



GOODYEAR 2007 CITIZEN SURVEY RESULTS

*Satisfaction with Quality of Life
and Perception of Current
Service Levels*



PERCEPTION



BRIEF HISTORY - CITIZEN SURVEYS

2001 & 2002– Random quantitative surveys

- By Estrella Mountain Community College

2004 & 2007 – Random quantitative survey

- By Behavior Research Center, Inc.

400 sample size every year



PERCEPTION



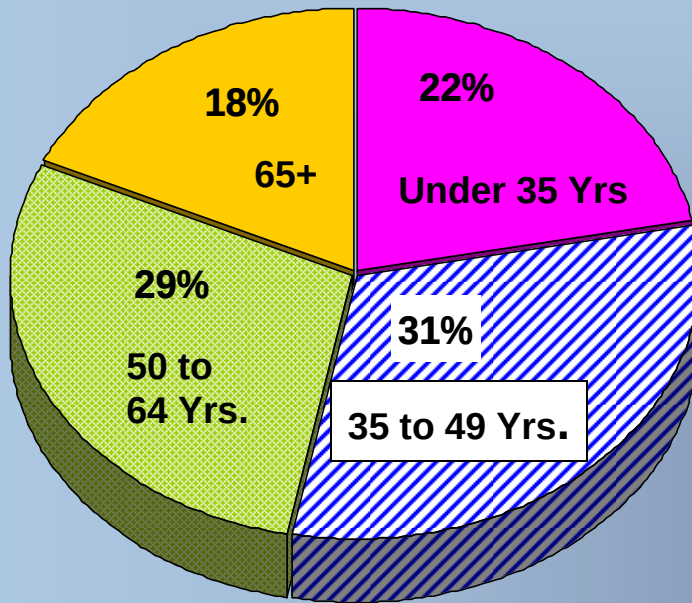
2007 SURVEY METHODOLOGY

- Random computer-generated telephone sample
- Conducted in late May/early June; evenings and weekends
- Basically same questionnaire design as 2004 for comparability
- 35 areas of questioning; 101 specific questions; 23 minutes
- 5% sampling error with 400 interviews – so 6% difference is significant

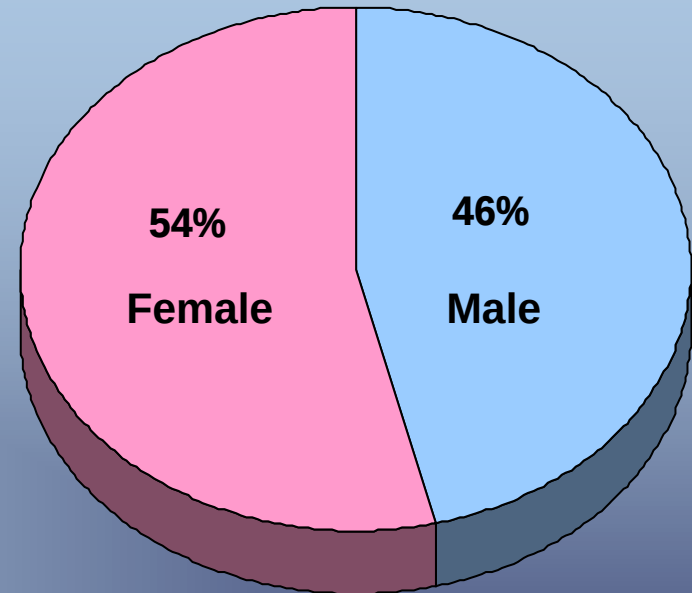


AGE & GENDER OF RESPONDENTS

Age of Respondents

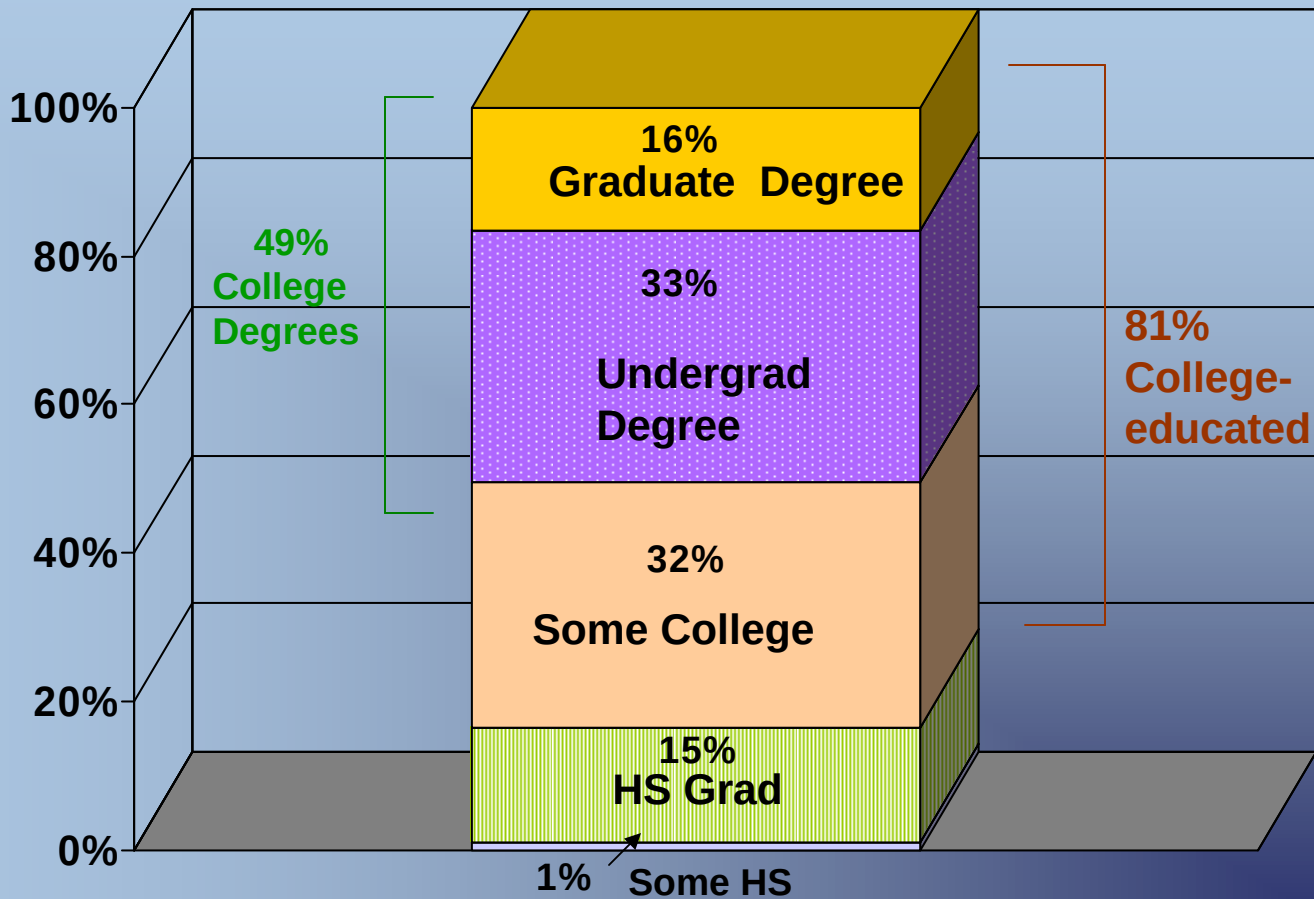


Gender of Respondents



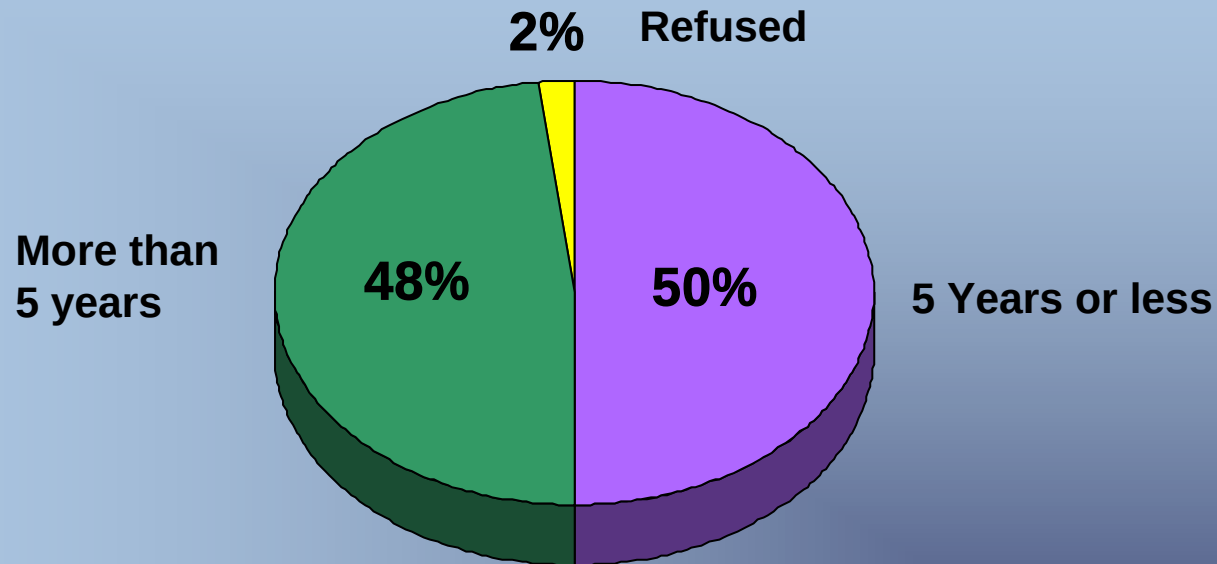


HIGHEST EDUCATION LEVEL PER HOUSEHOLD



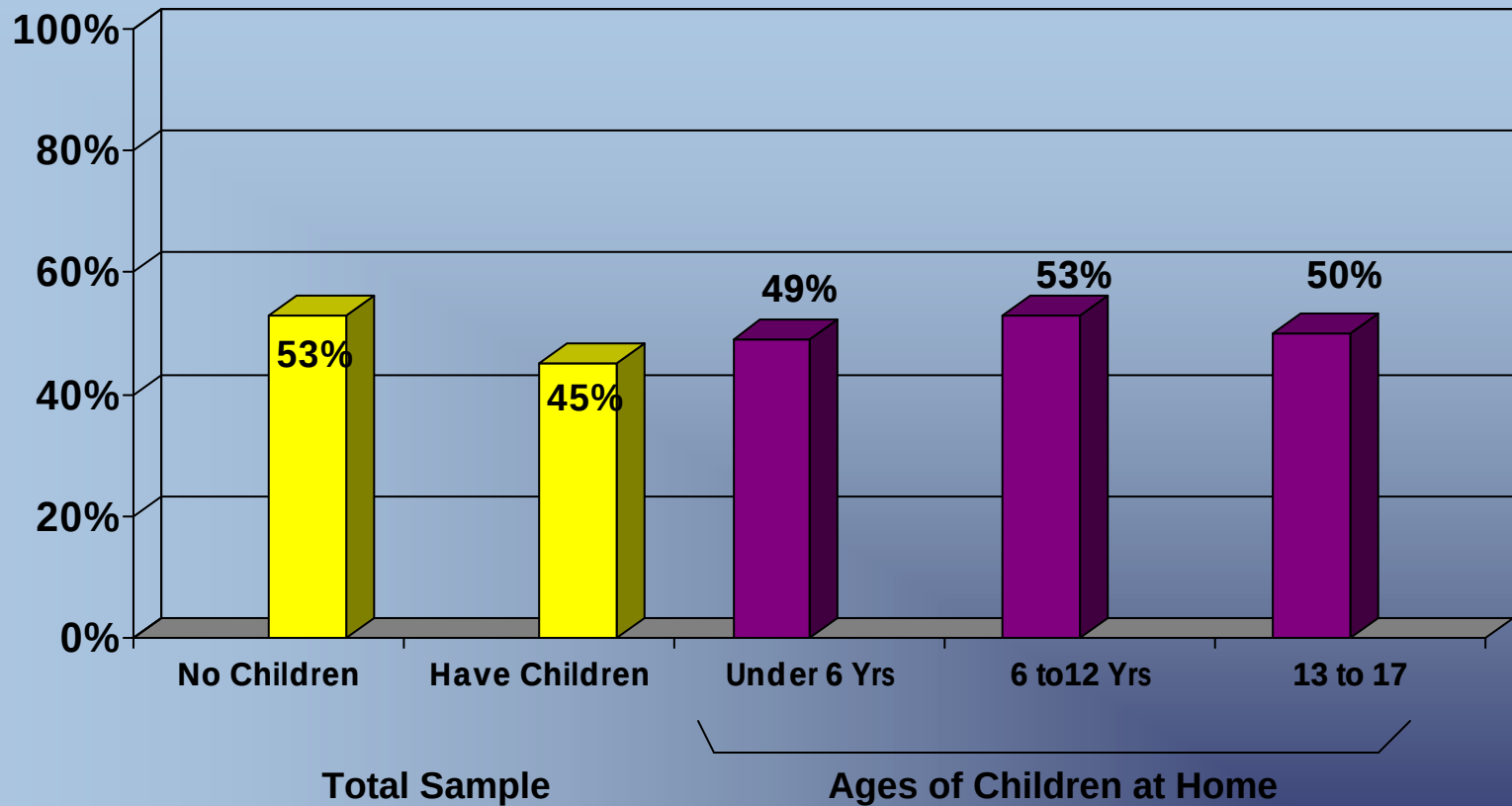


LENGTH OF RESIDENCY IN GOODYEAR





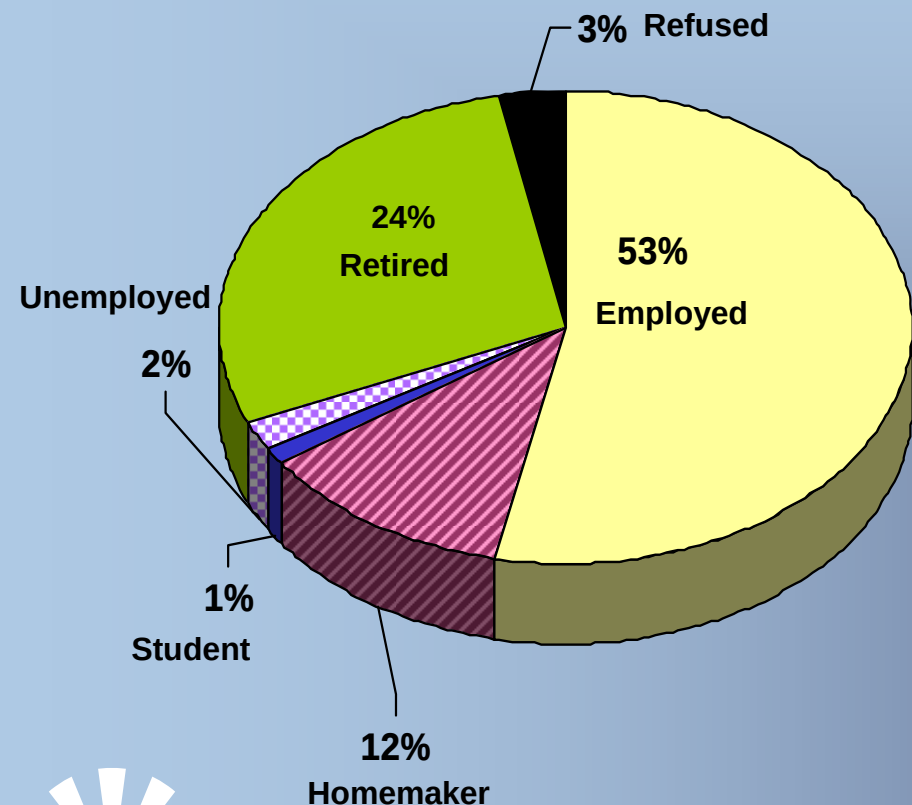
STATUS OF CHILDREN IN HOUSEHOLD



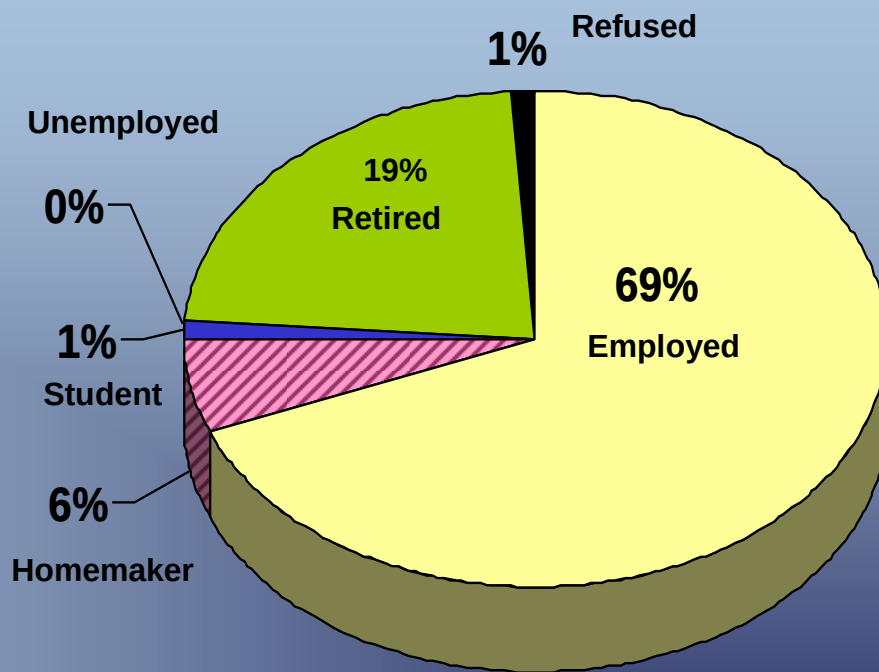


EMPLOYMENT STATUS OF RESPONDENTS AND SPOUSES

Respondent



Spouse

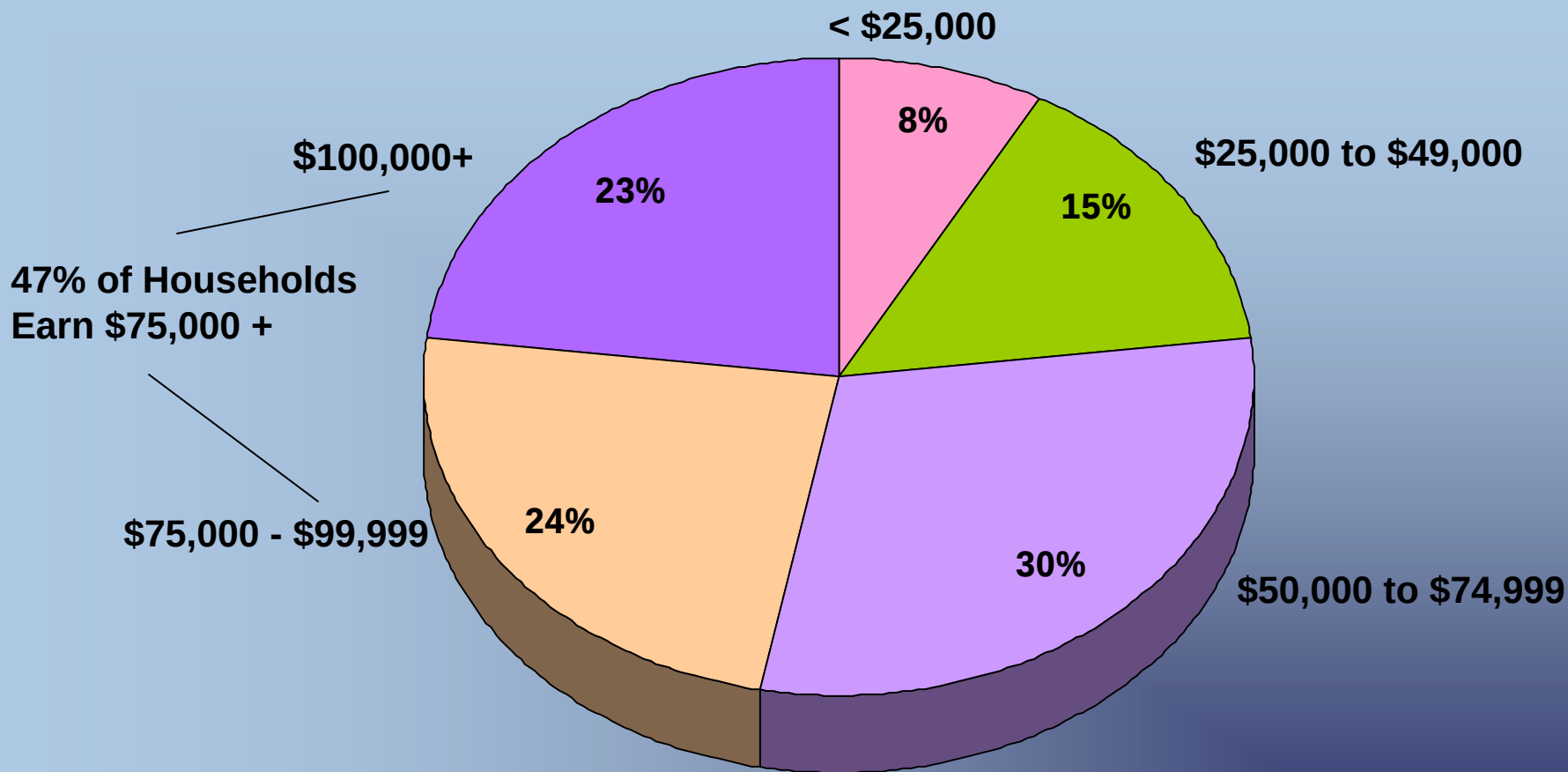


PERCEPTION



TOTAL ANNUAL INCOME

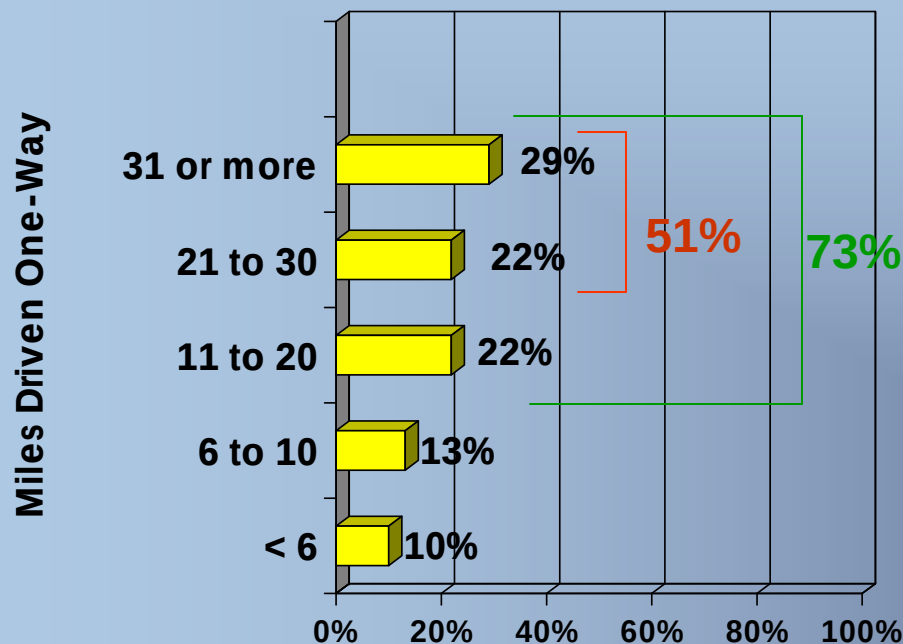
(of those who answered - 30% refused)
\$72,200 median



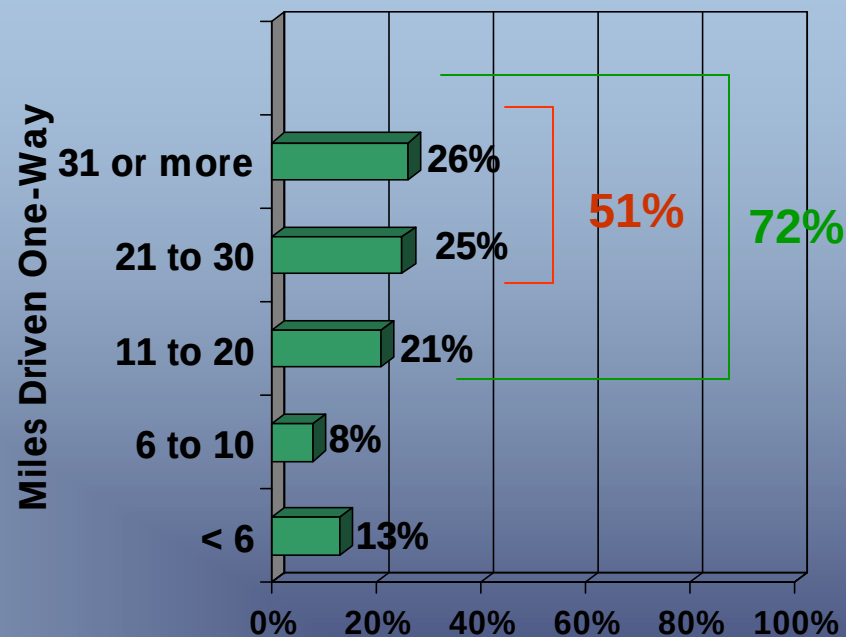


MILES COMMUTING ONE-WAY FOR RESPONDENTS AND SPOUSES

Respondents



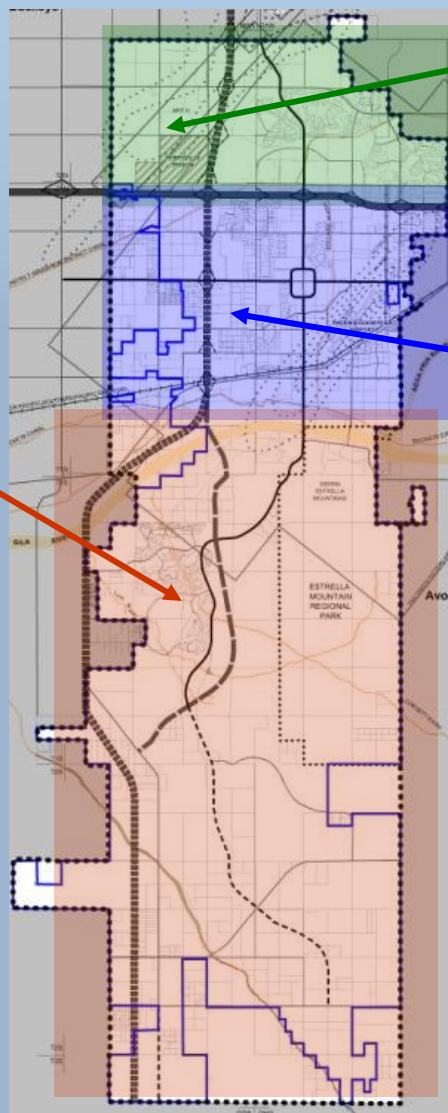
Spouse



PERCEPTION



SURVEY RESULTS -- Primarily by Area of City



I-10 North

- Camelback to I-10

Central

- I-10 to Southern (River)

South of Gila River

- Southern (River) to Patterson

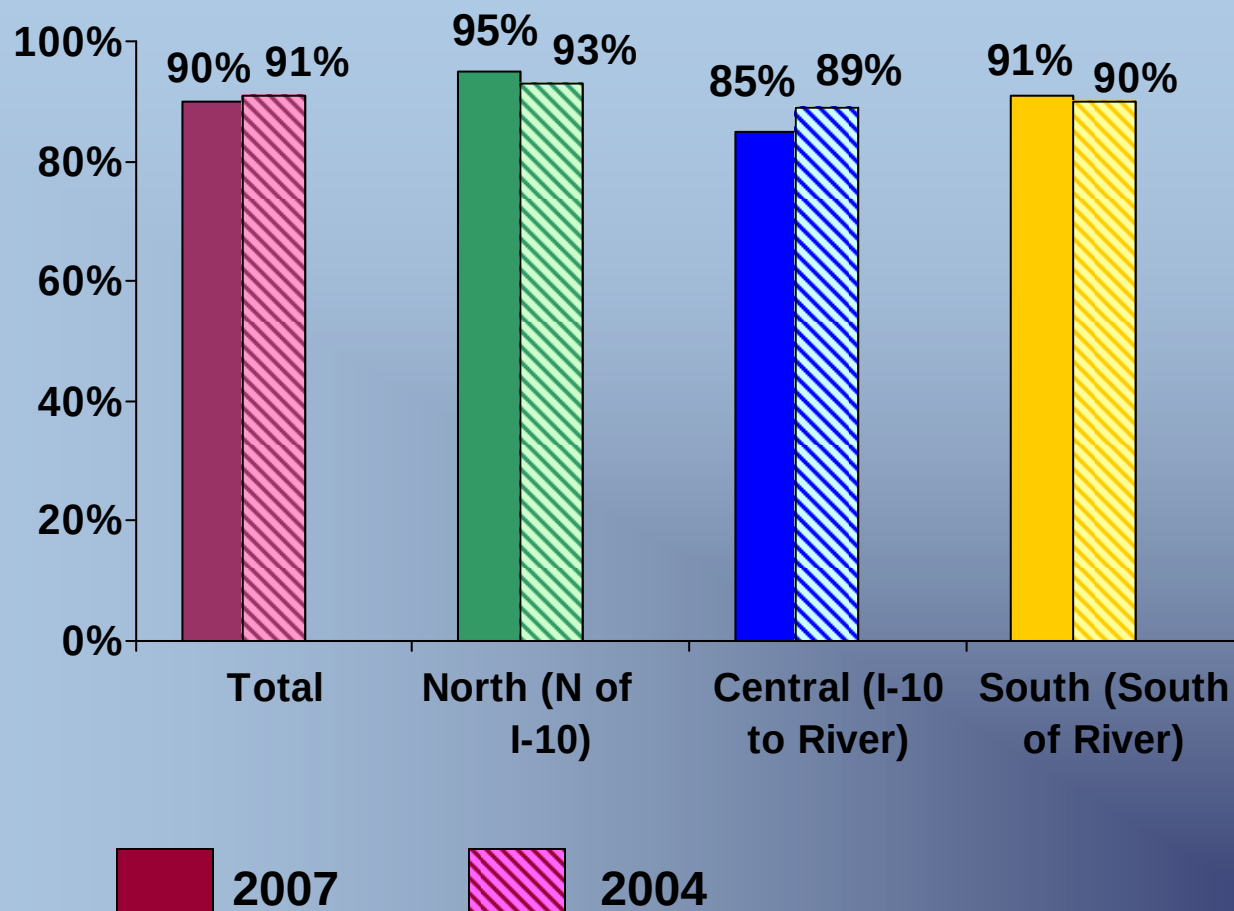
PERCEPTION



GOODYEAR AS A PLACE TO LIVE

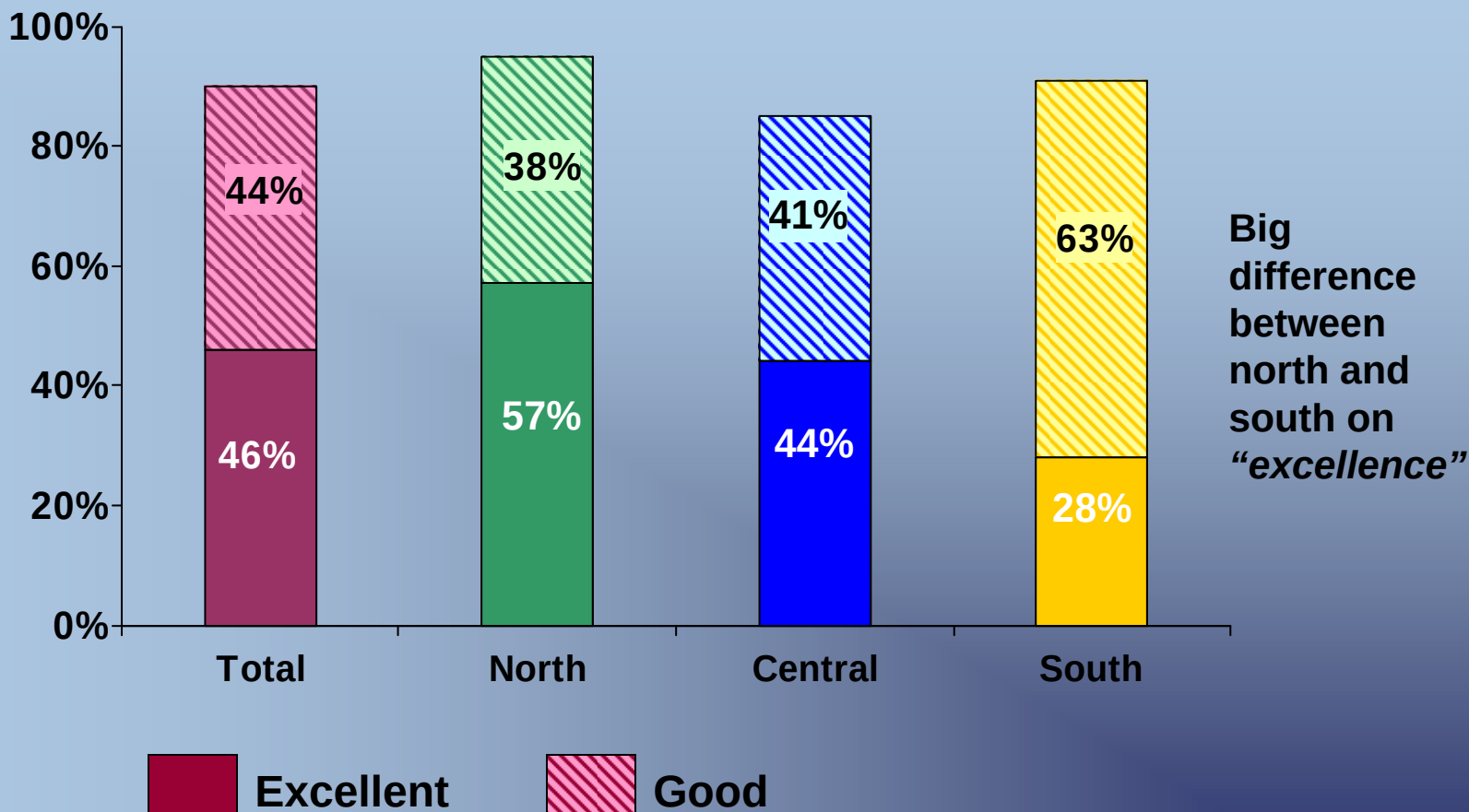
By Area

(Excellent & Good Ratings Combined)



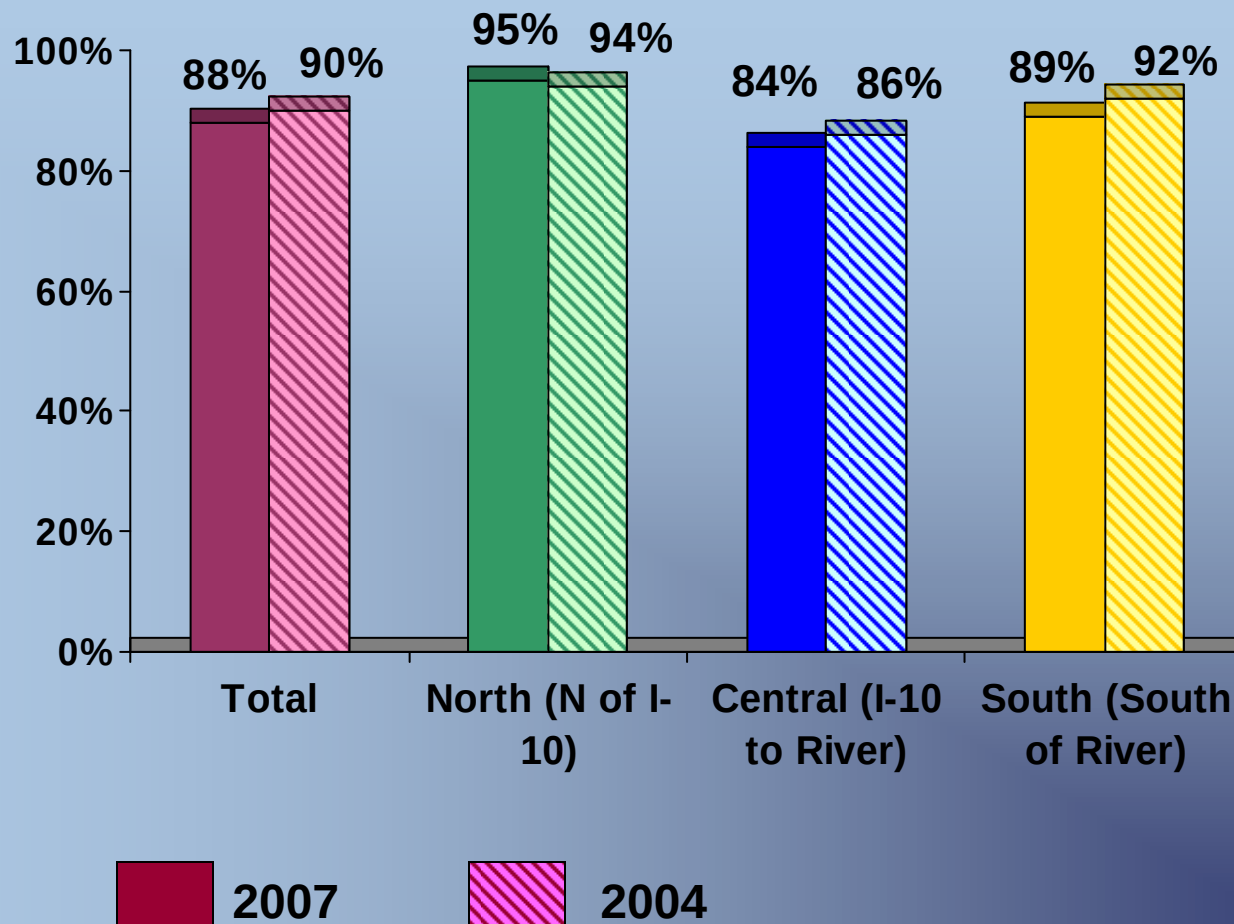


2007 GOODYEAR AS A PLACE TO LIVE (Excellent vs. Good by Area)





QUALITY OF LIFE IN GOODYEAR By Area

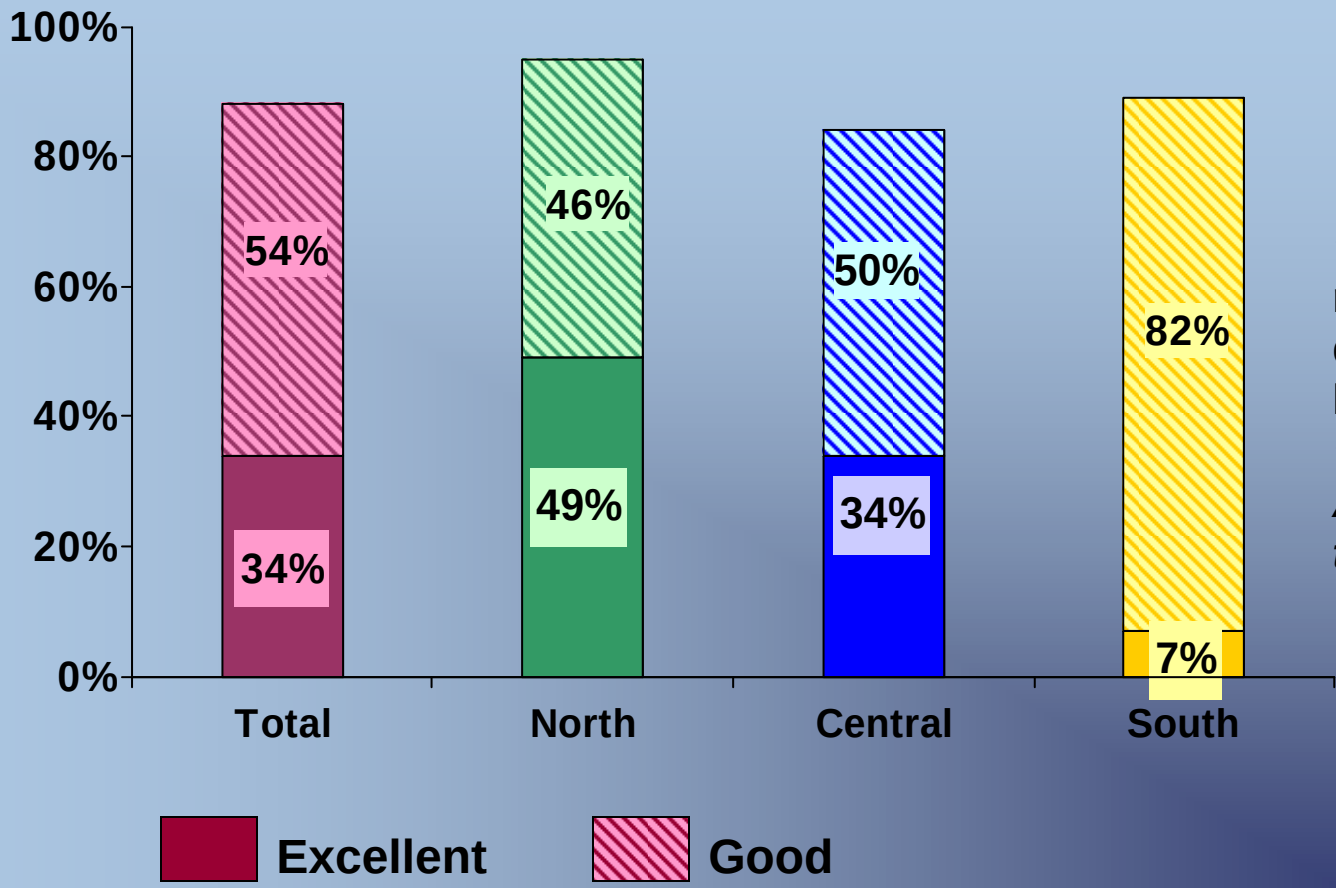




2007

Quality of Life in Goodyear

(Excellent vs. Good by Area)



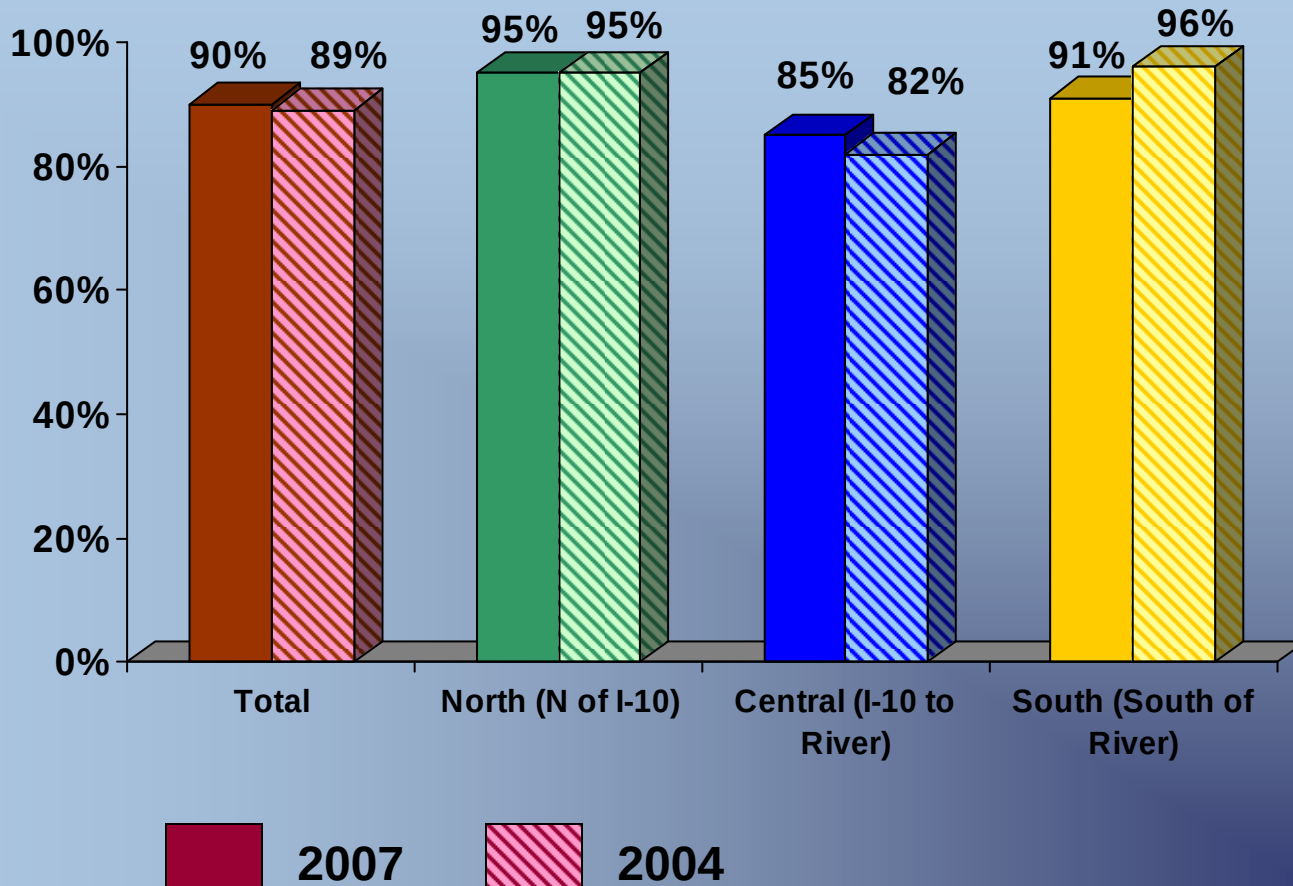
“Excellence” ratings dramatically lower vs. “Goodyear As a Place to Live”



PERCEPTION



NEIGHBORHOOD QUALITY OF LIFE By Area

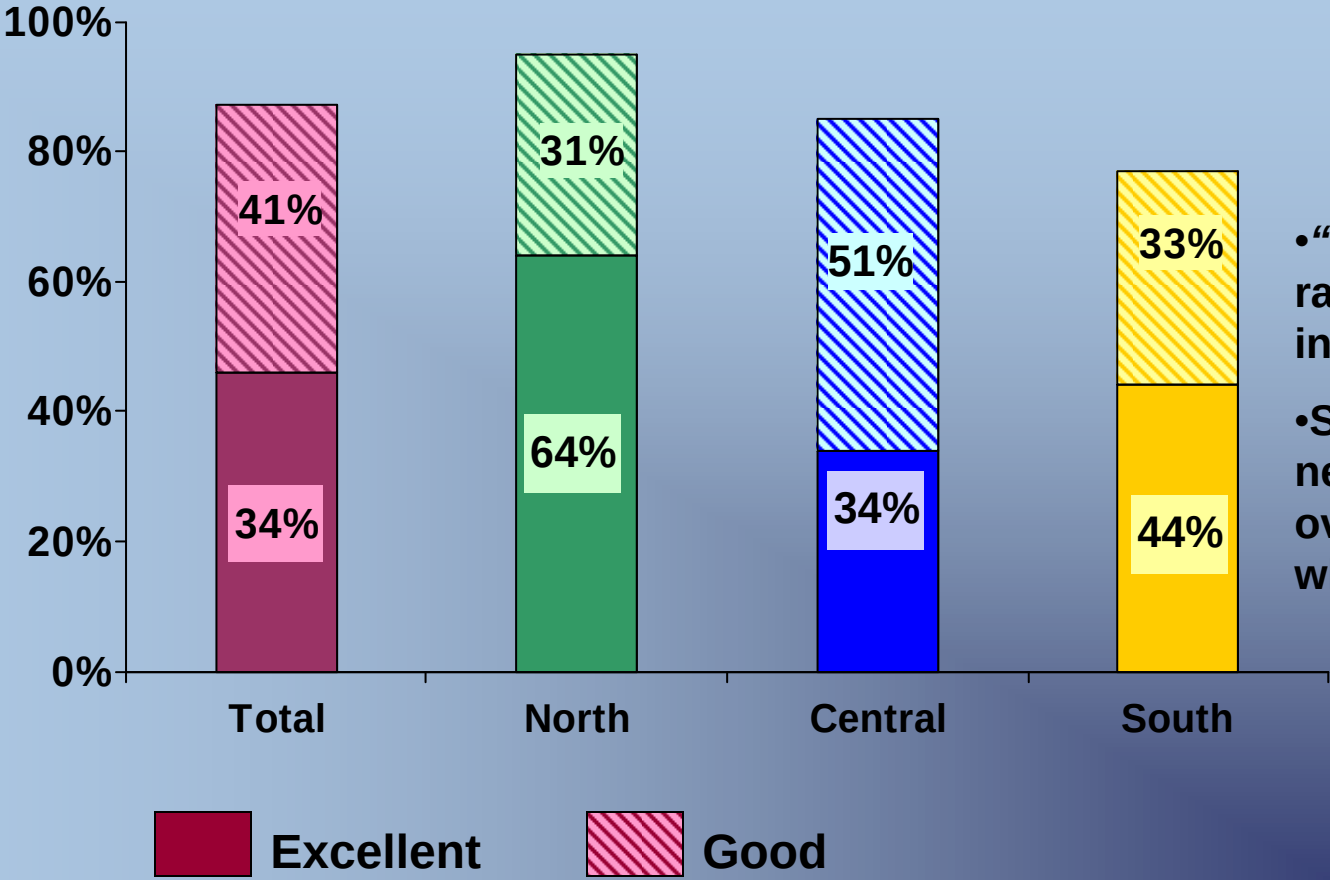




2007

Neighborhood Quality of Life

(Excellent vs. Good by Area)



- *“Excellence”* ratings lowest in Central
- South rates neighborhood over city as a whole

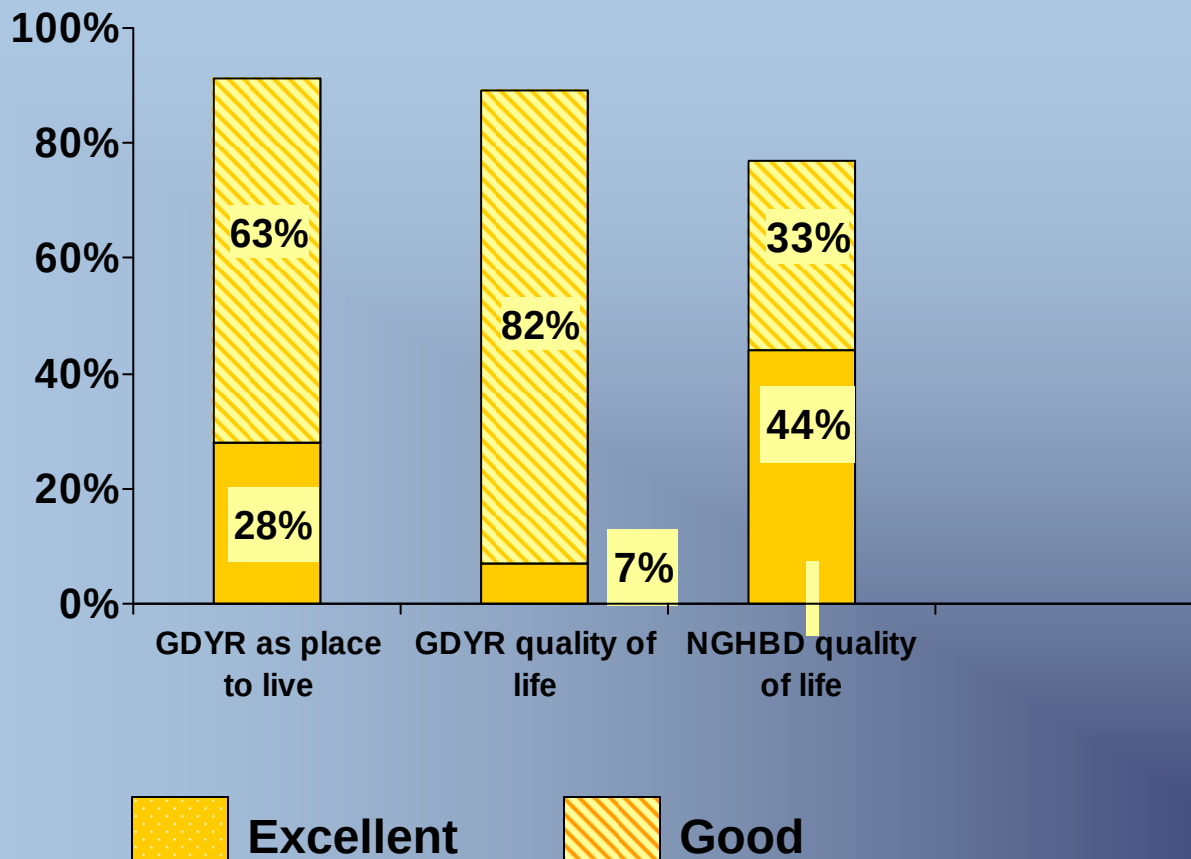


PERCEPTION



2007

3-Question Comparison - Southern Area (Excellent vs. Good)

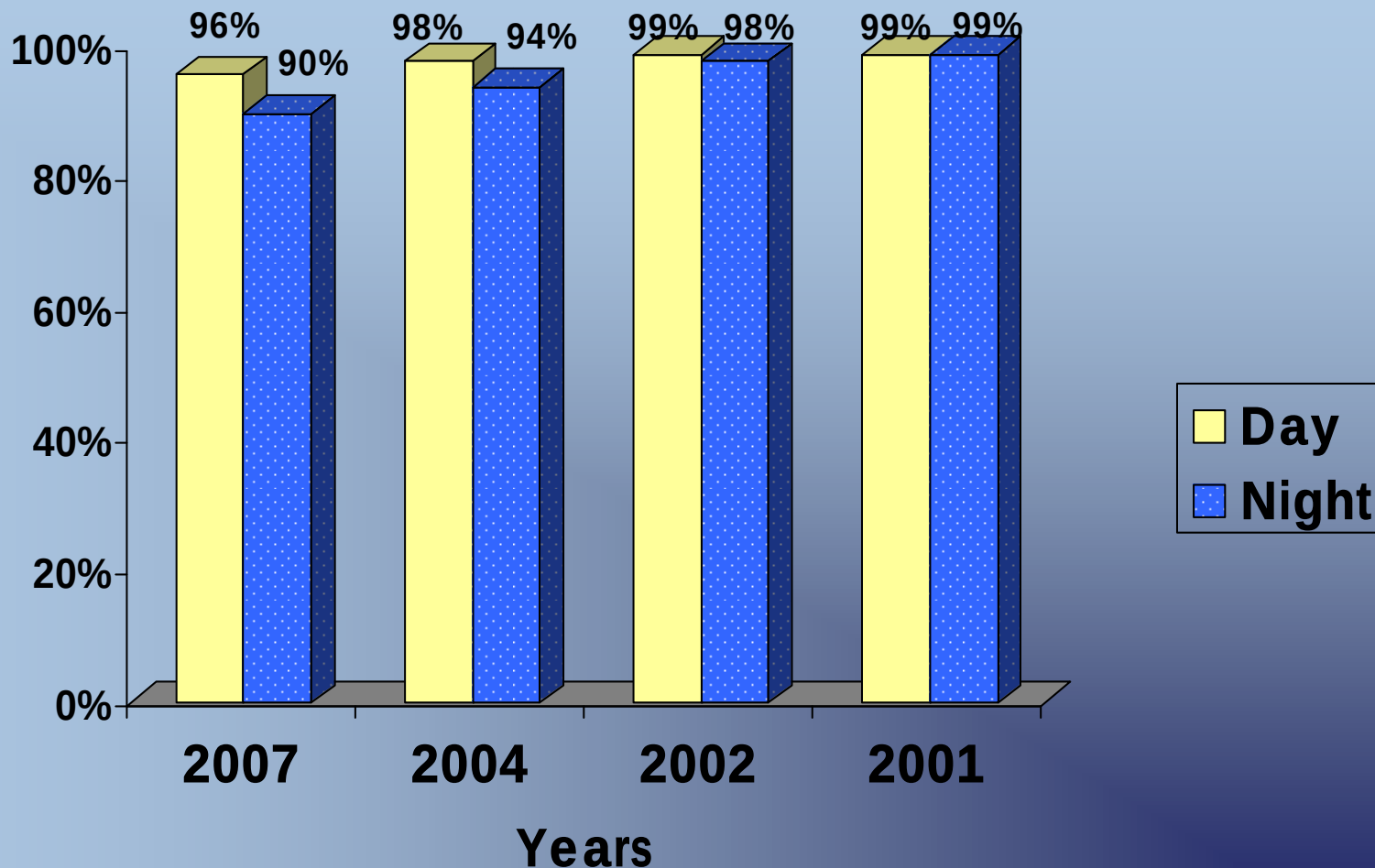


•People in Estrella seem to like life in their neighborhoods more than in GDYR in general



DAY/NIGHT NEIGHBORHOOD SAFETY

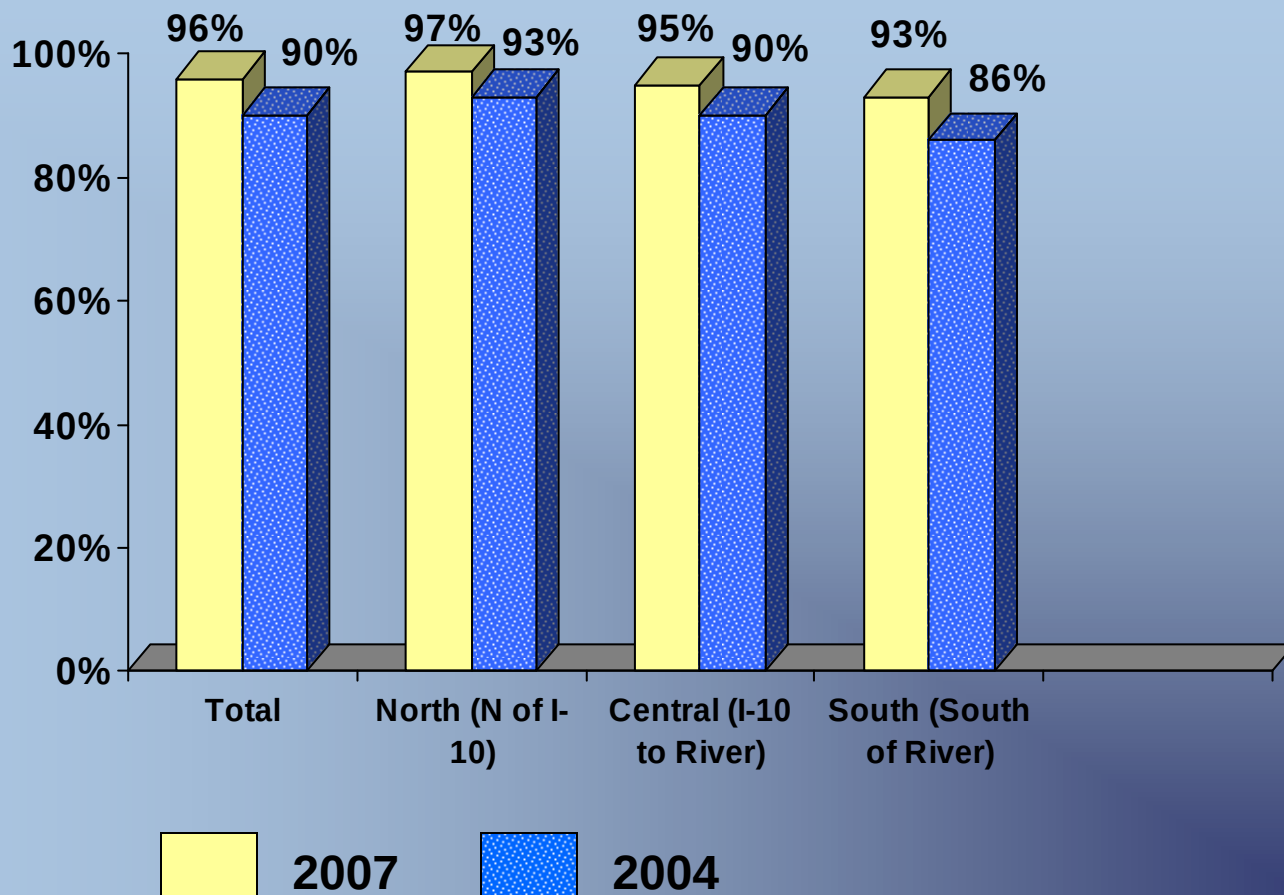
4-Year Comparison



PERCEPTION

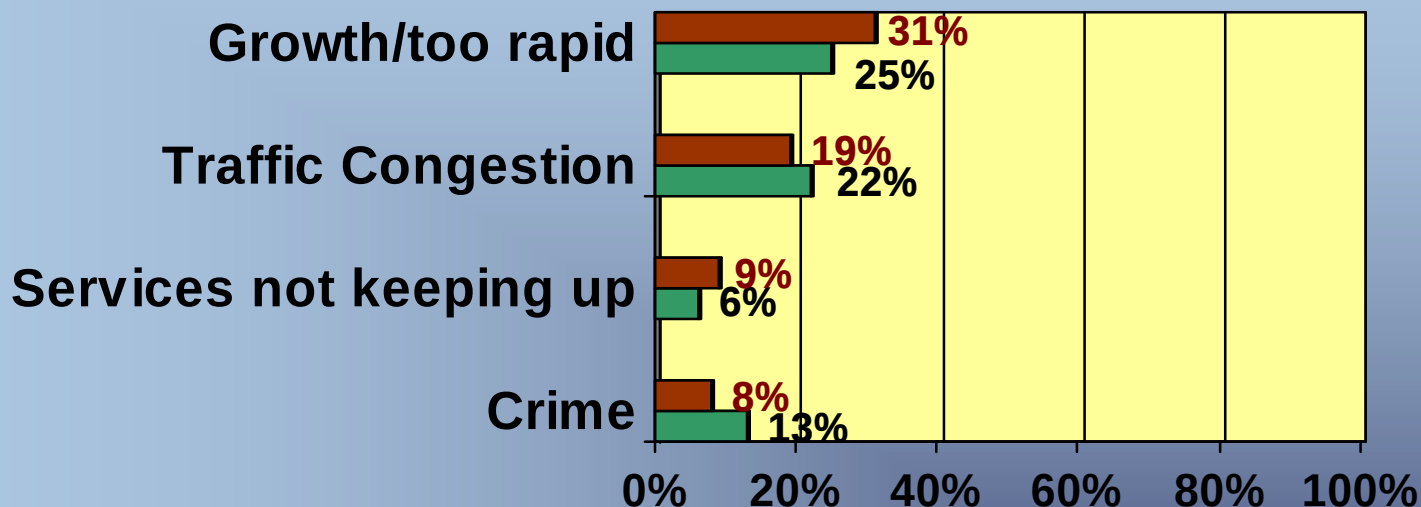


2007 Day/Night Safety By Area





MOST IMPORTANT PROBLEM FACING CITY (Open-ended)

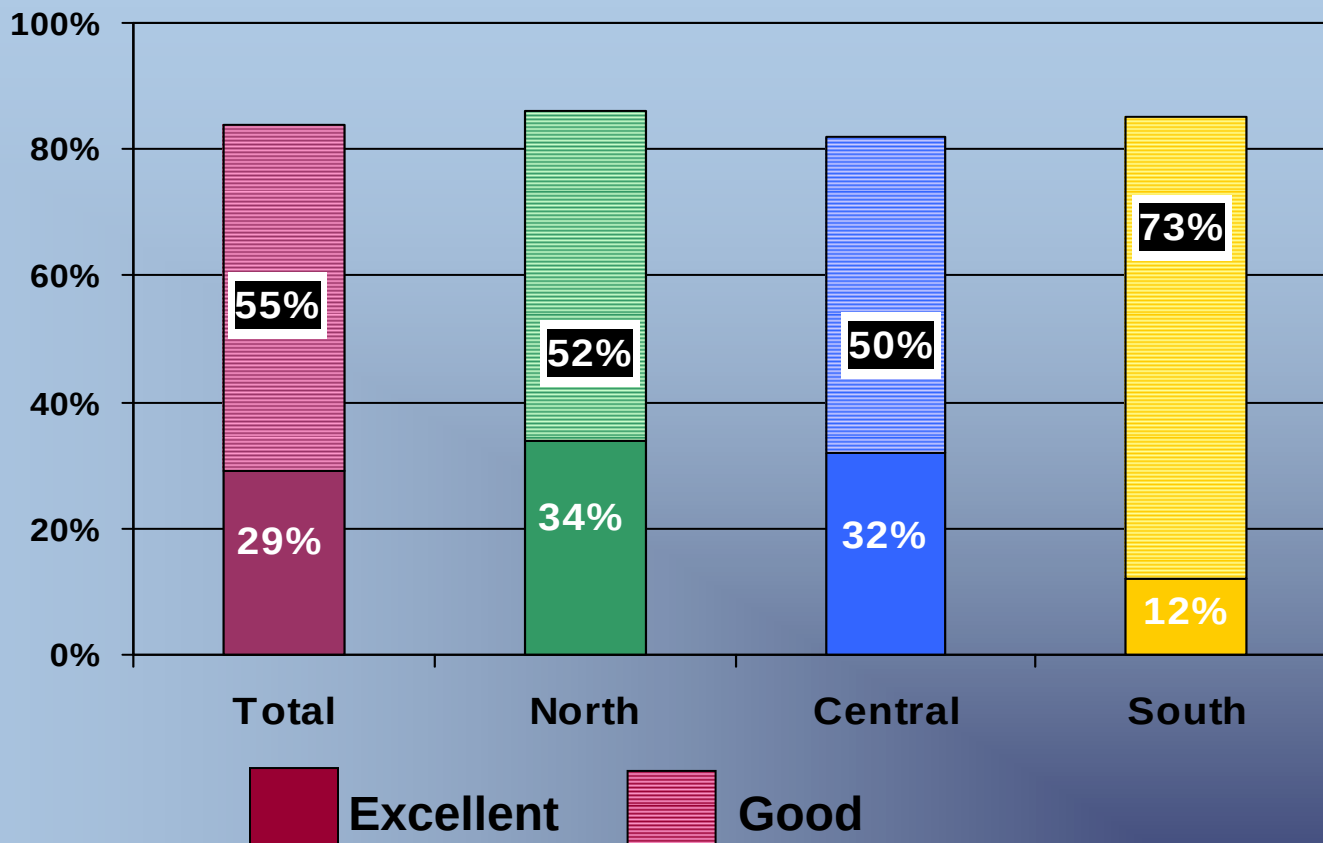


PERCEPTION



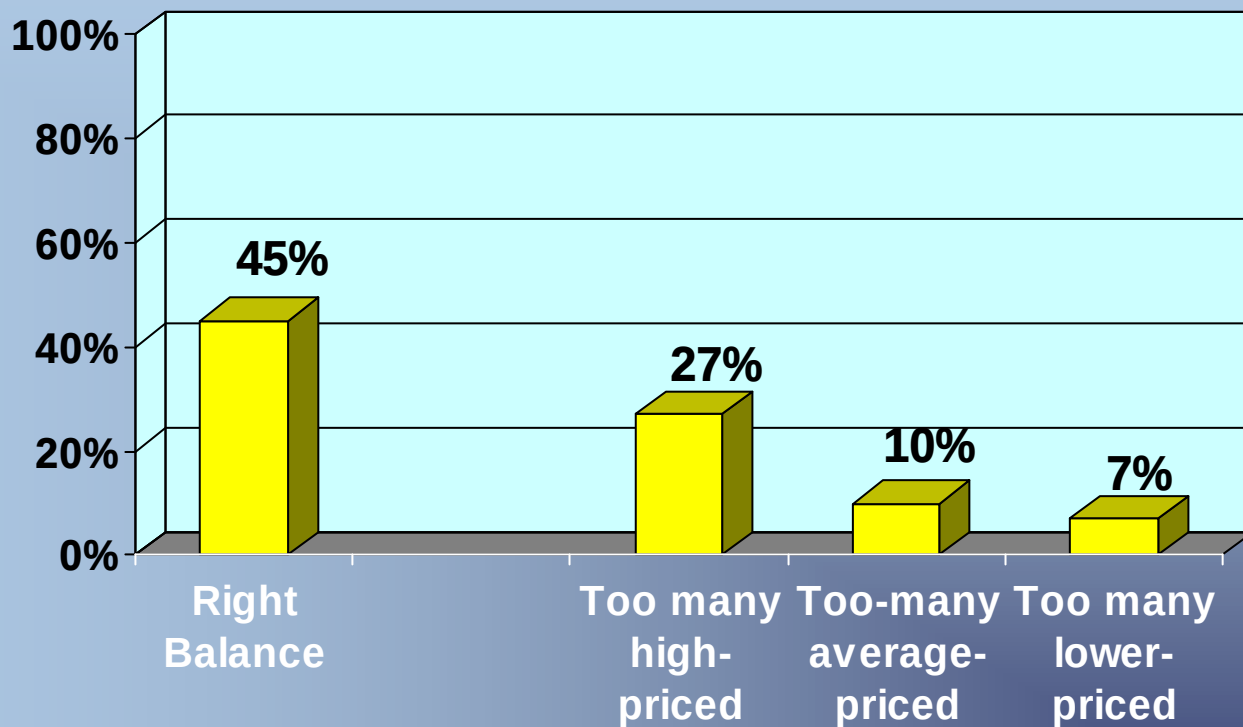
RATING OF DESIGN, LOOK AND QUALITY OF COMMERCIAL DEVELOPMENT

By Area



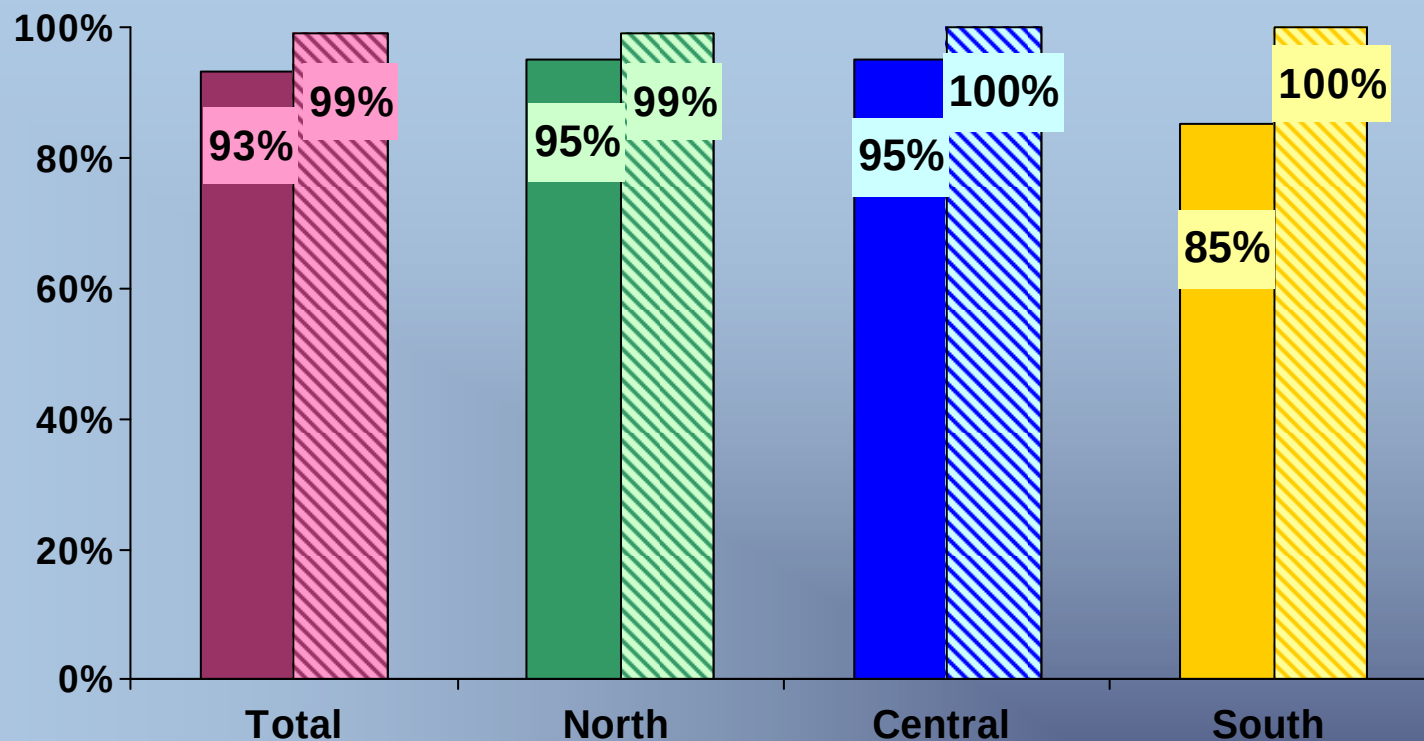


2007 OPINION OF RESIDENTIAL HOUSING





Overall Satisfaction with Services By Area



South
much
lower in
2007

 2007

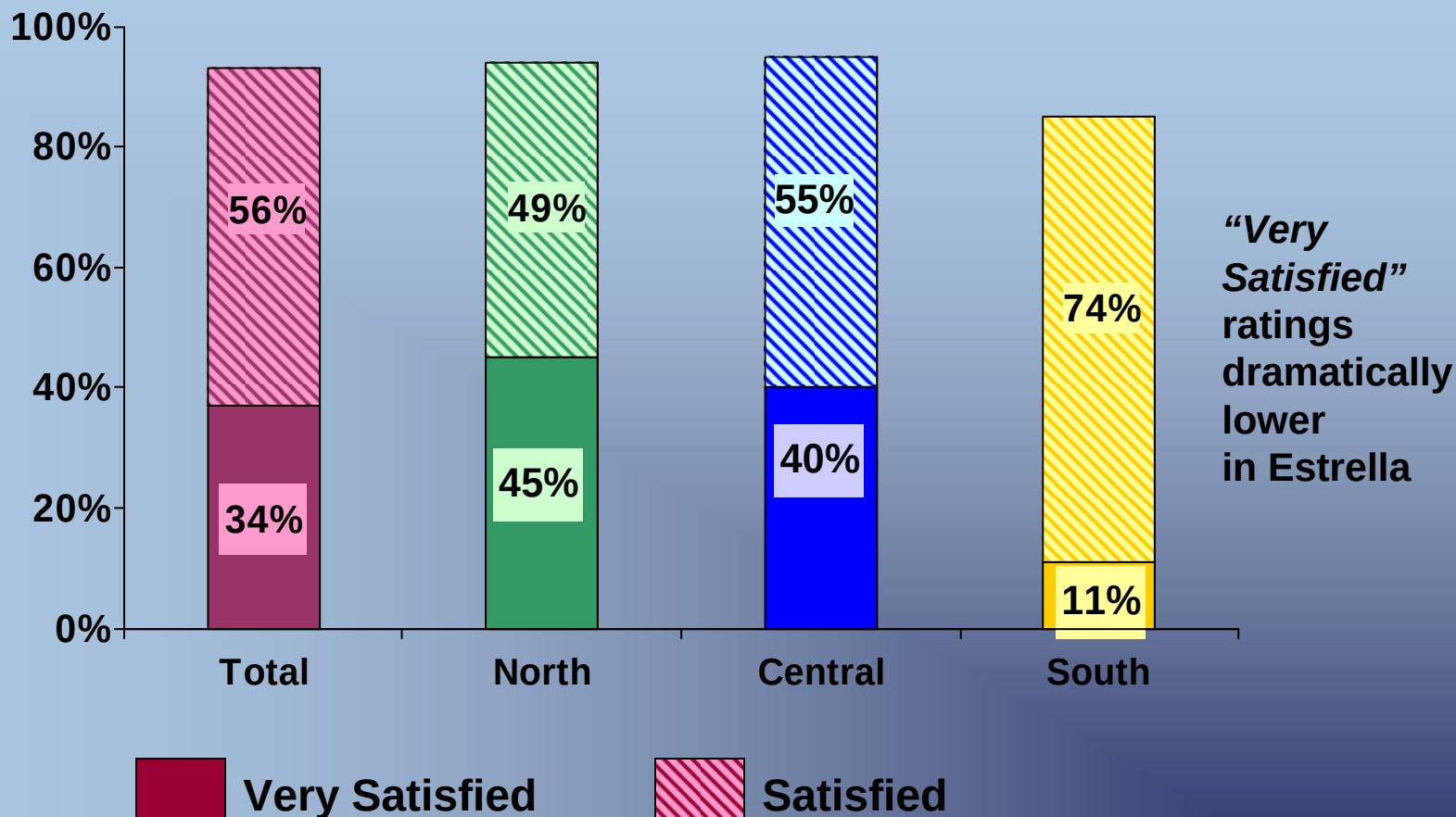
 2004

PERCEPTION



2007 Overall Satisfaction with Services

(Very Satisfied vs. Satisfied by Area)

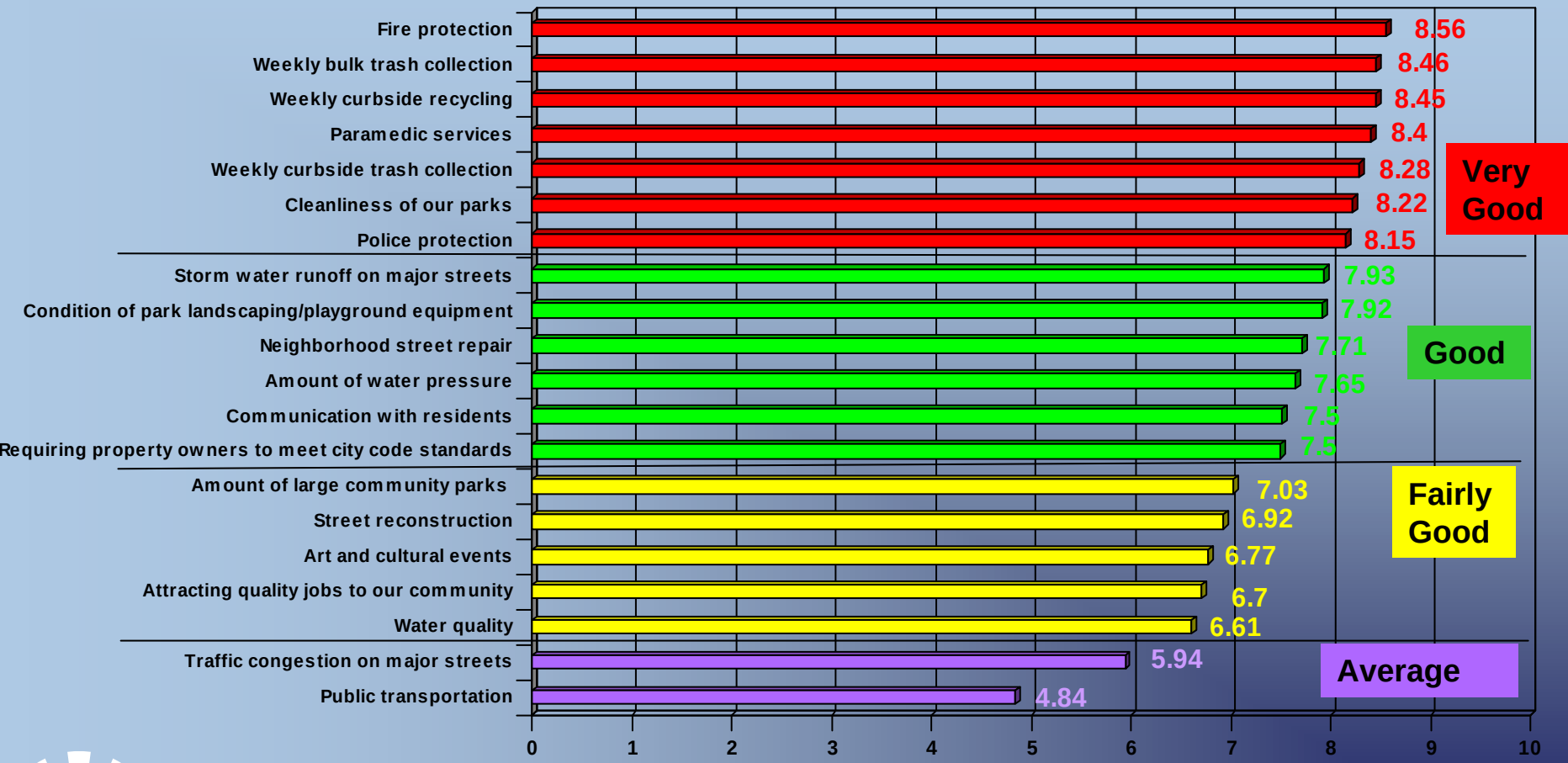




HOW WELL CITY PROVIDING CURRENT SERVICES

Mean Rating

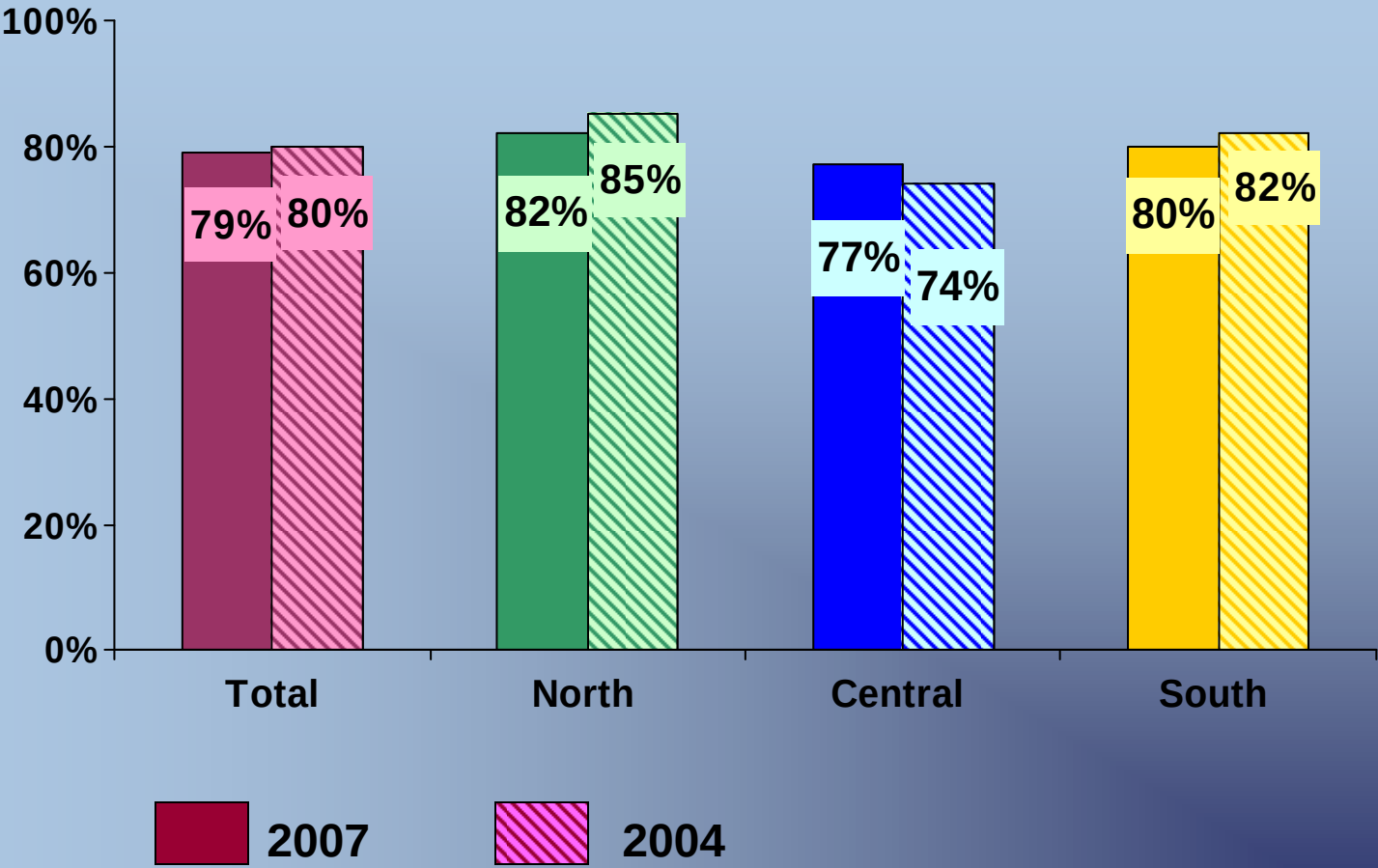
(10 = Excellent Job/1= poor job)



PERCEPTION



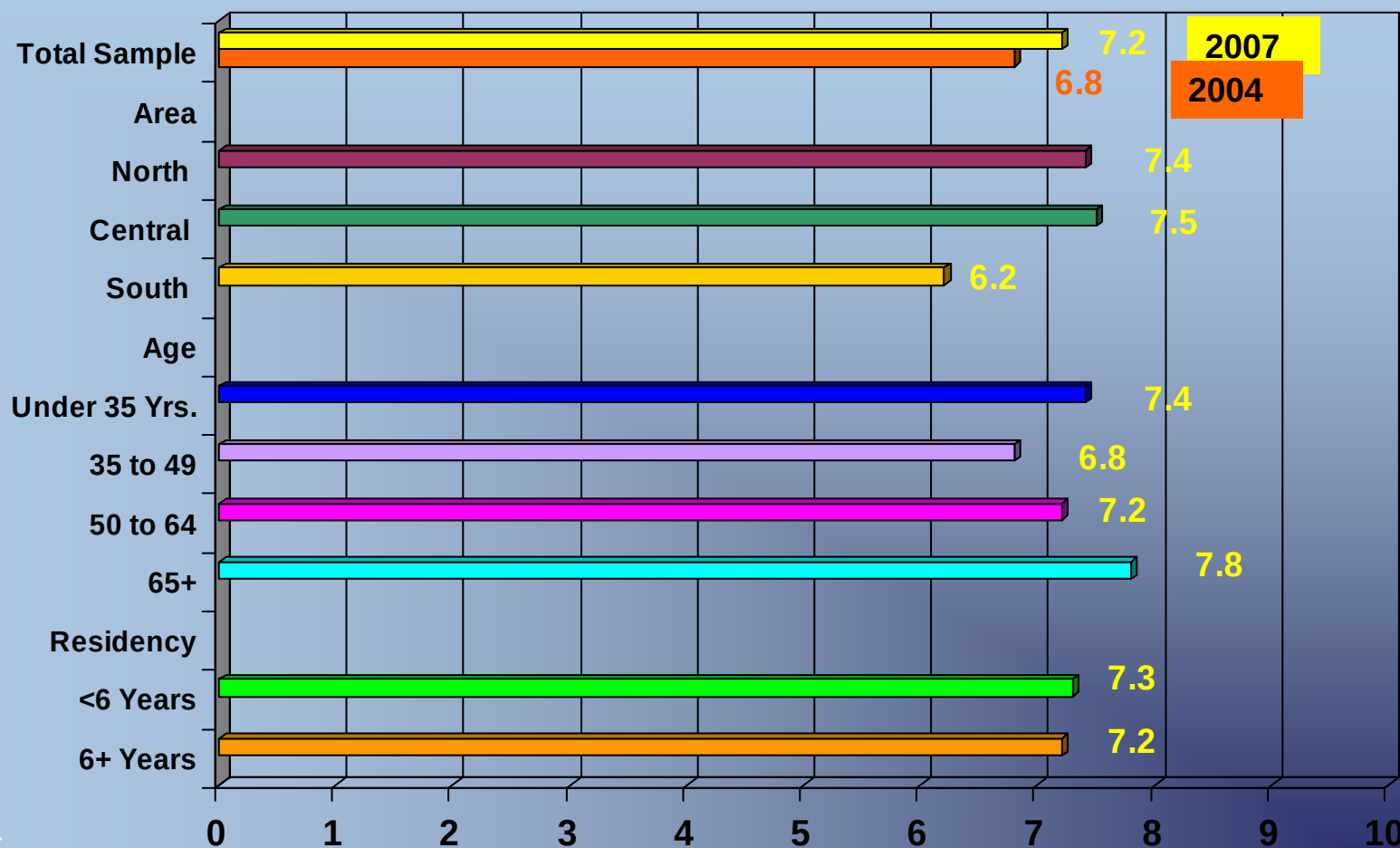
VALUE OF SERVICES FOR PROPERTY TAXES PAID By Area



PERCEPTION



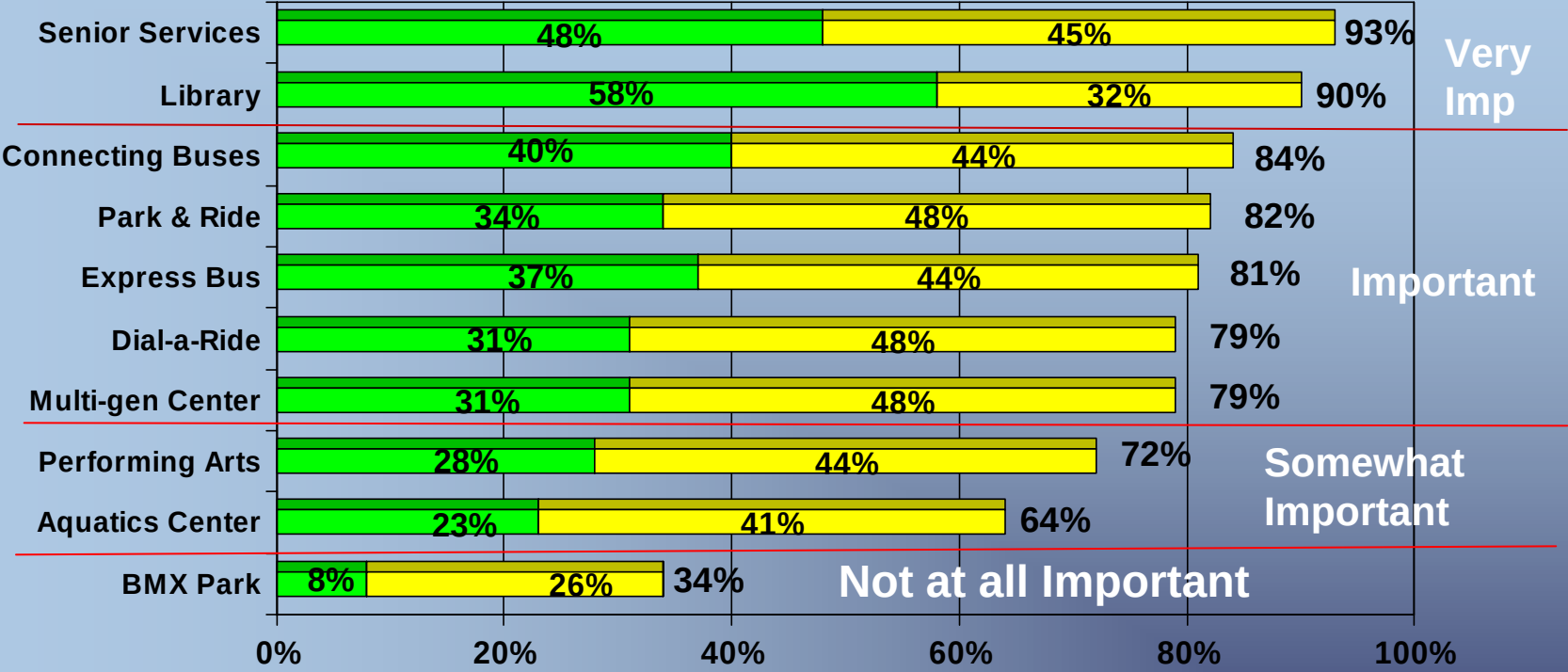
2007 - HOW WELL CITY SERVICES KEEPING UP WITH GROWTH (10 = Excellent)



PERCEPTION



2007 - IMPORTANCE OF CITY PROVIDING NEW CITY SERVICES



 Very Imp.  Important

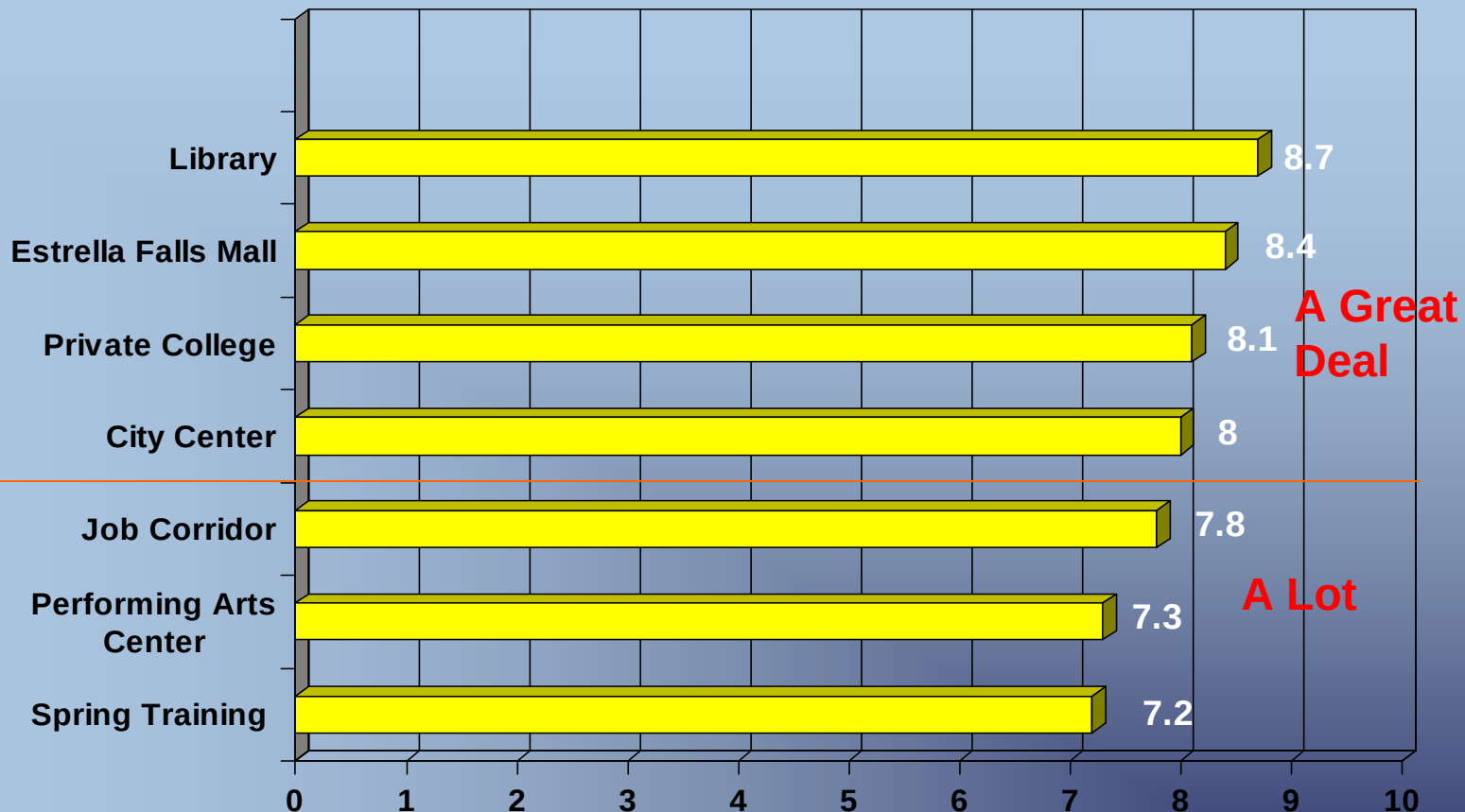


PERCEPTION



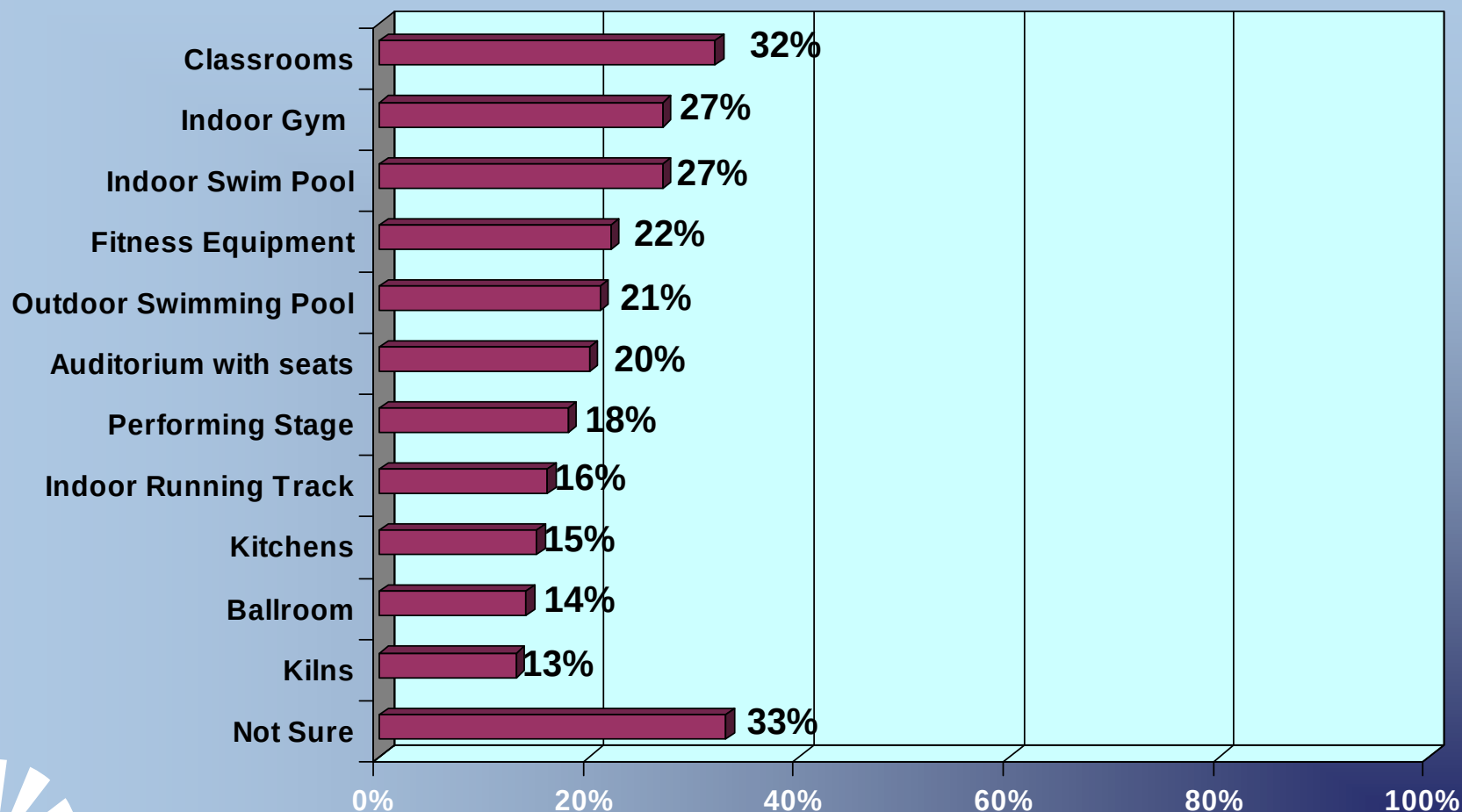
2007 - HOW NEW AMENITIES WILL IMPROVE GOODYEAR QUALITY OF LIFE

Mean Rating (10 = a great deal)





2007- MULTI-GEN CENTER AMENITIES NEEDED

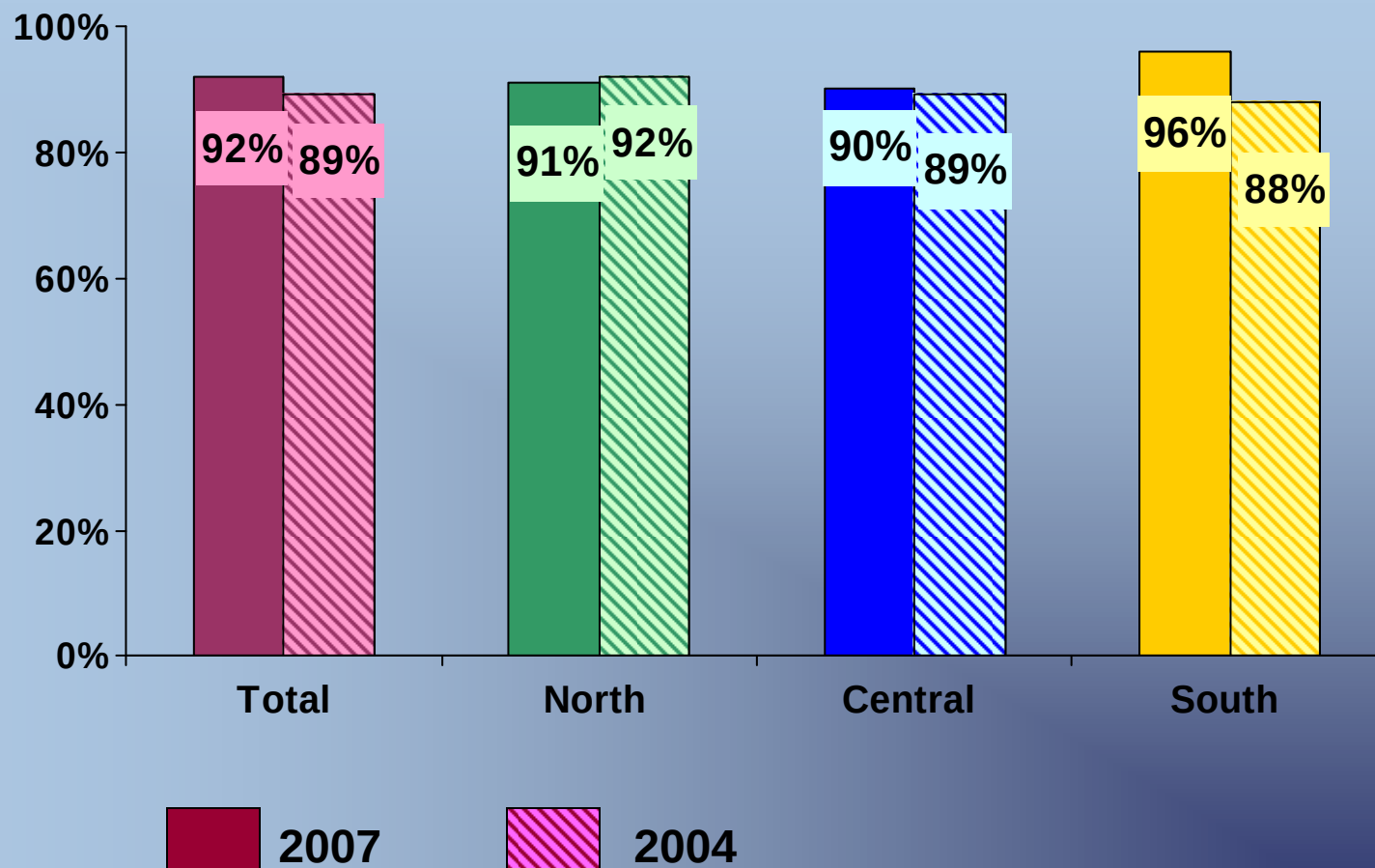


PERCEPTION



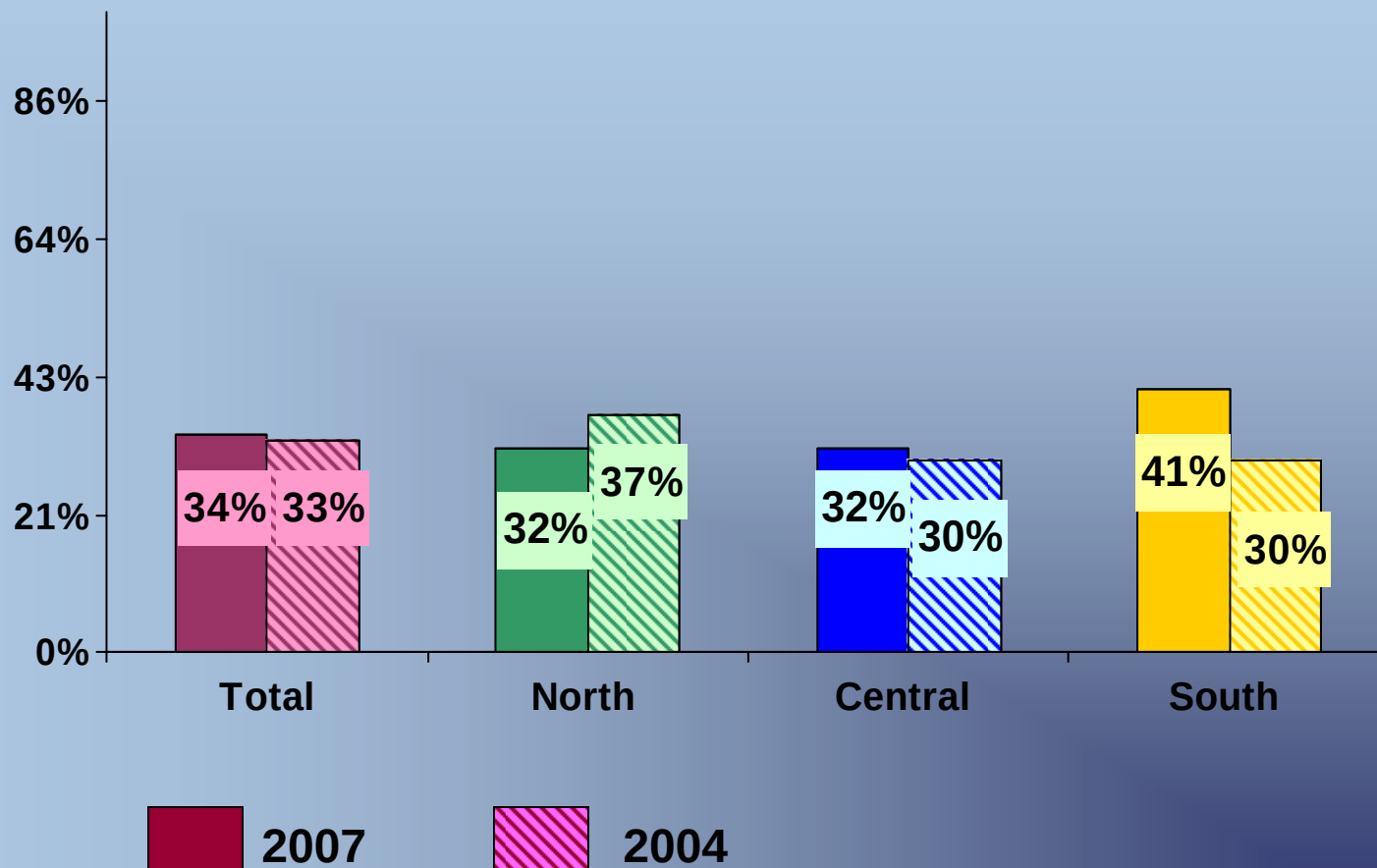
HOW WELL CITY PAYS ATTENTION TO CITIZENS ON ISSUES

By Area





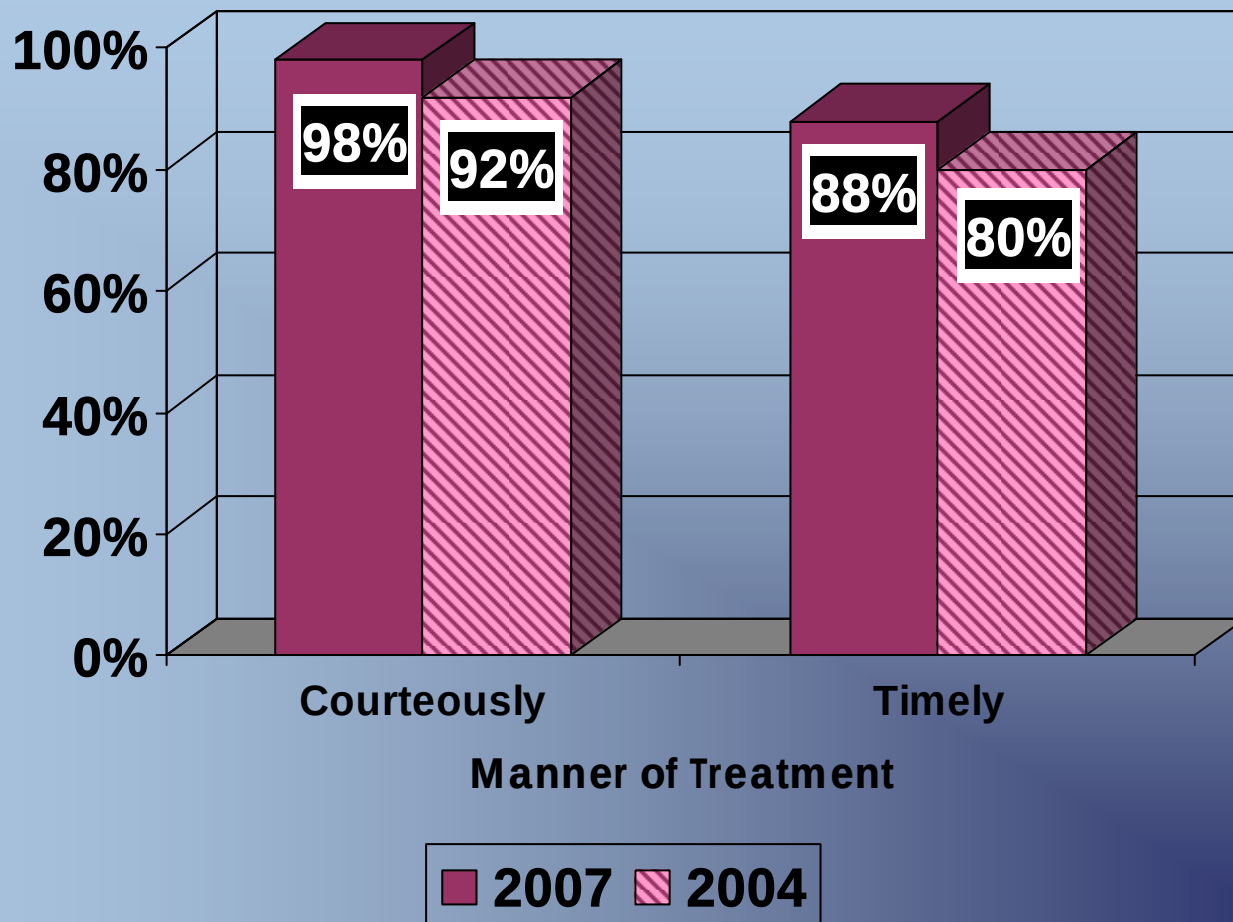
WHETHER CITIZENS HAVE CONTACTED CITY By Area





How Citizens Treated When Contacting City

Based on 34% of Total Sample Who Contacted City in Past Year



PERCEPTION

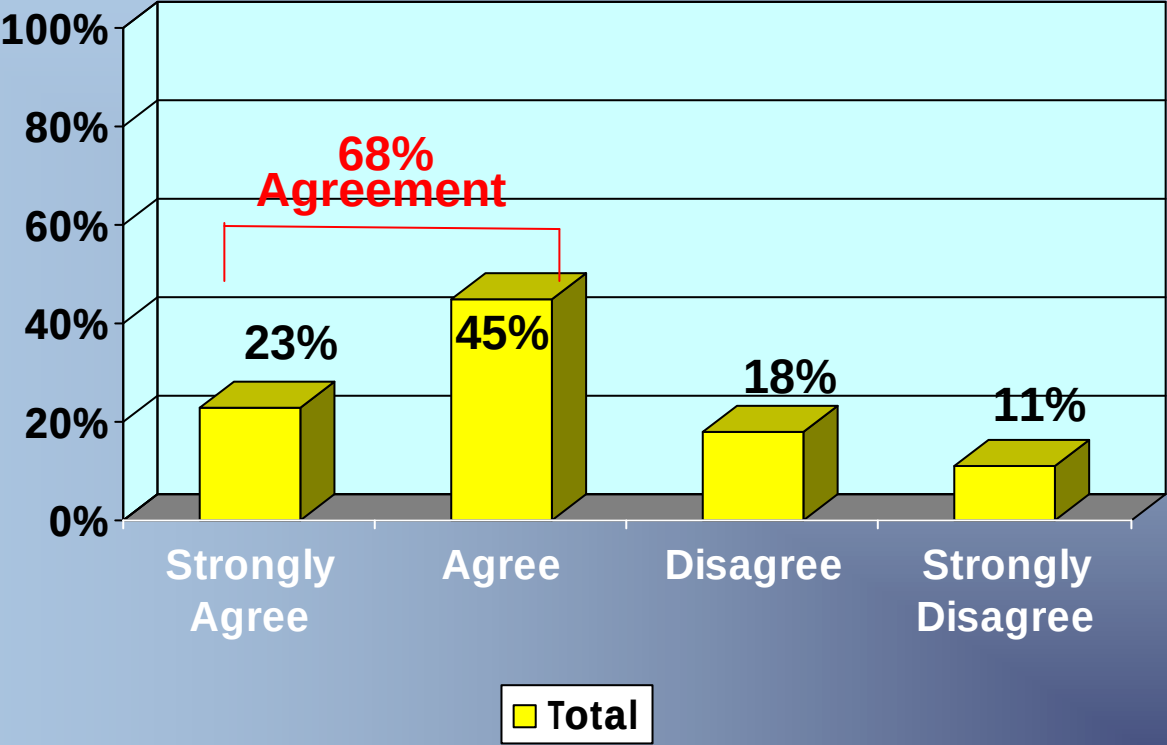


2007 AREAS OF SPECIFIC QUESTIONING

- ♦ **PSCAC Recommendations**
- ♦ **Building Heights**
- ♦ **News Publication Readership**
- ♦ **Internet Access/Usage**
- ♦ **Curbside Sanitation Program**
- ♦ **New City Hall Hours**



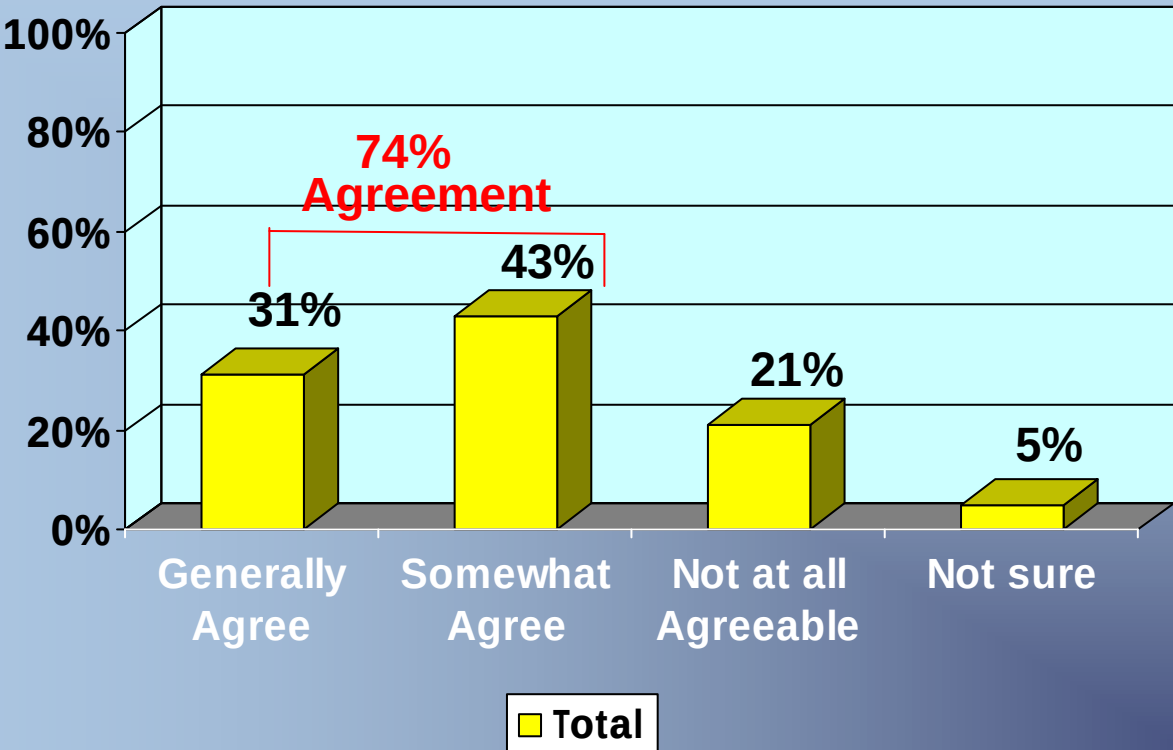
2007 - How People Feel About PSCAC's Idea for Fire Sprinkler Ordinance for New Construction



PERCEPTION



2007 - How People Feel About PSCAC Support of Public Safety Sales Tax if Needed



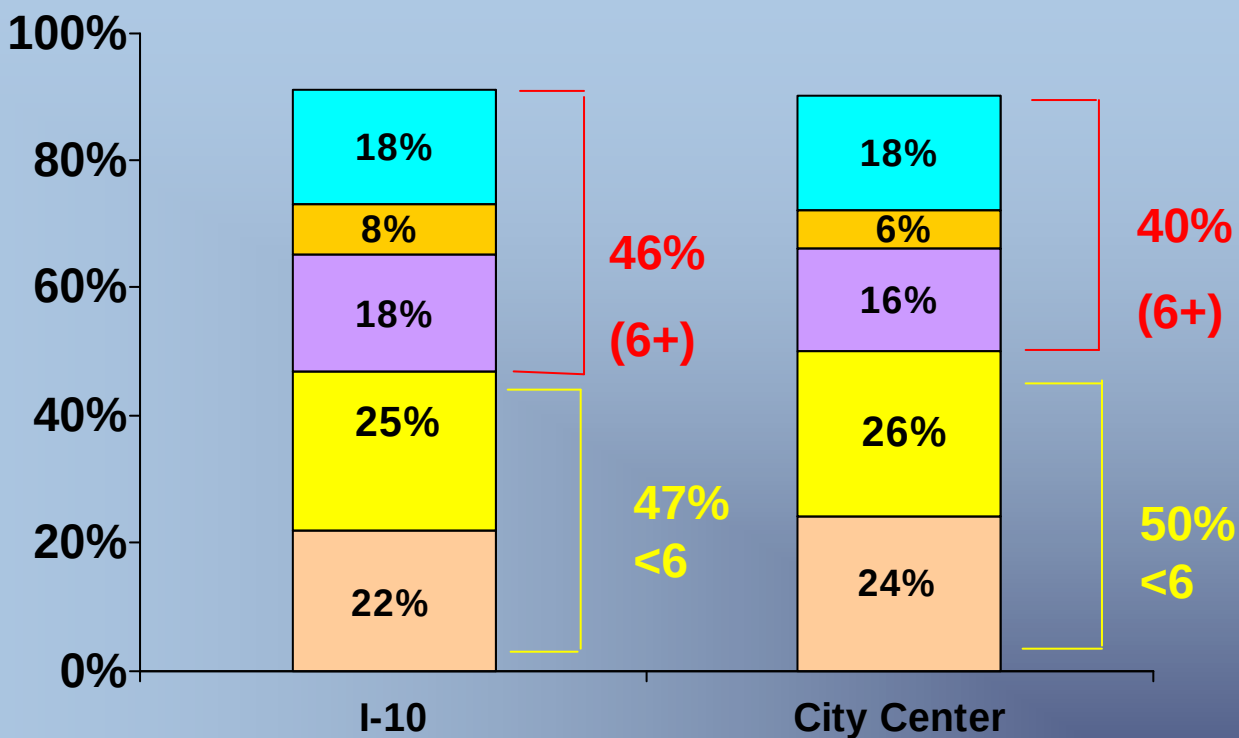
Least popular
in Estrella



PERCEPTION



2007 – How People Feel about Building Heights - I-10 & City Center



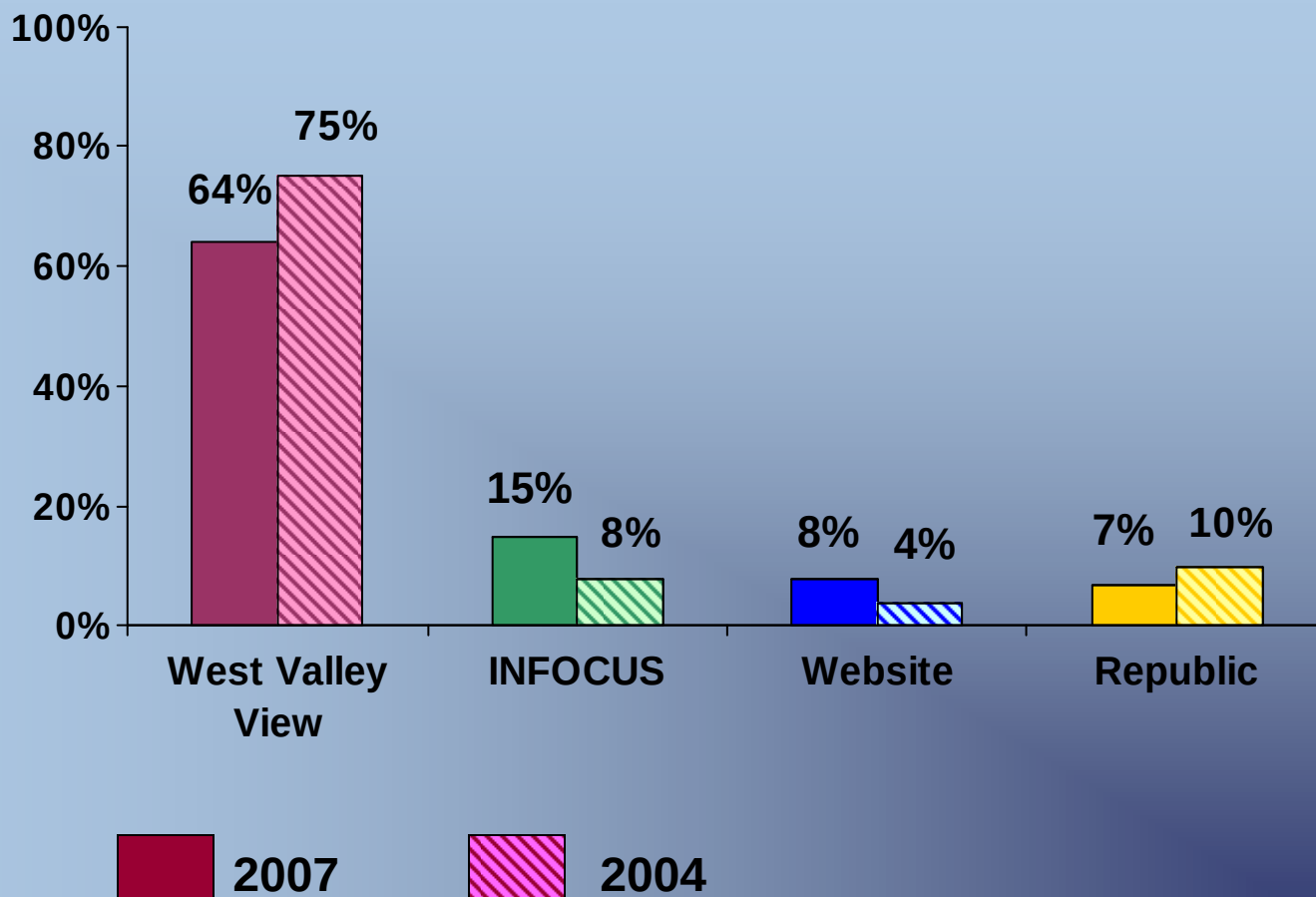
The younger and newer the resident the more they favored taller buildings.

2-3 stories 4-5 stories 6-7 stories
8-9 stories 10+ stories

PERCEPTION

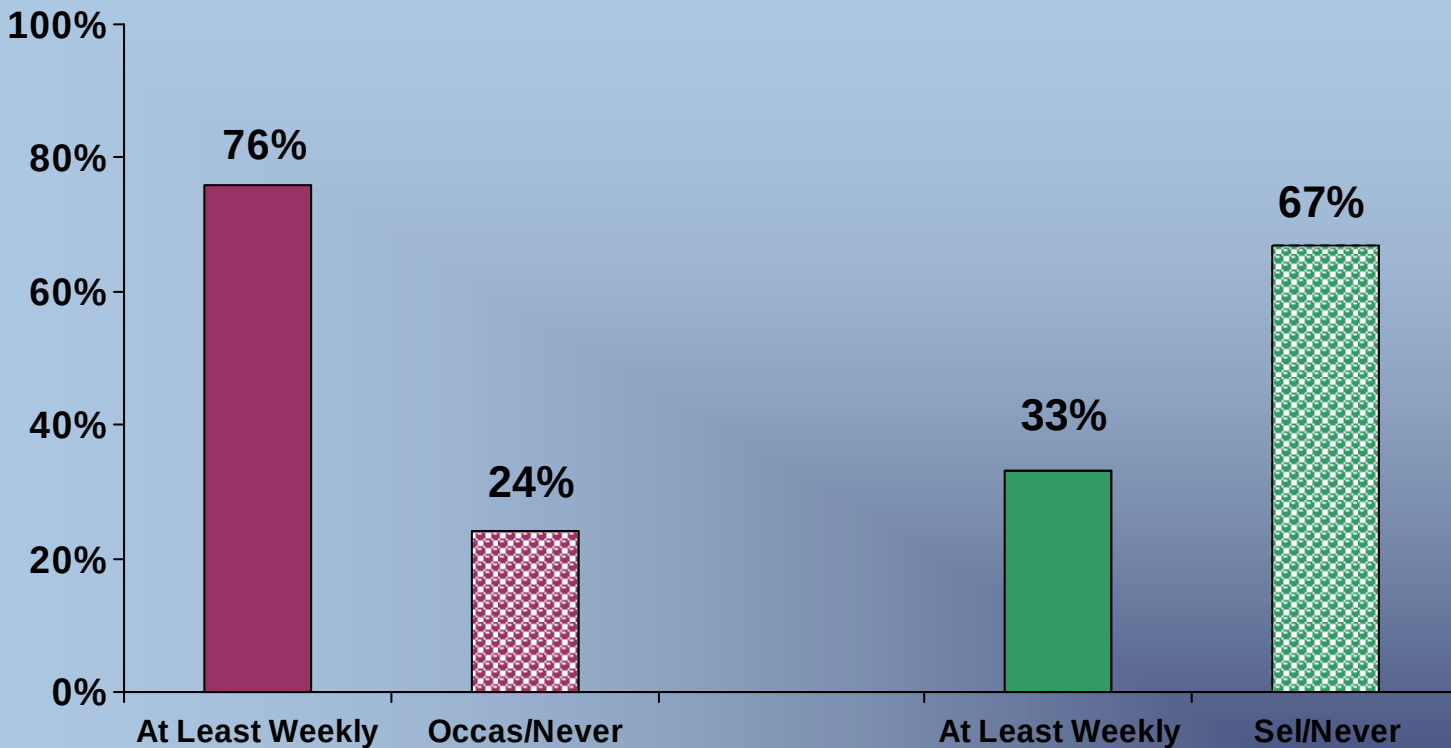


Where Citizens Get Most News About Goodyear





FREQUENCY OF READERSHIP OF LOCAL PAPERS



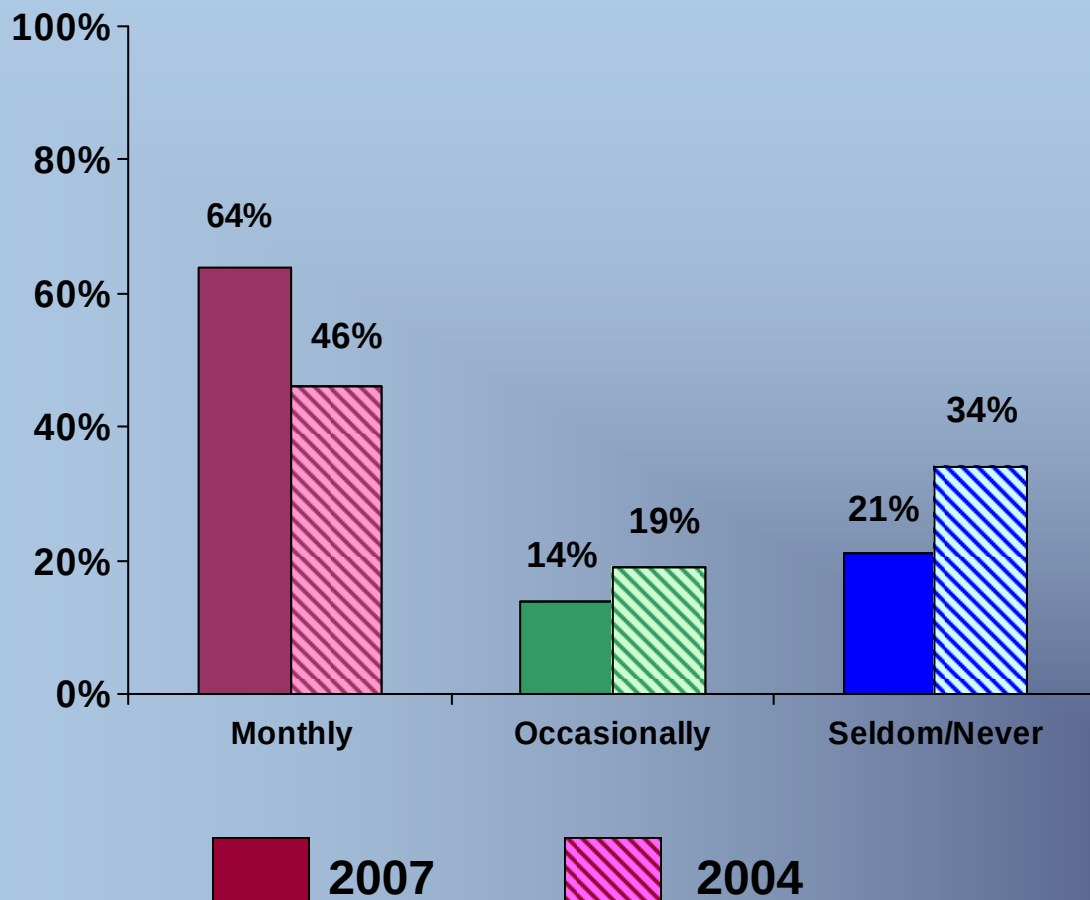
West Valley View

SW Valley Republic

PERCEPTION



FREQUENCY OF READERSHIP OF CITIZEN NEWSLETTER (2007 *INFOCUS* vs. 2004 *CITYREPORT*)



INFOCUS – 6 mos.

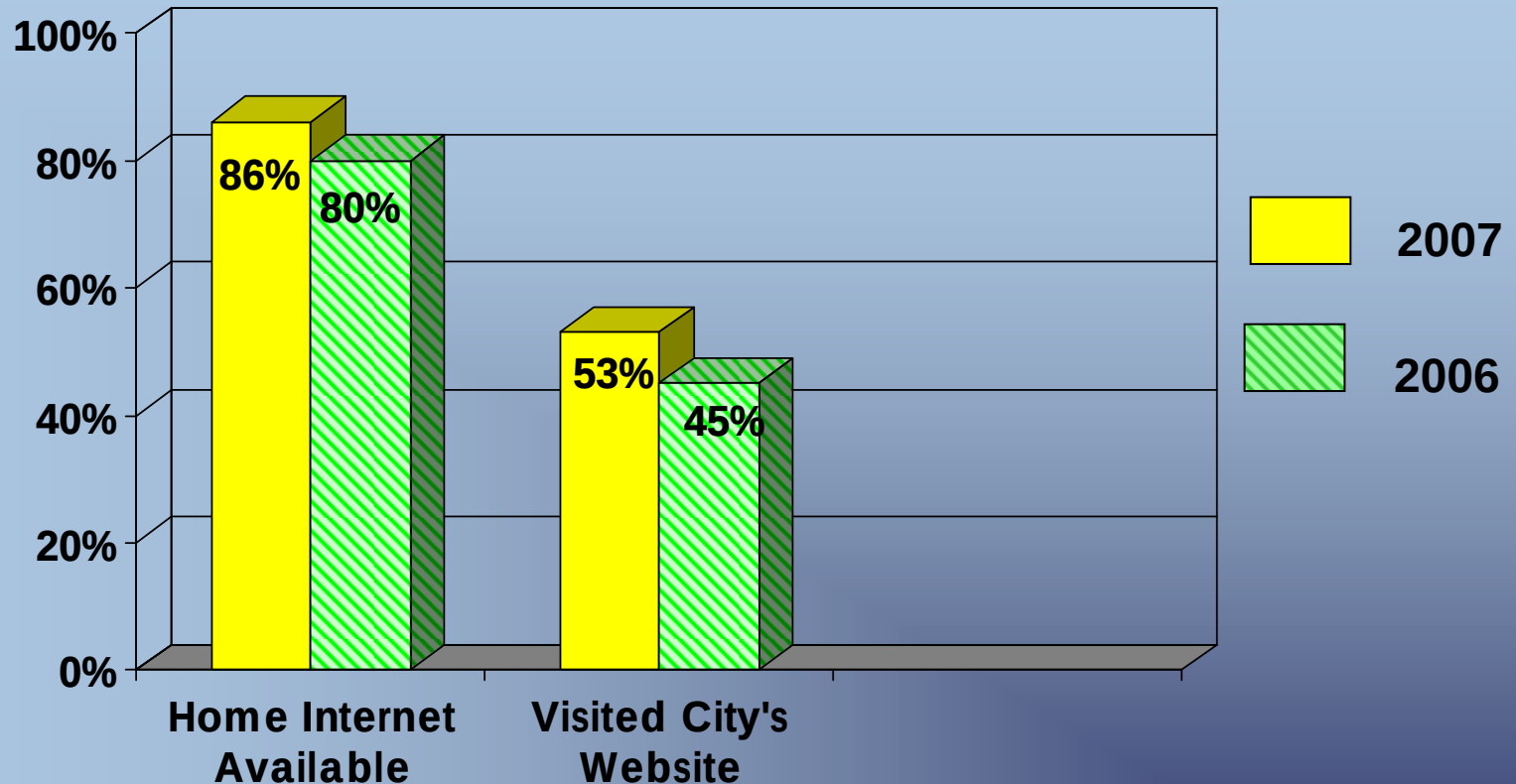
- No difference by age
- Fewer newcomers read
- Most heavily read in Estrella (76%)

CITYREPORT

- Older readers
- Same as W V V

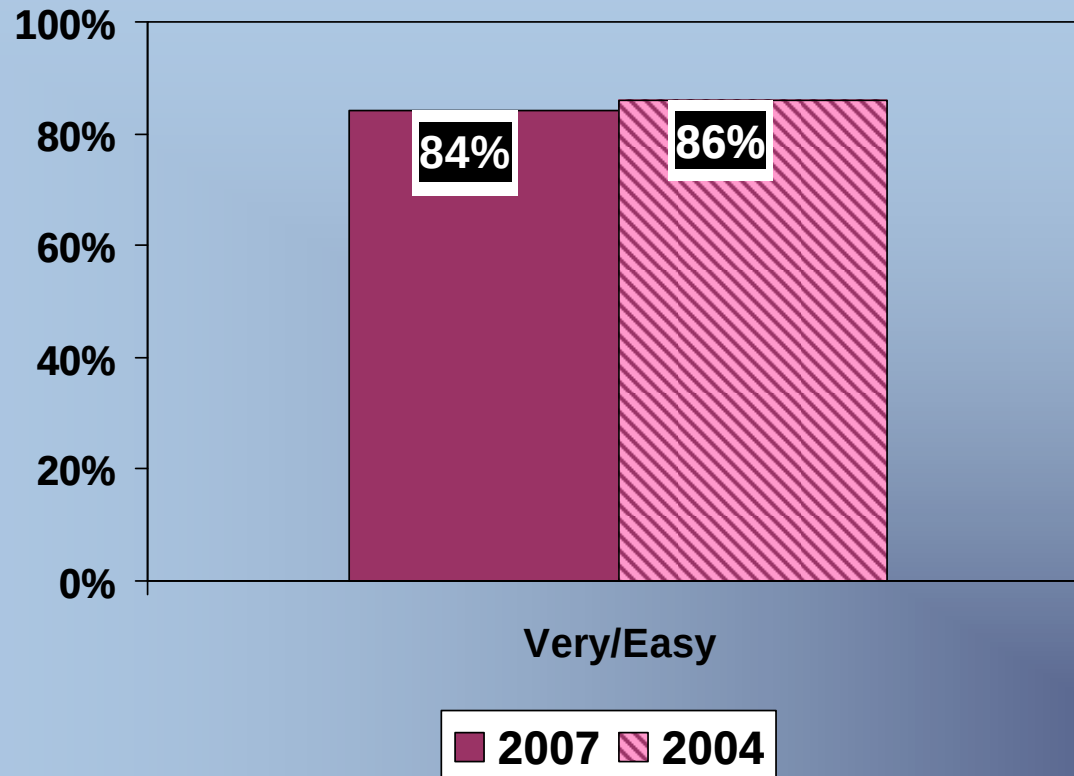


Citizens with Home Internet Access





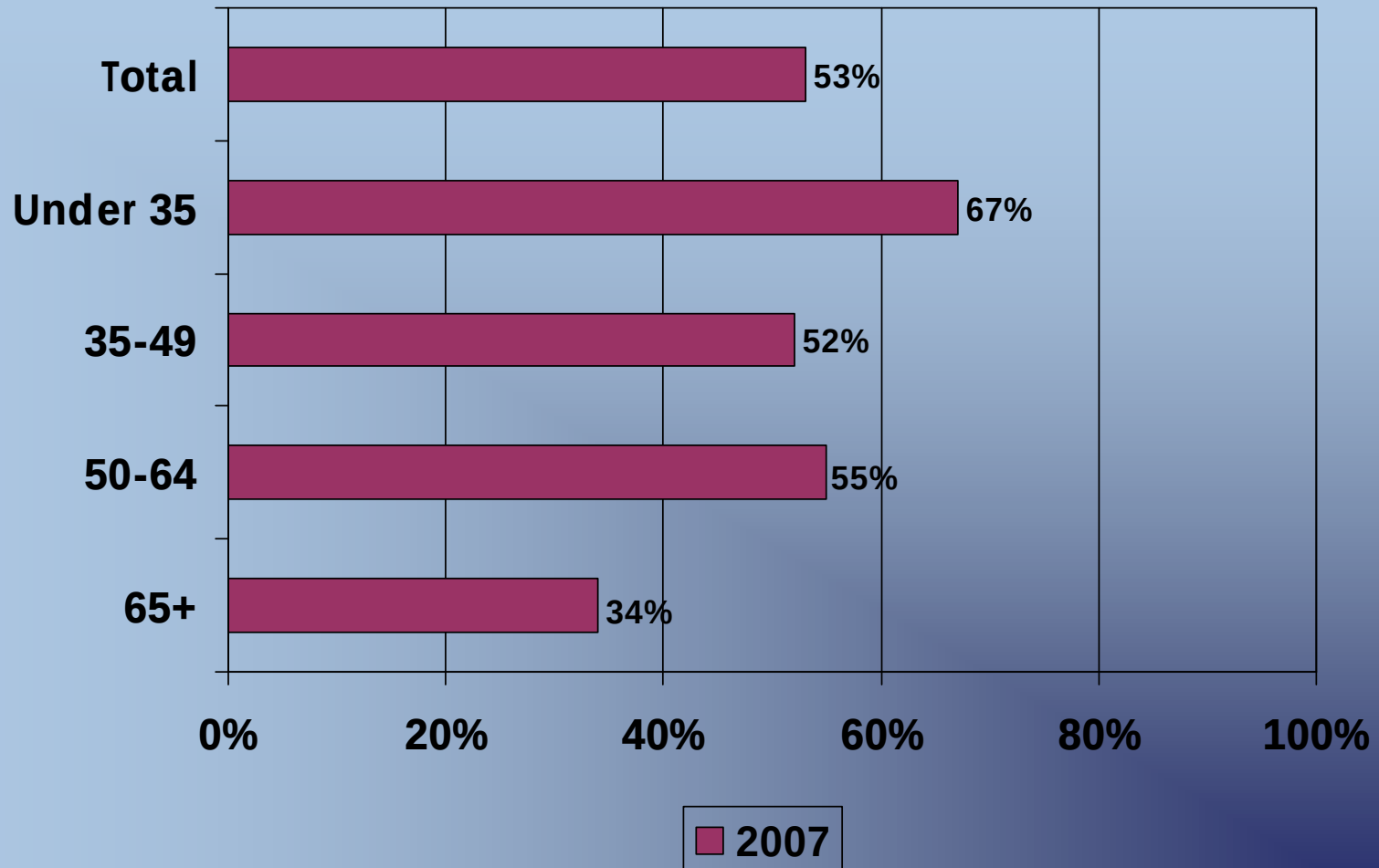
EASE OF USE OF CITY'S WEBSITE



**Overall
Mean
Rating on
10-Point
Scale (10
High)
– 7.2**



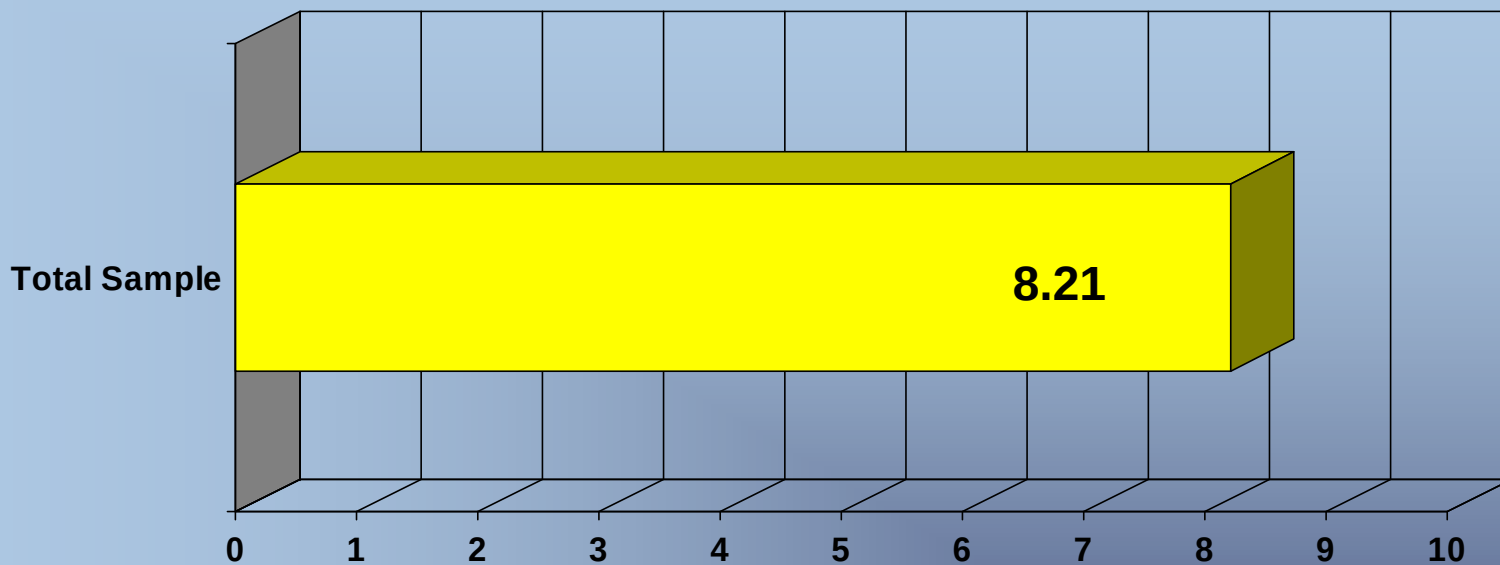
2007 CITIZEN USAGE OF CITY'S WEBSITE By Age





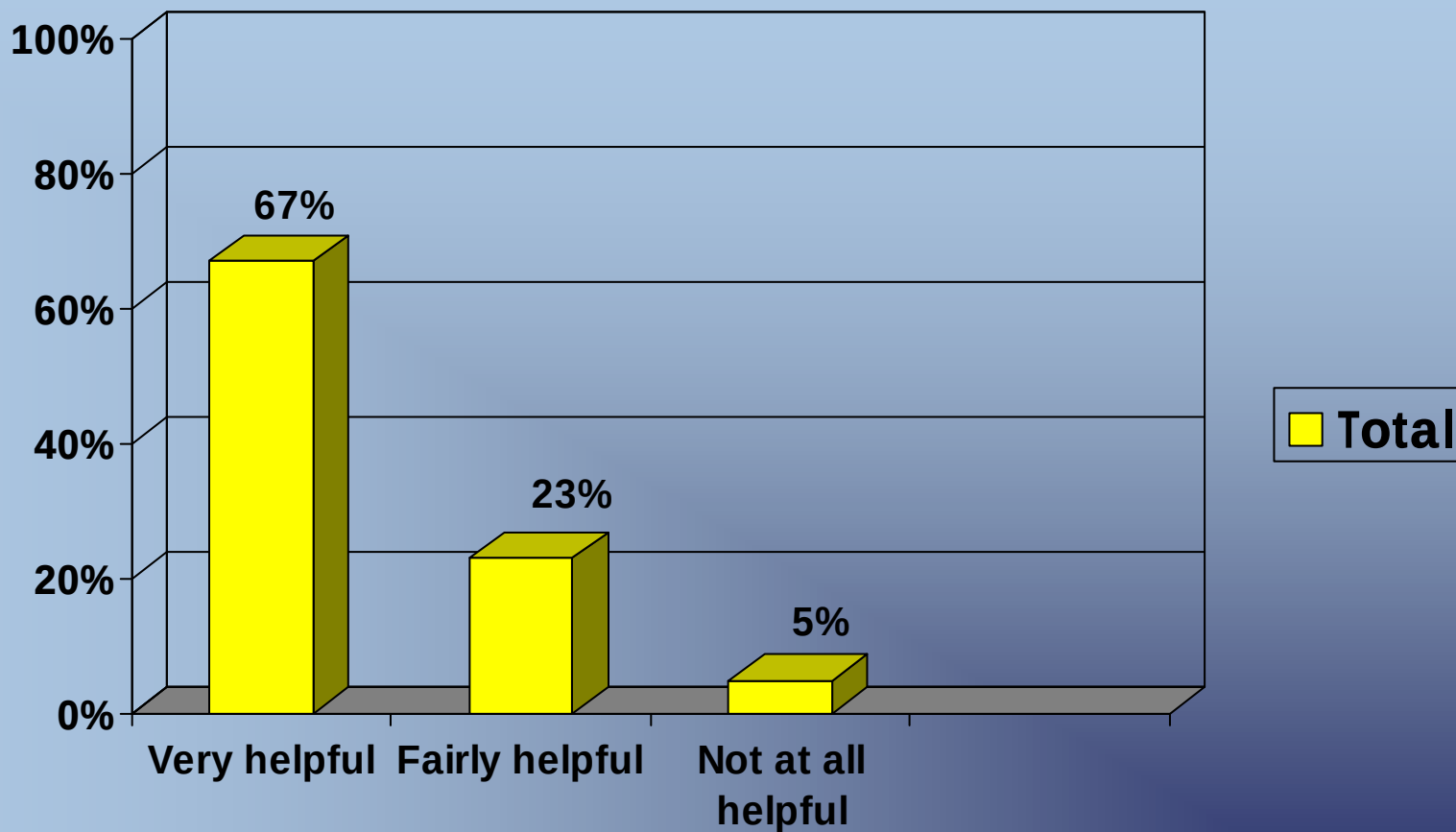
2007 – HOW WELL CITY IMPLEMENTED SANITATION PROGRAM

Mean Rating (10 = EXCELLENT)



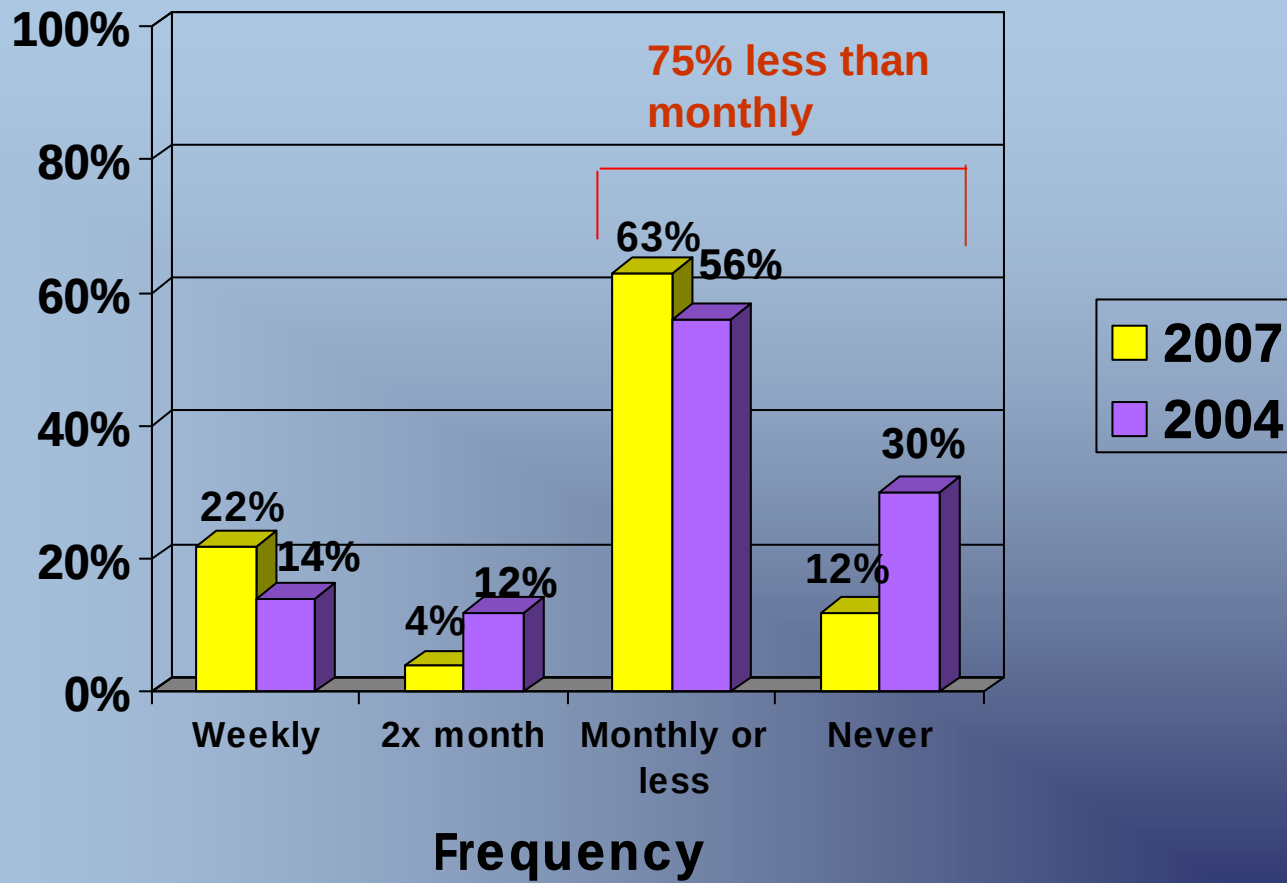


Helpfulness of 2007 Sanitation Marketing Campaign Materials



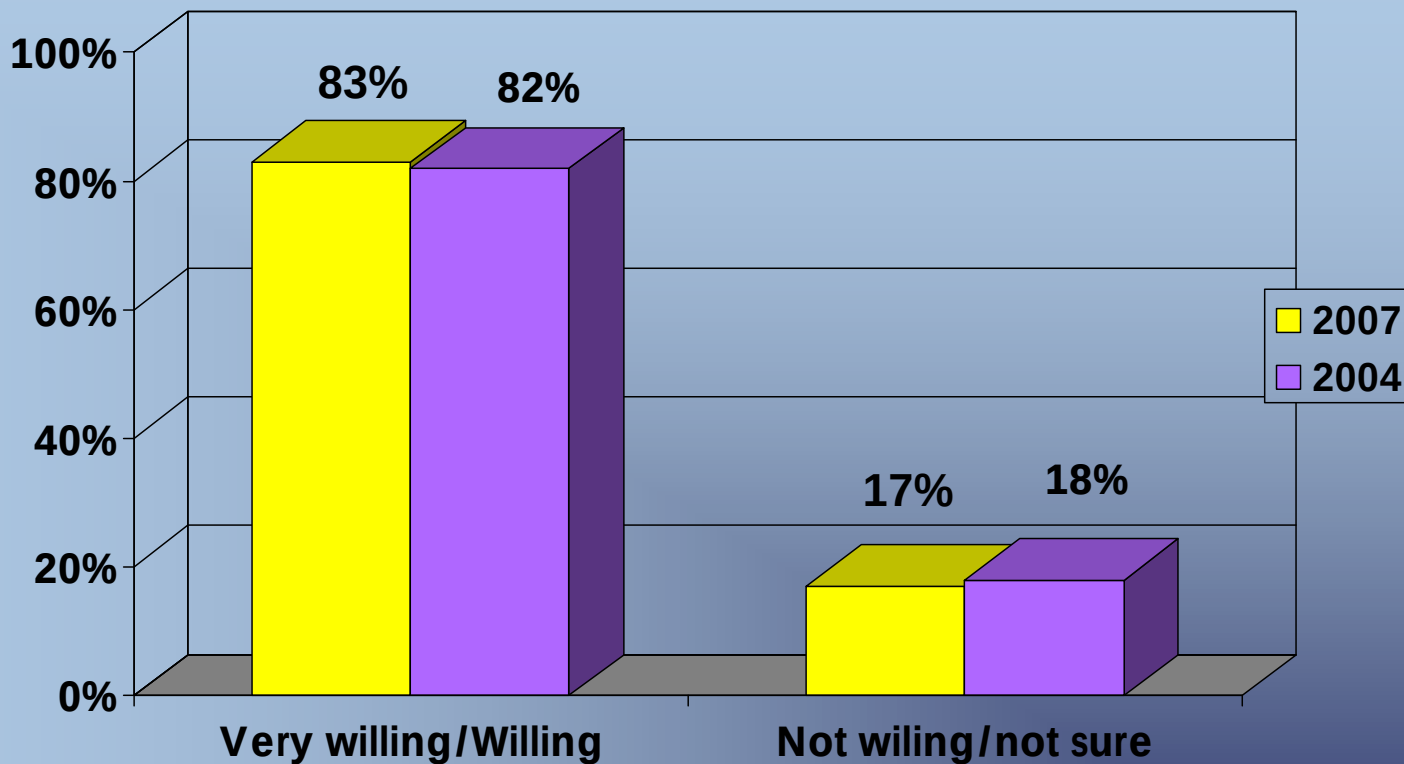


FREQUENCY OF USING UNCONTAINED TRASH



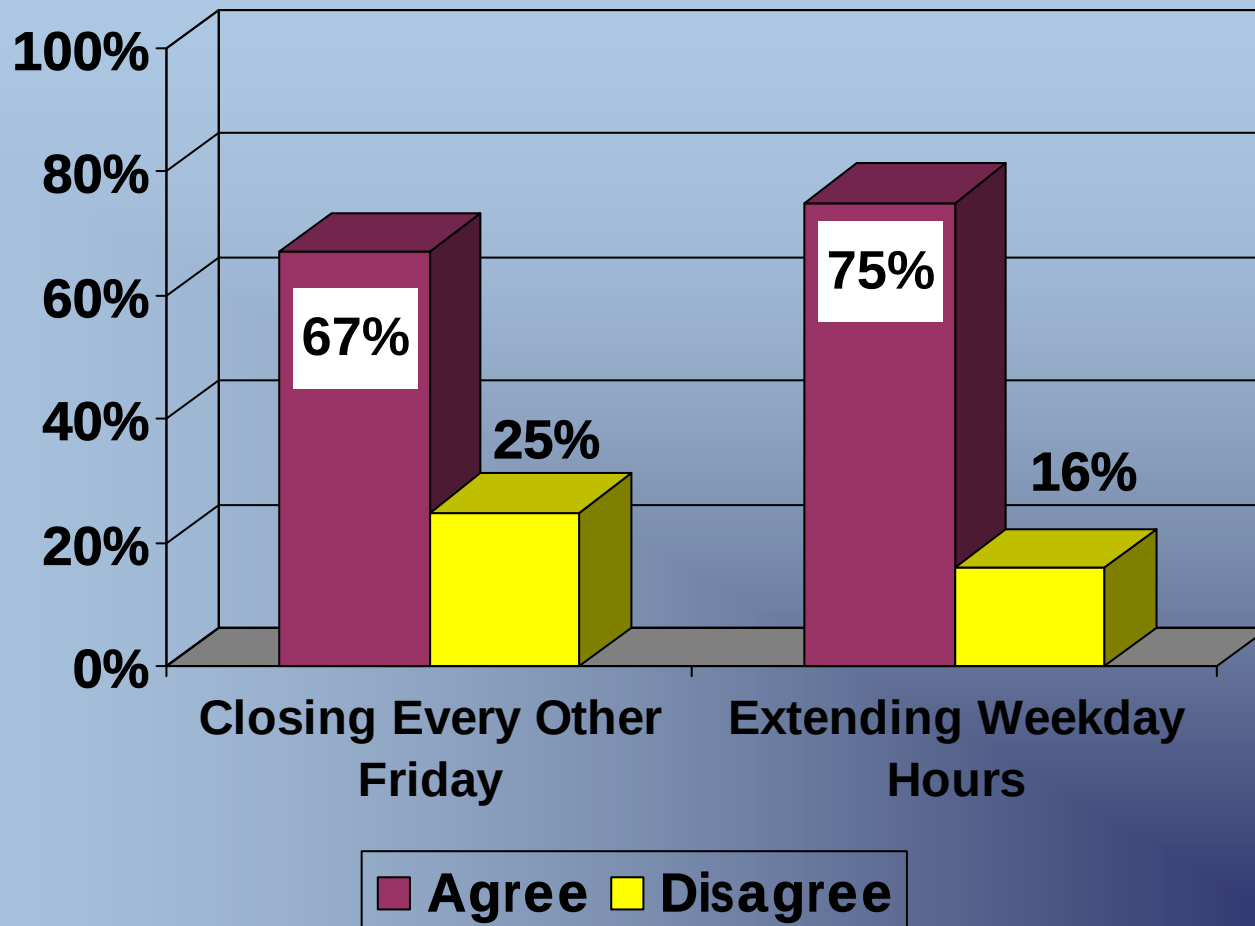


WILLINGNESS TO SEPARATE YARD WASTE FOR SEPARATE PICKUP





2007 - How People Feel About Possible Changes to City Hall Hours





IN SUMMARY

– Demographics

- About half have only lived here 5 years or less
- Almost half have children at home; all age groups
- Well-educated households
 - Vast majority (81%) of HH headed by college-educated adult
 - Half (49%) headed by resident with college degree
- High household income levels - \$72,200 median
 - Almost half of households make over \$75,000 annually
 - Three-quarters make over \$50,000 annually
- Most households (75%) commute out of Goodyear to work
 - 50% drive more than 20 miles round trip daily



PERCEPTION



IN SUMMARY

– Quality of Life

- Goodyear is a great place to live – 90%
- Excellent quality of life citywide (88%) and in their neighborhoods (90%)
 - Estrella showing signs of discontent with city quality of life; happiest with neighborhood quality of life
- People still feel safe day and night - 96%/90%
- 84% happy with quality of commercial development
- Almost half think residential housing in balance; biggest complaint is too many high-priced houses
- City does a great job of listening to residents
- One-third of citizens contacted city; treated courteously
- Biggest problem facing Goodyear is GROWTH and related issues



PERCEPTION



IN SUMMARY

– City Services

- Residents are *very* satisfied with City services (93%)
 - Most (79%) think they are a good value for the tax dollar
 - Most satisfied with *Basic Services* (fire, trash, police)
 - Overall “Good” rating (6.8) for services keeping up with growth
- Where we’re not doing so well with current levels of service:
 - public transit, traffic, bringing jobs
- Services that are very important that we’re not providing:
 - Senior services, libraries, transit services



IN SUMMARY

– Specific Issues

On PSCAC Issues . . .

- Two-thirds agree with the idea of a fire sprinkler ordinance for new home construction
- Three-quarters agree with idea of special public safety sales tax if Council thinks it's necessary

➤ On Sanitation Issues . . .

- High satisfaction with implementation of the new curbside service and with the marketing materials
- 75% of City uses bulk trash service less than monthly
 - Only a quarter use this weekly service weekly
- Vast majority still willing to separate green waste



IN SUMMARY

– Specific Issues

On City Information Sources . . .

- Over half of those with home internet have used City's website
 - young use web; oldest don't
- About three quarters read *West Valley View* weekly; one-third read *SW Valley Republic* weekly
- Almost two-thirds read *INFOCUS* monthly after only 6 months
 - No difference by age; fewer newcomers

➤ On City Hall Hours . . .

- 67% agree with closing City Hall every other Friday
- 75% agree with extending weekday hours



PERCEPTION



THAT'S ALL, FOLKS!

Questions?



PERCEPTION