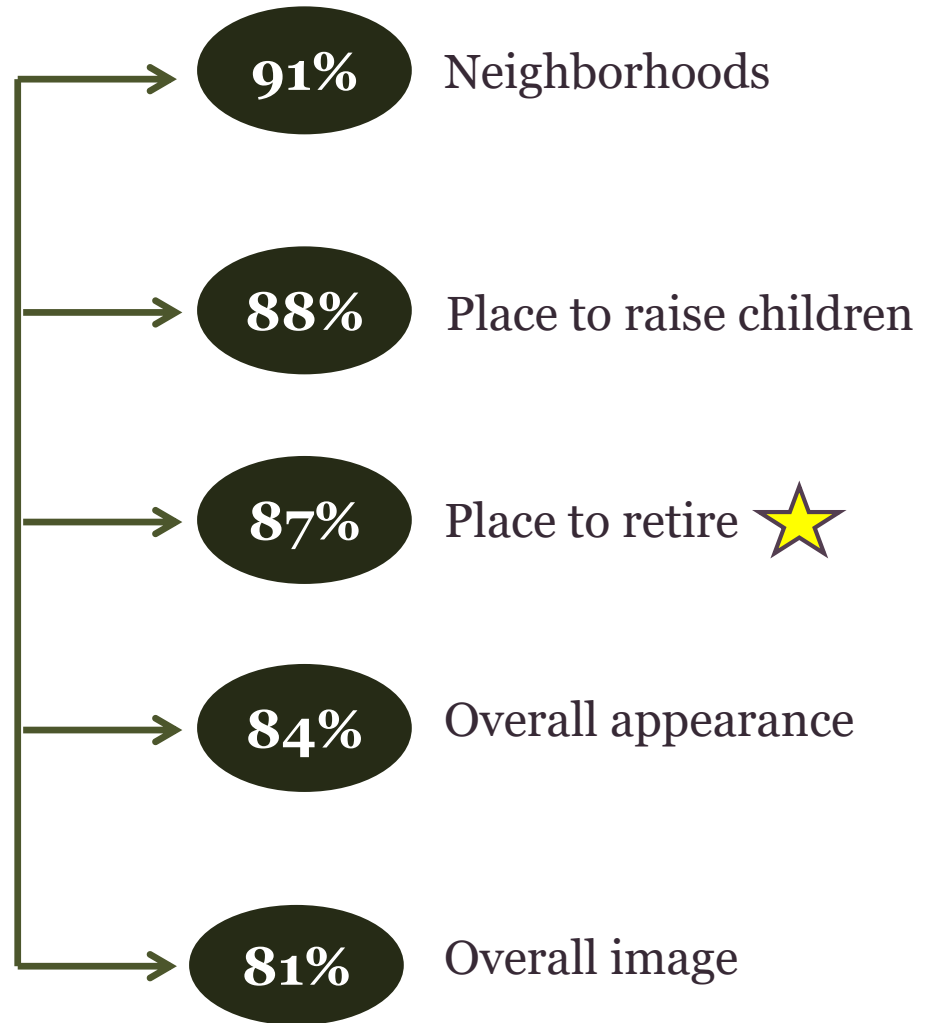
Goodyear is a
highly desirable **and**
safe **place to live.**

Quality of Life in Goodyear

Place to Live



★ Higher than national benchmark
Percent excellent or good



Loyalty to the Community

9 in 10

Recommend Goodyear
Remain in Goodyear



9 in 10

excellent or good



- Overall feeling of safety
- Safe in neighborhood
- Safe downtown area
- Police ★
- Fire
- Ambulance/EMS

- Crime prevention ★
- Fire prevention
- Did **NOT** report a crime

4 in 5

excellent or good



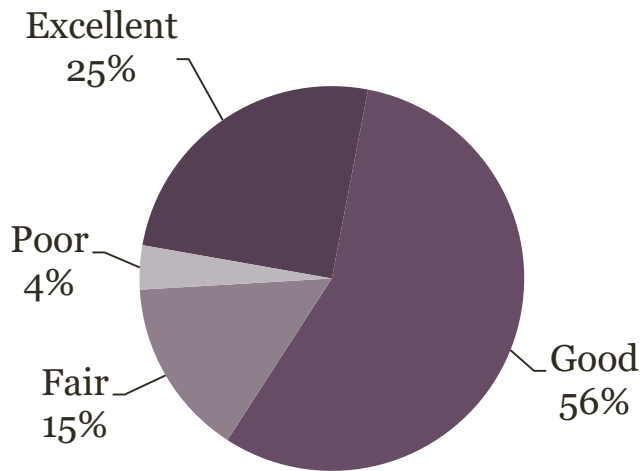
★ Higher than benchmarks

Key
Finding
#2

Trust **in the City is**
high
and City services are
well-regarded

City Governance

Overall Quality of City Services



★ Higher than benchmark
Percent excellent or good



Favorable ratings for:

- Overall direction ★
- Welcoming citizen involvement ★
- Acting in the best interest of Goodyear ★
- Treating all residents fairly ★

Quality of Goodyear Services



Percent excellent or good

Key
Finding
#3

**Goodyear is a
well-planned, easily
travelled community.**

Mobility Ratings

★	Travel by car	85%
★	Sidewalk maintenance	78%
★	Street cleaning	78%
★	Street lighting	75%
	Traffic enforcement	75%
★	Street repair	69%
	Travel by bicycle	57%

Overall ease of travel



Percent excellent or good



Higher than national benchmark

Top Planning Characteristics

Land use, planning
and zoning

Overall built
environment

Cost of living



 Higher than
national
benchmark

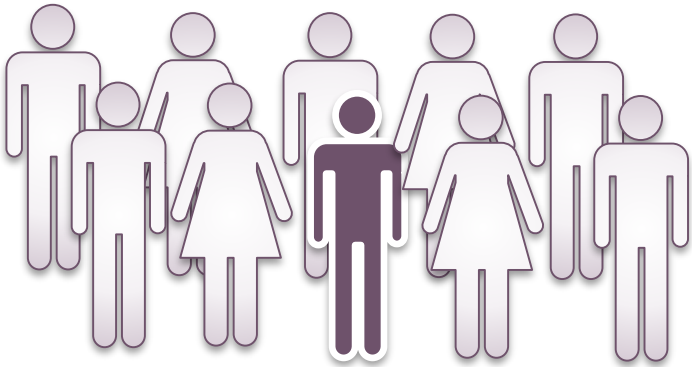
City parks

Housing
options



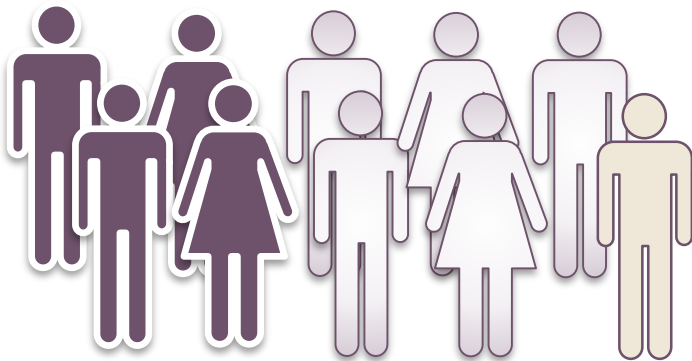
Affordable
quality housing





1 in 10

Used public transit



4 in 10

Carpooled

56%



Air quality

Percent excellent or good

Special Topics

Importance of Program Funding

Higher Importance

Maintaining and improving parks

84%

Providing recreational opportunities

76%

Bringing higher education to Goodyear

68%

Providing senior services

61%

Lower Importance

Building a community center

52%

Supporting the arts

47%

Building a City Center/City Hall

39%

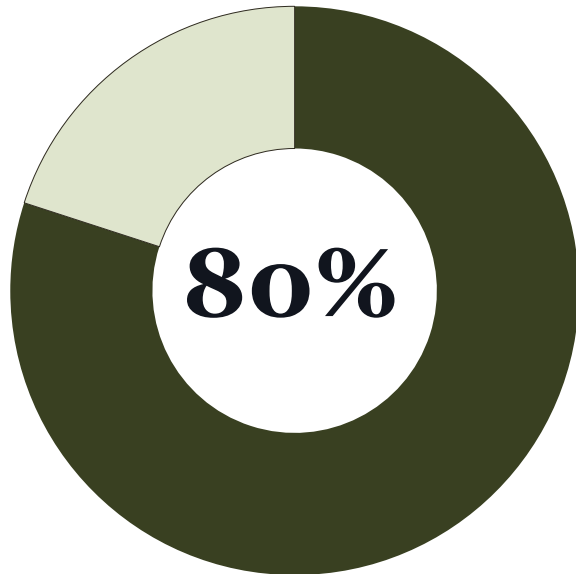
Building a performing arts center

39%

Percent essential or very important

Adding New Types of Employers

Medical/Healthcare



67%

Retail

64%

High tech
manufacturing

63%

Office/Professional
services

61%

Service industry

50%

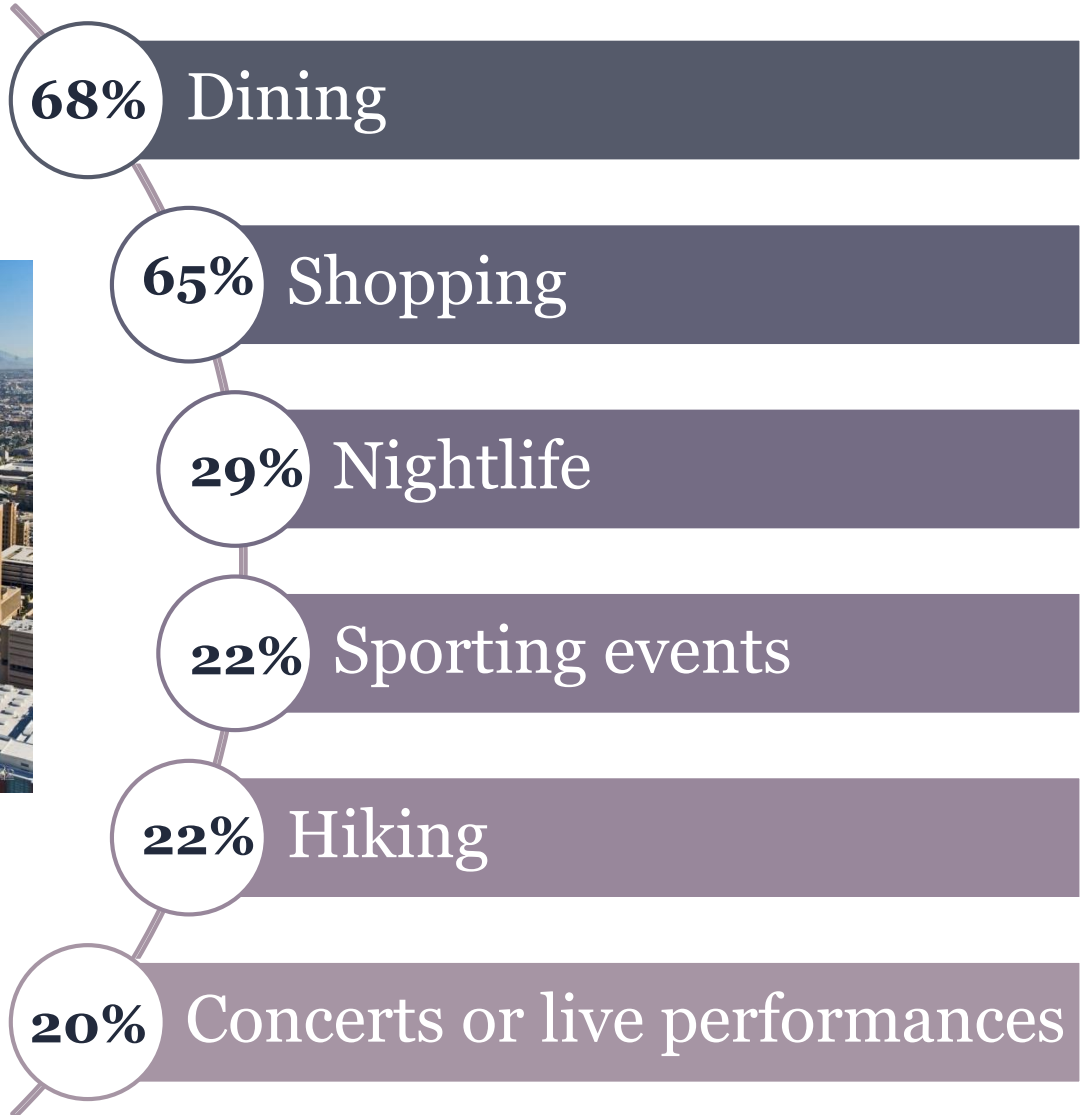
Aerospace

Percent essential or very important

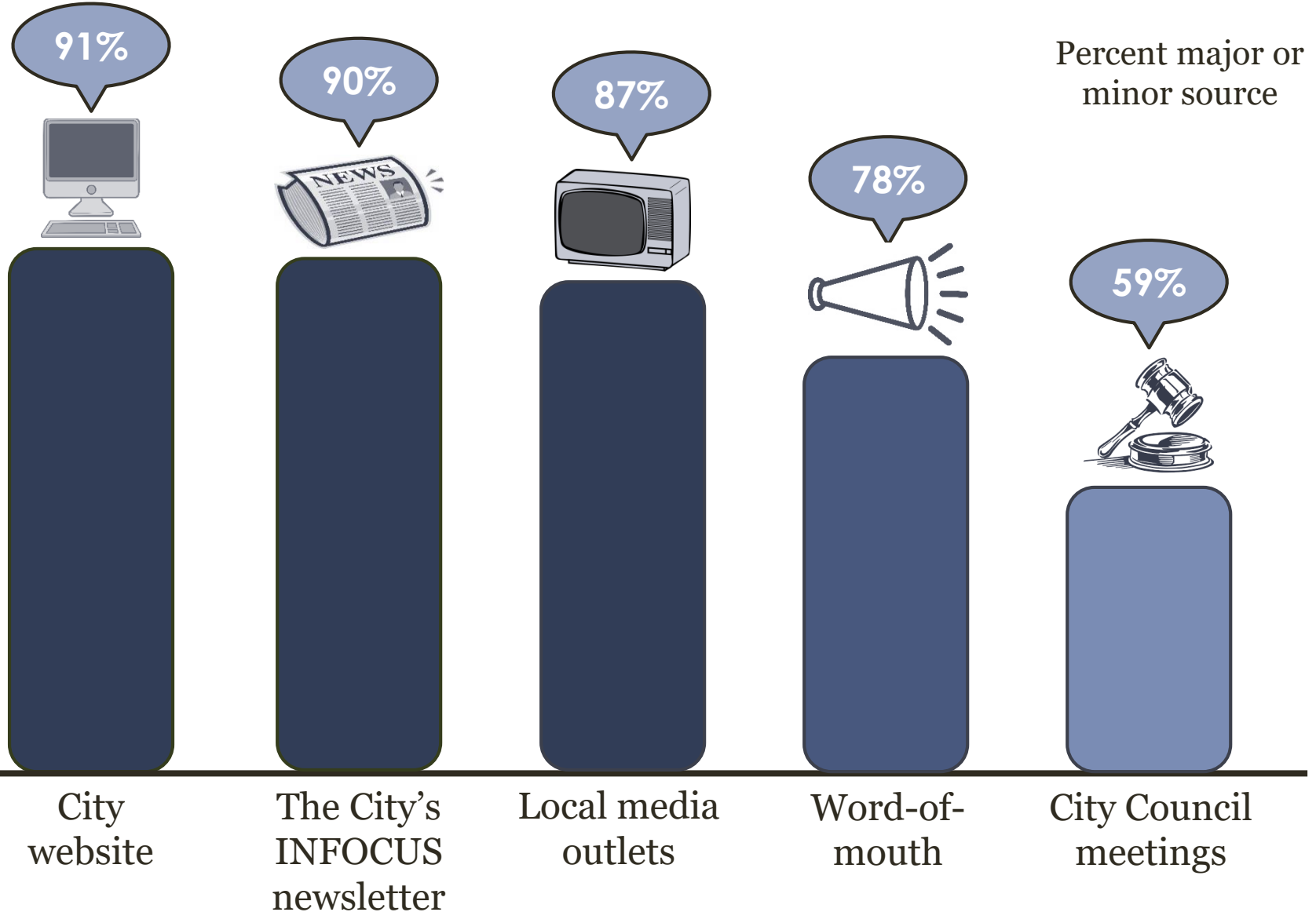
Travel Outside of Goodyear



Percent of residents who traveled outside the City two times a month or more



Sources of Information



Conclusions

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

Goodyear is a well-planned, easily travelled community

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



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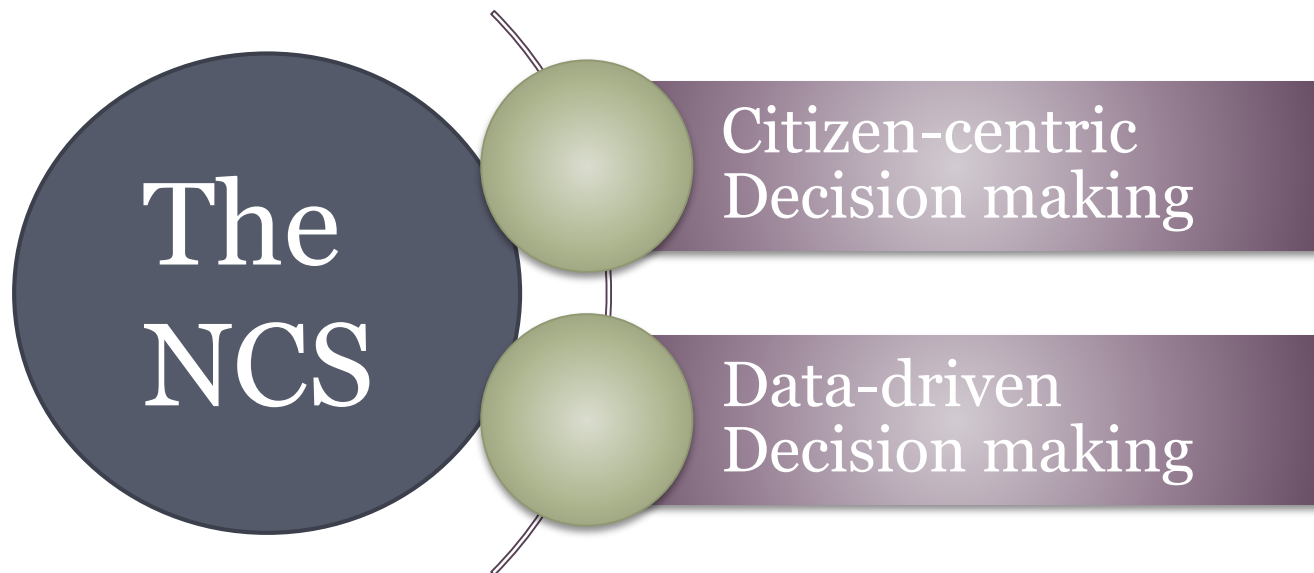
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Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate

Questions?

THE NCSTM
The National Citizen SurveyTM

Thank you!

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