

THE NCS™

THE NATIONAL COMMUNITY SURVEY™

Goodyear, AZ

The National Community Survey™

2025 Results



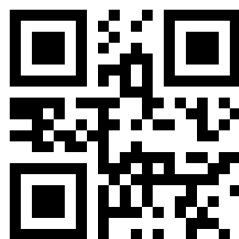


Civic Communication & Analytics Platform

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



Uses of Resident Surveys



**Measure
government
performance**



**Monitor trends
in resident
opinion**



**Benchmark
against other
communities**



**Inform budget,
land use,
strategic
planning
decisions**

The NCS™ Facets of Community Livability



THE NCS™

THE NATIONAL COMMUNITY SURVEY™

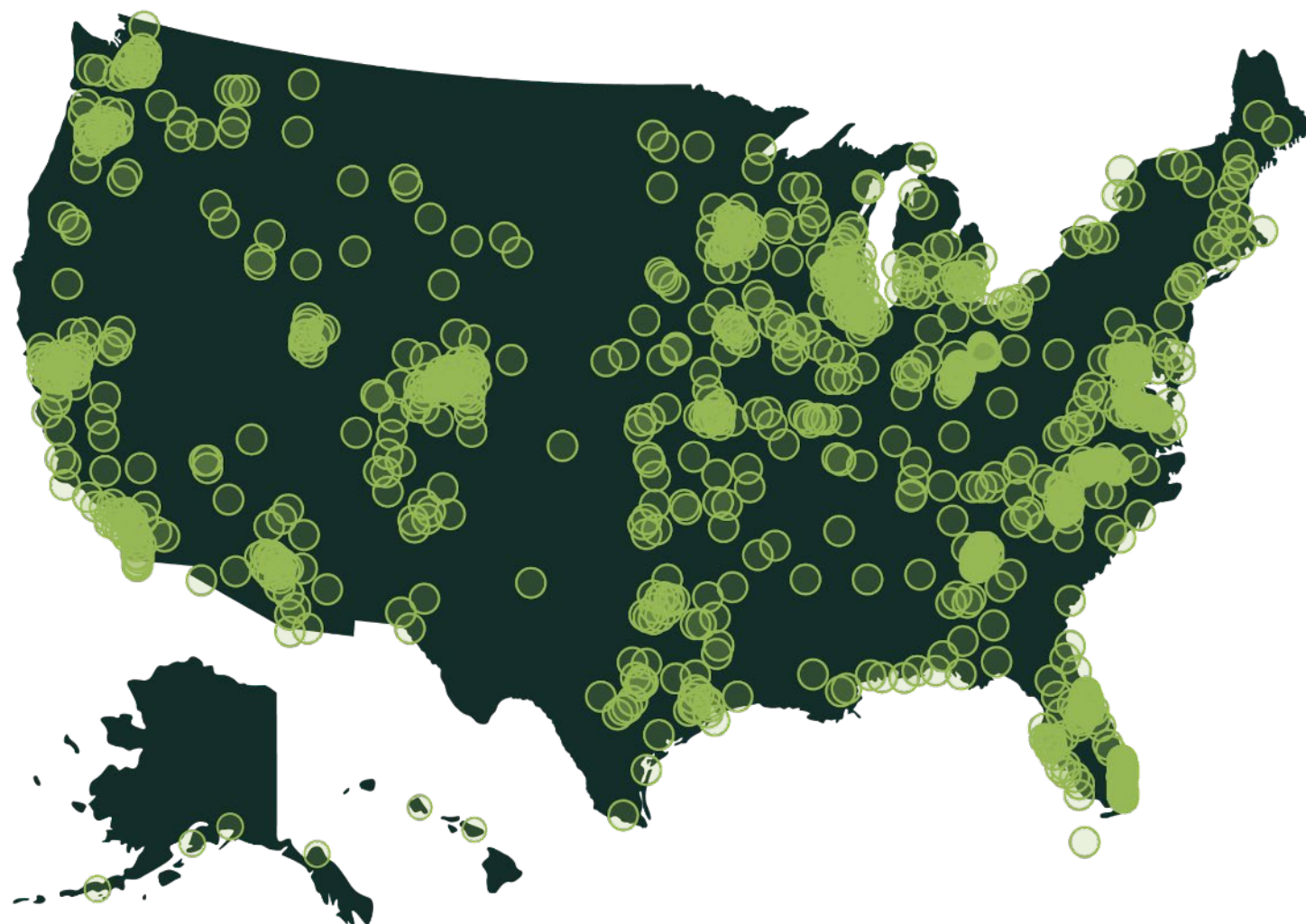
The National Community Survey™ in Goodyear



The NCS™ for Goodyear, AZ

- 6th time conducting The NCS (previous surveys in 2023, 2021, 2018, 2015, and 2014)
- Survey conducted from March 14, 2025 – April 25, 2025
- Mailing approach employed:
 - Probability-based sample of 4,000 randomly selected households
 - 415 total responses received
 - 11% overall response rate
 - Non-probability, open-participation survey: 328 responses
- Results statistically weighted to reflect Goodyear overall
- 95% confidence interval with a +/- 4.8% margin of error

Polco's Benchmarking Database



More than
500
comparison
communities
across the
nation.

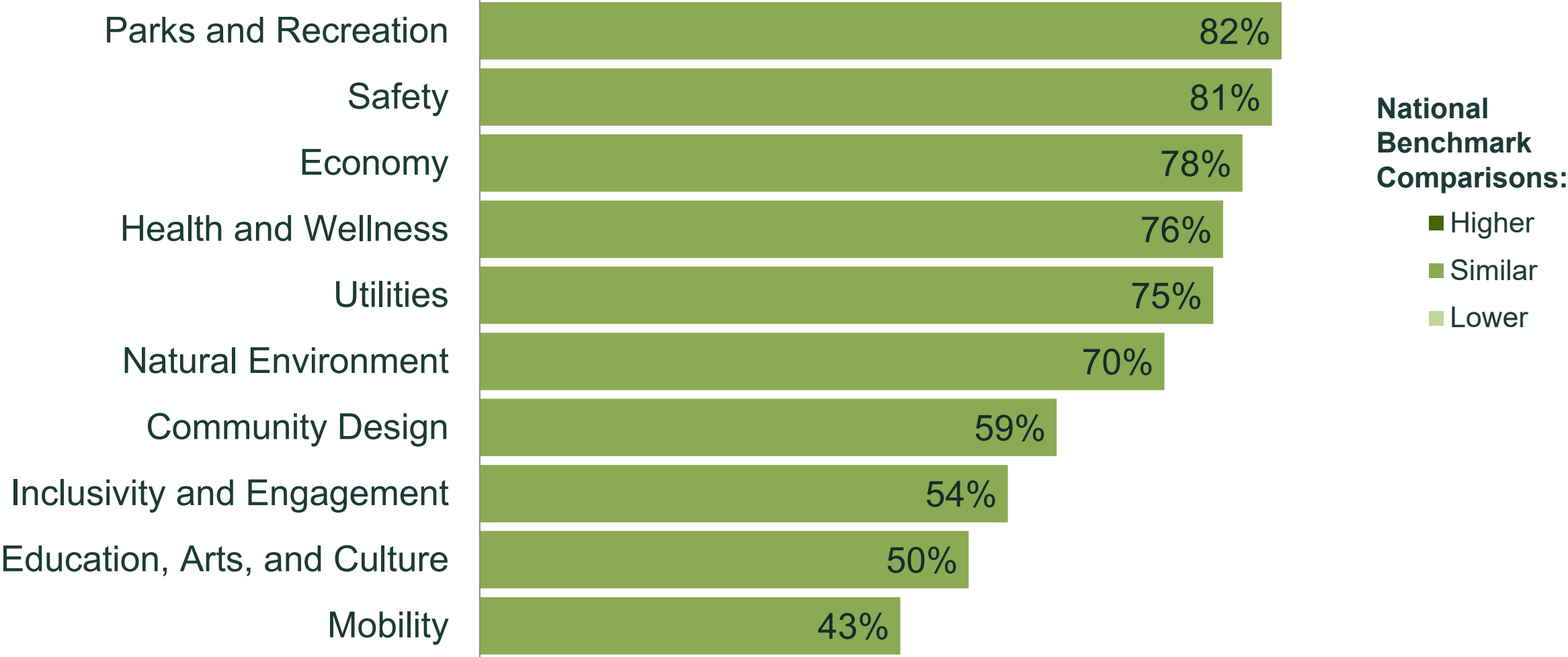
Representing
the opinions
of more than
50 million
residents.



Overview of Survey Results



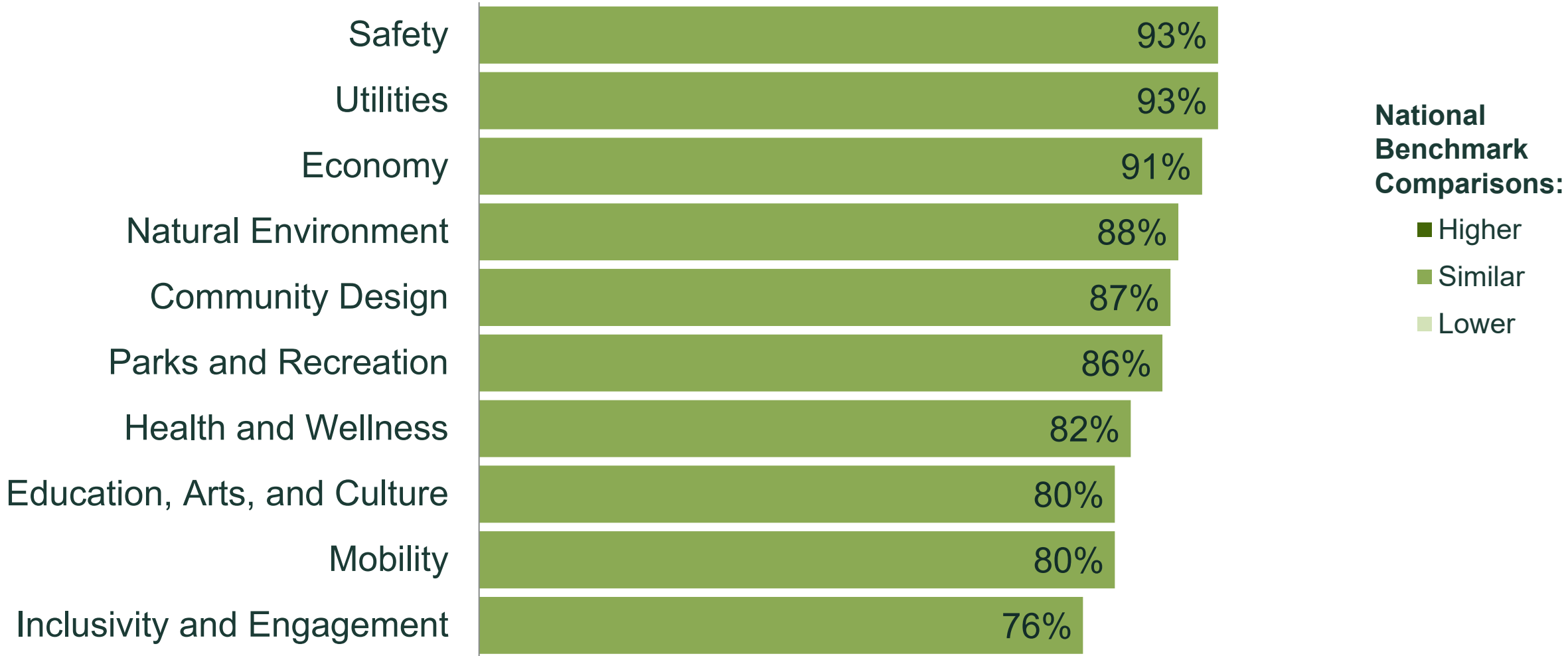
Facets of Community Livability: Quality



Percent excellent or good



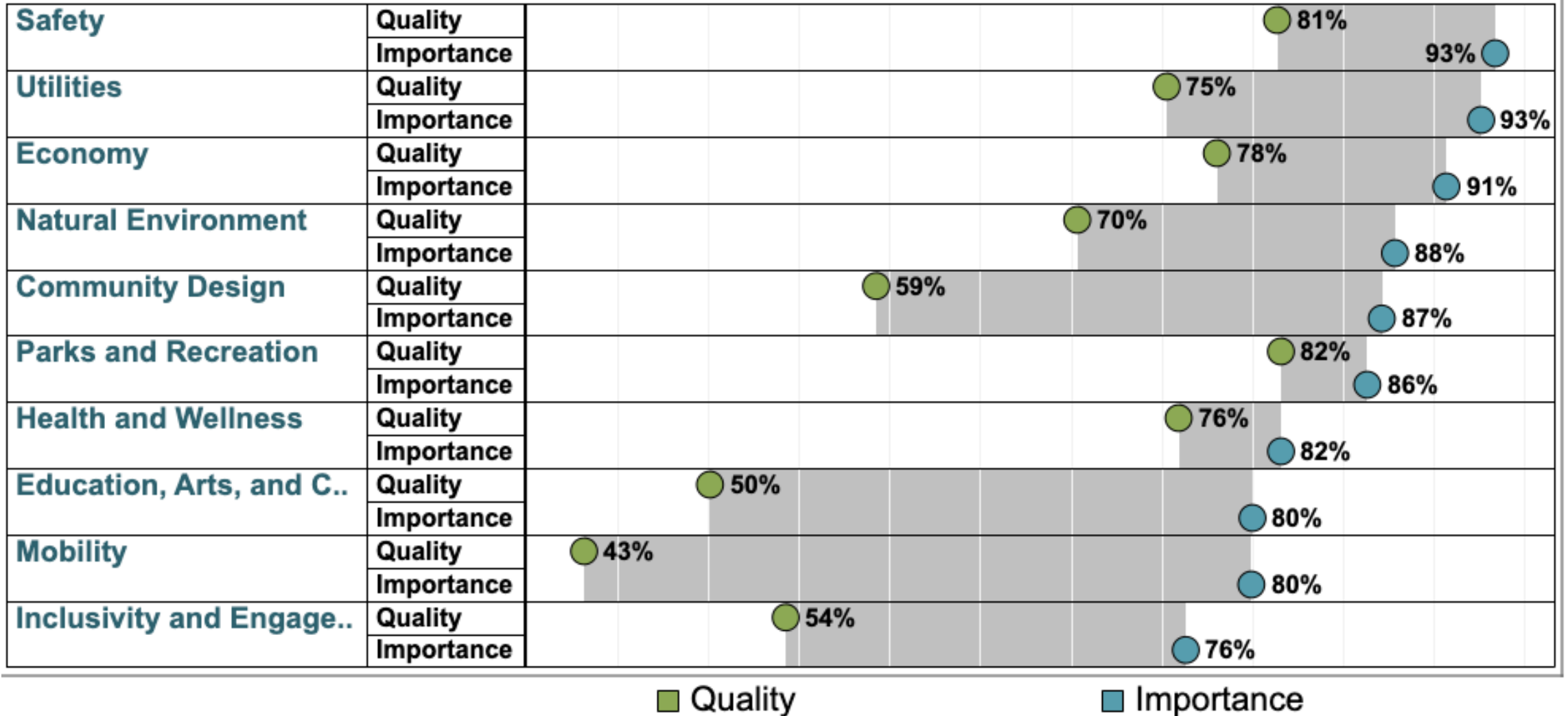
Facets of Community Livability: Importance



Percent essential or very important



Balancing Quality and Importance





Comparisons to National Benchmarks

18 received **higher** ratings

101 received **similar** ratings

2 received **lower** ratings





Comparisons to Previous Survey (2023)



11 received **higher** ratings

104 received **similar** ratings

6 received **lower** ratings





Key Findings





Most residents
experience a
high quality of
life in
Goodyear.

1



Overall Community Quality



About

9 in 10

residents gave **excellent** or **good** ratings to:

- Goodyear as a place to live
- Goodyear as a place to raise children
- The overall quality of life in Goodyear

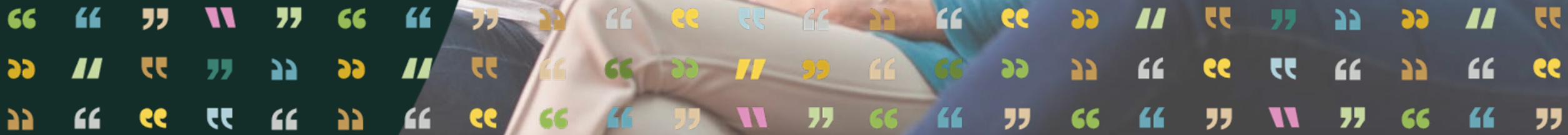
9 in 10 residents

- Plan to remain in Goodyear for the next five years
- Would recommend living in Goodyear to someone who asked



Residents
appreciate
many aspects
of the City's
leadership and
governance.

2



Governance in Goodyear



Please rate the following categories of Goodyear government performance.

National
Benchmark
Comparison

- Higher
- Similar
- Lower

Treating residents with respect



Treating all residents fairly



Generally acting in the
best interest of the community



Overall confidence in
Goodyear government



Being honest



Being open and transparent
to the public



Informing residents about issues
facing the community



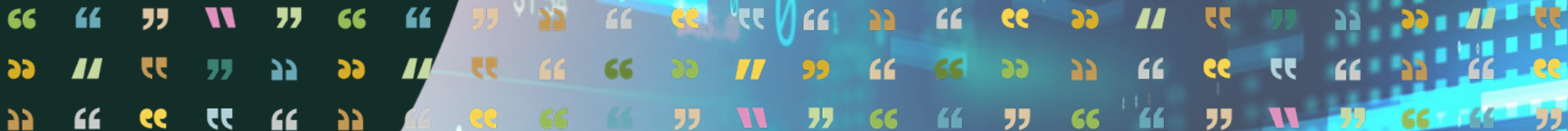
Trends over Time: Increasing/Decreasing Significantly

Percent excellent or good



Most residents
feel
Goodyear's
economy is a
strength.

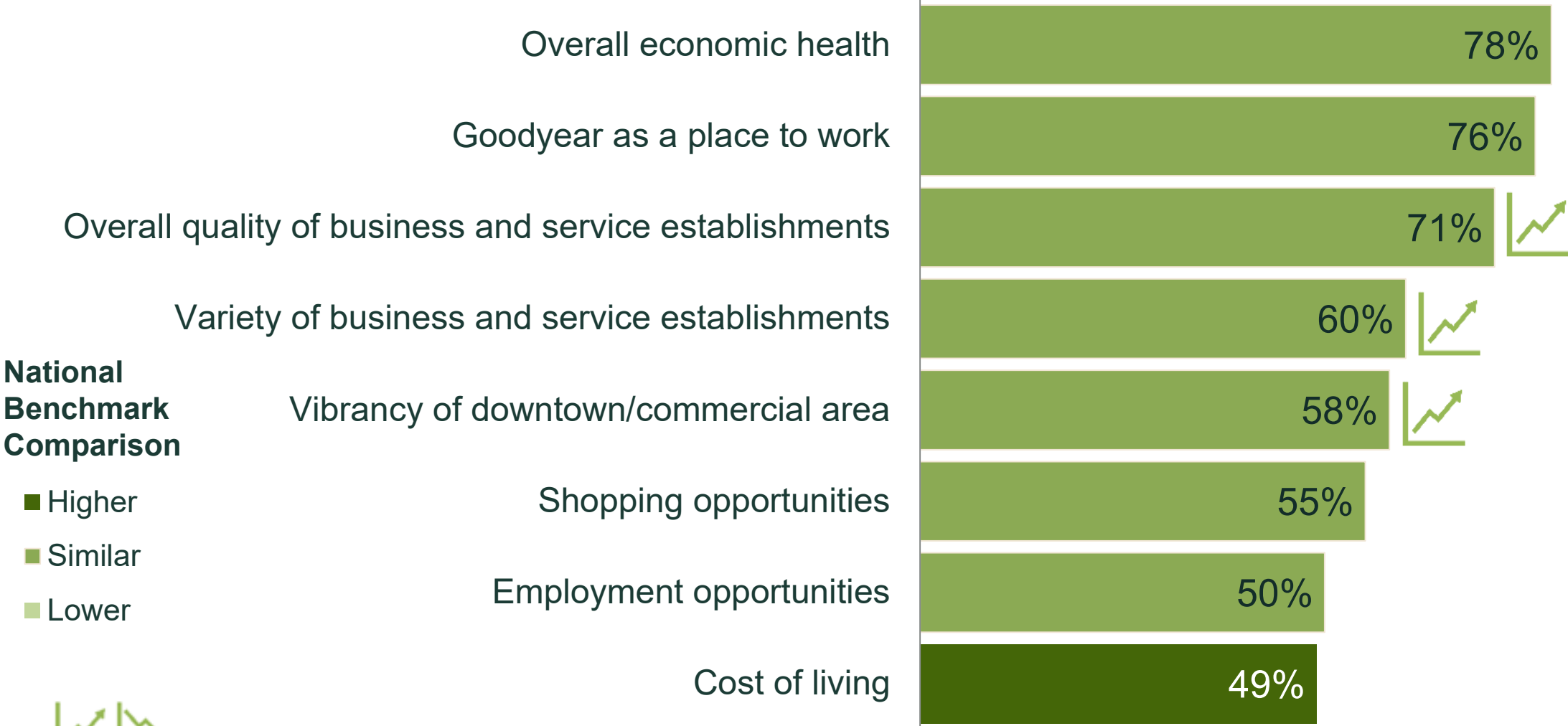
3



Economy in Goodyear



Please rate each of the following aspects in Goodyear:



Trends over Time: Increasing/Decreasing Significantly

Percent excellent or good



Community
design and
housing
availability may
be an area of
opportunity for
the City.

4



Community Design in Goodyear

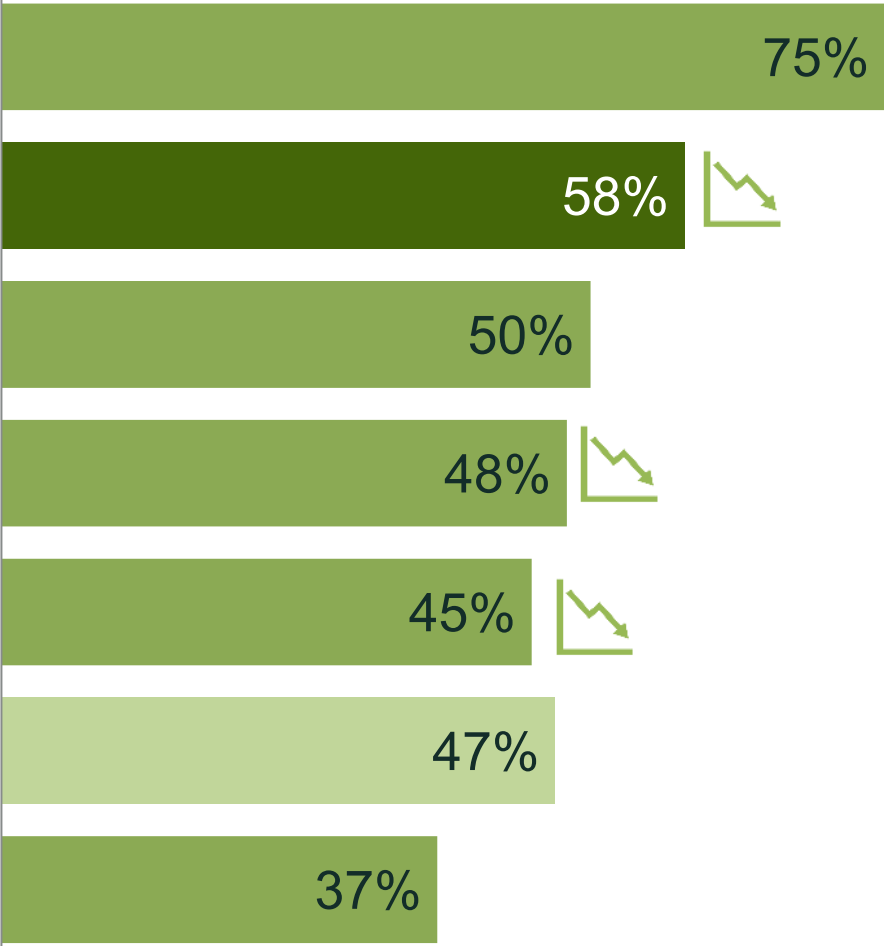


Please rate each of the following in the Goodyear community:

National
Benchmark
Comparison

- Higher
- Similar
- Lower

- Overall appearance
- Variety of housing options
- Well-planned commercial growth
- Well-planned residential growth
- Land use, planning and zoning
- Preservation of the historical or cultural character of the community
- Availability of affordable quality housing



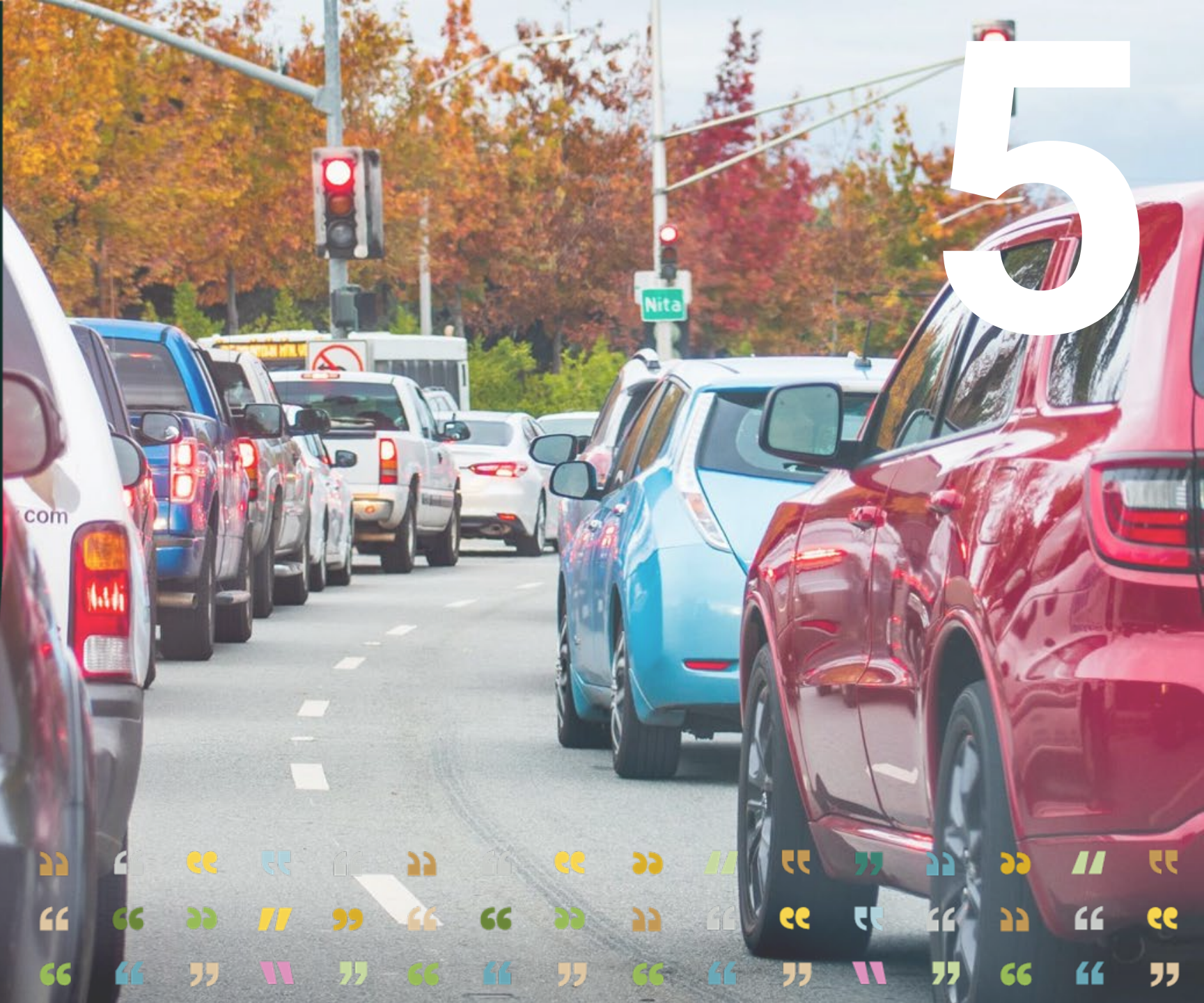
Trends over Time: Increasing/Decreasing Significantly

Percent excellent or good



Residents
consider mobility
a priority and
praise the road
repair and
sidewalk
maintenance
services.

5



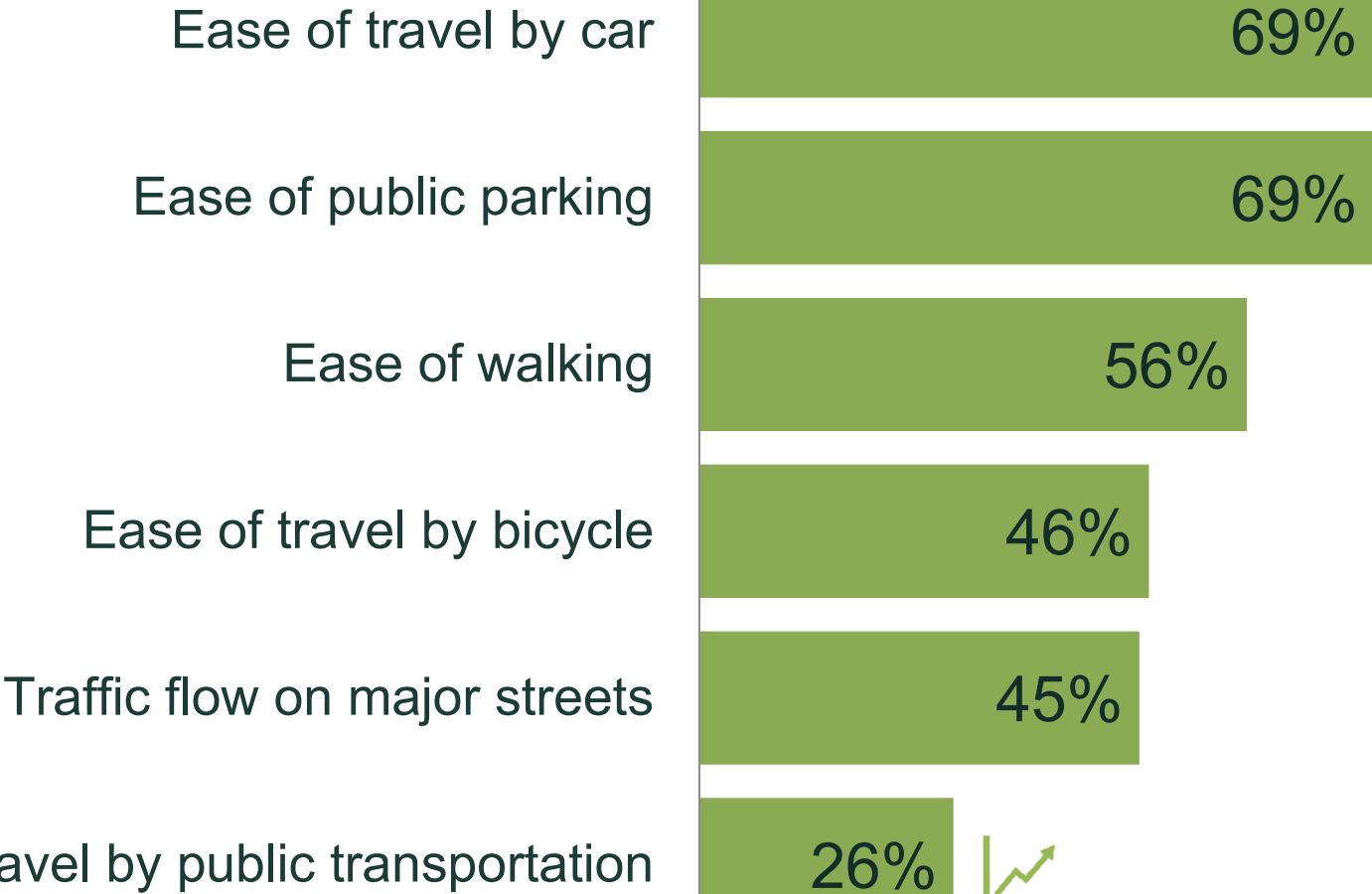
Mobility in Goodyear



Please rate each of the following in the Goodyear community:

National
Benchmark
Comparison

- Higher
- Similar
- Lower



Trends over Time: Increasing/Decreasing Significantly

Percent excellent or good

Mobility Services in Goodyear



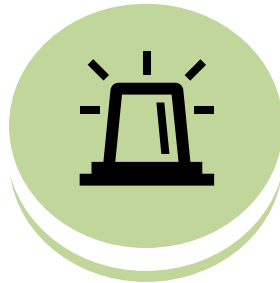
79%

Street
cleaning



68%

Street
Repair



60%

Traffic
enforcement



47%

Traffic
signal
timing



41%

Bus or
transit
services



Higher/Lower than National Benchmark



Trends over Time: Increasing/Decreasing Significantly

Percent excellent or good



Additional Special Topics

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

	Major <u>source</u>	Minor <u>source</u>	Not a <u>source</u>
City website (www.goodyearaz.gov)	1	2	3
Local media outlets (newspaper, radio, local television)	1	2	3
InFocus monthly magazine	1	2	3
City Council meetings and other public meetings	1	2	3
City email communications (Good Neighbor Alert, Parks & Recreation newsletter)	1	2	3
City communications via social media (Facebook, X (formerly Twitter), Instagram, YouTube, Nextdoor)	1	2	3
Word of mouth	1	2	3
Direct mailings (postcards and flyers)	1	2	3
Utility bill inserts	1	2	3
Interactions with City staff (in person, phone, email, or web)	1	2	3

14. How important, if at all, do you think it is for the community to invest additional resources in the following areas?

	Extremely <u>important</u>	Very <u>important</u>	Somewhat <u>important</u>	Not at all <u>important</u>
Additional bus routes	1	2	3	4
Extended bus service hours or increased frequency	1	2	3	4
Expanded service area for microtransit (WeRIDE)	1	2	3	4
Extended hours for microtransit (WeRIDE)	1	2	3	4

15. How satisfied are you with the following aspects of bike and pedestrian infrastructure in your community?

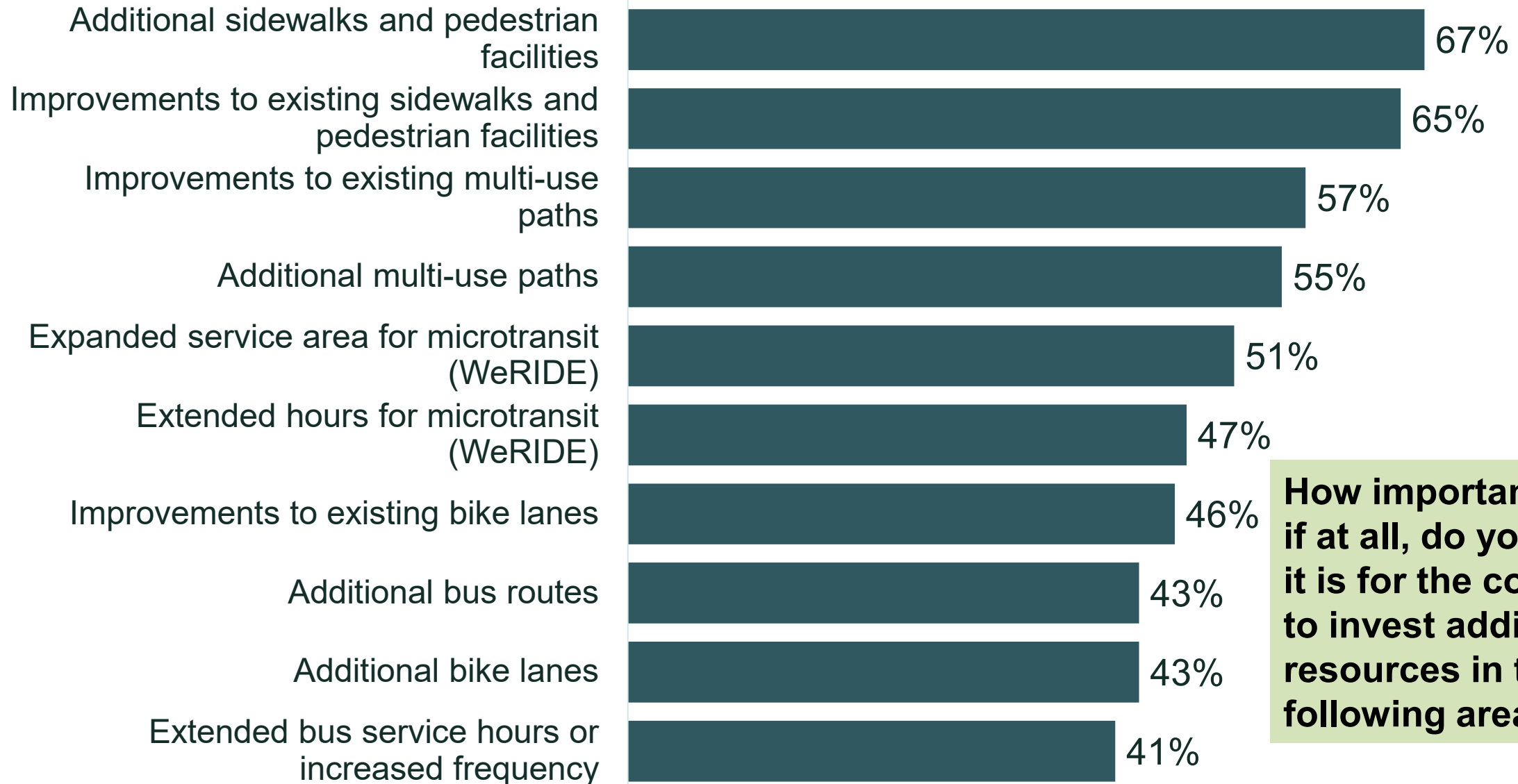
	Very <u>satisfied</u>	Somewhat <u>satisfied</u>	Somewhat <u>dissatisfied</u>	Very <u>dissatisfied</u>
Access to bike lanes	1	2	3	4
Access to sidewalks	1	2	3	4
Access to multi-use trails	1	2	3	4

16. How important, if at all, do you think it is for the community to invest additional resources in the following areas?

	Extremely <u>important</u>	Very <u>important</u>	Somewhat <u>important</u>	Not at all <u>important</u>
Additional bike lanes	1	2	3	4
Additional sidewalks and pedestrian facilities	1	2	3	4
Additional multi-use paths	1	2	3	4
Improvements to existing bike lanes	1	2	3	4
Improvements to existing sidewalks and pedestrian facilities	1	2	3	4
Improvements to existing multi-use paths	1	2	3	4



Additional Resource Allocations for Bike, Ped and Bus



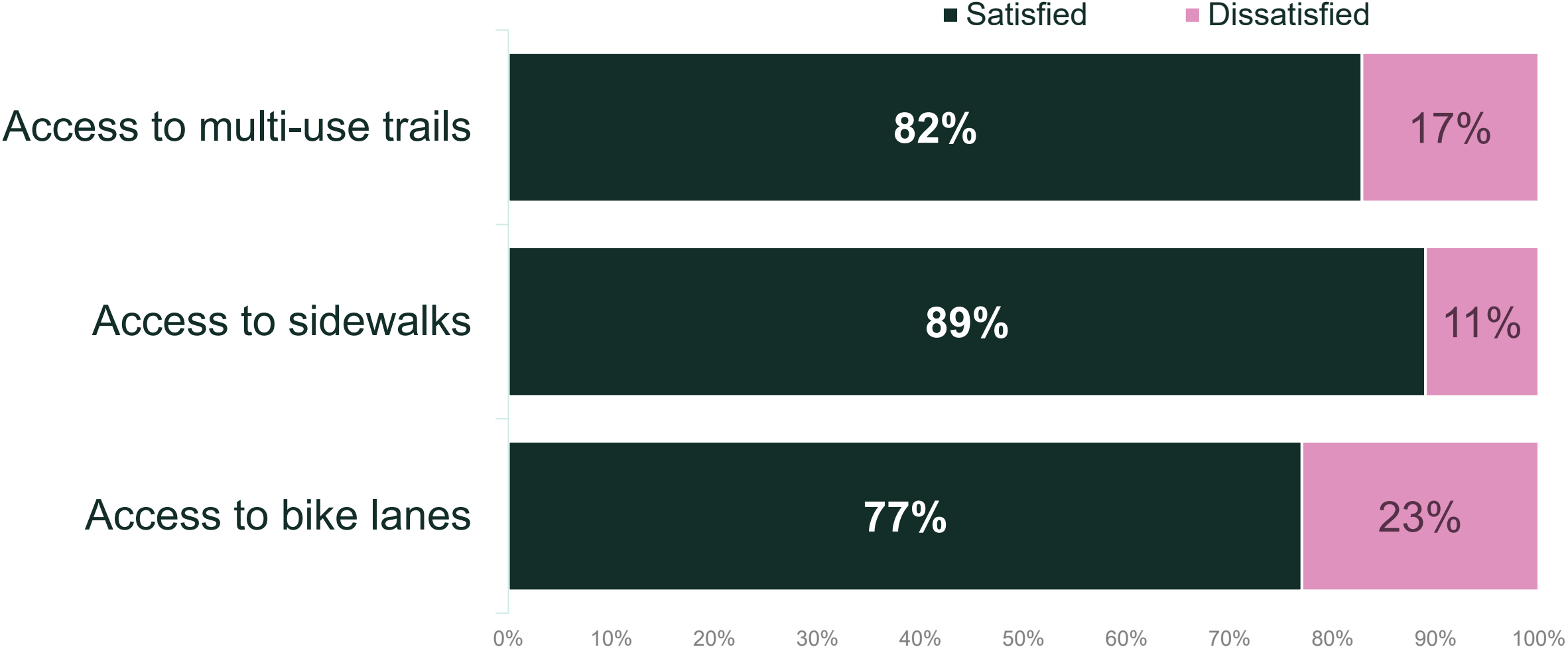
Percent Extremely or Very Important

How important, if at all, do you think it is for the community to invest additional resources in the following areas?

Bike and Pedestrian Infrastructure



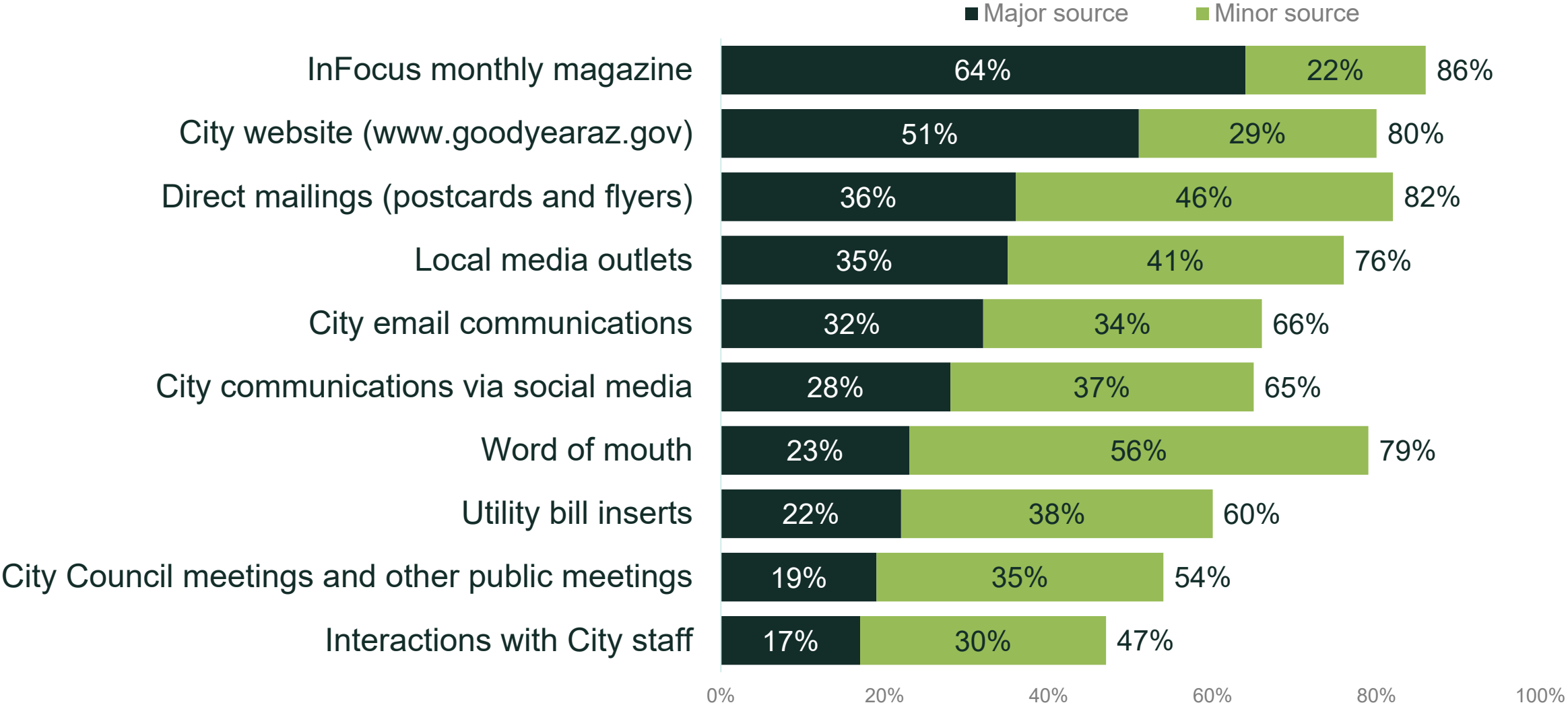
How satisfied are you with the following aspects of bike and pedestrian infrastructure in your community?



Sources of Information



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





Summary of Conclusions

1. Most residents experience a high quality of life in Goodyear.
2. Residents appreciate many aspects of the City's leadership and governance.
3. Most residents feel Goodyear's economy is a strength.
4. Community design and housing availability may be an area of opportunity for the City.
5. Residents consider mobility a priority and praise the road repair and sidewalk maintenance services.



Questions?

Thank you!

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