

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Results for the City of Goodyear, AZ

June 2021





Civic Communication & Analytics Platform

Smarter, better connected communities. A civic surveying, policy polling, and constituent communication tech platform.



Advanced Survey Science & Performance Analytics

Data insights to help communities move forward. The premiere provider of professional civic surveys and performance benchmarking analyses.

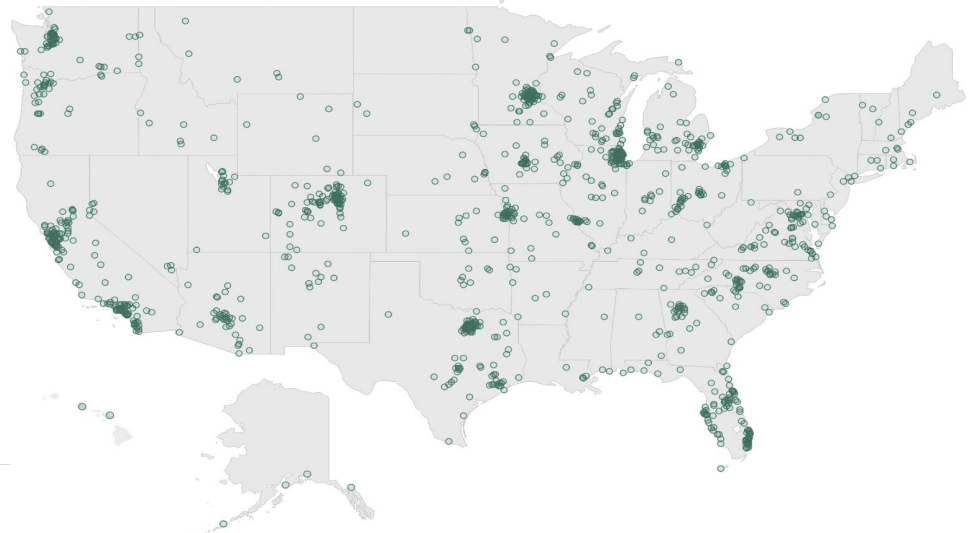
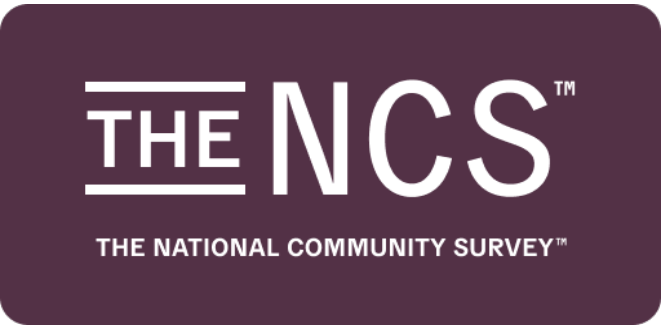
Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:



National Benchmark Comparison Database



More than 500 comparison communities across the nation.

Representing the opinions of more than 50 million residents.



Assess government performance

Monitor trends in resident opinion

Understand benchmark comparison

Inform budget, land use, strategic pl

The National Community Survey™ in Goodyear

The NCS™ for Goodyear, AZ

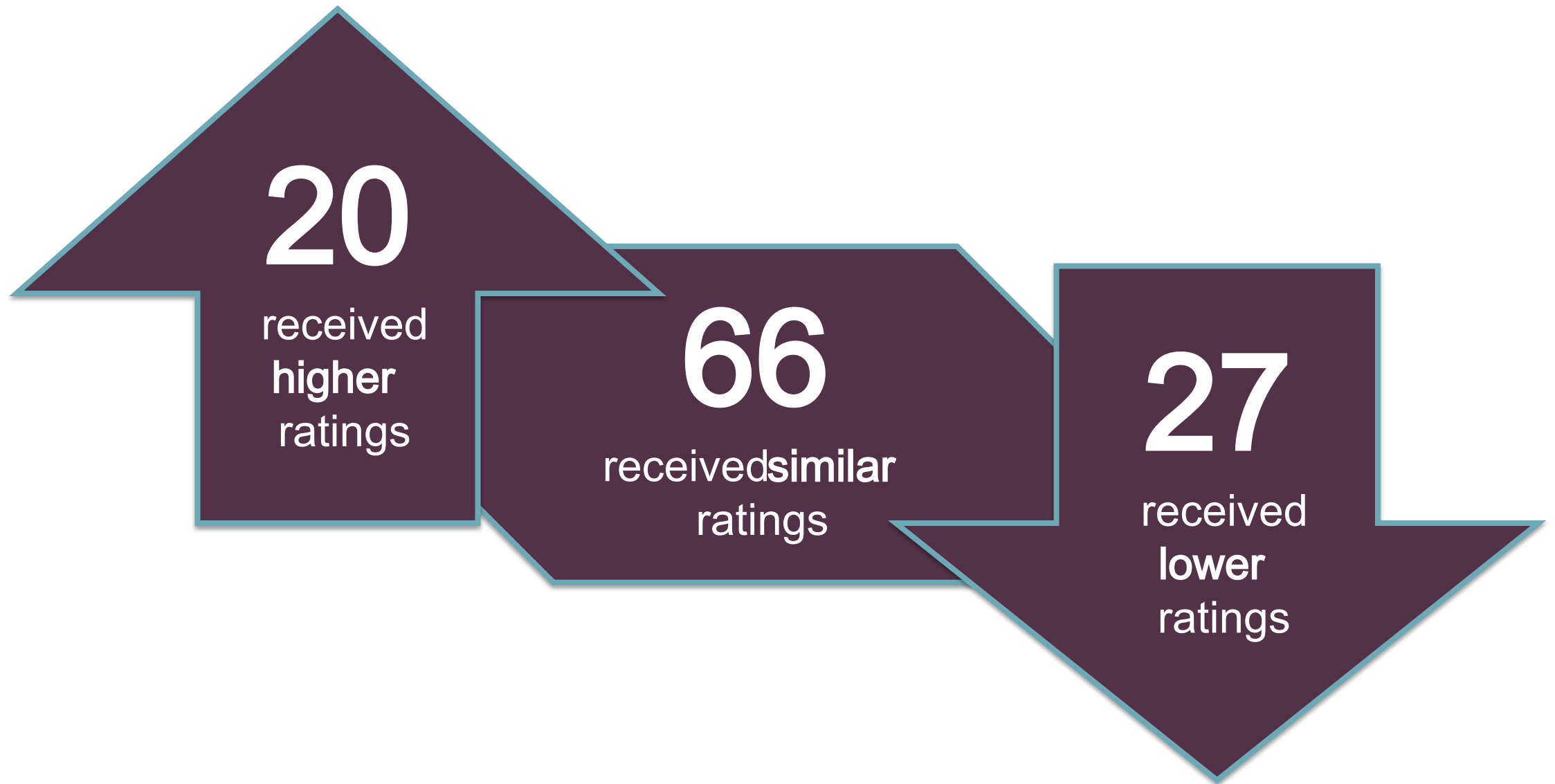
- Survey conducted from March 9, 2021 to April 27, 2021
- Hybrid model employed.
 - Probability Based Sample: 3,500 households mailed. 606 responses. 18%
 - Nonprobability Open Participation Sample: 693 responses.
- Results statistically weighted to reflect Goodyear overall
- 95% confidence interval with a +/- 4% margin of error
- 300 Polco platform panelists / subscribers for follow on engagements

Overview of Survey Results

2021 National Benchmark Comparisons



2021 Ratings Compared to 2018

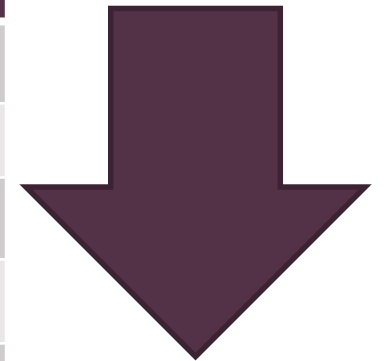


Most Significant Changes for 2021



	2018	2021	% change
Employment opportunities	38%	68%	+30%
Goodyear as a place to work	66%	83%	+17%
Overall economic health of Goodyear	76%	92%	+16%
Overall quality of business and service establishments	63%	75%	+12%
Economic development	63%	74%	+11%

	2018	2021	% change
Traffic flow on major streets	74%	59%	-15%
Bus or transit services	43%	28%	-15%
Availability of affordable quality childcare/preschool	64%	52%	-12%
Overall opportunities for education, culture, and the arts	62%	51%	-11%
Availability of affordable quality housing	66%	56%	-10%

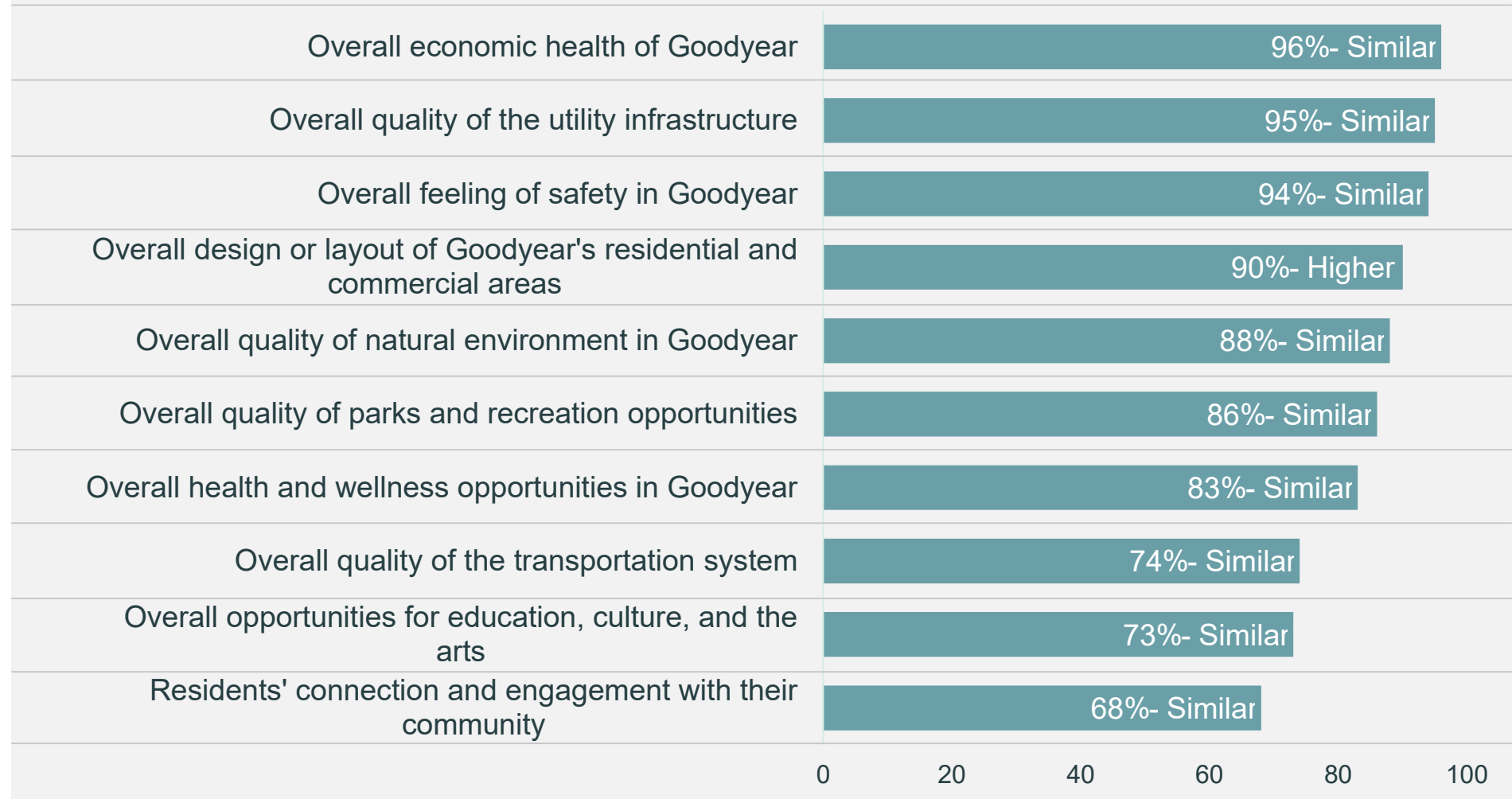


Percent excellent or good

Priority Areas for Focus

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.

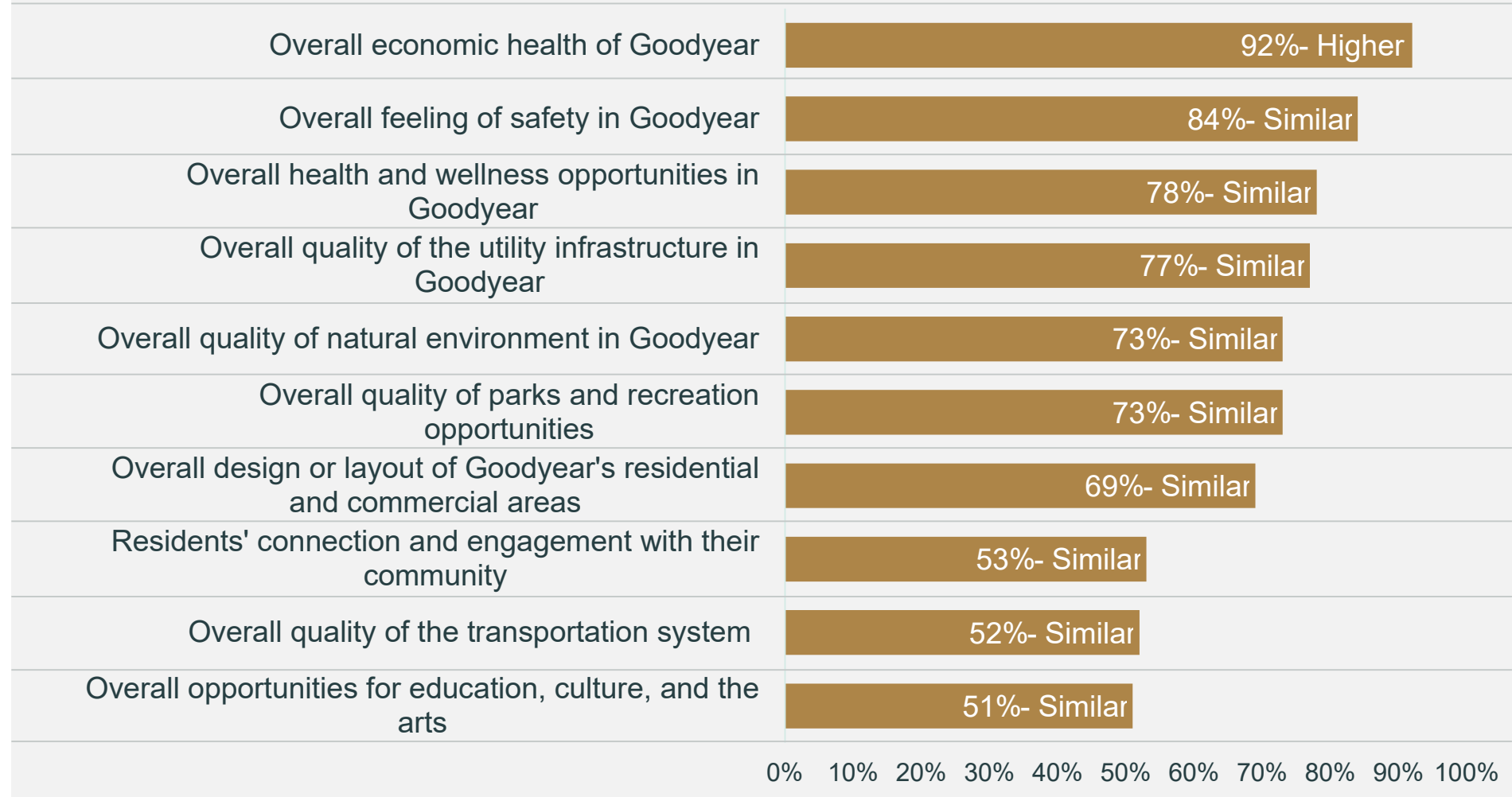
(% essential or very important)



Facets of Community Livability

Please rate each of the following characteristics as they relate to
Goodyear as a whole.

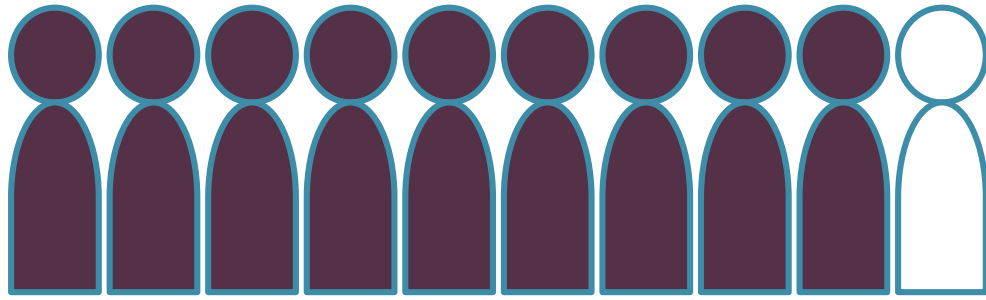
(% excellent or good)



Quality of Life in Goodyear

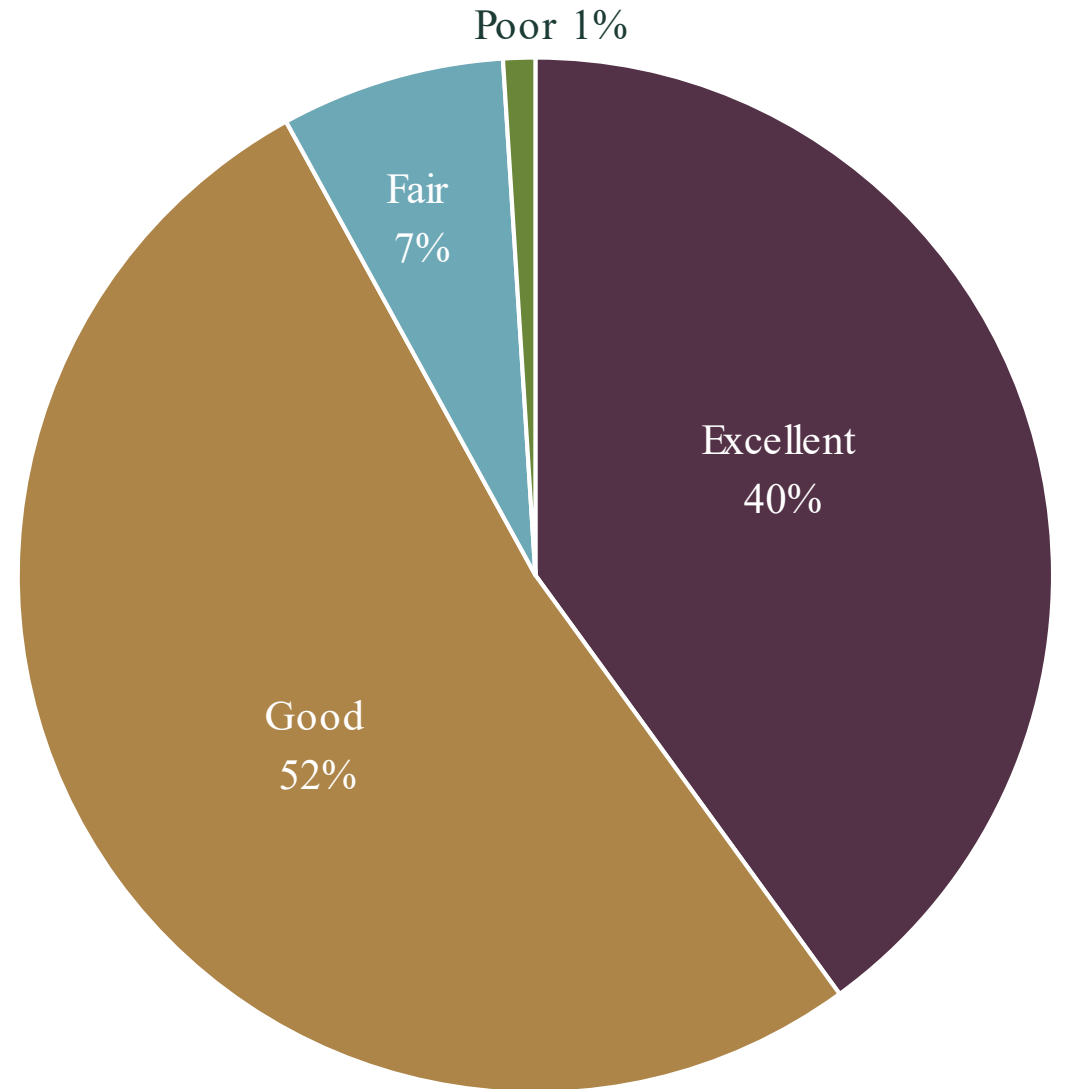


Overall Community Quality



At least
9 in 10

respondents rated the overall
quality of life in Goodyear as
excellent or good

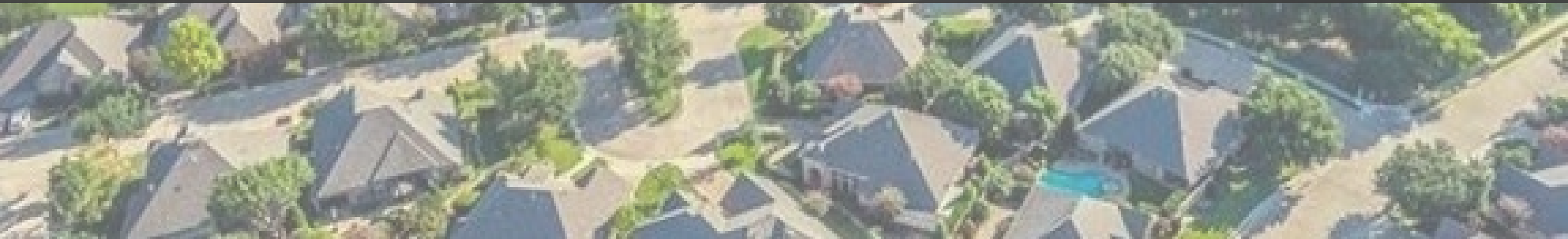


Quality of Life



94% of residents rated Goodyear as a place to live as excellent or good.

83% gave positive marks to the overall image/reputation of Goodyear.



Resident Support for Goodyear

93%

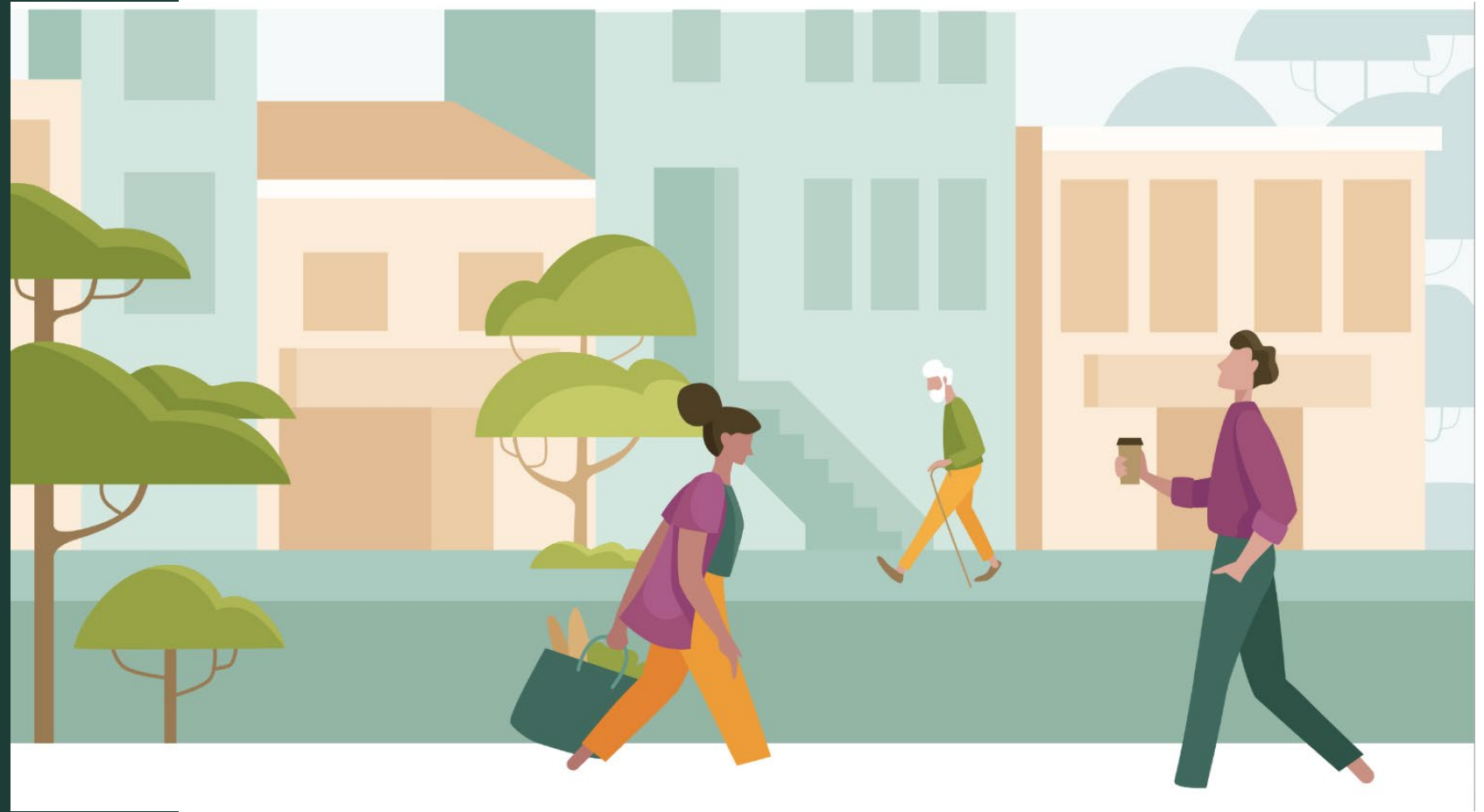
of community members recommend living in Goodyear to someone who asks

85%

of residents plan on remaining in Goodyear for the next 5 years

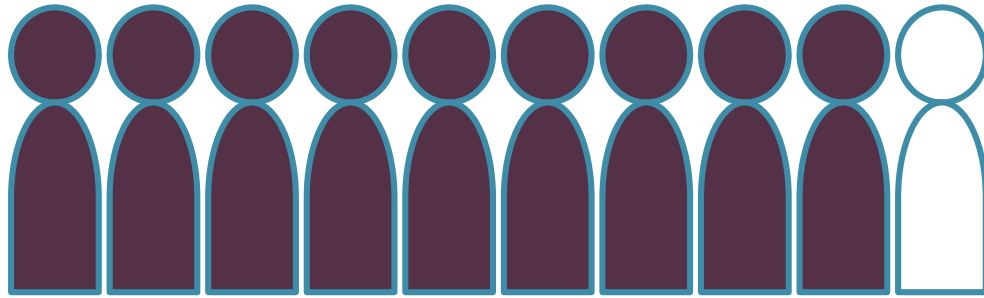
Percent very likely or somewhat likely

Economy



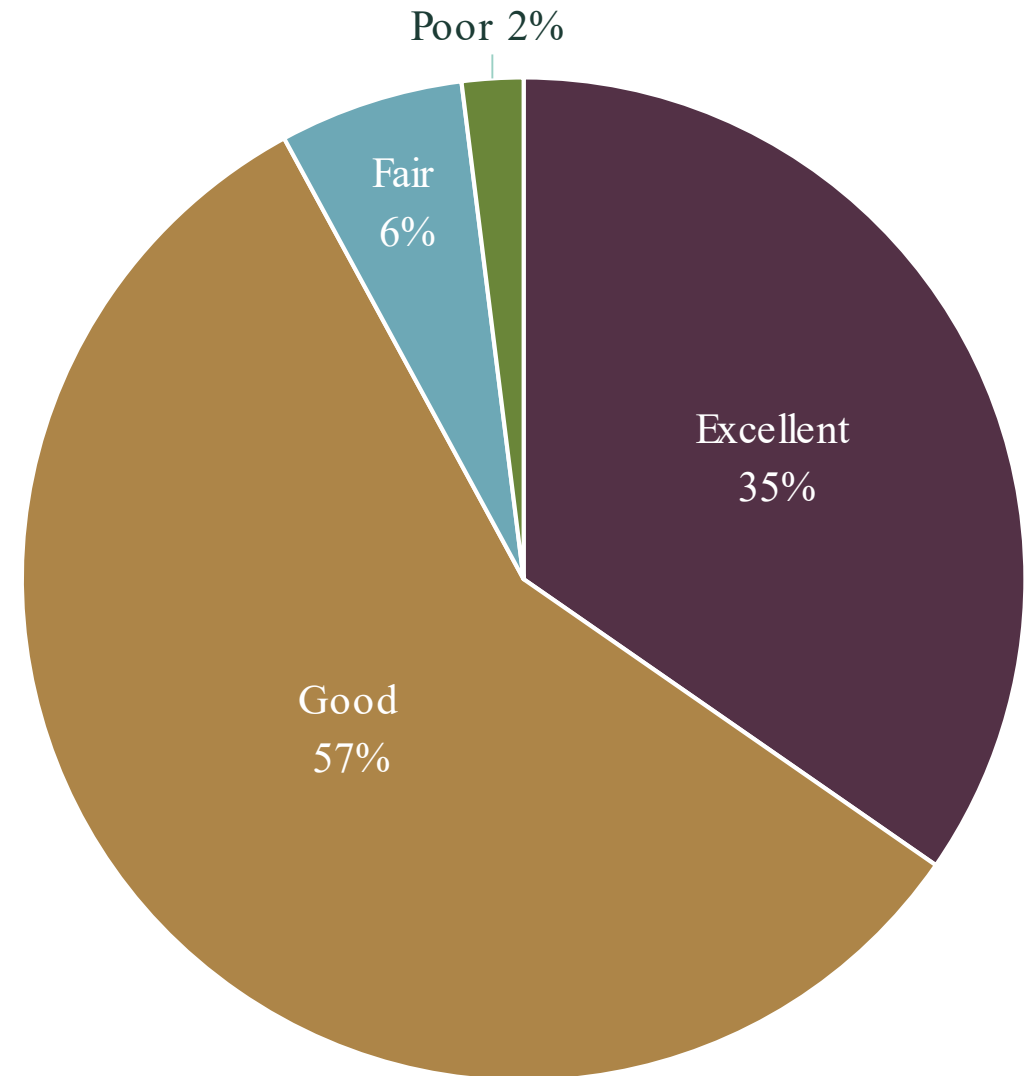
Overall Economic Health

↑ Higher than the national benchmark



At least
9 in 10

respondents rated the overall economic health of Goodyear as excellent or good ↑



Economic Activity in Goodyear

↑ Higher than the national benchmark



83%

Goodyear as a
place to work



75%

Overall quality
of business
and service
establishments



74%

Quality of
economic
development



68%

Employment
opportunities



61%

Cost of living



Percent excellent or good

Trends in Goodyear's Economy

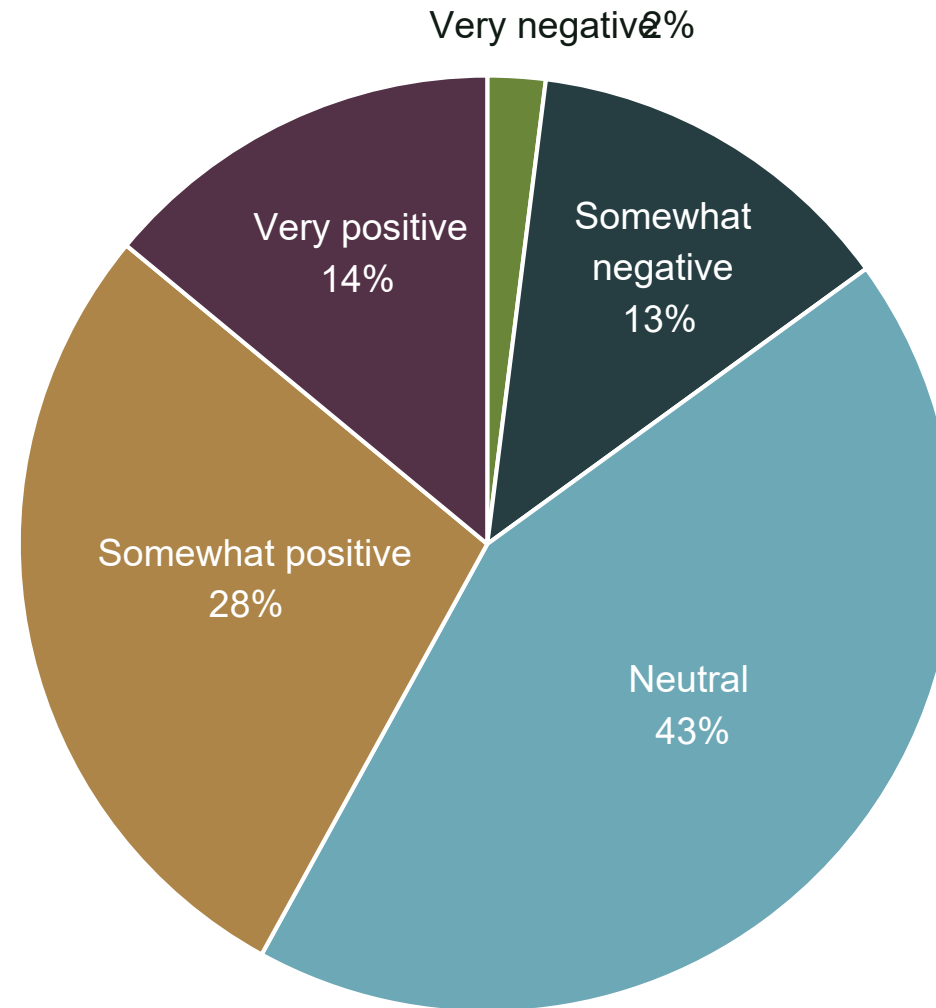


Percent excellent or good

Household Income

Higher than the national benchmark

Almost half of the survey respondents believe the economy will have a positive impact on their income in the six months following the survey, highlighting an interesting comparison to the national averages in the face of the COVID19 pandemic.



Mobility



Mobility in Goodyear

All higher than the national benchmark



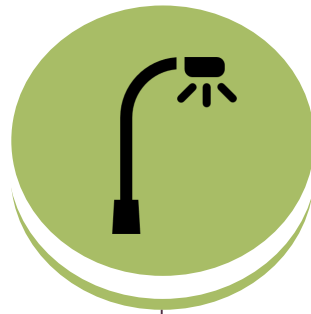
81%

Ease of travel
by car



81%

Ease of public
parking



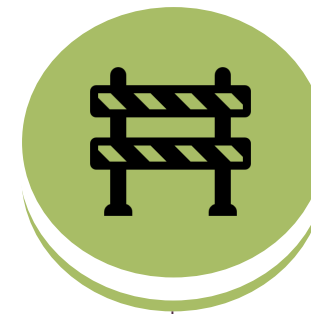
81%

Street lighting



81%

Sidewalk
maintenance



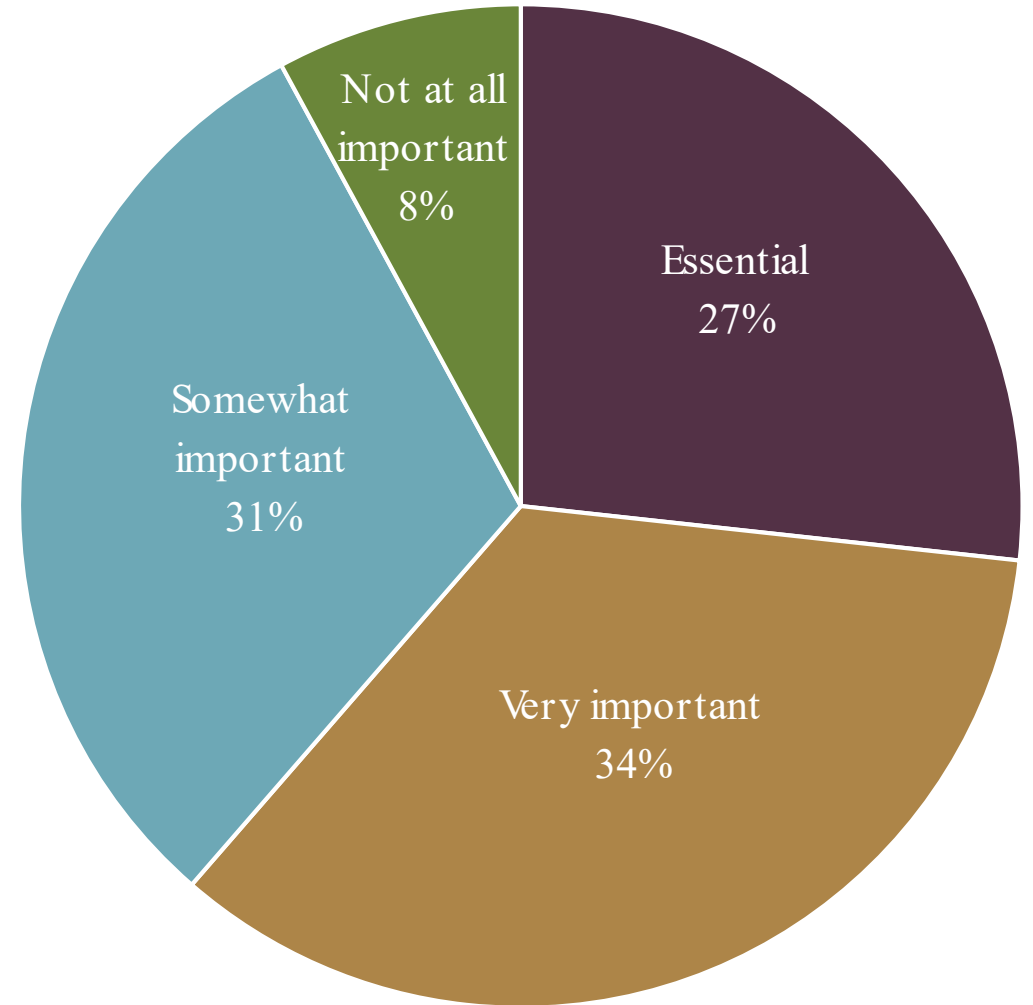
73%

Street repair

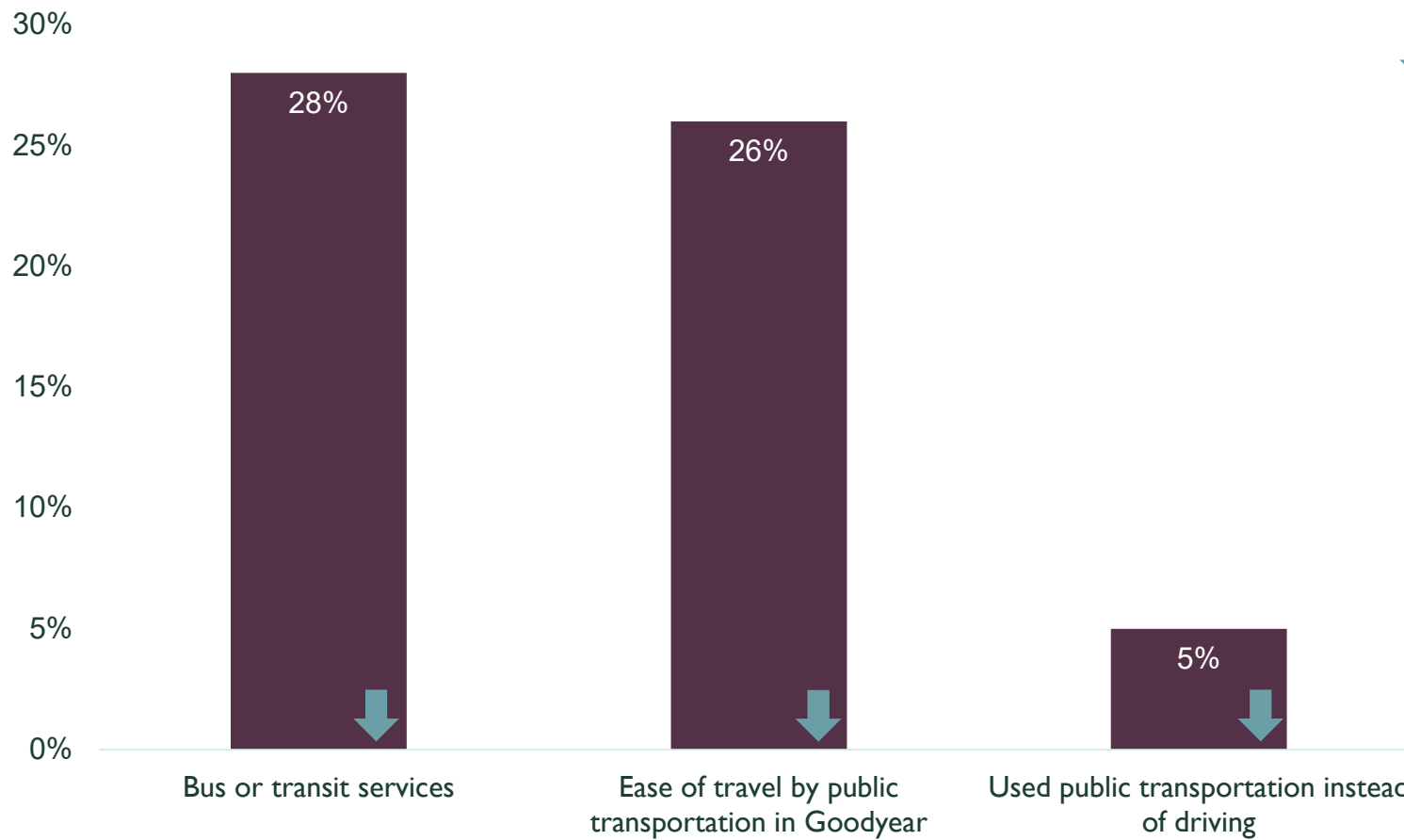
Importance of Public Transit Enhancements



At least
6 in 10
respondents rated
enhancements to local
public transit services as
essential or **very important**



Public Transportation in Goodyear



↓ Lower than the national benchmark

Percent excellent or good

Community Design

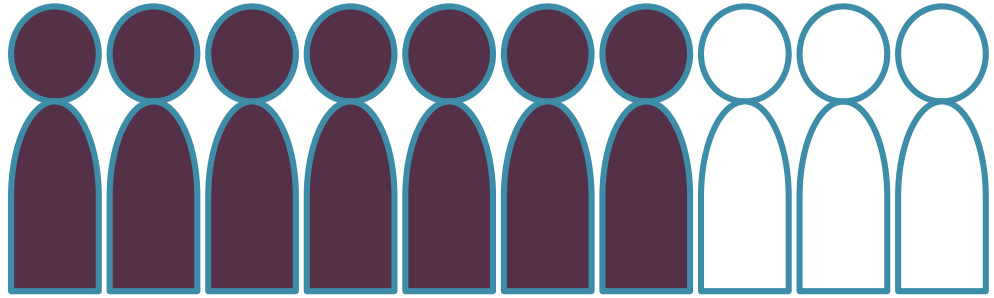




Percent excellent or good

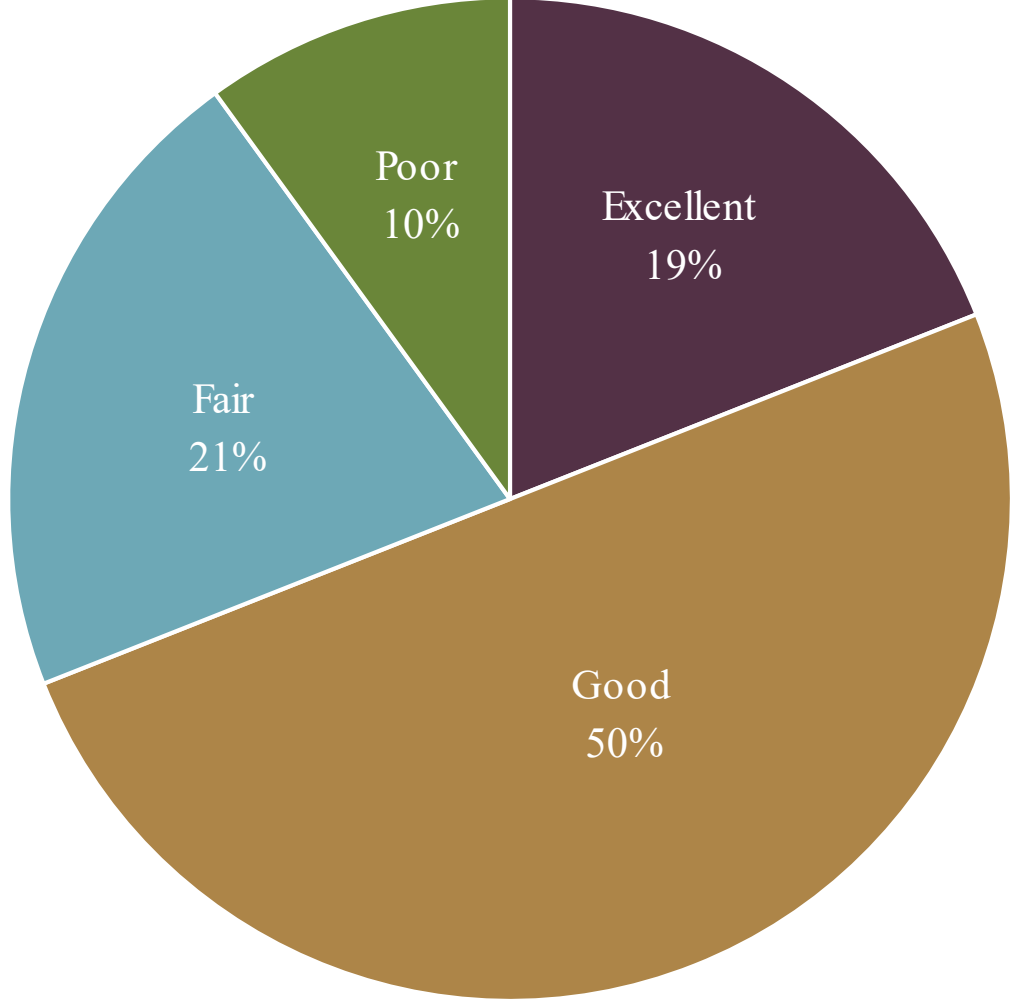
- Well-planned residential growth
- Well-planned commercial growth↑
- Well-designed neighborhoods
- Variety of housing options↑
- Overall quality of new development↑
- Overall appearance
- Code enforcement↑

Overall Quality of Community Design



About
7 in 10

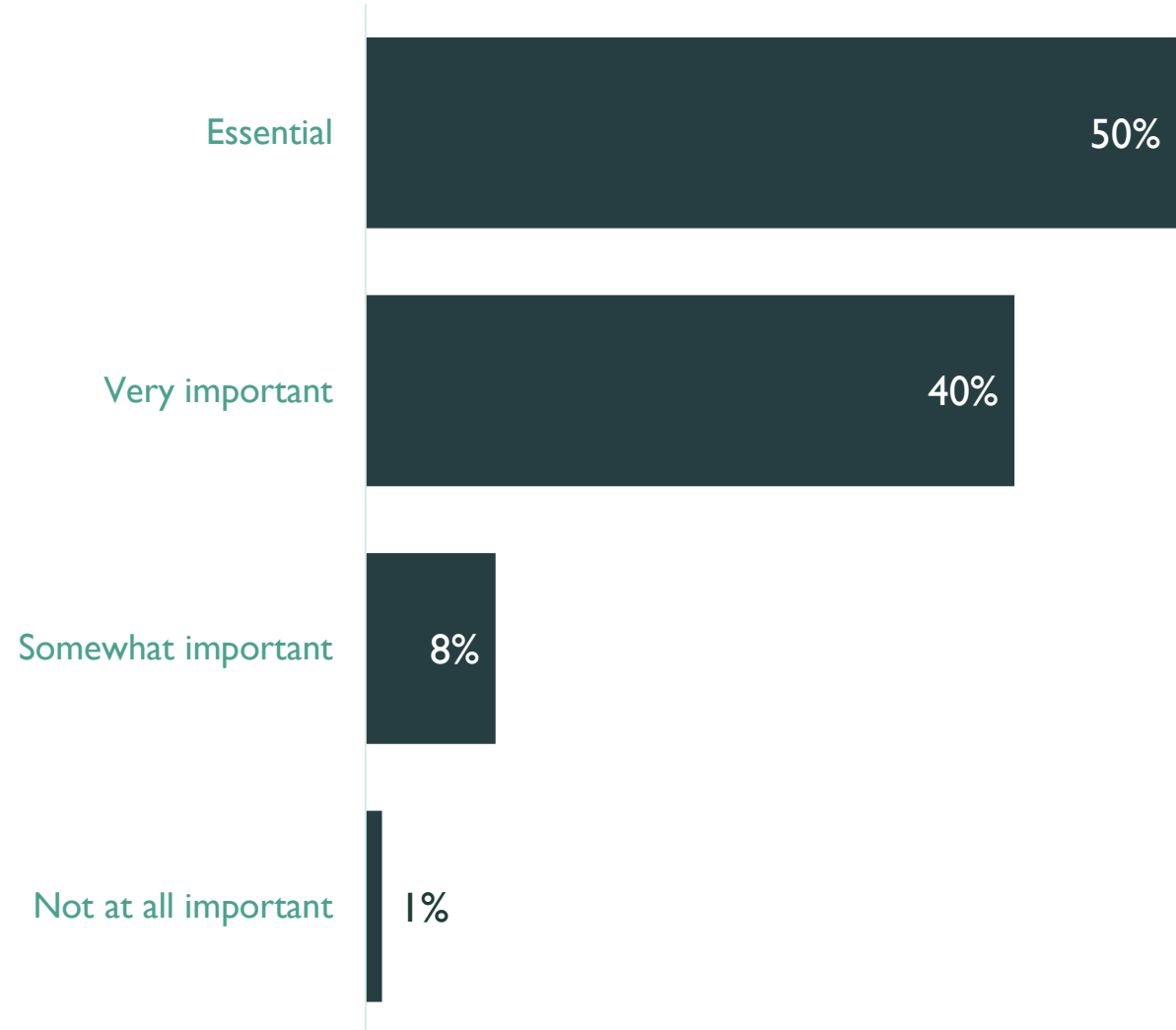
respondents rated the overall design or layout of Goodyear's residential and commercial areas as excellent or good



Community Design Importance

Higher than the national benchmark

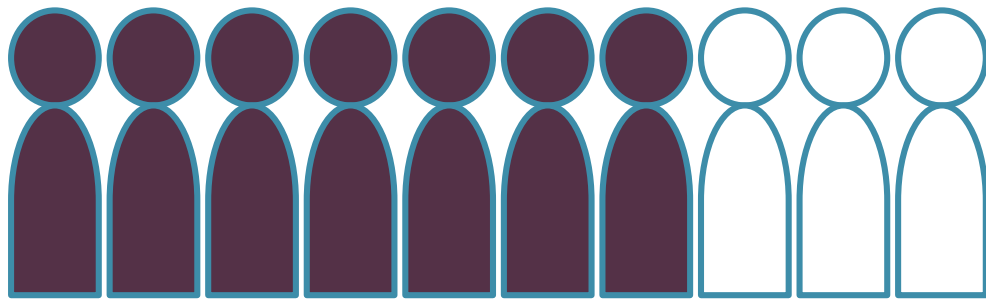
About 90% of survey respondents rated it **essential** or **very important** for the Goodyear community to focus on the overall design or layout of residential and commercial areas in the coming two years.



Natural Environment

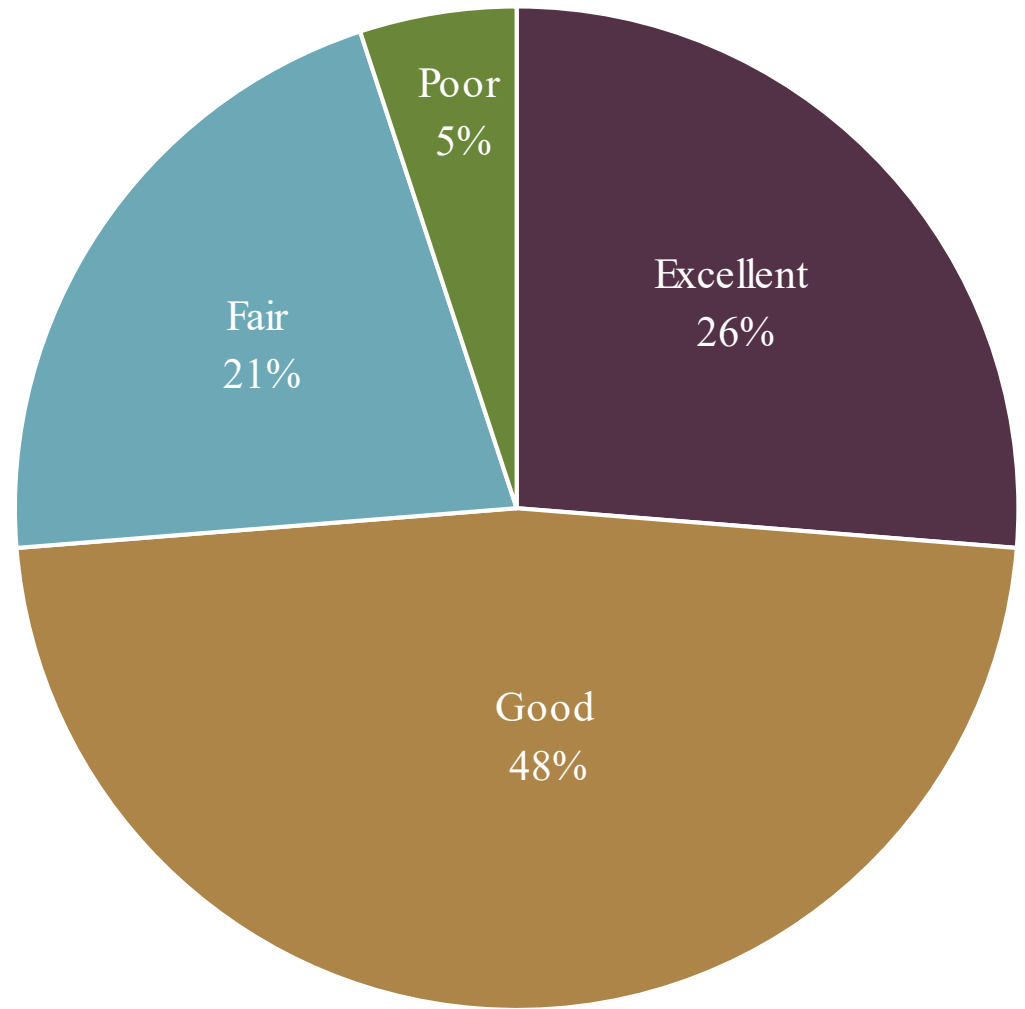


Overall Natural Environment



At least
7 in 10

respondents rated the overall quality of natural environment in Goodyear as excellent or good



Natural Environment in Goodyear

All on par with national benchmarks, but lower than Goodyear's 2018 results

87% Cleanliness of the community

79% Recycling

62% Goodyear open space

57% Preservation of natural areas



Natural Environment Areas of Focus

↓ Lower than the national benchmark

64%

Air Quality

Percent excellent or good

44%

Water resources

Percent excellent or good

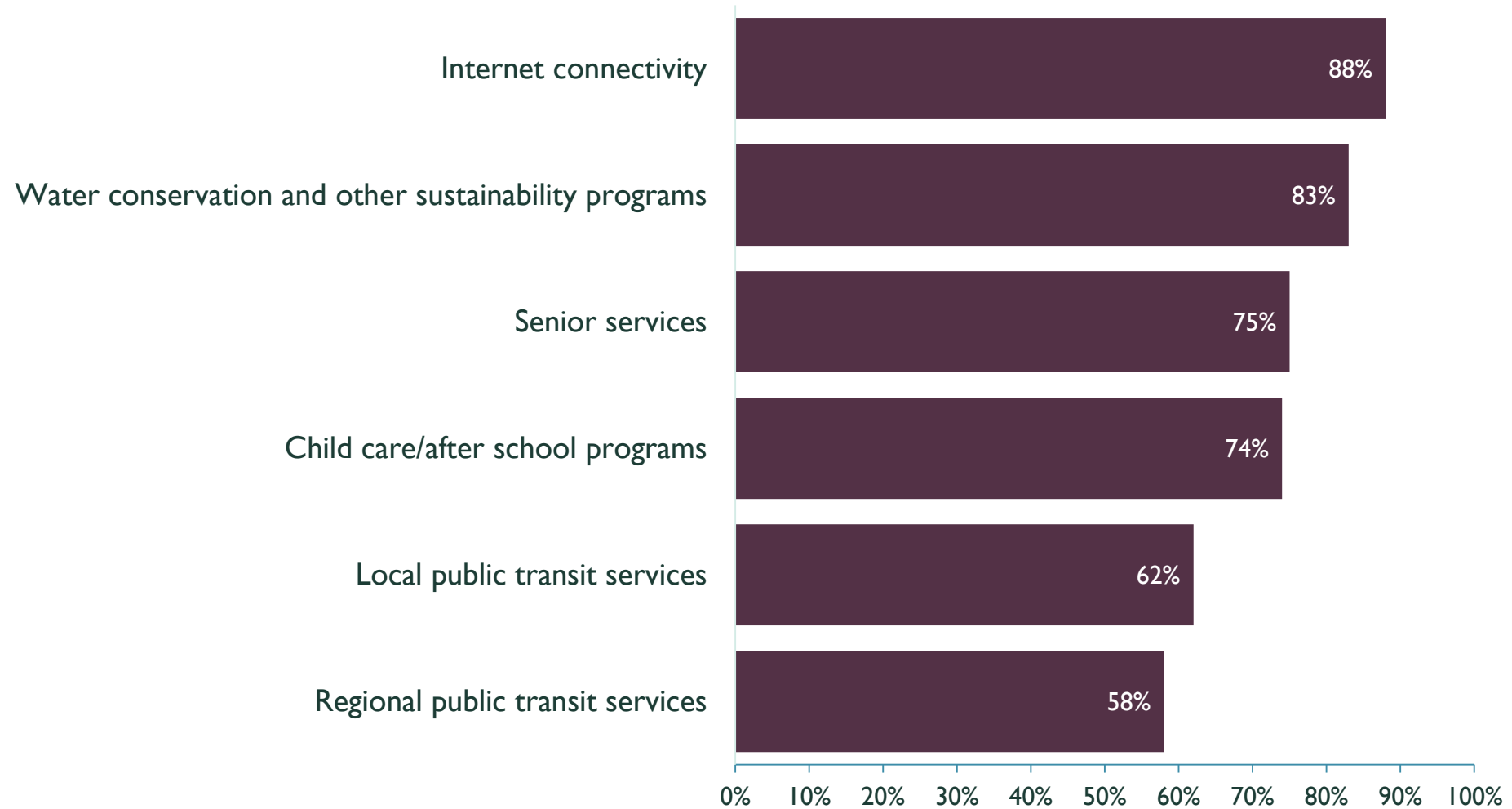
87%

Water conservation and other sustainability programs

Percent essential or very important

Proposed Program and Amenity Improvements

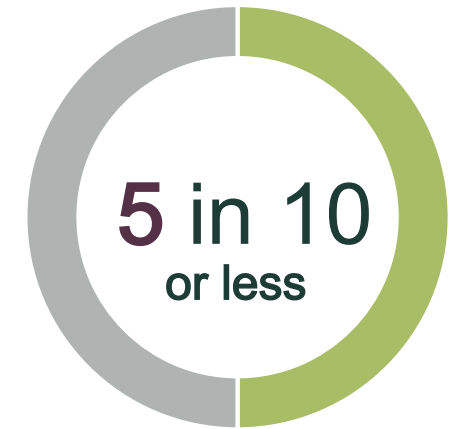
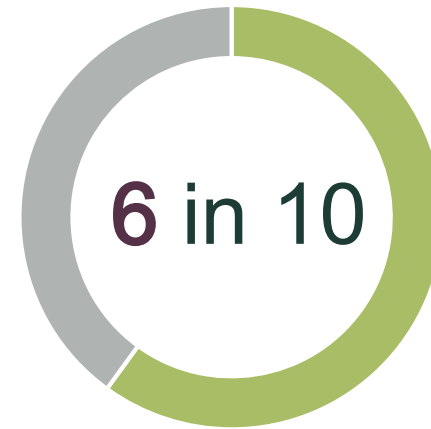
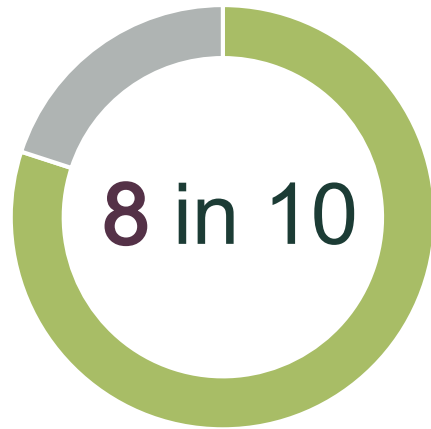
Please indicate how important, if at all, you think it is to enhance each of the following programs or amenities in the coming two years:



Percent essential or very important

Sources of Information About Goodyear

How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?



InFocus monthly magazine (87%)

Word-of-mouth (73%)

City email communications (66%)

City council and other public meetings (51%)

Local media outlets (86%)

Utility bill inserts (65%)

Interactions with City staff (47%)

Direct mailings (83%)

City communications via social media (62%)

City website (82%)

Conclusions

Goodyear residents enjoy a high quality of life, and the city's thriving economy may contribute to the high marks. Numerous aspects of Goodyear's economy received above-average ratings and also improved from the 2018 NCS results.

Community members gave positive marks to mobility in Goodyear, but public transportation may be an area of opportunity for the City.

Residents gave positive ratings to community design, but point to the natural environment and sustainability as important areas of focus for the next few years.

Continue to engage with the residents, grow your connectivity, and demonstrate progress.

