

CITY OF GOODYEAR CITIZEN SATISFACTION SURVEY

June 2007

Prepared For

City of Goodyear
Goodyear, Arizona

Prepared By

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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. This survey updates a similar survey which was conducted for the City in October 2004. Where appropriate, this analysis highlights shifts in public opinion which may have occurred over time.

The information contained in this report is based on 400 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 June 2007. 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**

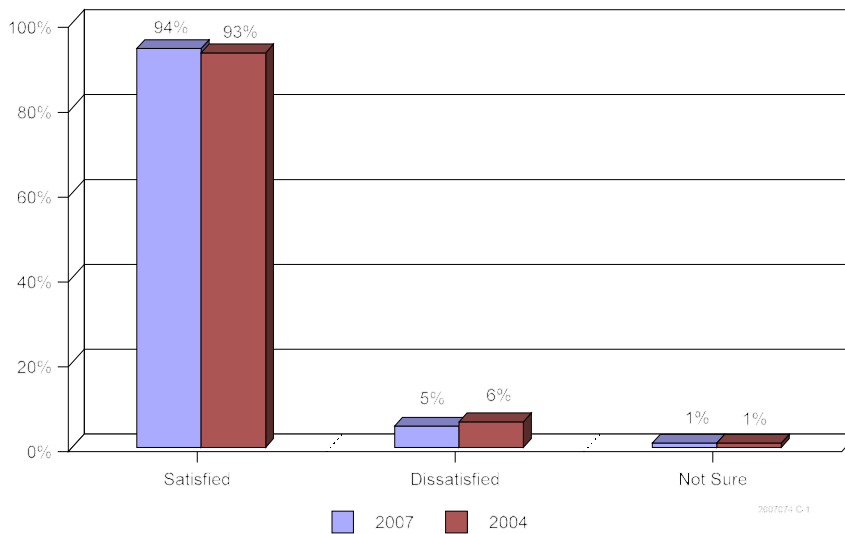
Four key findings are evident from this research effort:

- First, the City of Goodyear continues to receive very high marks from residents for the services it provides, with better than nine out of ten residents (94%) 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 continues to receive highly positive ratings in the vast majority of instances for its efforts in delivering 20 specific municipal services surveyed.
- Third, Goodyear is viewed very highly as a place to live, with a positive rating among 90 percent of residents.
- Fourth, the quality of life that Goodyear offers is viewed very highly, with an 88 percent positive rating among residents.

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

Over nine out of ten Goodyear residents (94%) indicate they are either very satisfied (37%) or satisfied (57%) with the overall performance of the City in providing services, while only five percent of residents indicate they are dissatisfied. These readings are unchanged from 2004. Demographically, satisfaction does not drop below 85 percent within any key population subgroups.

OVERALL SATISFACTION WITH CITY PERFORMANCE IN DELIVERING SERVICES



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

Goodyear residents were asked to indicate how satisfied they are with each of 20 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, seven of the services received satisfaction ratings over 8.0:

- Fire protection (8.6);
- Once-a-week uncontained bulk trash pickup (8.5);
- Once-a-week curbside recycling pickup (8.5);
- Paramedic or medical emergency services (8.4);
- Once-a-week regular trash pickup (8.3);
- Police protection (8.2);
- Cleanliness of our parks (8.2).

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

- Storm water runoff on major streets (7.9);
- Condition of park landscaping/playground equipment (7.9);
- Amount of water pressure (7.7);
- Neighborhood street repair and maintenance (7.7);
- Communication with residents (7.5);
- Requiring property owners to meet city code standards (7.5);
- Amount of large community parks in our city (7.0).

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

- Reconstruction/widening projects on major streets (6.9);
- Art and cultural events (6.8);
- Attracting quality jobs to our community (6.7);
- Quality of our water (6.6).

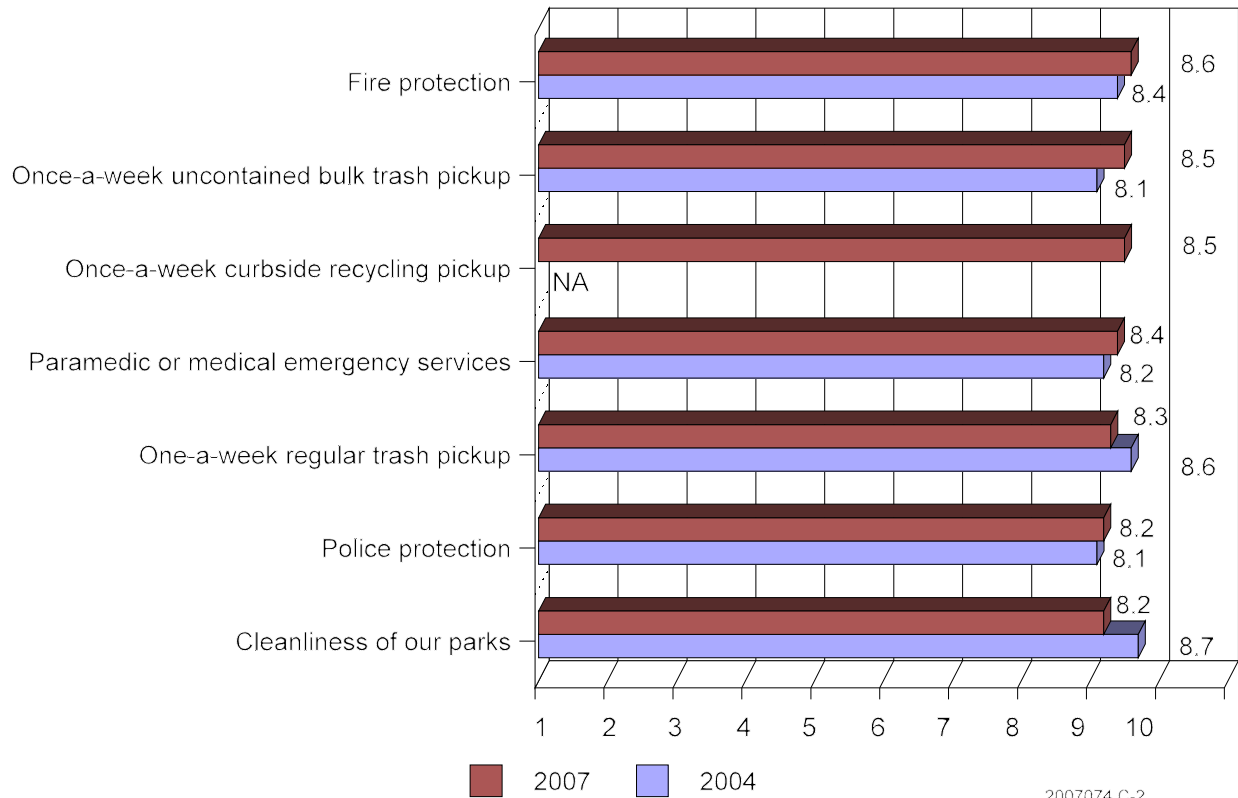
A final tier of four additional services receives satisfaction ratings under 6.0:

- Traffic congestion on major streets (5.9);
- Public transportation (4.8).

When the 2007 ratings are compared with the 2004 ratings, we find that in 14 cases the ratings are statistically unchanged (a seven-point or less positive/negative shift), while in two cases they are statistically more positive (an eight-point or more positive shift). The services which receive higher ratings in 2007 than in 2004 are “attracting quality jobs to our area (+9) and neighborhood street repair and maintenance (+8). No services receive lower ratings in 2007 than they did in 2004.

SATISFACTION WITH CITY SERVICES – TOP RATED

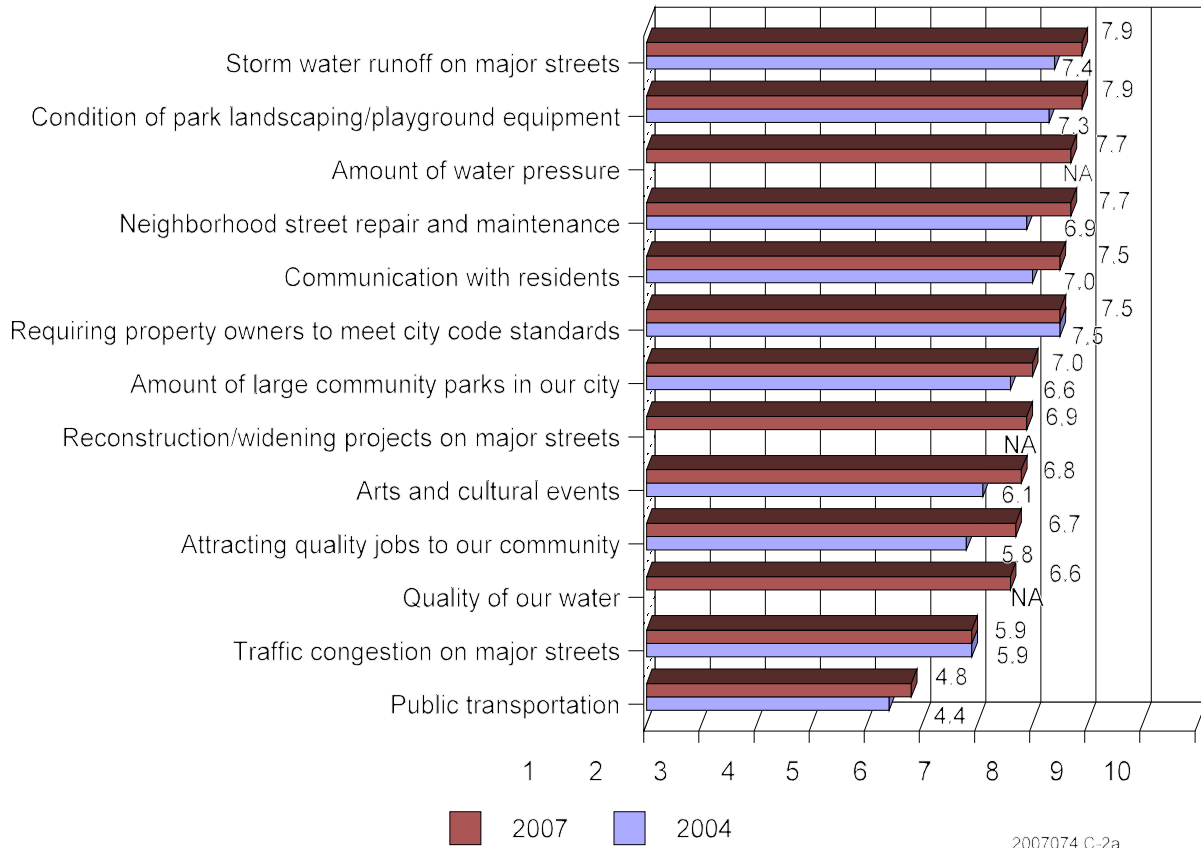
(1-10 Scale: 1 = Poor Job, 10 = Excellent Job)



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SATISFACTION WITH CITY SERVICES – OTHER SERVICES

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

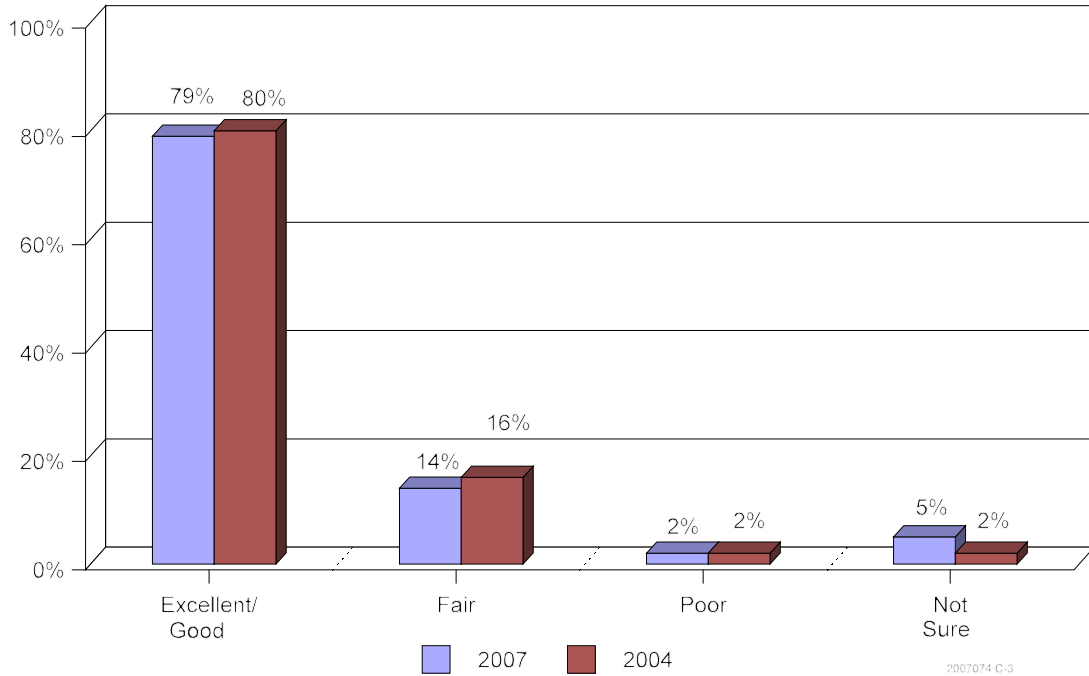


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- **VALUE OF SERVICE FOR TAXES PAID (TABLE 3)**

Eight of ten residents (79%) believe they receive either excellent (27%) or good (52%) value for the taxes they pay for City services, while 14 percent rate the City as fair and only two percent rate it as poor. These ratings are unchanged from 2004.

VALUE OF SERVICES FOR TAXES PAID

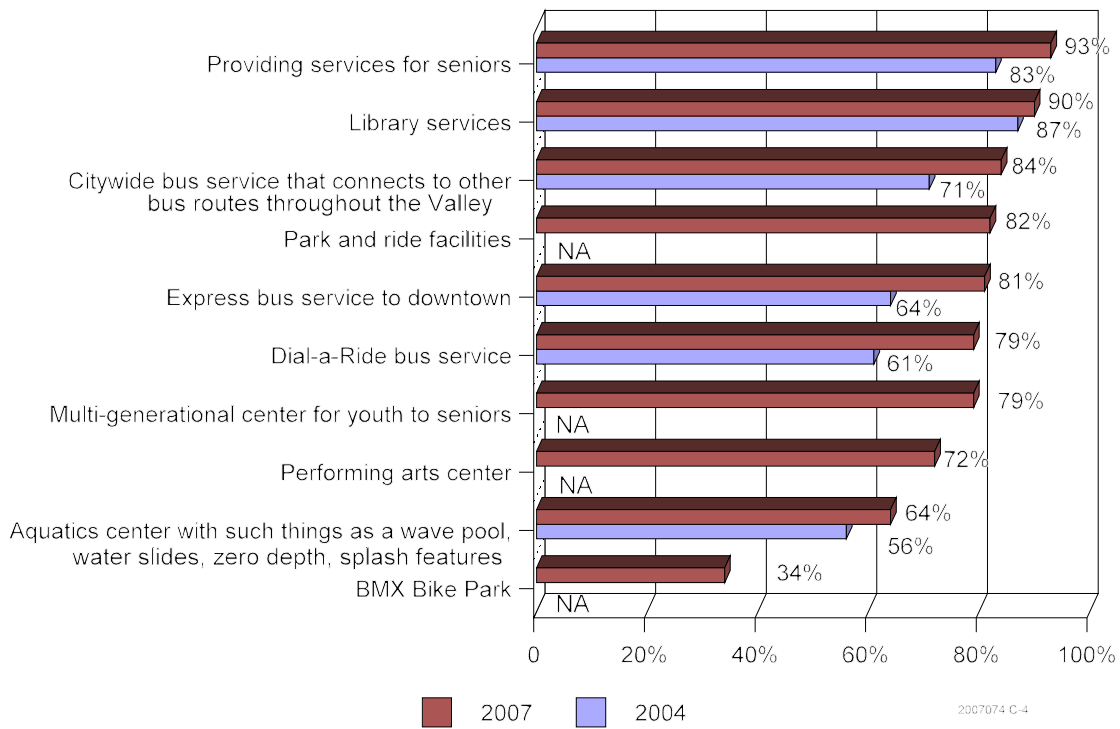


● **IMPORTANCE OF PROVIDING ADDITIONAL CITY SERVICES (TABLE 4)**

Residents were asked to indicate how important they feel it is that the City provide each of ten additional services in the future. Here we find that two of the services tested receive important readings from nine of ten residents: providing services for seniors (93%) and library services (90%). Also receiving high readings of roughly 80 percent or more are citywide bus service (84%), park and ride facilities (82%), express bus service to downtown (81%), Dial-a-Ride bus service (79%) and multi-generational centers for youth to seniors (79%). Five of the services which were tested in both 2007 and 2004 receive statistically significantly higher importance readings this study than last study: Dial-a-Ride bus service (+18); express bus service (+17); citywide bus service (+13); services for seniors (+10), and; aquatic center (+8).

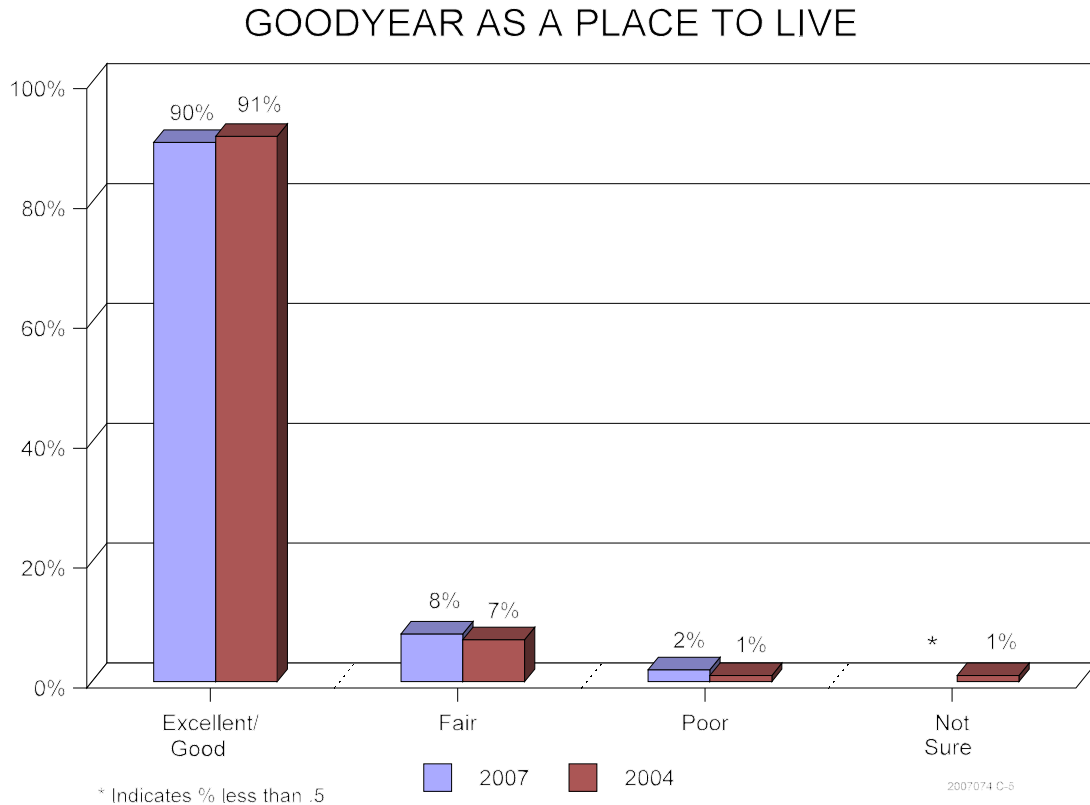
IMPORTANCE OF CITY PROVIDING ADDITIONAL CITY SERVICES

Total Very/Somewhat Important



- GOODYEAR AS A PLACE TO LIVE (TABLE 5)**

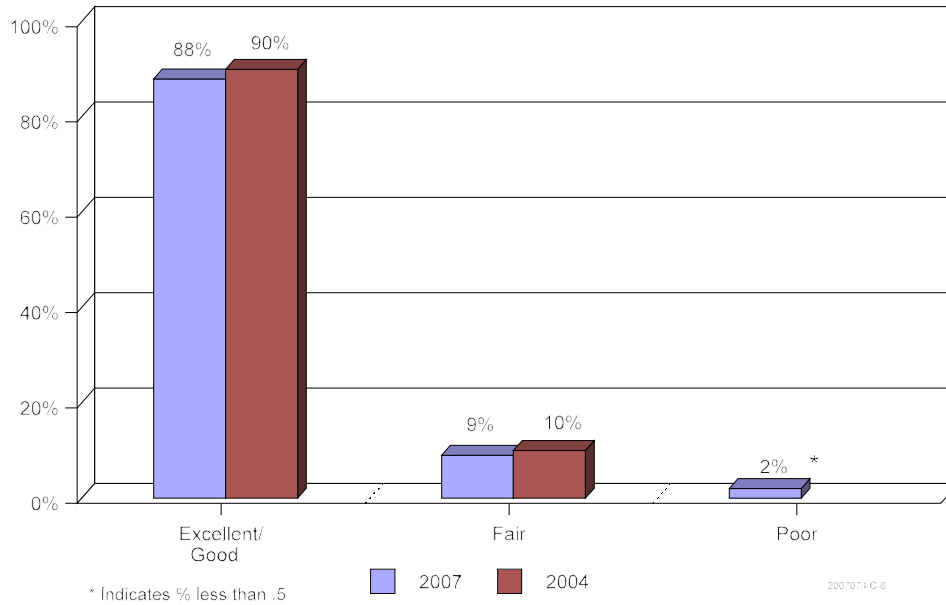
Nine of ten residents (91%) continue to rate Goodyear as either an excellent (46%) or good (44%) place to live, while only eight percent rate it fair and two percent poor. This positive rating is universal across demographic subgroups and unchanged from 2004.



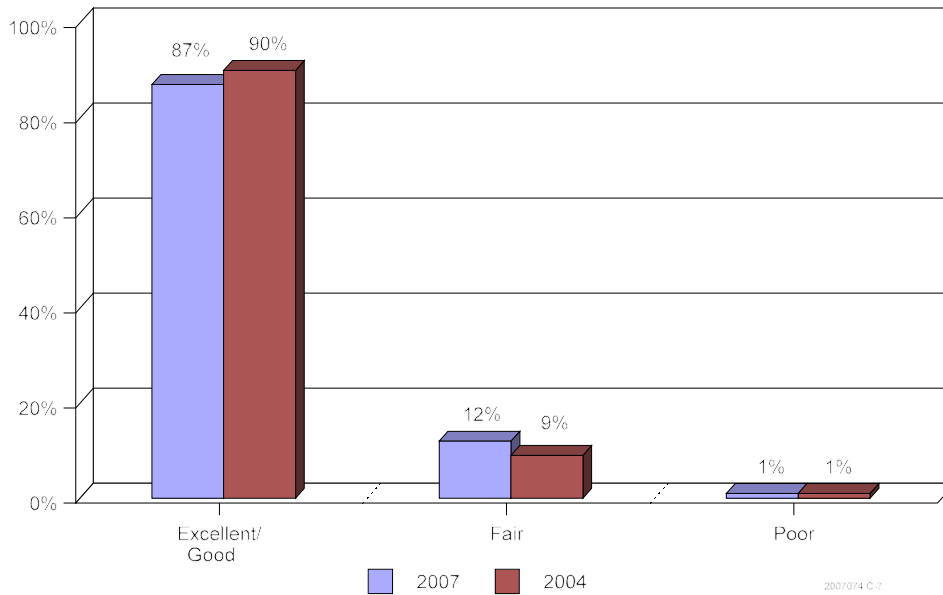
- QUALITY OF LIFE IN GOODYEAR (TABLES 6-7)**

Roughly nine of ten residents rate the quality of life in both the overall City of Goodyear (88%) and their own neighborhood (87%) as either excellent or good. These ratings are unchanged from 2004.

QUALITY OF LIFE IN THE CITY OF GOODYEAR



QUALITY OF LIFE IN YOUR NEIGHBORHOOD



- **MOST IMPORTANT PROBLEMS FACING THE CITY (TABLE 8)**

Residents continue to believe that rapid growth (25%) and transportation (22%) are the most important problems facing the City of Goodyear. Also receiving noteworthy response is crime with a reading of 13 percent. No other problems generate a response of over six percent.

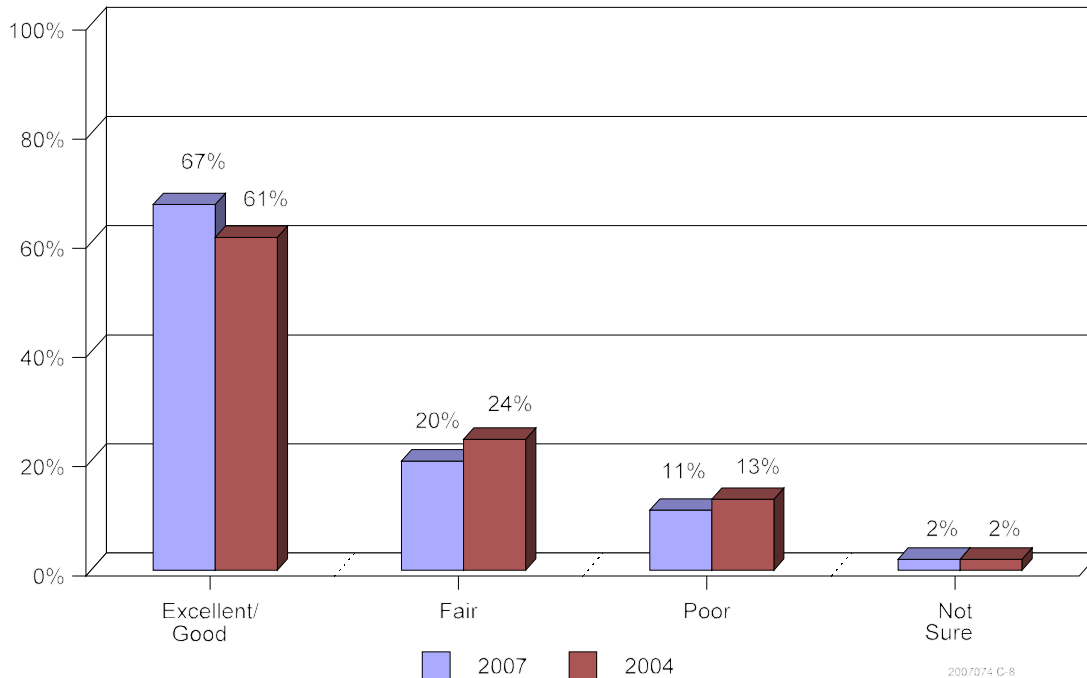
- **STEPS CITY COULD TAKE TO MAKE CITY MORE LIVEABLE (TABLE 9)**

Similar to 2004, the two most frequently mentioned steps the City could take to make it a more liveable city are improving transportation (17%) and building more parks/recreation facilities (14%).

- **JOB CITY IS DOING KEEPING UP WITH GROWTH (TABLE 10)**

Two of three residents (67%) believe the City is doing either an excellent (27%) or good (40%) job keeping up with Goodyear's growth, while 20 percent believe the City is doing a fair job and 11 percent believe it is doing a poor job. The positive reading of 67 percent is up from 61 percent in 2004, however, the improvement is not statistically significant.

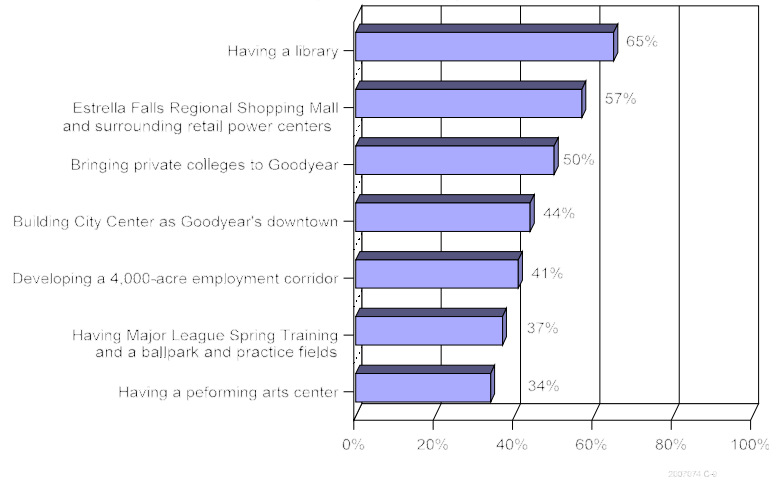
JOB CITY IS DOING KEEPING UP WITH CITY GROWTH



- **ATTITUDES ABOUT SELECTED PROJECTS' IMPACT ON QUALITY OF LIFE (TABLE 11)**

When residents are asked to indicate how beneficial each of seven projects will be for improving the quality of life in Goodyear, three of the items tested receive “a great deal” reading from a majority of residents: 1) having a library (65%); 2) Estrella Falls Regional Shopping Mall (57%) and; 3) bringing private colleges to Goodyear (50%).

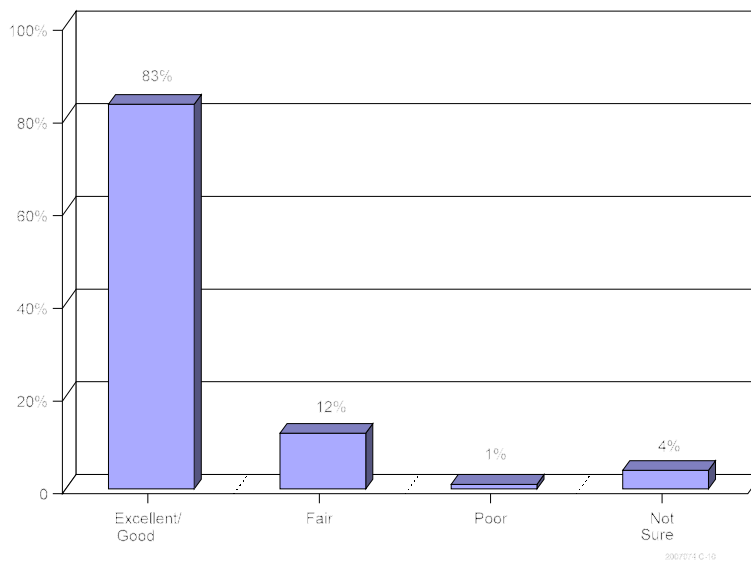
IMPACT OF PROJECTS ON QUALITY OF LIFE
(% A Great Deal)



- **QUALITY OF COMMERCIAL CENTERS IN GOODYEAR (TABLE 12)**

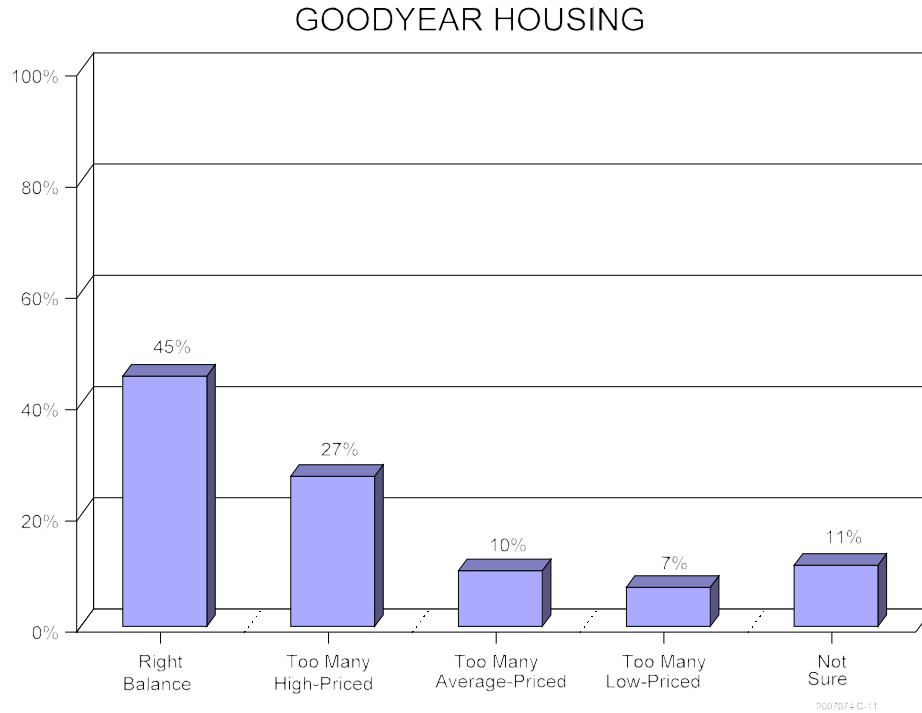
Over eight of ten Goodyear residents (83%) rate the design, look and quality of the commercial centers being built in the City as either excellent (29%) or good (54%) compared to centers in other areas of the Valley. In comparison, only 13 percent of residents offer a fair (12%) or poor (1%) response.

QUALITY OF COMMERCIAL CENTERS



- **ATTITUDES ABOUT GOODYEAR HOUSING (TABLE 13)**

A plurality of Goodyear residents (45%) believe that the right balance of housing is being build in the City, while 27 percent believe too many high-priced homes are being built. Ten percent believe too many average-sized homes are being built and seven percent believe too many low-priced homes are being built.



- **ATTITUDES ABOUT BUILDING HEIGHTS (TABLE 14)**

Twenty-two percent of residents feel building heights of two to three stories are acceptable next to I-10, while 26 percent feel four to five stories are acceptable and 44 percent feel six or more stories are acceptable (6 to 7 18%, 8 to 9 8%, 10 or more 18%). The readings for the City Center area of Goodyear are very similar to the I-10 area readings (2 to 3 24%, 4 to 5 26%, 6 to 7 16%, 8 to 9 6%, 10 or more 18%)

- **MULTIPLE-GENERATIONAL CENTER AMENITIES (TABLE 15)**

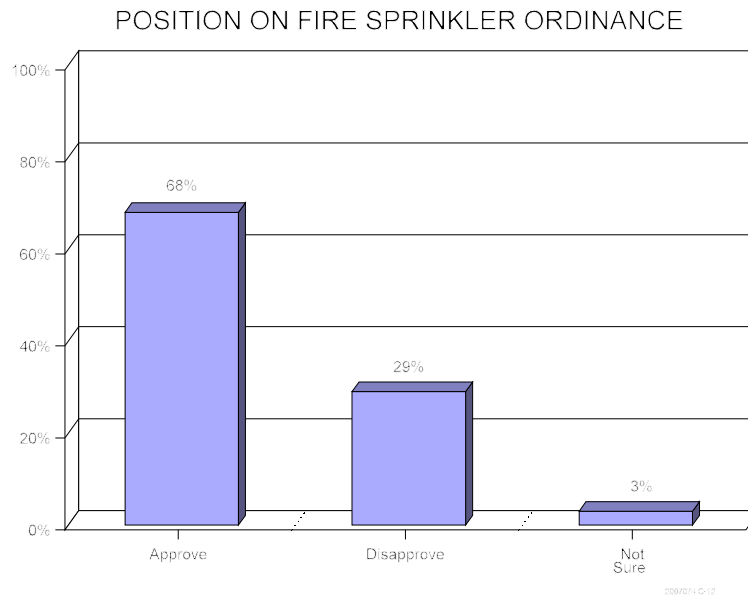
The most frequently mentioned amenities residents would like to see included in a multi-generation center are: 1) classrooms (32%); 2) indoor gym (27%); 3) indoor pool (27%); 4) outdoor pool (22%); 5) fitness equipment (22%), and; 6) an auditorium with seats (20%).

- **ATTITUDES ABOUT NEIGHBORHOOD SAFETY (TABLE 16)**

When residents are asked to indicate how safe they feel in their neighborhood, 96 percent indicate they feel safe during the day, while 90 percent indicate they feel safe during the night. These readings are unchanged for 2004.

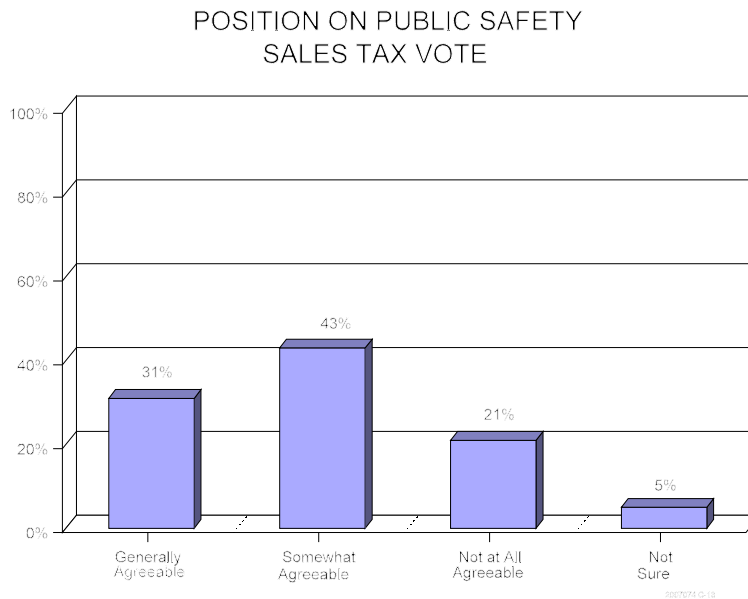
- **POSITION ON FIRE SPRINKLER ORDINANCE (TABLE 17)**

Two of three residents (68%) approve of an ordinance which would require fire sprinklers in all future new home construction in Goodyear, while 29 disapprove and three percent are not sure.



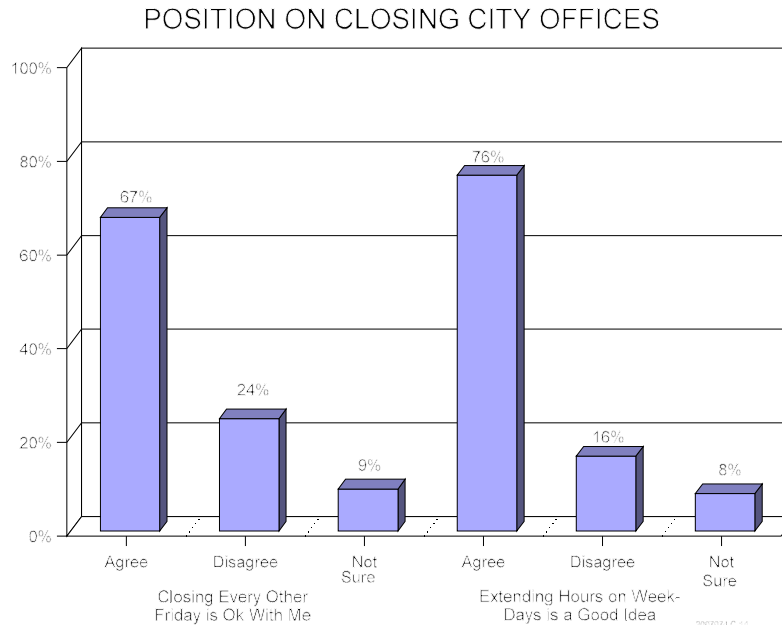
- **POSITION ON PUBLIC SAFETY SALES TAX (TABLE 18)**

Seventy-four percent of residents indicate they are either generally agreeable (31%) or somewhat agreeable (43%) with the City asking citizens to vote for a small incremental sales tax devoted solely to fund enough police and fire protection to keep up with growth. Twenty-one percent are not agreeable to the idea.



- **POSITION ON CLOSING CITY OFFICES (TABLE 19)**

Sixty-seven percent of residents say that closing City offices every other Friday is ok with them if the City needs to do so to comply with Federal air quality standards – 24 percent say it is not ok with them. Additionally, 76 percent of residents feel that extending weekday office hours is a good idea.



- **JOB CITY DOES LISTENING TO CITIZENS (TABLE 20)**

Nine out of ten Goodyear residents (91%) either strongly agree (59%) or agree (32%) that the City pays appropriate attention to what citizens think when deciding what to do on major issues or projects. This reading is unchanged from 2004.

- **CONTACT WITH THE CITY (TABLE 21)**

One-third of Goodyear residents (34%) 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-eight 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. These positive readings are up from 2004.

- **NEWS SOURCES (TABLE 22-25)**

The West Valley View continues to be the main source of City of Goodyear news (64% vs. 75% in 2004). The City's new INFOCUS newsletter (main source of 15% of the households) and Southwest Valley Arizona Republic (main source of 7% and new since the 2004 survey) appear to have contributed to the West Valley View's 11 point decrease. Significantly more households read the INFOCUS monthly (64% - after less than a year in existence) than reported reading the City Report monthly (46%) in 2004 after years of existence.

- **USE OF CITY'S WEBSITE (TABLES 26-27)**

Eighty-six percent of Goodyear residents have home access to the Internet (up from 80% in 2004) and 53 percent of these residents have visited the City's website (up from 45% in 2004). Eighty-four percent of those who have visited the website rate it as being either very easy (38%) or easy (46%) to find information on, while the site receives a 7.2 mean overall evaluation rating on a one-to-ten scale.

- **TRASH AND RECYCLING PATTERNS (TABLES 28-29)**

- Twenty-one percent of residents set out bulk items for uncontainerized trash pickup every week (up from 13% in 2004), while four percent set it out twice a month, 33 percent once a month, 30 percent less than once a month and 12 percent never.
- Eighty-three percent of residents would be very willing (37%) or willing (46%) to separate their yard waste for separate collection –unchanged from 2004.
- Ninety percent of residents indicate the information they received from the City during the 2006 change to automated curbside pickup was very (67%) or fairly (23%) helpful.
- Seventy-four percent of residents give the City a high seven to ten score (on a 10-point scale) when asked to rate the City's overall implementation of the new sanitation program.

● **SAMPLE DEMOGRAPHICS**

SAMPLE DEMOGRAPHICS

<u>GENDER</u>	
Male	50%
Female	<u>50</u>
	100%
<u>AGE</u>	
Under 35	21%
35 to 49	31
50 to 64	29
65 and over	18
Refused	<u>1</u>
	100%
MEDIAN (YEARS)	48.6
<u>YEARS IN GOODYEAR</u>	
Under 6	50%
6 to 10	36
11 or more	13
Refused	<u>1</u>
	100%
<u>CHILDREN IN HOUSEHOLD</u>	
Under 6	22%
6 to 12	24
13 to 17	23
Any children	45
<u>EDUCATION – HEAD OF HOUSEHOLD</u>	
High school or less	15%
Some college	32
College graduate	33
Post graduate	16
Refused	<u>4</u>
	100%
<u>EMPLOYMENT STATUS – RESPONDENT</u>	
Employed	54%
In Goodyear	17
Not in Goodyear	37
Retired	29
Homemaker	11
Unemployed	2
Student	1
Refused	<u>3</u>
	100%

(CONTINUED)

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> – 2007	37%	57%	4%	1%	1%	94%
– 2004	37	56	5	1	1	93
<u>DETAIL: 2007</u>						
<u>GENDER</u>						
Male	38	57	4	1	*	95
Female	35	56	5	2	2	91
<u>AGE</u>						
Under 35	33	61	6	0	0	94
35 to 49	36	60	4	*	*	96
50 to 64	35	53	6	3	3	88
65 or over	44	51	2	3	*	95
<u>LENGTH OF RESIDENCE</u>						
Under 6 years	39	57	3	1	*	96
6 years or over	34	56	6	2	2	90
<u>AREA</u>						
North	45	49	3	1	2	94
Central	40	55	4	1	0	95
South	11	74	9	3	3	85

*Indicates % less than .5

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**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<br>(1-4) | Fair<br>(5-6) | Good<br>(7-8) | Excel-<br>lent<br>(9-10) | Not<br>Sure | MEAN RATING |            |
|----------------------------------------------------------|---------------|---------------|---------------|--------------------------|-------------|-------------|------------|
|                                                          |               |               |               |                          |             | 2007        | 2004       |
| Fire protection                                          | 2%            | 6%            | 28%           | 51%                      | 13%         | 8.6         | 8.4        |
| Once-a-week uncontained<br>bulk trash pickup             | 8             | 6             | 23            | 61                       | 2           | 8.5         | 8.1        |
| Once-a-week curbside recycling<br>pickup                 | 6             | 8             | 24            | 60                       | 2           | 8.5         | NA         |
| Paramedic or medical<br>emergency services               | 3             | 8             | 25            | 49                       | 15          | 8.4         | 8.2        |
| Once-a-week regular trash<br>pickup                      | 8             | 8             | 23            | 60                       | 1           | 8.3         | 8.6        |
| Police protection                                        | 4             | 11            | 36            | 45                       | 4           | 8.2         | 8.1        |
| <u>Cleanliness of our parks</u>                          | <u>3</u>      | <u>5</u>      | <u>41</u>     | <u>42</u>                | <u>9</u>    | <u>8.2</u>  | <u>7.7</u> |
| Storm water runoff on major<br>streets                   | 5             | 10            | 39            | 37                       | 9           | 7.9         | 7.4        |
| Condition of park landscaping/<br>playground equipment   | 5             | 9             | 39            | 36                       | 11          | 7.9         | 7.3        |
| Amount of water pressure                                 | 12            | 11            | 36            | 39                       | 2           | 7.7         | NA         |
| Neighborhood street repair and<br>maintenance            | 7             | 12            | 41            | 35                       | 5           | 7.7         | 6.9        |
| Communication with residents                             | 9             | 18            | 35            | 36                       | 2           | 7.5         | 7.0        |
| Requiring property owners to<br>meet city code standards | 7             | 18            | 33            | 33                       | 9           | 7.5         | 7.5        |
| Amount of large community parks<br><u>in our city</u>    | <u>14</u>     | <u>17</u>     | <u>37</u>     | <u>24</u>                | <u>8</u>    | <u>7.0</u>  | <u>6.6</u> |
| Reconstruction/widening projects<br>on major streets     | 15            | 21            | 35            | 28                       | 1           | 6.9         | NA         |
| Art and cultural events                                  | 13            | 23            | 31            | 23                       | 10          | 6.8         | 6.1        |
| Attracting quality jobs to our<br>community              | 17            | 17            | 34            | 18                       | 14          | 6.7         | 5.8        |
| <u>Quality of our water</u>                              | <u>18</u>     | <u>25</u>     | <u>26</u>     | <u>25</u>                | <u>6</u>    | <u>6.6</u>  | <u>NA</u>  |
| Traffic congestion on major<br>streets                   | 28            | 25            | 33            | 13                       | 1           | 5.9         | 5.9        |
| Public transportation                                    | 35            | 13            | 13            | 12                       | 27          | 4.8         | 4.4        |

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TABLE 3: 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/GOOD
<u>TOTAL</u> – 2007	27%	52%	14%	2%	5%	79%
– 2004	26	54	16	2	2	80
<u>DETAIL: 2007</u>						
<u>GENDER</u>						
Male	28%	55%	11%	3%	3%	83%
Female	26	50	16	1	7	76
<u>AGE</u>						
Under 35	22	55	17	0	6	77
35 to 49	25	54	15	2	4	79
50 to 64	30	56	8	1	5	86
65 or over	30	41	16	6	7	71
<u>LENGTH OF RESIDENCE</u>						
Under 6 years	27	51	15	2	5	78
6 years or over	27	55	11	2	5	82
<u>AREA</u>						
North	32	51	10	1	6	83
Central	27	50	15	3	5	77
South	17	62	16	0	5	79

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TABLE 4: 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 | TOTAL<br>IMPORTANT |      |
|--------------------------------------------------------------------------------------------------|------------------------|----------------|-------------------------------|---------------------------------|-------------|--------------------|------|
|                                                                                                  |                        |                |                               |                                 |             | 2007               | 2004 |
| Providing services for seniors                                                                   | 48%                    | 45%            | 4%                            | 2%                              | 1%          | 93%                | 83%  |
| Library services                                                                                 | 58                     | 32             | 6                             | 3                               | 1           | 90                 | 87   |
| Citywide bus service that<br>connects to other bus routes<br>throughout the Valley               | 40                     | 44             | 8                             | 5                               | 3           | 84                 | 71   |
| Park and ride facilities                                                                         | 34                     | 48             | 10                            | 6                               | 2           | 82                 | NA   |
| Express bus service to downtown                                                                  | 37                     | 44             | 9                             | 8                               | 2           | 81                 | 64   |
| Dial-a-Ride bus service                                                                          | 31                     | 48             | 11                            | 7                               | 3           | 79                 | 61   |
| Multi-generational center for<br>youth to seniors                                                | 31                     | 48             | 13                            | 6                               | 2           | 79                 | NA   |
| Performing arts centers                                                                          | 28                     | 44             | 20                            | 7                               | 1           | 72                 | NA   |
| Aquatics center with such things<br>as a wave pool, water slides,<br>zero depth, splash features | 23                     | 41             | 20                            | 13                              | 3           | 64                 | 56   |
| BMX bike park                                                                                    | 8                      | 26             | 35                            | 28                              | 3           | 34                 | NA   |

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TABLE 5: 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> – 2007	46%	44%	8%	2%	*%	90%
– 2004	46	45	7	1	1	91
<u>DETAIL: 2007</u>						
<u>GENDER</u>						
Male	48%	42%	9%	1%	0%	90%
Female	44	46	8	2	*	90
<u>AGE</u>						
Under 35	34	54	7	5	0	88
35 to 49	45	47	7	*	*	92
50 to 64	49	40	11	*	0	89
65 or over	56	33	8	3	0	89
<u>LENGTH OF RESIDENCE</u>						
Under 6 years	46	44	7	3	*	90
6 years or over	45	44	10	1	0	89
<u>AREA</u>						
North	57	38	3	1	1	95
Central	44	41	12	3	0	85
South	28	63	9	0	0	91

*Indicates % less than .5

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TABLE 6: 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 | Not Sure | TOTAL EXCELLENT/GOOD |
|----------------------------|-----------|------|------|------|----------|----------------------|
| <u>TOTAL</u> – 2007        | 34%       | 54%  | 9%   | 2%   | 1%       | 88%                  |
| – 2004                     | 39        | 51   | 10   | *    | 0        | 90                   |
| <u>DETAIL: 2007</u>        |           |      |      |      |          |                      |
| <u>GENDER</u>              |           |      |      |      |          |                      |
| Male                       | 38%       | 50%  | 9%   | 2%   | 1%       | 88%                  |
| Female                     | 31        | 58   | 8    | 2    | 1        | 89                   |
| <u>AGE</u>                 |           |      |      |      |          |                      |
| Under 35                   | 26        | 63   | 9    | 2    | 0        | 89                   |
| 35 to 49                   | 34        | 59   | 7    | *    | 0        | 93                   |
| 50 to 64                   | 36        | 50   | 8    | 2    | 4        | 86                   |
| 65 or over                 | 40        | 44   | 12   | 3    | 1        | 84                   |
| <u>LENGTH OF RESIDENCE</u> |           |      |      |      |          |                      |
| Under 6 years              | 35        | 51   | 11   | 2    | 1        | 86                   |
| 6 years or over            | 32        | 58   | 7    | 2    | 1        | 90                   |
| <u>AREA</u>                |           |      |      |      |          |                      |
| North                      | 49        | 46   | 4    | 1    | *        | 95                   |
| Central                    | 34        | 50   | 12   | 3    | 1        | 84                   |
| South                      | 7         | 82   | 8    | 0    | 3        | 89                   |

\*Indicates % less than .5

~~~~~

TABLE 7: 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> – 2007	46%	41%	12%	1%	0%	87%
– 2004	55	35	9	1	*	90
<u>DETAIL: 2007</u>						
<u>GENDER</u>						
Male	48%	42%	9%	1%	0%	90%
Female	44	40	14	2	0	84
<u>AGE</u>						
Under 35	33	54	13	0	0	87
35 to 49	39	47	13	1	0	86
50 to 64	53	36	9	2	0	89
65 or over	60	23	14	3	0	83
<u>LENGTH OF RESIDENCE</u>						
Under 6 years	46	38	15	1	0	84
6 years or over	45	44	9	2	0	89
<u>AREA</u>						
North	64	31	4	1	0	95
Central	34	51	14	1	0	85
South	44	33	20	3	0	77

*Indicates % less than .5

~~~~~

TABLE 8: MOST IMPORTANT PROBLEM FACING THE CITY

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

|                                                    | <u>2007</u> | <u>2004</u> |
|----------------------------------------------------|-------------|-------------|
| Growth – too rapid                                 | 25%         | 31%         |
| Traffic congestion/streets/roads                   | 22          | 18          |
| Crime                                              | 13          | 8           |
| Lack of city services – not keeping up with growth | 6           | 9           |
| Lack of parks/recreation – need youth facilities   | 6           | 5           |
| Environment – water shortage                       | 4           | 5           |
| Education – more, better schools                   | 4           | 2           |
| Lack of retail facilities – shopping, dining       | 1           | 5           |
| All other mentions                                 | 6           | 5           |
| None – fine as is                                  | 6           | 4           |
| Not sure                                           | 9           | 8           |

Totals may exceed 100% due to multiple responses

~~~~~

TABLE 9: 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?”

	<u>2007</u>	<u>2004</u>
Improve transportation – improve streets/roads, reduce congestion	17%	15%
Need more parks/recreation	14	15
Slow, control growth	8	10
Need more shopping/dining facilities	7	12
Reduce crime – more police	7	8
Improve city services – need library, better trash collection	6	7
Improve economy – more jobs, attract business	4	4
Improve environment – property up-keep, water quality	4	4
Better government leadership	2	3
Improve schools	1	3
Lower taxes	*	2
Miscellaneous	2	2
No problems, everything fine	17	18
Not sure	20	16

Totals exceed 100% due to multiple responses

~~~~~

TABLE 10: 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> – 2007            | 11%                 | 20%           | 40%           | 27%                      | 2%          | 7.2            |
| – 2004                         | 13                  | 24            | 42            | 19                       | 2           | 6.8            |
|                                | <u>DETAIL: 2007</u> |               |               |                          |             |                |
| <u>GENDER</u>                  |                     |               |               |                          |             |                |
| Male                           | 13                  | 18            | 45            | 23                       | 1           | 7.1            |
| Female                         | 9                   | 22            | 35            | 31                       | 3           | 7.3            |
| <u>AGE</u>                     |                     |               |               |                          |             |                |
| Under 35                       | 6                   | 25            | 43            | 26                       | 0           | 7.4            |
| 35 to 49                       | 17                  | 25            | 35            | 22                       | 1           | 6.8            |
| 50 to 64                       | 11                  | 20            | 43            | 24                       | 2           | 7.2            |
| 65 or over                     | 7                   | 7             | 37            | 42                       | 7           | 7.8            |
| <u>LENGTH OF<br/>RESIDENCE</u> |                     |               |               |                          |             |                |
| Under 6 years                  | 10                  | 20            | 43            | 25                       | 2           | 7.3            |
| 6 years or over                | 12                  | 21            | 35            | 30                       | 2           | 7.2            |
| <u>AREA</u>                    |                     |               |               |                          |             |                |
| North                          | 9                   | 19            | 42            | 28                       | 2           | 7.4            |
| Central                        | 9                   | 16            | 41            | 32                       | 2           | 7.5            |
| South                          | 19                  | 35            | 32            | 12                       | 2           | 6.2            |

~~~~~

**TABLE 11: ATTITUDES ABOUT SELECTED
PROJECTS' IMPACT ON QUALITY OF LIFE**

“Next, on a scale of 1 to 10 where 1 means very little and 10 means a great deal, how beneficial do you feel each of the following projects will be for improving the quality of life in Goodyear?”

	Very Little (1-4)	Some (5-6)	A Lot (7-8)	Great Deal (9-10)	Not Sure	MEAN RATING
Having a library Estrella Falls Regional Shopping Mall and surrounding retail power centers	4%	7%	23%	65%	1%	8.7
Bringing private colleges to Goodyear	6	11	24	57	2	8.4
Building City Center as Goodyear's downtown	5	15	29	50	1	8.1
Developing a 4,000-acre employment corridor	5	14	31	44	6	8.0
Having a performing arts center	8	12	31	41	8	7.8
Having Major League Spring Training and a ballpark and practice fields	14	14	37	34	1	7.3
~~~~~	18	12	32	37	1	7.2

TABLE 12: QUALITY OF COMMERCIAL  
CENTERS IN GOODYEAR

“Overall, would you rate the design, look and quality of the commercial centers being built in Goodyear as excellent, good, fair or poor compared to commercial centers you see in other areas of the Valley?”

	Excellent	Good	Fair	Poor	Not Sure	TOTAL EXCELLENT/ GOOD
<u>TOTAL</u>	29%	54%	12%	1%	4%	83%
<u>GENDER</u>						
Male	33	51	11	1	4	84
Female	25	58	12	1	4	83
<u>AGE</u>						
Under 35	36	54	5	0	5	90
35 to 49	30	52	15	1	2	82
50 to 64	25	59	13	*	3	84
65 or over	25	52	15	2	6	77
<u>LENGTH OF RESIDENCE</u>						
Under 6 years	32	51	11	2	4	83
6 years or over	26	58	12	0	4	84
<u>AREA</u>						
North	34	52	8	1	5	86
Central	32	49	14	1	4	81
South	12	73	13	2	0	85

* Indicates % less than .5

~~~~~

**TABLE 13: ATTITUDES ABOUT
GOODYEAR HOUSING**

“Which of the following statements do you feel best describes the level of residential housing being built in Goodyear? Too many high-priced homes are being built, too many average-priced homes are being built, too many lower-priced homes are being built , or the right balance of housing is being built?”

| | High
Priced | Average
Priced | Low
Priced | Right
Balance | Not
Sure |
|--------------------------------|----------------|-------------------|---------------|------------------|-------------|
| <u>TOTAL</u> | 27% | 10% | 7% | 45% | 11% |
| <u>GENDER</u> | | | | | |
| Male | 20 | 6 | 10 | 54 | 10 |
| Female | 33 | 14 | 5 | 37 | 11 |
| <u>AGE</u> | | | | | |
| Under 35 | 32 | 7 | 5 | 48 | 8 |
| 35 to 49 | 22 | 15 | 9 | 43 | 11 |
| 50 to 64 | 24 | 8 | 10 | 51 | 7 |
| 65 or over | 34 | 8 | 2 | 38 | 18 |
| <u>LENGTH OF
RESIDENCE</u> | | | | | |
| Under 6 years | 24 | 9 | 7 | 49 | 11 |
| 6 years or over | 31 | 10 | 8 | 41 | 10 |
| <u>AREA</u> | | | | | |
| North | 22 | 3 | 7 | 57 | 11 |
| Central | 31 | 9 | 5 | 45 | 10 |
| South | 24 | 25 | 14 | 25 | 12 |

\*Indicates % less than .5

~~~~~



TABLE 14: ATTITUDES ABOUT BUILDING HEIGHTS

“As Goodyear grows and employment centers develop next to I-10 and in the City Center area, the zoning in these areas allows for taller buildings. What is the highest number of stories you think should be acceptable next to I-10?”

2-3 stories	22%
4-5 stories	26
6-7 stories	18
8-9 stories	8
10 or more	18
Not sure	<u>8</u>
	100%

“And what is the highest number of stories you think should be acceptable in the City Center area?”

2-3 stories	24%
4-5 stories	26
6-7 stories	16
8-9 stories	6
10 or more	18
Not sure	<u>10</u>
	100%

~~~~~

TABLE 15: MULTI-GENERATIONAL CENTER AMENITIES

“If the City were to build a multi-generational center, what amenities would you like to see included?”

| | |
|--------------------------|-----|
| Classrooms | 32% |
| Indoor gym | 27 |
| Indoor swimming pool | 27 |
| Outdoor swimming pool | 22 |
| Fitness equipment | 22 |
| Auditorium with seats | 20 |
| Performing stage | 18 |
| Indoor running track | 16 |
| Kitchens | 15 |
| Large ballroom | 14 |
| Kilns for firing pottery | 13 |
| Library | 3 |
| Game room | 3 |
| Senior day care | 3 |
| Educational classes | 3 |
| Arts & crafts | 2 |
| Computers | 2 |
| Performing arts | 2 |
| Fitness classes | 2 |
| Handicap accessible | 1 |
| Miscellaneous | 5 |
| Nothing - don't build | 1 |
| Not sure | 34 |

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

~~~~~

TABLE 16: 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>	
	<u>2007</u>	<u>2004</u>	<u>2007</u>	<u>2004</u>
Very safe	70%	74%	52%	55%
Safe	26	24	38	39
Not safe	2	1	6	3
Not safe at all	1	*	3	1
Not sure	<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>
	100%	100%	100%	100%

DETAIL: 2007 % VERY SAFE/SAFE

<u>TOTAL</u>	96%	90%
<u>GENDER</u>		
Male	95	92
Female	96	89
<u>AGE</u>		
Under 35	97	87
35 to 49	96	90
50 to 64	92	92
65 or over	99	93
<u>LENGTH OF RESIDENCE</u>		
Under 6 years	93	90
6 years or over	97	91
<u>AREA</u>		
North	97	93
Central	95	90
South	93	86

*Indicates % less than .5

~~~~~

TABLE 17: POSITION OF FIRE SPRINKLER ORDINANCE

“The Public Safety Committee made up of citizens recently suggested that the City Council pass an ordinance to require fire sprinklers in all future new home construction to help fire protection keep up with growth in the most cost effective manner. Would you say you would strongly agree, agree, disagree or strongly disagree with the idea of such an ordinance for future new home construction?”

| | Strongly
Agree | Agree | Dis-
Agree | Strongly
Dis-
Agree | Not
Sure | TOTAL
AGREE |
|--------------------------------|-------------------|-------|---------------|---------------------------|-------------|----------------|
| <u>TOTAL</u> | 23% | 45% | 18% | 11% | 3% | 68% |
| <u>GENDER</u> | | | | | | |
| Male | 22 | 42 | 19 | 14 | 3 | 64 |
| Female | 23 | 48 | 18 | 9 | 2 | 71 |
| <u>AGE</u> | | | | | | |
| Under 35 | 17 | 56 | 17 | 10 | 0 | 73 |
| 35 to 49 | 24 | 45 | 19 | 12 | * | 69 |
| 50 to 64 | 23 | 44 | 17 | 11 | 5 | 67 |
| 65 or over | 29 | 35 | 18 | 13 | 5 | 64 |
| <u>LENGTH OF
RESIDENCE</u> | | | | | | |
| Under 6 years | 23 | 51 | 12 | 12 | 2 | 74 |
| 6 years or over | 22 | 39 | 24 | 12 | 3 | 61 |
| <u>AREA</u> | | | | | | |
| North | 28 | 34 | 21 | 12 | 5 | 62 |
| Central | 23 | 49 | 15 | 11 | 2 | 72 |
| South | 12 | 55 | 23 | 10 | 0 | 67 |

\*Indicates % less than .5

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**TABLE 18: POSITION ON PUBLIC SAFETY SALES TAX**

“The Public Safety Committee also said it would support the City Council if the Council felt it necessary to follow Avondale’s example and ask the citizens to vote for a small incremental retail sales tax devoted solely to funding enough police and fire protection to keep up with growth. Would you say you would generally be agreeable to such an idea, somewhat agreeable or not agreeable at all?”

	Gener- ally	Some- what	Not At All	Not Sure	TOTAL AGREEABLE
<u>TOTAL</u>	31%	43%	21%	5%	74%
<u>GENDER</u>					
Male	25	46	24	5	71
Female	35	41	19	5	76
<u>AGE</u>					
Under 35	36	44	17	3	80
35 to 49	28	48	20	4	76
50 to 64	26	46	25	3	72
65 or over	35	28	25	12	63
<u>LENGTH OF RESIDENCE</u>					
Under 6 years	30	43	21	6	73
6 years or over	30	43	22	5	73
<u>AREA</u>					
North	32	42	22	4	74
Central	33	40	20	7	73
South	21	52	25	2	73

~~~~~

TABLE 19: POSITION ON CLOSING CITY OFFICES
TO REDUCE EMPLOYEE TRIPS

“Next, the City must comply with Federal air quality standards, so the City needs to cut down on employee trips to and from work. Some cities in the state are accomplishing this by closing city offices every other Friday and extending office hours beyond 8 to 5 on weekdays. This applies to office workers only and not to public safety or field employees. Please tell me if you agree or disagree with each of the following statements about this issue.”

| | <u>Closing Every Other
Friday is OK With Me</u> | | | <u>Extending Hours On
Weekdays Is A Good Idea</u> | | |
|--------------------------------|---|-----------------------|---------------------|---|-----------------------|---------------------|
| | <u>Agree</u> | <u>Dis-
Agree</u> | <u>Not
Sure</u> | <u>Agree</u> | <u>Dis-
Agree</u> | <u>Not
Sure</u> |
| <u>TOTAL</u> | 67% | 24% | 9% | 76% | 16% | 8% |
| <u>GENDER</u> | | | | | | |
| Male | 68 | 26 | 6 | 79 | 17 | 4 |
| Female | 67 | 23 | 10 | 72 | 16 | 12 |
| <u>AGE</u> | | | | | | |
| Under 35 | 68 | 24 | 8 | 80 | 14 | 6 |
| 35 to 49 | 69 | 26 | 5 | 78 | 18 | 4 |
| 50 to 64 | 66 | 25 | 9 | 79 | 13 | 8 |
| 65 or over | 65 | 23 | 12 | 64 | 20 | 16 |
| <u>LENGTH OF
RESIDENCE</u> | | | | | | |
| Under 6 years | 69 | 22 | 9 | 79 | 12 | 9 |
| 6 years or over | 66 | 28 | 6 | 73 | 21 | 6 |
| <u>AREA</u> | | | | | | |
| North | 69 | 29 | 6 | 75 | 18 | 7 |
| Central | 65 | 26 | 9 | 78 | 14 | 8 |
| South | 68 | 19 | 13 | 68 | 19 | 13 |

~~~~~

TABLE 20: 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> – 2007	59%	32%	4%	2%	3%	91%
– 2004	57	32	6	2	3	89
<u>DETAIL: 2007</u>						
<u>GENDER</u>						
Male	55%	37%	3%	3%	2%	92%
Female	62	29	4	1	4	91
<u>AGE</u>						
Under 35	53	36	7	0	4	89
35 to 49	57	37	2	2	2	94
50 to 64	62	30	2	2	4	92
65 or over	66	23	5	4	2	89
<u>LENGTH OF RESIDENCE</u>						
Under 6 years	59	30	5	2	4	89
6 years or over	59	35	3	2	1	94
<u>AREA</u>						
North	56	35	4	2	3	91
Central	55	35	3	3	4	90
South	75	21	4	0	0	96

~~~~~

TABLE 21: 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>2007</u> | <u>2004</u> |
|-----|-------------|-------------|
| Yes | 34% | 33% |
| No | <u>66</u> | <u>67</u> |
| | 100% | 100% |

(AMONG THOSE WHO MADE CONTACT)

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

| | | |
|-----|----------|----------|
| Yes | 98% | 92% |
| No | <u>2</u> | <u>8</u> |
| | 100% | 100% |

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

| | | |
|-----|-----------|-----------|
| Yes | 88% | 80% |
| No | <u>12</u> | <u>20</u> |
| | 100% | 100% |

~~~~~



**TABLE 22: 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 Southwest Valley Arizona Republic, the City’s INFOCUS Newsletter or the City’s internet site?”

	West Valley View	City's INFOCUS Newsletter	City's Internet Site	Southwest Valley Arizona Republic	Other
<u>Total</u>	64%	15%	8%	7%	6%
<u>GENDER</u>					
Male	65	12	11	6	6
Female	63	18	5	8	6
<u>AGE</u>					
Under 35	59	18	11	8	4
35 to 49	63	16	9	3	9
50 to 64	74	8	6	7	5
65 or over	61	23	4	10	2
<u>LENGTH OF RESIDENCE</u>					
Under 6 years	63	15	8	8	6
6 years or over	67	15	8	5	5
<u>AREA</u>					
North	66	14	4	10	6
Central	65	16	9	6	4
South	58	16	9	5	12

~~~~~

TABLE 23: WEST VALLEY VIEW READERSHIP

“How frequently, if ever, do you read the West Valley View – twice a week, at least weekly, occasionally or never?”

| | Twice a
Week | Weekly | Occa-
sionally | Never |
|--------------------------------|-----------------|--------|-------------------|-------|
| <u>TOTAL</u> | 58% | 18% | 14% | 10% |
| <u>GENDER</u> | | | | |
| Male | 56 | 18 | 15 | 11 |
| Female | 60 | 19 | 12 | 9 |
| <u>AGE</u> | | | | |
| Under 35 | 44 | 23 | 19 | 14 |
| 35 to 49 | 64 | 18 | 10 | 8 |
| 50 to 64 | 60 | 22 | 11 | 7 |
| 65 or over | 64 | 9 | 14 | 13 |
| <u>LENGTH OF
RESIDENCE</u> | | | | |
| Under 6 years | 56 | 18 | 16 | 10 |
| 6 years or over | 62 | 18 | 11 | 9 |
| <u>AREA</u> | | | | |
| North | 64 | 16 | 12 | 8 |
| Central | 52 | 23 | 14 | 11 |
| South | 63 | 11 | 17 | 9 |

~~~~~

TABLE 24: SOUTHWEST VALLEY REPUBLIC READERSHIP

“How frequently, if ever, do you read Southwest Valley Republic –  
2 to 3 times a week, at least weekly, occasionally or never?”

	2-3 Times a Week	Weekly	Occa- sionally	Never
<u>TOTAL</u>	21%	12%	14%	53%
<u>GENDER</u>				
Male	19	7	14	60
Female	22	16	14	48
<u>AGE</u>				
Under 35	14	15	15	56
35 to 49	17	8	16	62
50 to 64	28	12	10	50
65 or over	30	14	14	42
<u>LENGTH OF RESIDENCE</u>				
Under 6 years	15	10	19	56
6 years or over	28	12	8	52
<u>AREA</u>				
North	31	14	13	42
Central	15	10	11	64
South	17	11	22	50

~~~~~

TABLE 25: INFOCUS READERSHIP

“How frequently, if ever, do you read the City’s INFOCUS newsletter, that is mailed directly to your home each month – every month, every other month, occasionally or never?”

| | Every Month | Every Other Month | Occasionally | Never |
|----------------------------|-------------|-------------------|--------------|-------|
| <u>TOTAL</u> | 64% | 4% | 11% | 21% |
| <u>GENDER</u> | | | | |
| Male | 62 | 3 | 11 | 24 |
| Female | 67 | 5 | 10 | 18 |
| <u>AGE</u> | | | | |
| Under 35 | 61 | 6 | 8 | 25 |
| 35 to 49 | 64 | 2 | 14 | 20 |
| 50 to 64 | 69 | 3 | 12 | 16 |
| 65 or over | 65 | 6 | 3 | 26 |
| <u>LENGTH OF RESIDENCE</u> | | | | |
| Under 6 years | 56 | 2 | 13 | 29 |
| 6 years or over | 76 | 4 | 7 | 13 |
| <u>AREA</u> | | | | |
| North | 63 | 4 | 8 | 25 |
| Central | 61 | 4 | 12 | 23 |
| South | 76 | 5 | 12 | 7 |

(AMONG THOSE WHO READ)

“Do you find the INFOCUS newsletter to be very informative, fairly informative, or not at all informative?”

| | |
|------------------------|----------|
| Very informative | 59% |
| Fairly Informative | 37 |
| Not at all informative | <u>4</u> |
| | 100% |

“On a scale of one to ten where one means poor and ten means excellent, how would you rate the City’s INFOCUS newsletter on design, layout and readability?”

| | |
|------------------|----------|
| Poor (1-4) | 4% |
| Fair (5-6) | 13 |
| Good (7-8) | 43 |
| Excellent (9-10) | 37 |
| Not sure | <u>3</u> |
| | 100% |

~~~~~

TABLE 26: USE OF CITY'S WEBSITE

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

	<u>2007</u>	<u>2004</u>
Yes	86%	80%
No	<u>14</u>	<u>20</u>
	100%	100%

(AMONG THOSE WITH ACCESS)

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

Yes	53%	45%
No	<u>47</u>	<u>55</u>
	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	38%	35%
Easy	46	51
Not too easy	12	11
Difficult	1	2
Not sure	<u>3</u>	<u>1</u>
	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	4%	7%
5 to 6	27	20
7 to 8	46	54
9 to 10	19	16
Not sure	<u>4</u>	<u>3</u>
	100%	100%

MEAN RATING	7.2	7.2
-------------	-----	-----

~~~~~

TABLE 27: INTERNET ACCESS AT HOME/
EVER VISITED CITY'S WEBSITE

| | <u>HAVE INTERNET
ACCESS AT HOME</u> | | <u>HAVE VISITED
CITY'S WEBSITE*</u> | |
|--------------------------------|---|-------------|---|-------------|
| | <u>2007</u> | <u>2004</u> | <u>2007</u> | <u>2004</u> |
| <u>TOTAL</u> | 86% | 80% | 53% | 45% |
| <u>GENDER</u> | | | | |
| Male | 93 | 83 | 58 | 49 |
| Female | 80 | 77 | 49 | 40 |
| <u>AGE</u> | | | | |
| Under 35 | 86 | 76 | 67 | 54 |
| 35 to 49 | 96 | 85 | 52 | 45 |
| 50 to 64 | 89 | 81 | 55 | 41 |
| 65 or over | 67 | 72 | 34 | 33 |
| <u>LENGTH OF
RESIDENCE</u> | | | | |
| Under 6 years | 90 | 83 | 53 | 47 |
| 6 years or over | 84 | 74 | 53 | 41 |
| <u>AREA</u> | | | | |
| North | 88 | 85 | 48 | 45 |
| Central | 86 | 70 | 57 | 42 |
| South | 82 | 88 | 52 | 51 |

\* Among those with Internet access.

~~~~~

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?”

	<u>2007</u>	<u>2004</u>
Every week	21%	14%
Twice a month	4	12
Once a month	33	26
Less than once a month	30	30
Never	<u>12</u>	<u>18</u>
	100%	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	37%	38%
Willing	46	44
Not willing	17	12
Not sure	<u>0</u>	<u>6</u>
	100%	100%

“When the City changed to automated curbside trash and recycling pickup in the fall of 2006, they sent out a great deal of information explaining the new program and how to choose your container sizes. Would you say the information was very helpful, fairly helpful or not helpful at all?”

Very helpful	67%	
Fairly helpful	23	NA
Not helpful at all	4	
Not sure	<u>6</u>	
	100%	

“On a scale of one to ten where one means poor and ten means excellent, how would you rate the City’s overall implementation of the new sanitation program?”

0 to 4	7%	
5 to 6	12	
7 to 8	24	NA
9 to 10	53	
Not sure	<u>4</u>	
	100%	
MEAN	8.2	

~~~~~

TABLE 29: SANITATION PROGRAM IMPROVEMENTS

“Is there any part of the new sanitation program that you feel could be improved? (IF YES): What is that?”

| | |
|---|-----|
| No | 79% |
| Timing – more frequent pickup of regular trash, different pickup days | 8 |
| Service – pickup trash left on ground, completely empty containers | 4 |
| Recycling – accept more items, more info on what can be recycled, inside containers | 3 |
| Trash containers – more, larger | 3 |
| Lower cost | 2 |
| Preferred old program | 1 |
| Not sure | 2 |

Total exceeds 100% due to multiple responses.

~~~~~



## APPENDIX

### METHODOLOGY

The information contained in this report is based on 400 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 June 2007 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.

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 400 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 Size</u>	<u>Sampling Error At A 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)

<u>City Service</u>	<u>RATING</u>
A. Police protection .....	_____
B. Fire protection .....	_____
C. Paramedic or medical emergency services .....	_____
D. Once-a-week regular trash pickup .....	_____
E. Once-a-week uncontained bulk trash pickup .....	_____
F. Once-a-week curbside recycling pickup .....	_____
G. Requiring property owners to meet city code standards .....	_____
H. Attracting quality jobs to our community .....	_____
I. Neighborhood street repair and maintenance .....	_____
J. Storm water runoff on major streets .....	_____
K. Amount of large community parks in our city .....	_____
L. Cleanliness of our parks .....	_____
M. Art and cultural events .....	_____
N. Condition of park landscaping/playground equipment .....	_____
O. Traffic congestion on major streets .....	_____
P. Reconstruction/widening projects on major streets .....	_____
Q. Communication with residents .....	_____
R. Public transportation .....	_____
S. Quality of our water .....	_____
T. Amount of water pressure .....	_____

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 Public Safety Committee made up of citizens recently suggested that the City Council pass an ordinance to require fire sprinklers in all future new home construction to help fire protection keep up with growth in the most cost effective manner. Would you say you would strongly agree, agree, disagree or strongly disagree with the idea of such an ordinance for future new home construction?

- Strongly agree...1
- Agree...2
- Disagree...3
- Strongly disagree...4
- Not sure...5

9a. The Public Safety Committee also said it would support the City Council if the Council felt it necessary to follow Avondale's example and ask the citizens to vote for a small incremental retail sales tax devoted solely to funding enough police and fire protection to keep up with growth. Would you say you would generally be agreeable to such an idea, somewhat agreeable or not agreeable at all?

- Generally agreeable...1
- Somewhat agreeable...2
- Not at all agreeable...3
- Not sure...4

10. 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)

<u>Services Not Currently Provided</u>	<u>Very Important</u>	<u>Important</u>	<u>Not Very Important</u>	<u>Not At All Important</u>	<u>Not Sure</u>
A. Library services . . . . .	1	2	3	4	5
B. Multi-generation center for youth to seniors . . . . .	1	2	3	4	5
C. Performing arts center . . . . .	1	2	3	4	5
D. Aquatics center with such things as a wave pool, water slides, zero depth, splash features . . . . .	1	2	3	4	5
E. Providing services for seniors . . . . .	1	2	3	4	5
F. Dial-a-Ride bus service . . . . .	1	2	3	4	5
G. Citywide bus service that connects to other bus routes throughout the Valley . . . . .	1	2	3	4	5
H. Express bus service to downtown . . . . .	1	2	3	4	5
I. Park and ride facilities . . . . .	1	2	3	4	5
J. BMX bike park . . . . .	1	2	3	4	5

11. 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

11a. 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

12. Which of the following statements do you feel best describes the level of residential housing being built in Goodyear? (READ EACH)

A. Too many high-priced homes are being built . . . . 1  
B. Too many average-priced homes are being built . . 2  
C. Too many lower-priced homes are being built, or . 3  
D. The right balance of housing is being built . . . . . 4  
E. (DON'T READ) Not sure . . . . . 5

13. Overall, would you rate the design, look and quality of the commercial centers being built in Goodyear as excellent, good, fair or poor compared to commercial centers you see in other areas of the Valley? Excellent...1  
Good...2  
Fair...3  
Poor...4  
Not sure...5

14. Next, on a scale of 1 to 10 where 1 means very little and 10 means a great deal, how beneficial do you feel each of the following projects will be for improving the quality of life in Goodyear. (ROTATE)

	<u>RATING</u>
A. Estrella Falls Regional Shopping Mall and surrounding retail power centers . . . . .	_____
B. Building City Center as Goodyear's downtown . . . . .	_____
C. Bringing private colleges to Goodyear . . . . .	_____
D. Having Major League Spring Training and a ballpark and practice fields . . . . .	_____
E. Developing a 4,000-acre employment corridor . . . . .	_____
F. Having a performing arts center . . . . .	_____
G. Having a library . . . . .	_____

15. As Goodyear grows and employment centers develop next to I-10 and in the City Center area, the zoning in these areas allows for taller buildings. What is the highest number of stories you think should be acceptable next to I-10? (READ EACH)
- 2-3 stories...1  
4-5 stories...2  
6-7 stories...3  
8-9 stories...4  
10 or more...5  
(DO NOT READ) Not sure...6
- 15a. And what is the highest number of stories you think should be acceptable in the City Center area? (READ EACH)
- 2-3 stories...1  
4-5 stories...2  
6-7 stories...3  
8-9 stories...4  
10 or more...5  
(DO NOT READ) Not sure...6
16. Based on a city property 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
17. 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 Q17a) Yes...1  
(GO TO Q18) No...2  
Not Sure...3
- 17a. Were you treated in a professional and courteous manner during your last contact with the city?
- Yes...1  
No...2
- 17b. And were your needs handled in a timely fashion?
- Yes...1  
No...2
18. 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
19. From which of the following sources do you get most of your news about the City of Goodyear: the West Valley View, the Southwest Valley Republic, the City's INFOCUS Newsletter or the City's internet site?
- The West Valley View...1  
The Southwest Valley Republic...2  
City's INFOCUS Newsletter...3  
City's internet site...4
20. How frequently, if ever, do you read the West Valley View – twice a week, at least weekly, occasionally or never?
- Twice a week...1  
At least weekly...2  
Occasionally...3  
Never...4
- 20a. How frequently, if ever, do you read Southwest Valley Republic – 2 to 3 times a week, at least weekly, occasionally or never?
- 2-3 week...1  
At least weekly...2  
Occasionally...3  
Never...4
- 20b. How frequently, if ever, do you read the City's INFOCUS newsletter that is mailed directly to your home each month, – every month, every other month, occasionally or never?
- Every month...1  
Every other month...2  
(GO TO Q20b1) Occasionally...3  
(GO TO Q21) Never...4

- 20b1. Do you find the INFOCUS newsletter to be very informative, fairly informative, or not at all informative? Very informative...1  
Fairly informative...2  
Not at all informative...3
- 20b2. On a scale of one to ten where one means poor and ten means excellent, how would you rate the City's INFOCUS newsletter on design, layout and readability? Rating _____
21. Do you have a computer at home with internet access? (GO TO Q21a) Yes...1  
(GO TO Q22) No...2
- 21a. Have you ever visited the City's website? (GO TO Q21b) Yes...1  
(GO TO Q22) No...2
- 21b. 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
- 21c. 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 _____
22. If the City were to build a multi-generational center, what amenities would you like to see included? (DON'T READ LIST)  
Classrooms...1  
Kilns for firing pottery...2  
Indoor gym...3  
Indoor running track...4  
Indoor swimming pool...5  
Outdoor swimming pool...6  
Performing stage...7  
Kitchens...8  
Large ballroom...9  
Fitness equipment...10  
Auditorium with seats...11  
Other (SPECIFY) _____...12
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. 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
25. When the City changed to automated curbside trash and recycling pickup in the fall of 2006, they sent out a great deal of information explaining the new program and how to choose your container sizes. Would you say the information was very helpful, fairly helpful or not helpful at all? Very helpful...1  
Fairly helpful...2  
Not at all helpful...3
26. On a scale of one to ten where one means poor and ten means excellent, how would you rate the City's overall implementation of the new sanitation program? Rating _____
27. Is there any part of the new sanitation program that you feel could be improved? (IF YES): No...1  
What is that?  
_____  
_____

28. Next, the City must comply with Federal air quality standards, so the City needs to cut down on employee trips to and from work. Some cities in the state are accomplishing this by closing city offices every other Friday and extending office hours beyond 8 to 5 on weekdays. This applies to office workers only and not to public safety or field employees. Please tell me if you agree or disagree with each of the following statements about this issue.

	<u>Agree</u>	<u>Dis- Agree</u>	<u>Not Sure</u>
A.. Closing every other Friday is OK with me . . . . .	1	2	3
B. Extending hours on weekdays is a good idea . . . . .	1	2	3

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)

	<u>Yes</u>	<u>No</u>
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  
\$75,000 to \$99,999...5  
or \$100,000 or over...6  
Refused...7  
REFUSED OVERALL...8

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: _____ PHONE #: _____

TIME END: _____ TOTAL TIME: _____

ADMINISTRATIVE DATA:

INTERVIEWER NAME: _____ #: _____

VALIDATED BY: _____ #: _____

CODED BY: _____ #: _____