



Goodyear, AZ

Key Findings 2016

The NCS is presented by NRC in collaboration with ICMA



About The NCS

- Community Livability
 - Community Characteristics
 - Governance
 - Participation



Facets of Community Livability

Safety

Mobility

Economy

Recreation
and Wellness

Quality of
Community
Overall

Natural
Environment

Built
Environment

Education
and
Enrichment

Community
Engagement

The NCS & Goodyear

- Participant in The NCS since 2014
- Random scientific sample of 3,000 households
 - 657 returned surveys; 23% response rate
 - $\pm 4\%$ margin of error

Expanded
sample

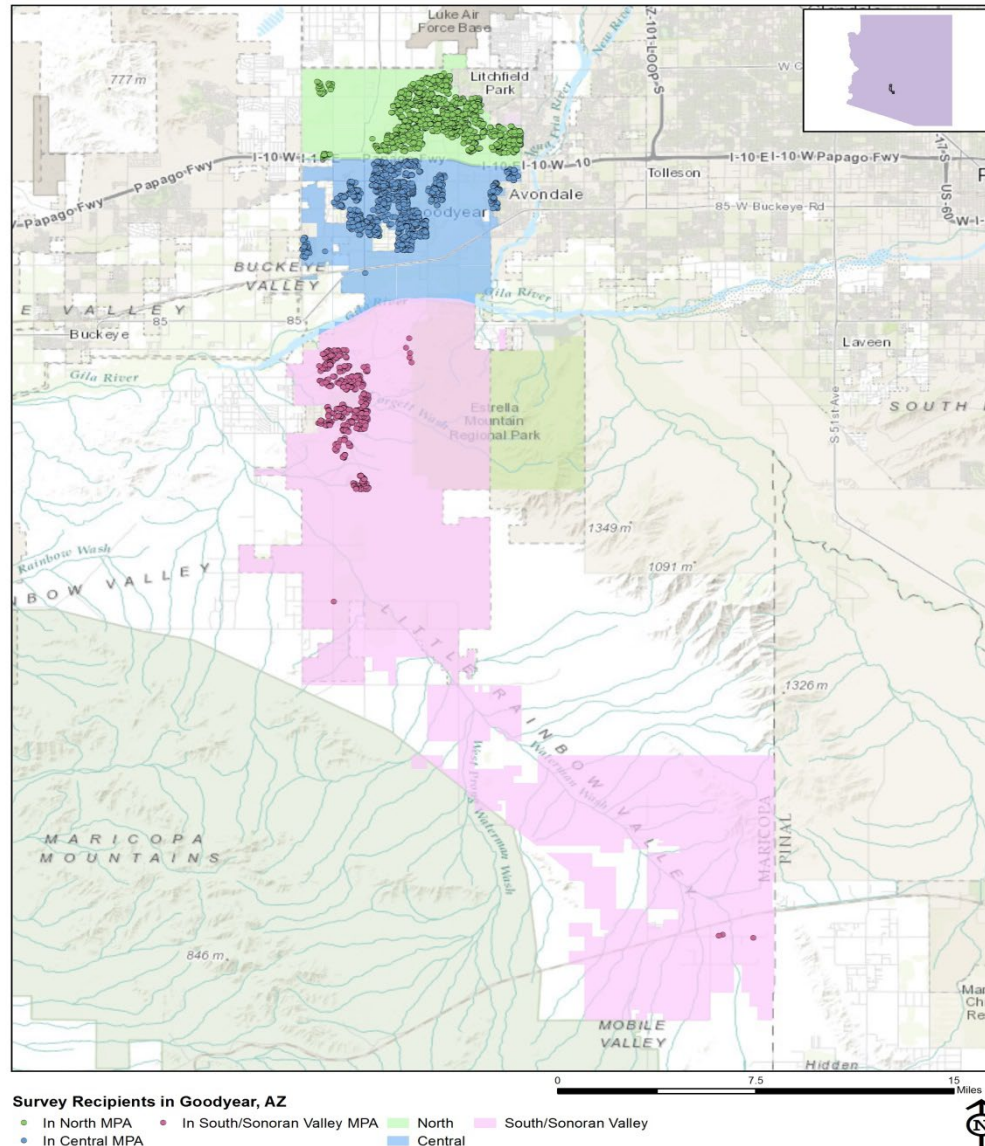
Presentation

Spanish

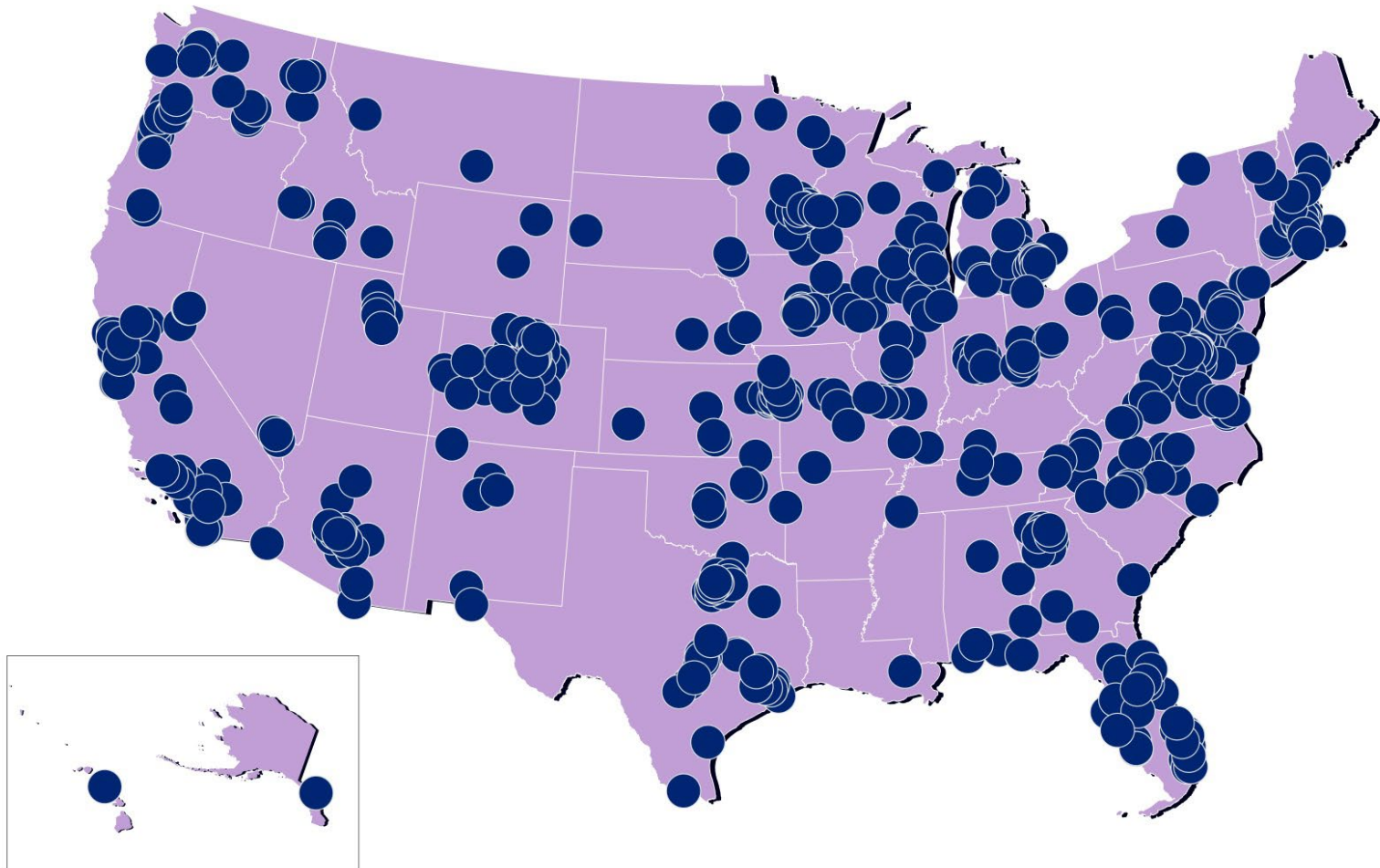
Geographic
comparisons

Demographic
comparisons

Map of Mail Sample



National Benchmark Comparisons



2015 National Benchmark Comparisons



2015 Ratings Compared to 2014

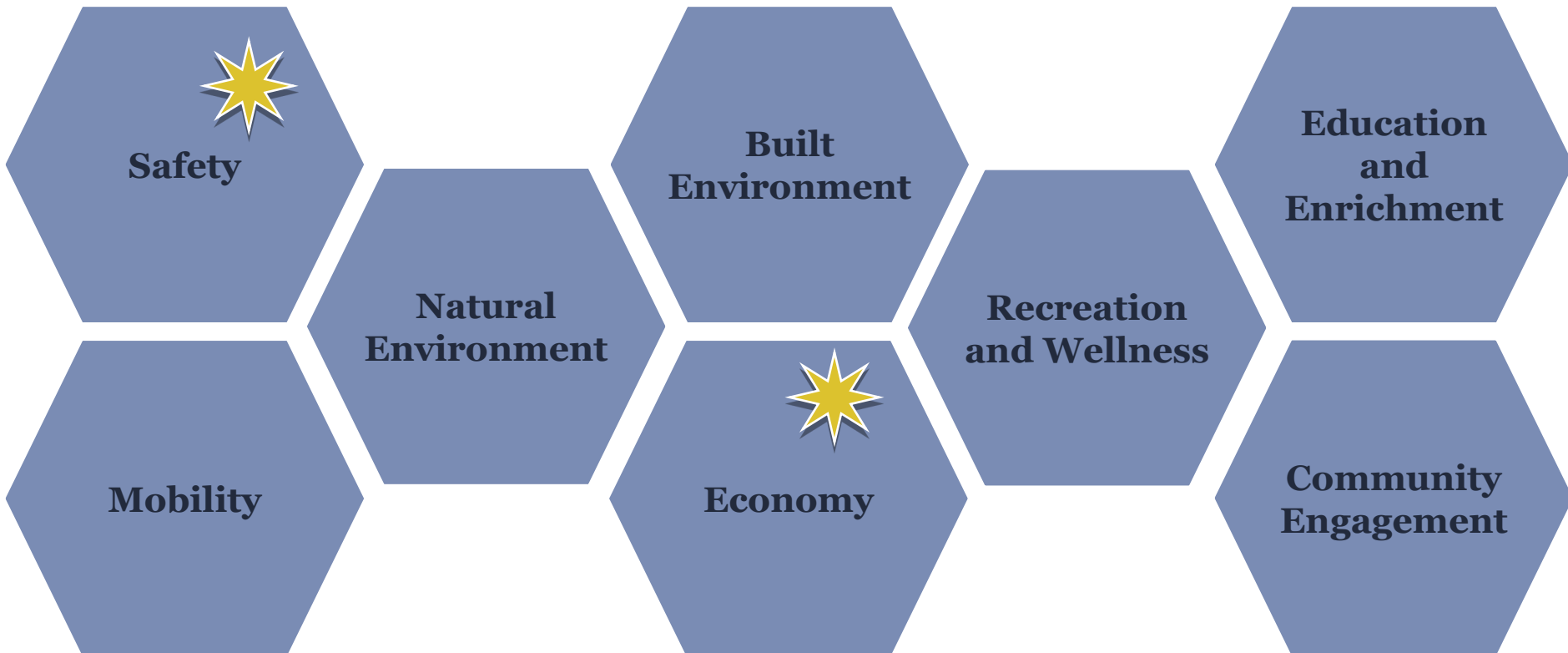


Key Focus Areas

Legend

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

★ Most important



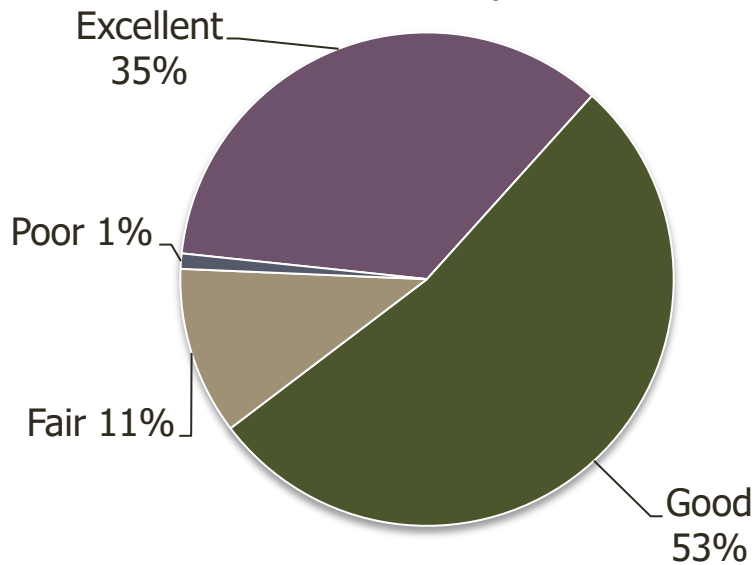
Key
Finding
#1

Quality of Life Remains High

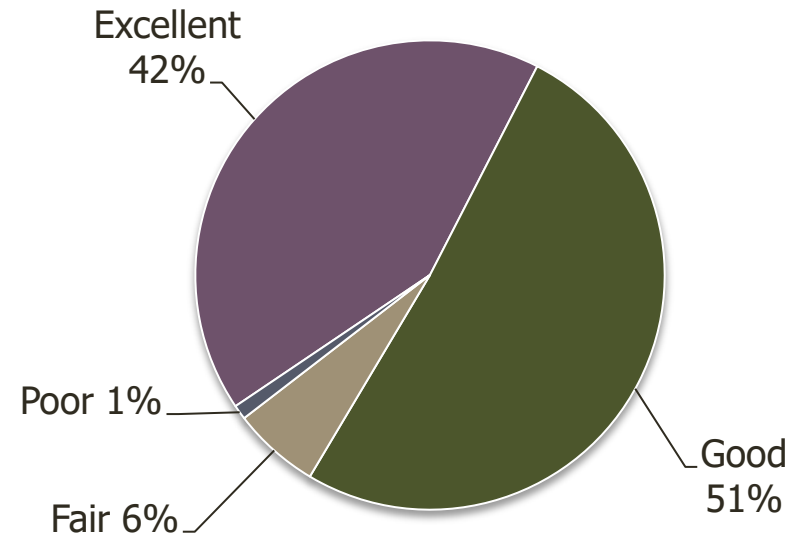


Overall Quality of Life Ratings

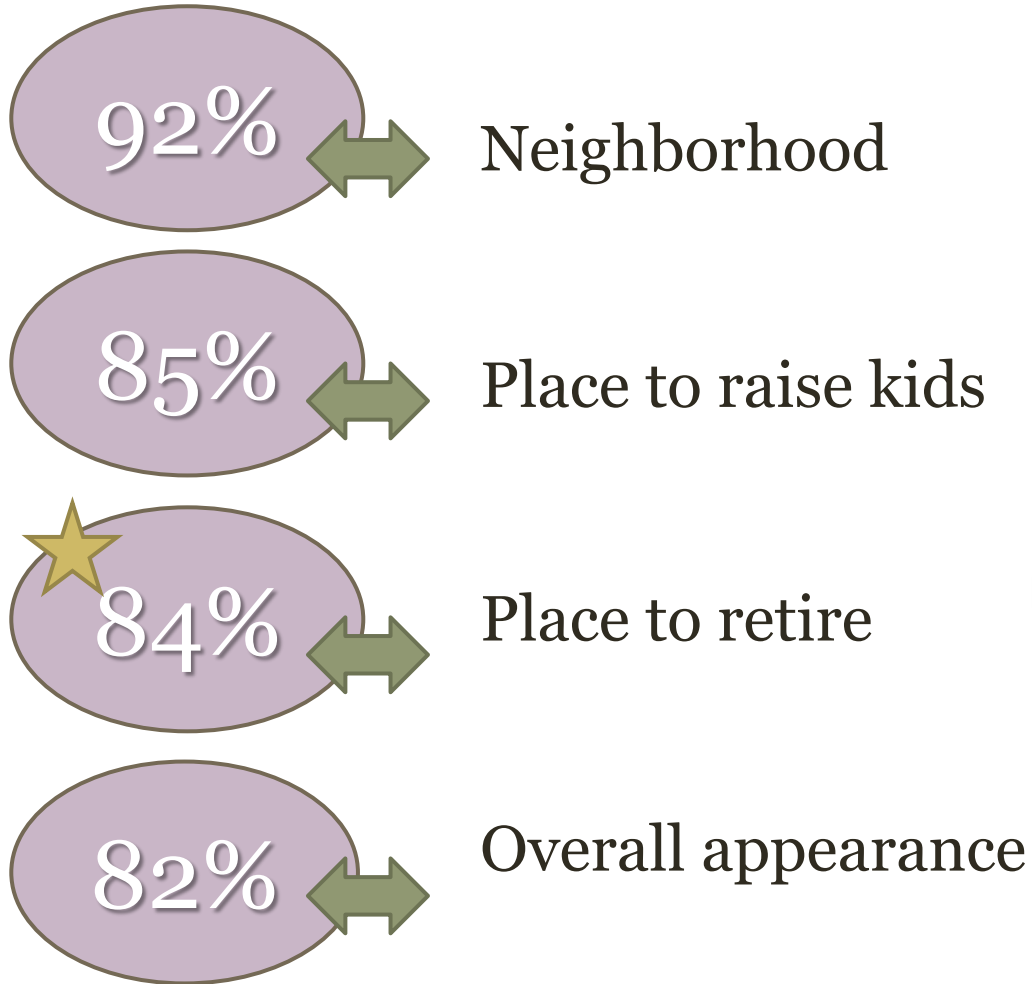
Overall Quality of Life in Goodyear



Goodyear as a Place to Live



Community Characteristics



★ Above benchmark

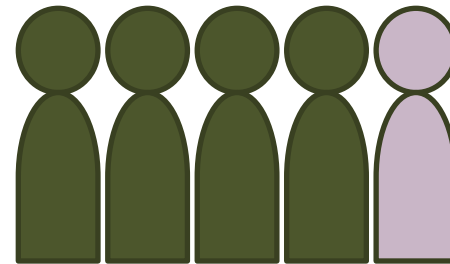
↔ Similar to 2014

Quality of Life

Recommend
Goodyear

Remain in
Goodyear

at least
4 in 5
very or somewhat likely

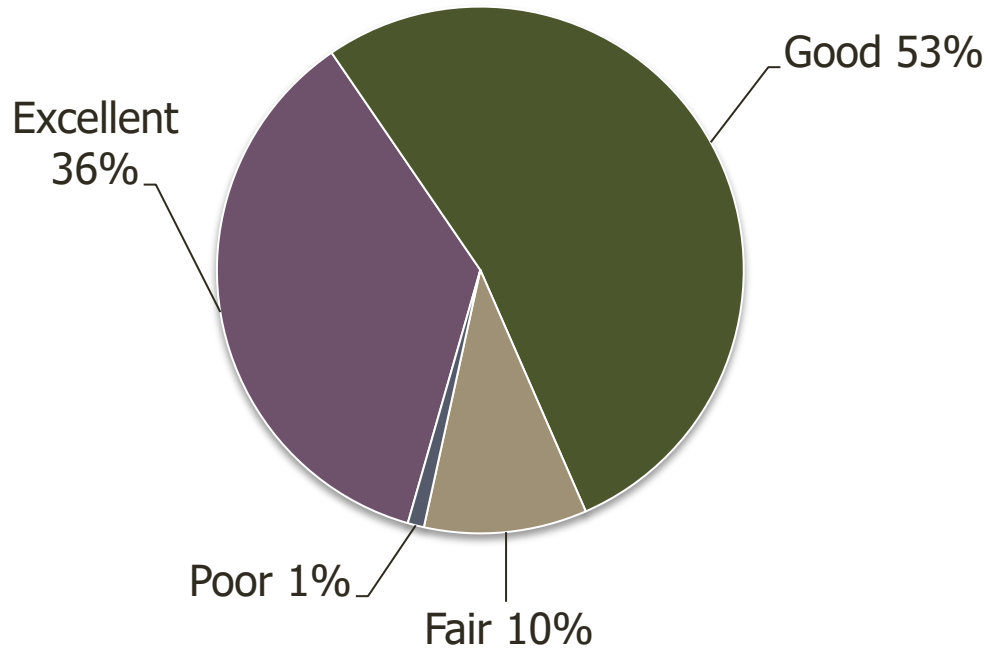


Key
Finding
#2

Safety is Top Priority



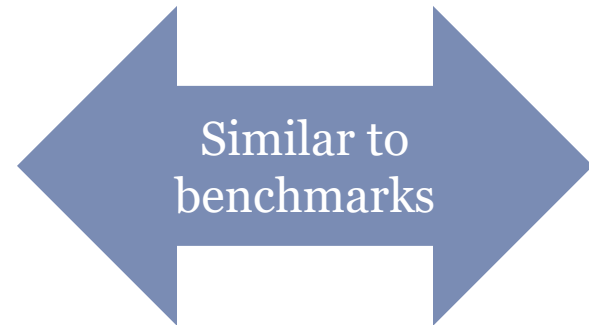
Overall Feeling of Safety



Feelings of Safety

9 in 10
felt safe:

- in neighborhoods
- In downtown/
commercial area



Safety Services

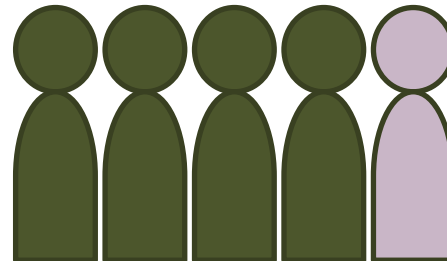
Fire

EMS

Police

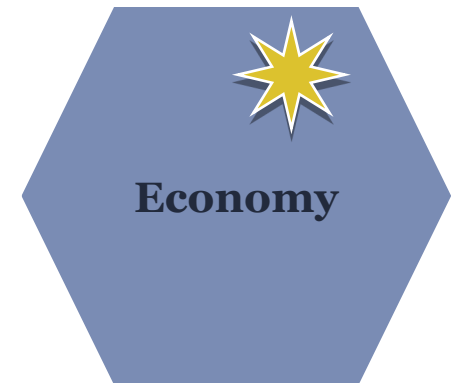
Crime prevention

At least
4 in 5
excellent or good

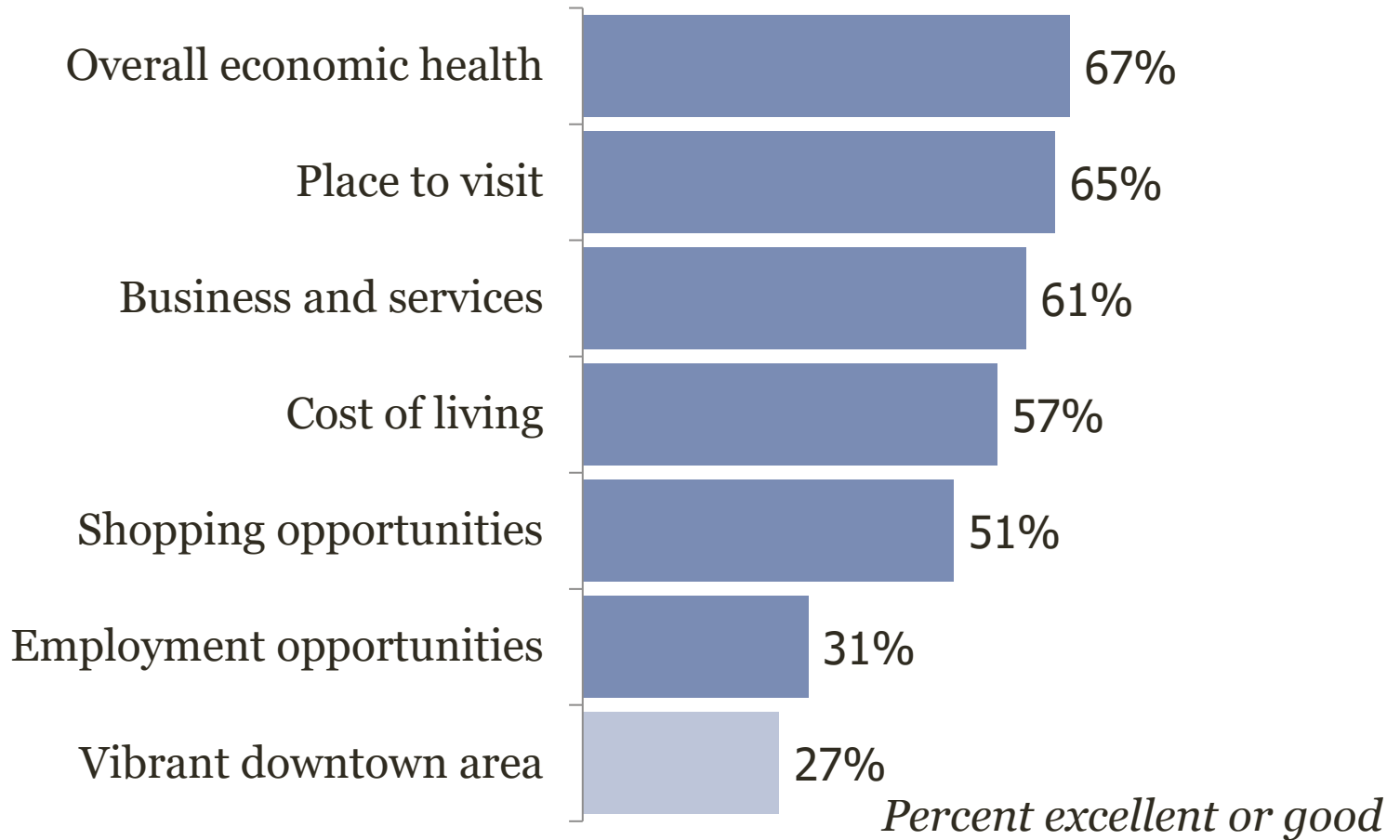


Key
Finding
#3

Economy is a Top Priority



Aspects of Economy

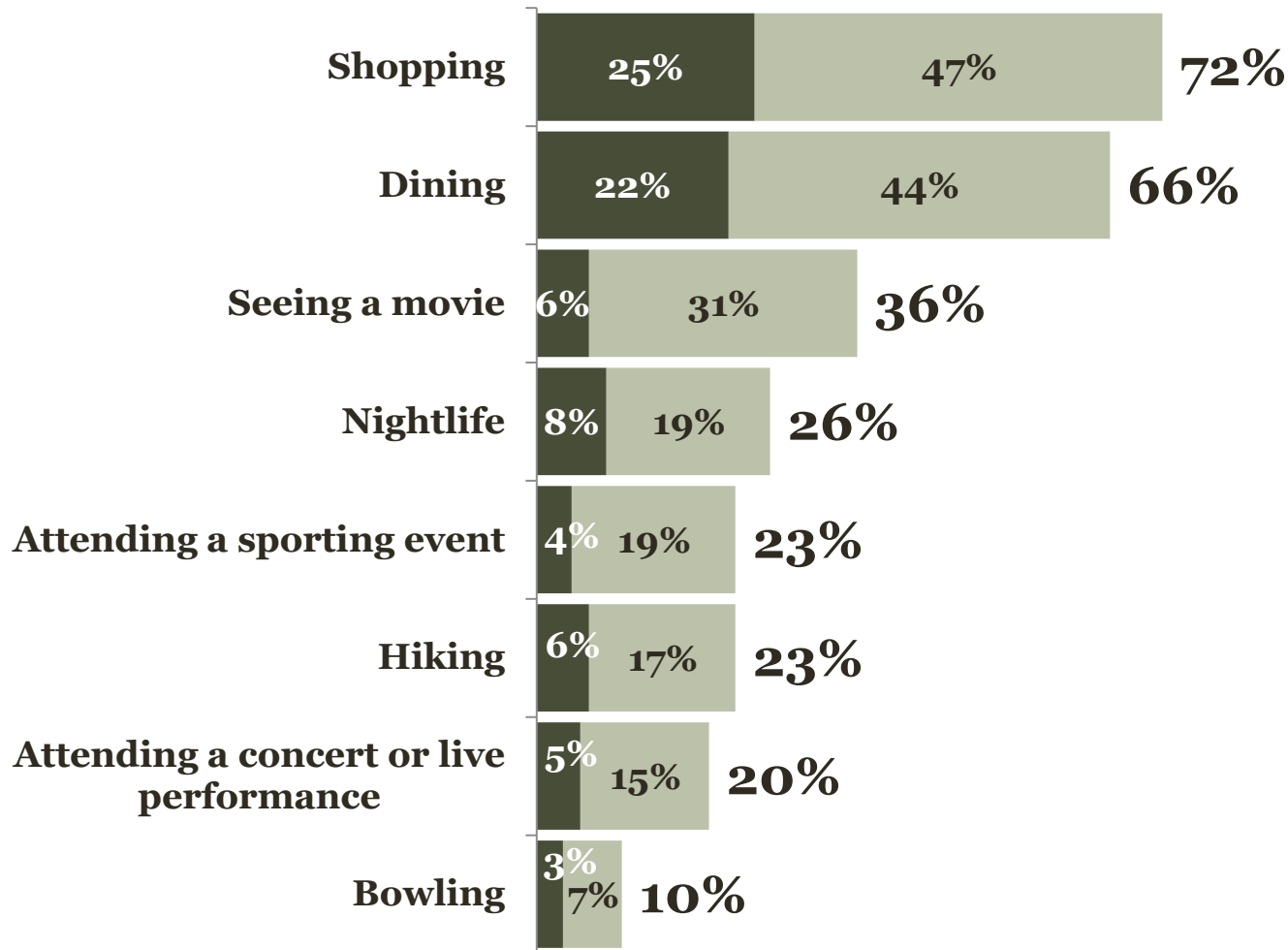


Comparison to national benchmark:

■ Higher ■ Similar ■ Lower

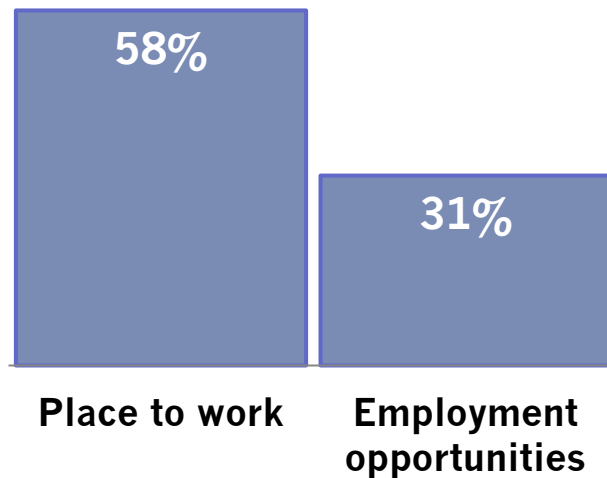
Travel out of Goodyear

■ 2 times a week or more ■ 2-4 times a month



Working in Goodyear

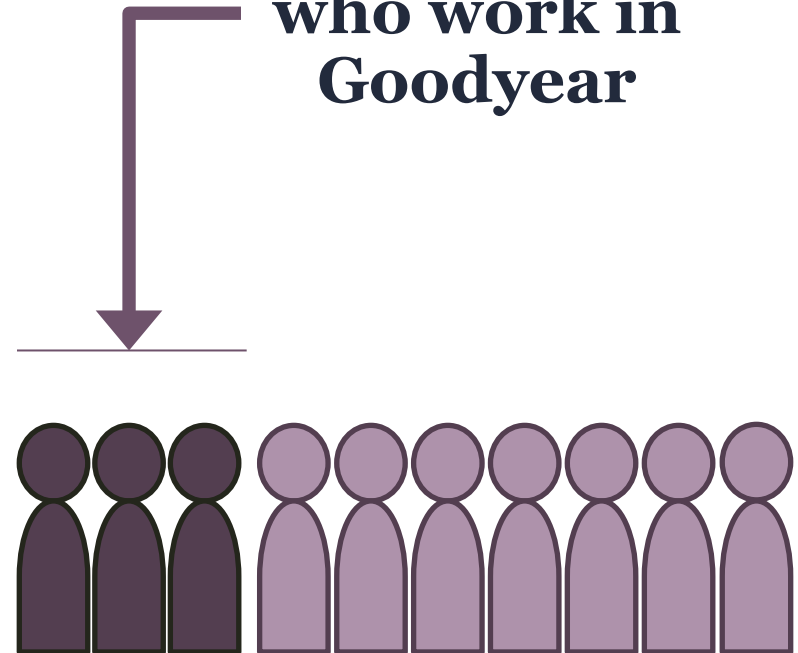
Percent rating excellent or good



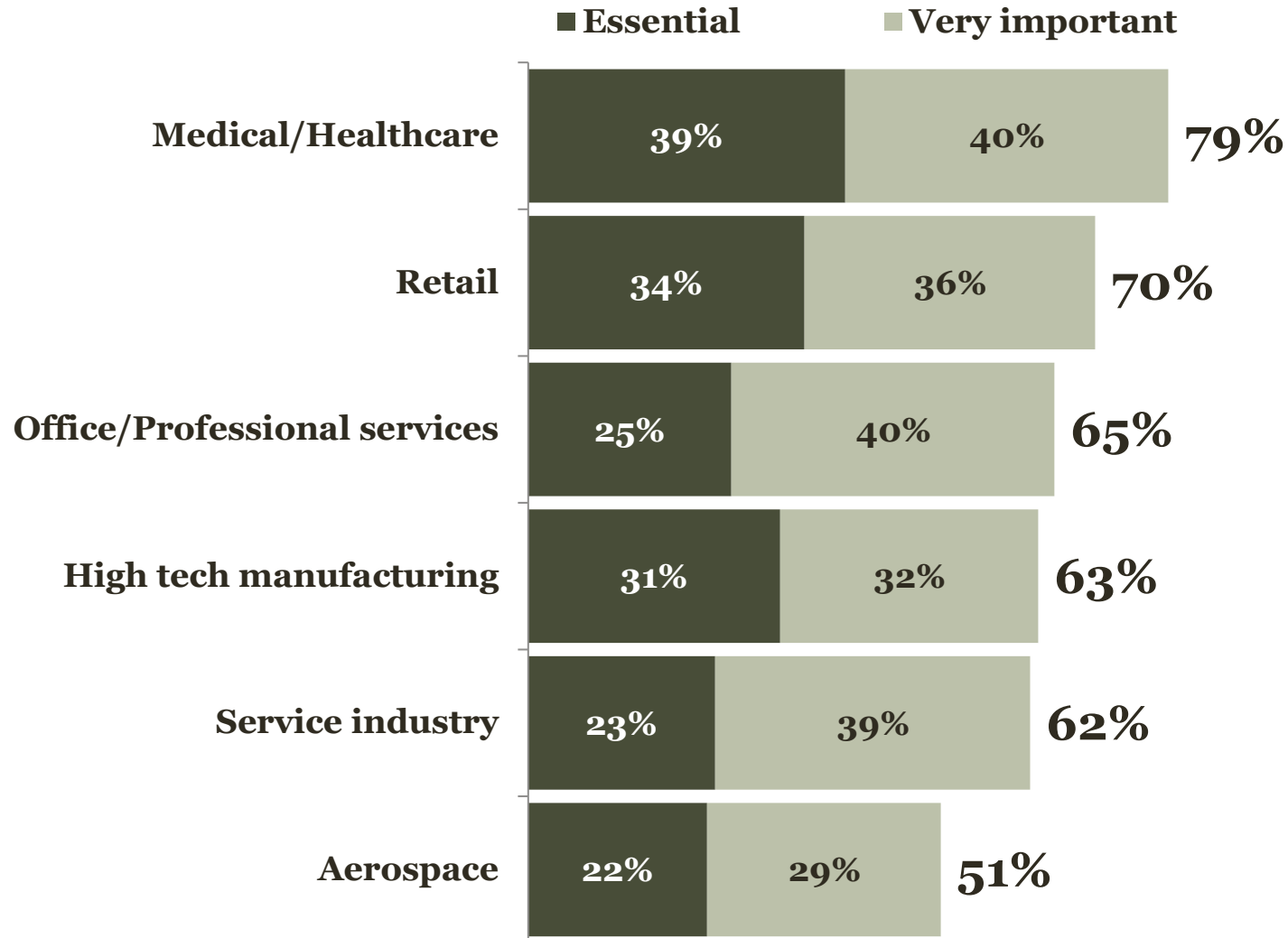
Comparison to national benchmark:

■ Higher ■ Similar ■ Lower

**Residents
who work in
Goodyear**

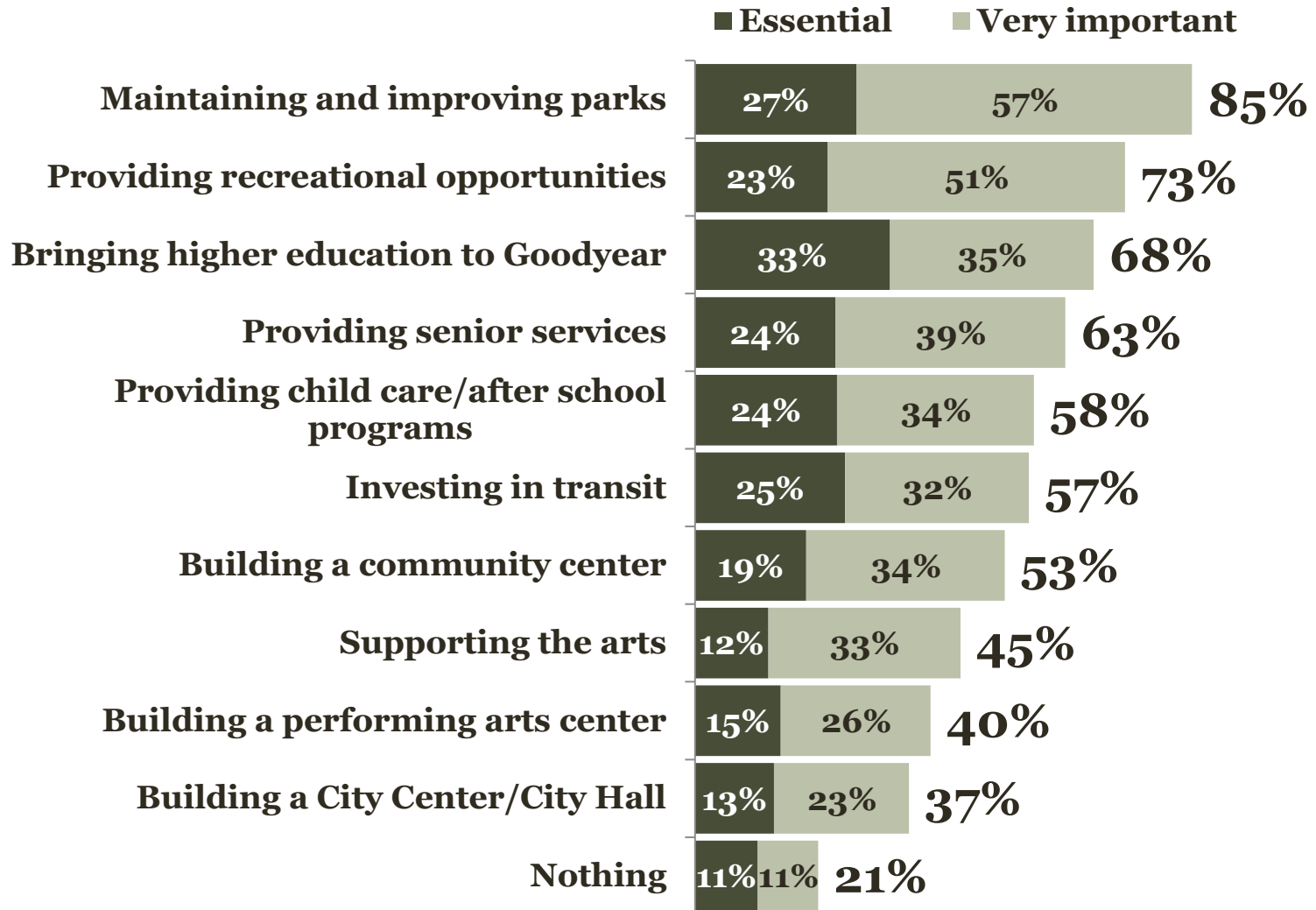


Types of Employers

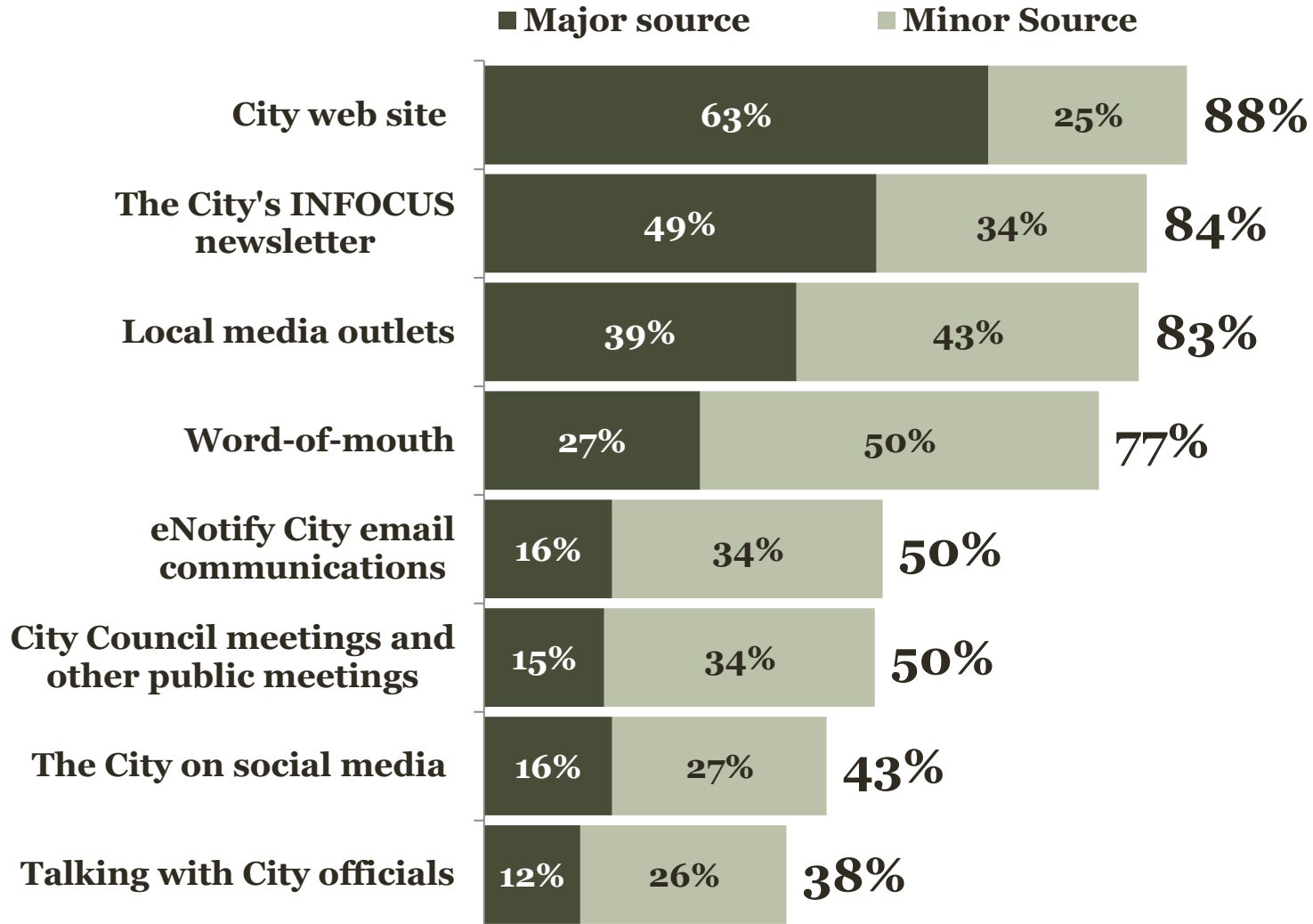


Special Topics

Importance of Funding Programs



Information Sources



Conclusions

- Quality of life remains very high
- Safety is solid and a top priority
- Economy is a top priority with room for improvement
- Parks and Recreation continue to be top funding priorities

Next Steps – The Good in Goodyear

- Marketing plan to promote positive results:
 - Social media
 - InFocus
 - Website
 - Utilizing #thegoodingoodyear



Goodyear's Pump Track #goodingoodyear

Questions?

THE NCSTM
The National Citizen SurveyTM

Thank you!

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