



Polco



National Research Center

THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

**Results for
Glendale, AZ
2023 National
Community SurveyTM**





Civic Communication & Analytics Platform

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



Advanced Survey Science & Performance Analytics

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

Questions about our product?

Visit www.polco.us to learn more

Exclusive partners of:

ICMA

NLC NATIONAL
LEAGUE
OF CITIES

Role of Resident Surveys in Local Governance



**Monitor trends in
resident opinion**



**Measure government
performance**



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



**Benchmarking
to other
communities**

Facets of Community Livability



THE NCSTM
THE NATIONAL COMMUNITY SURVEYTM

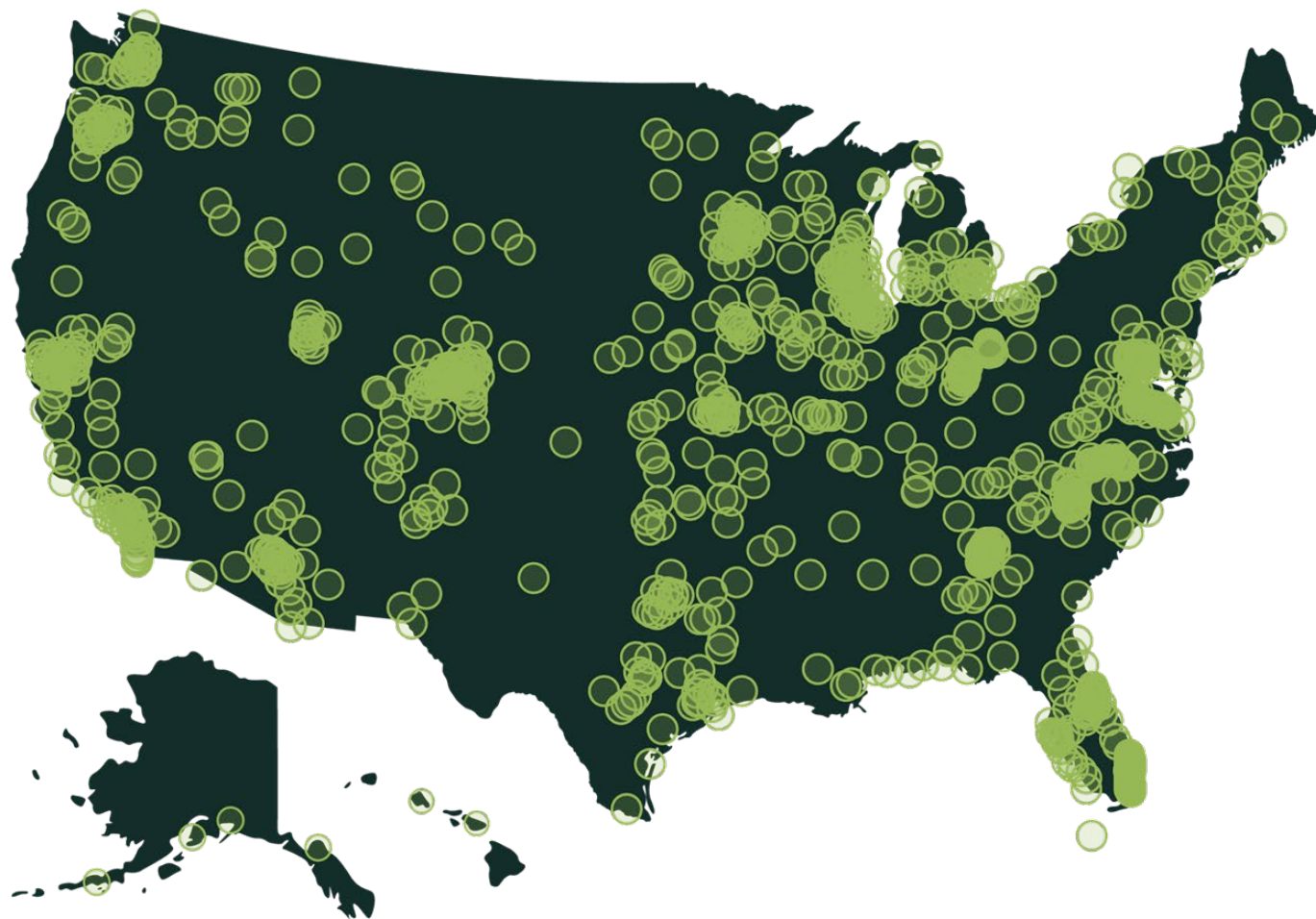
The National Community Survey™ in Glendale



The NCS™ for Glendale, AZ

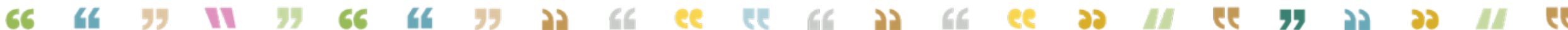
- First time conducting The NCS
- Survey conducted from January 9, 2023 – February 20, 2023
- Mailing approach employed:
 - Probability-based sample of 5,000 randomly selected households
 - 375 total responses received
 - 8% overall response rate
- Non-probability, open-participation survey: 130 responses
- Results statistically weighted to reflect Glendale overall
- 95% confidence interval with a +/- 5% margin of error

Polco's Benchmarking Database



More than **500**
comparison communities
across the nation.

Representing the opinions
of more than **50 million**
residents.





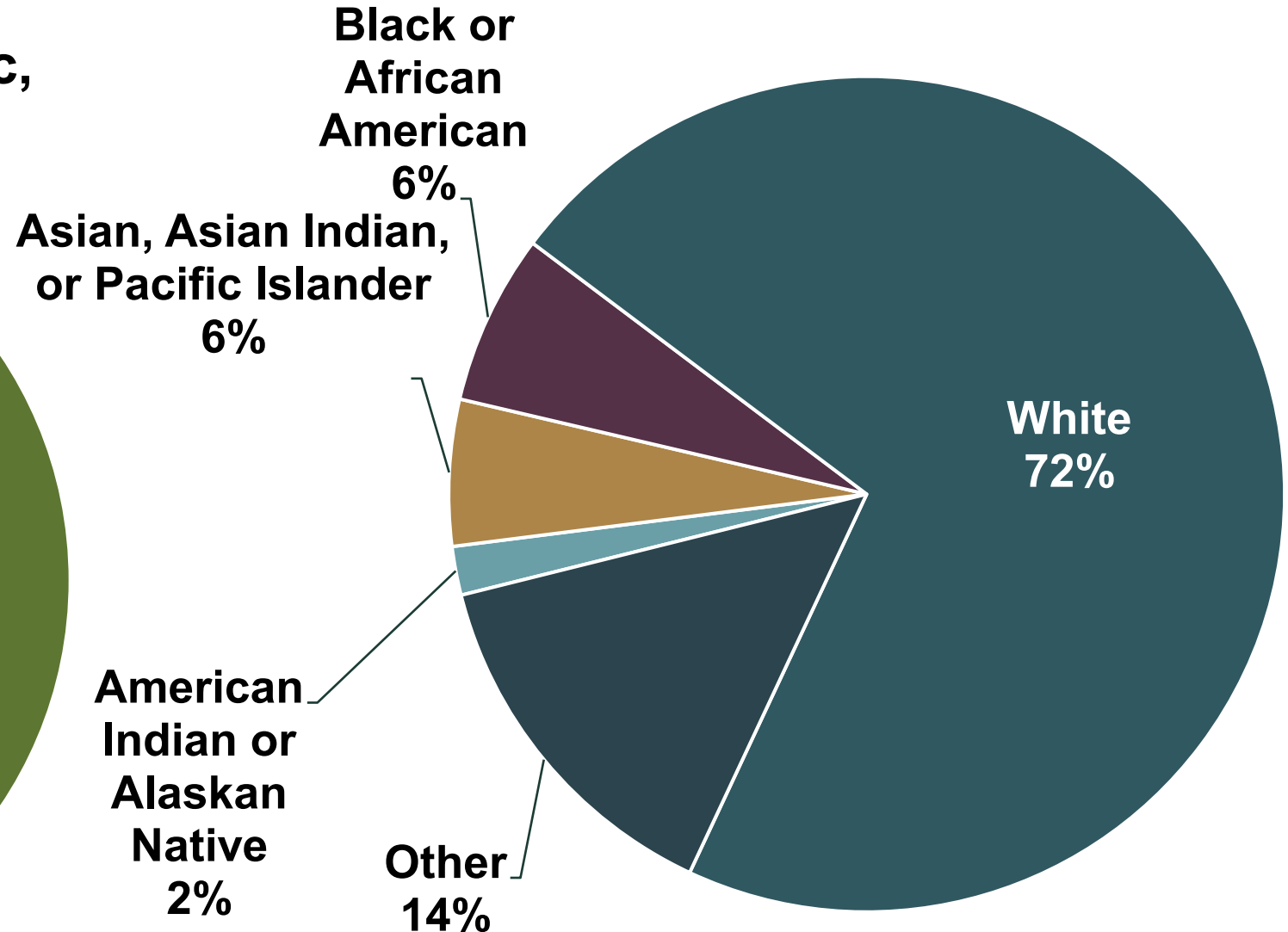
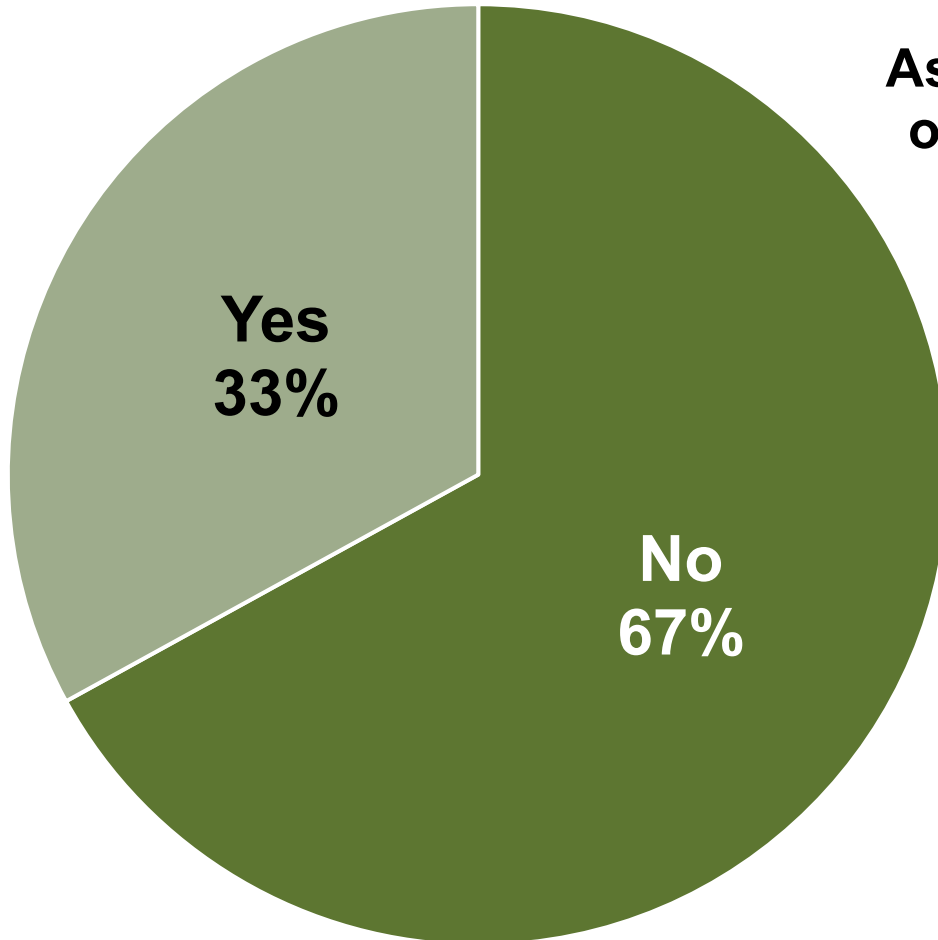
Overview of Survey Results



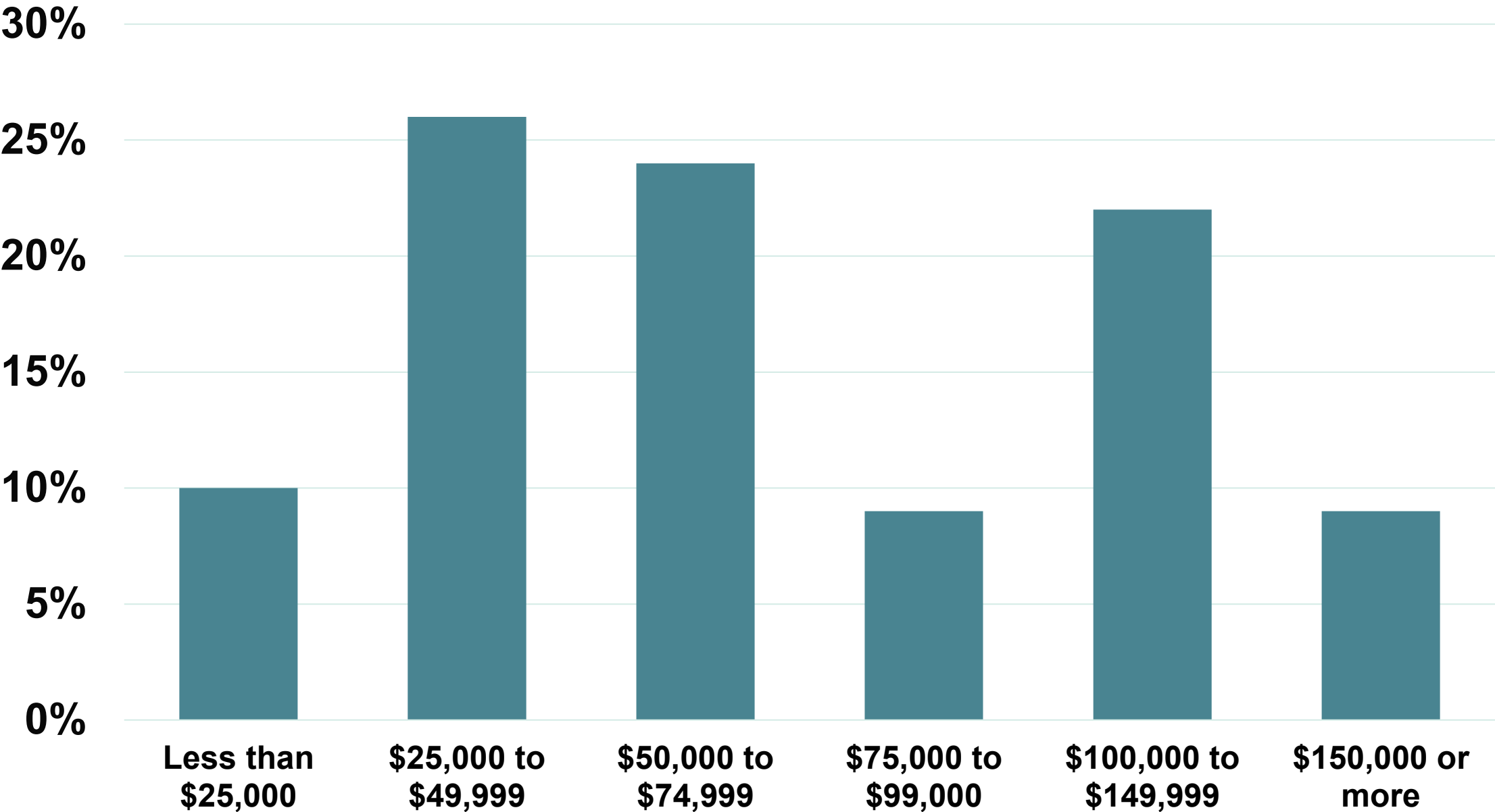
Who took the survey? (Race and Ethnicity)



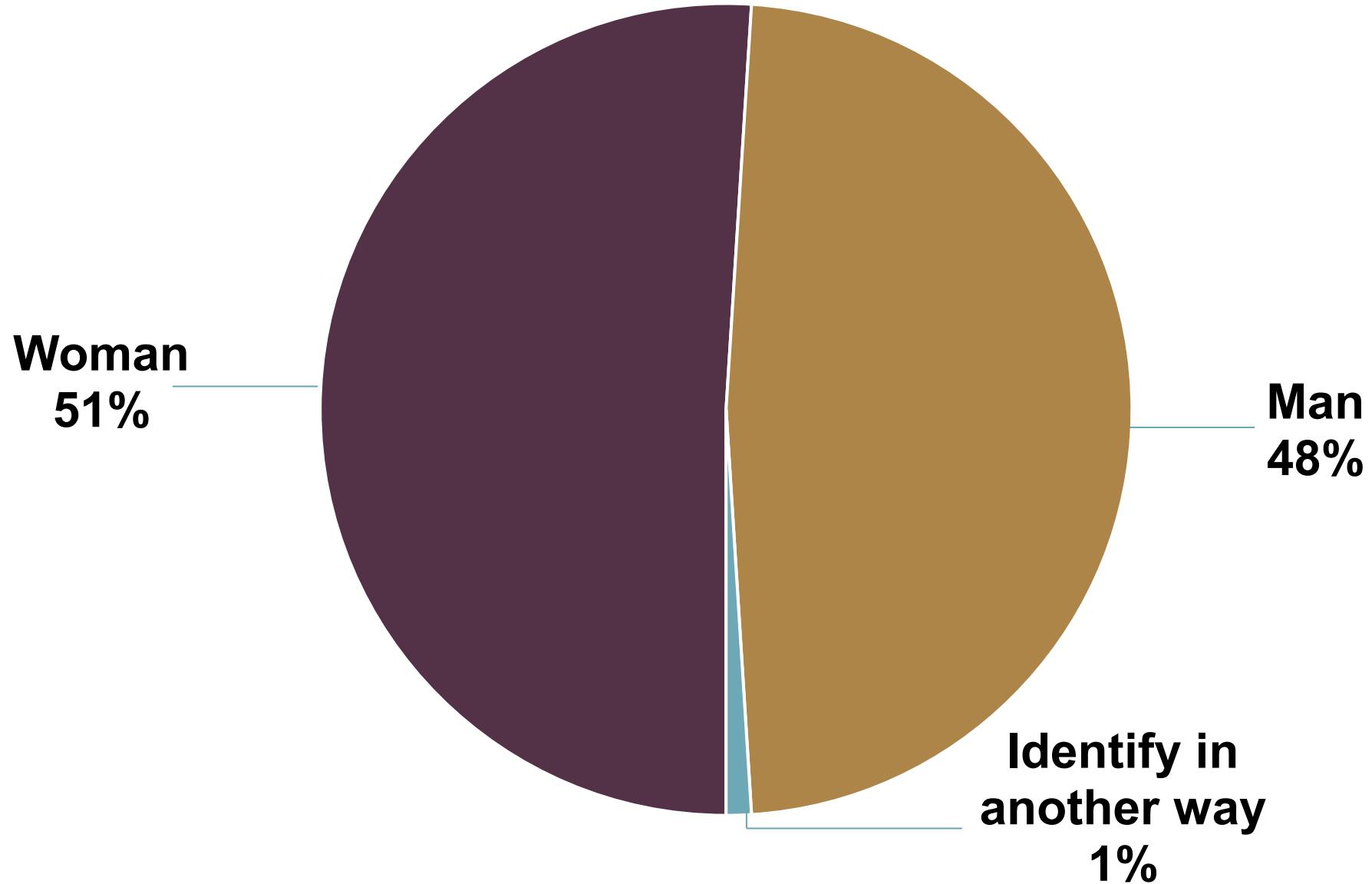
**Are you Spanish, Hispanic,
or Latino?**



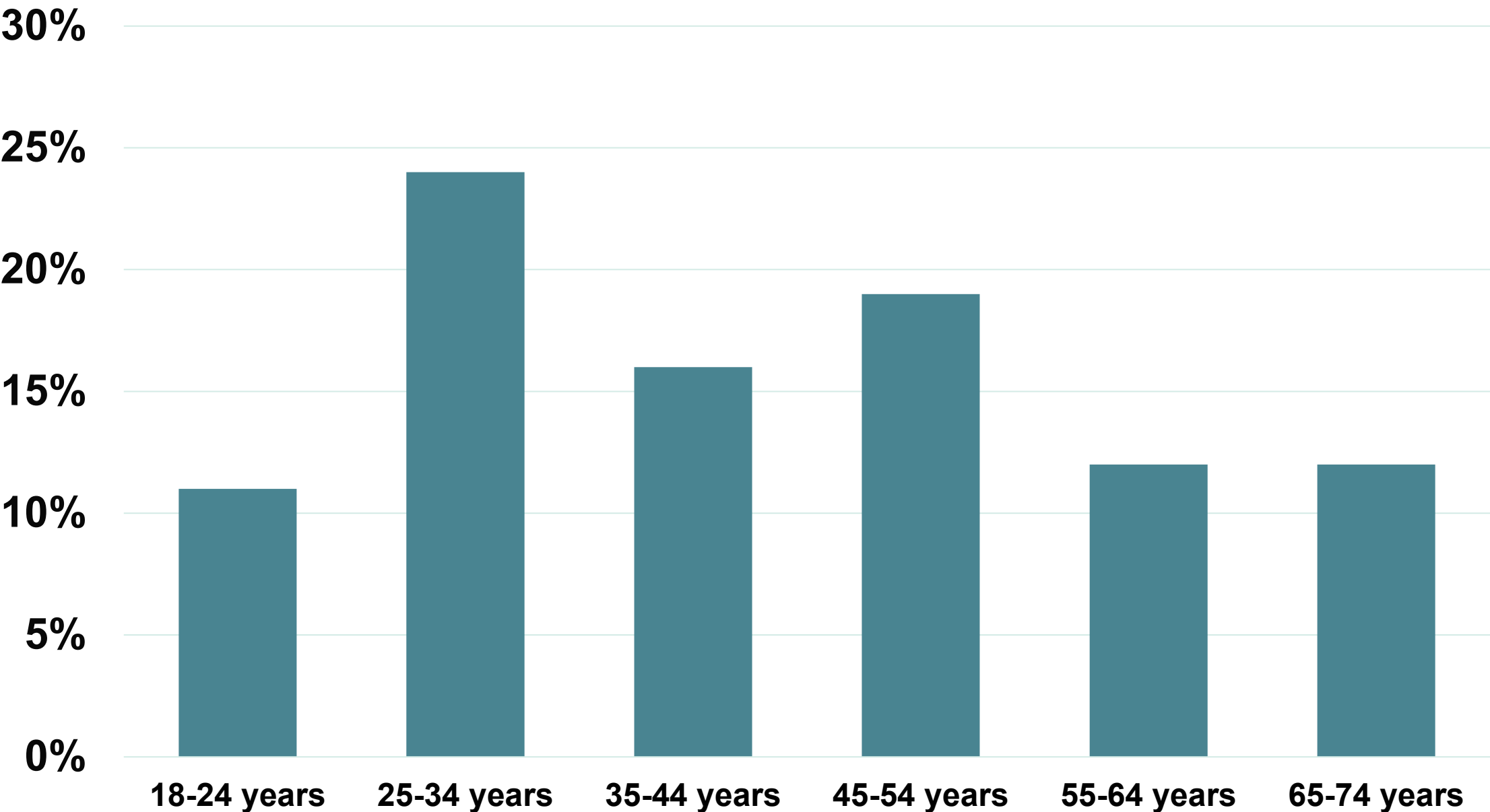
Who took the survey? (Household Income)



Who took the survey? (Gender)



Who took the survey? (Age)



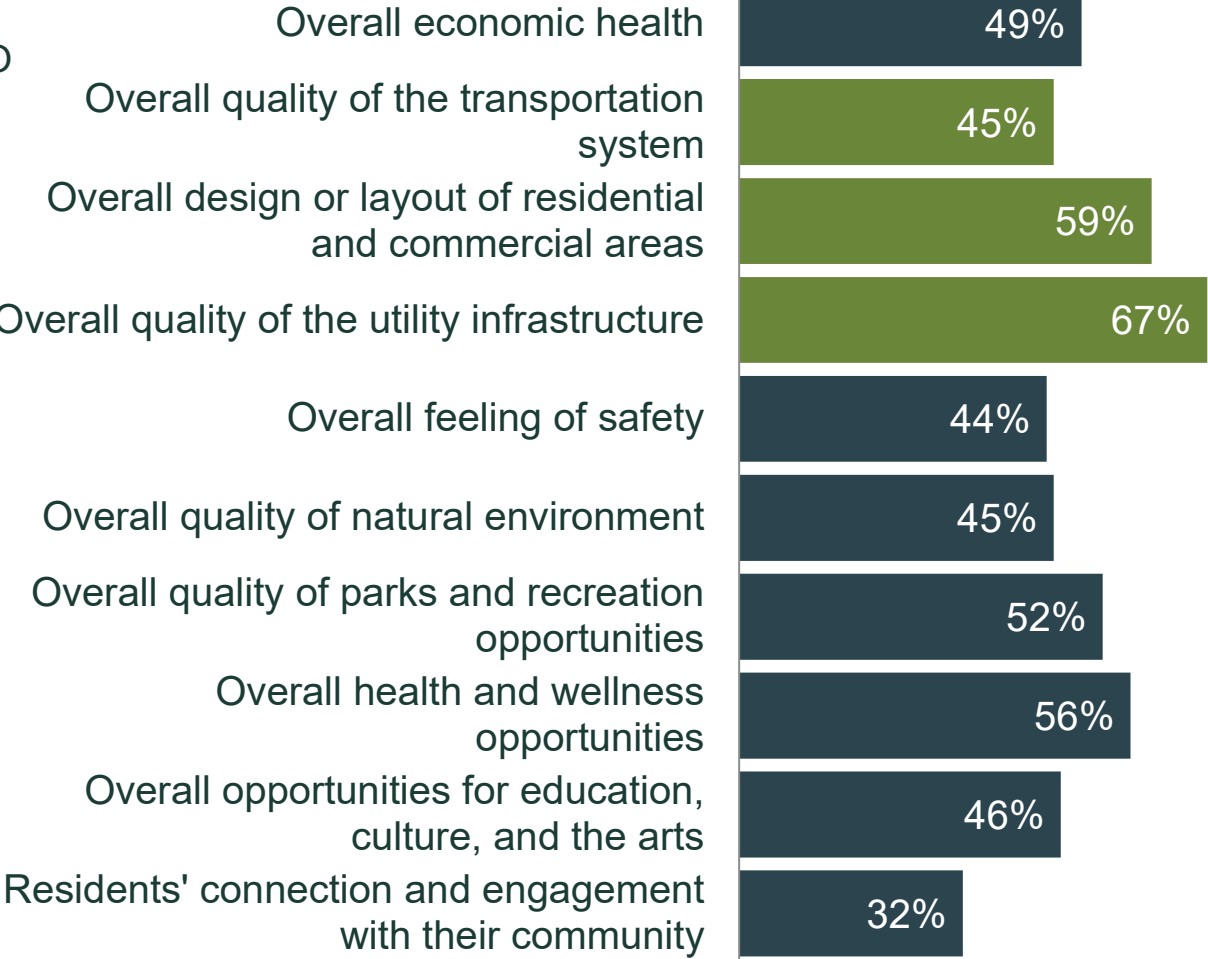


Facets of Community Livability: Quality

COMPARISON TO
NATIONAL
BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT or GOOD



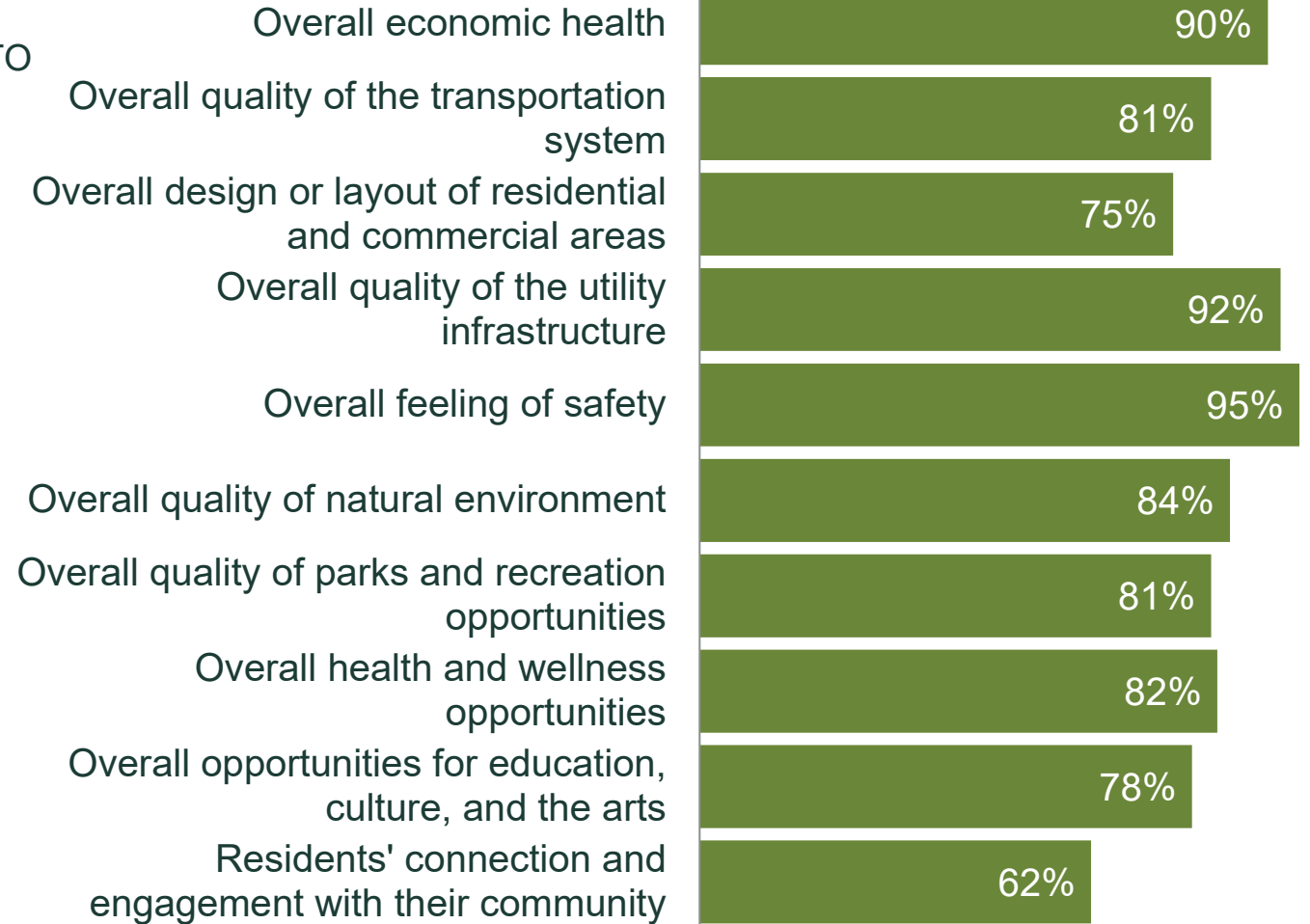


Facets of Community Livability: Importance

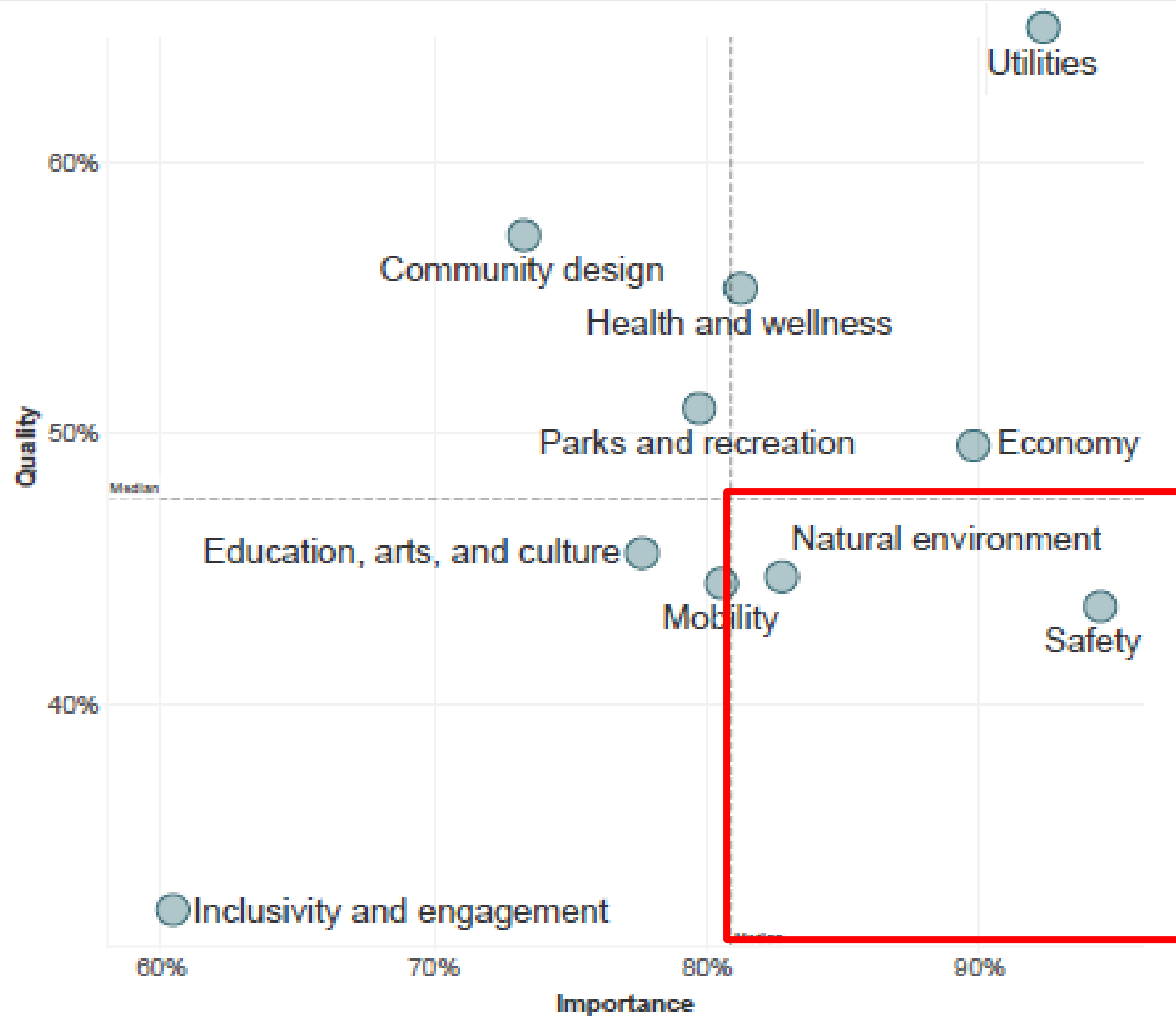
COMPARISON TO NATIONAL BENCHMARK:

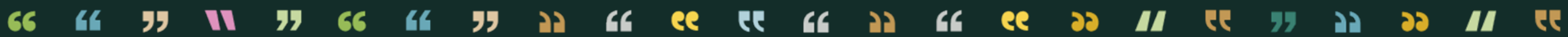
- Higher
- Similar
- Lower

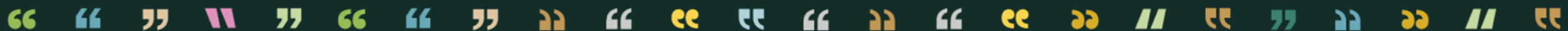
PERCENT ESSENTIAL OR VERY IMPORTANT



Balancing Quality and Importance









Key Findings



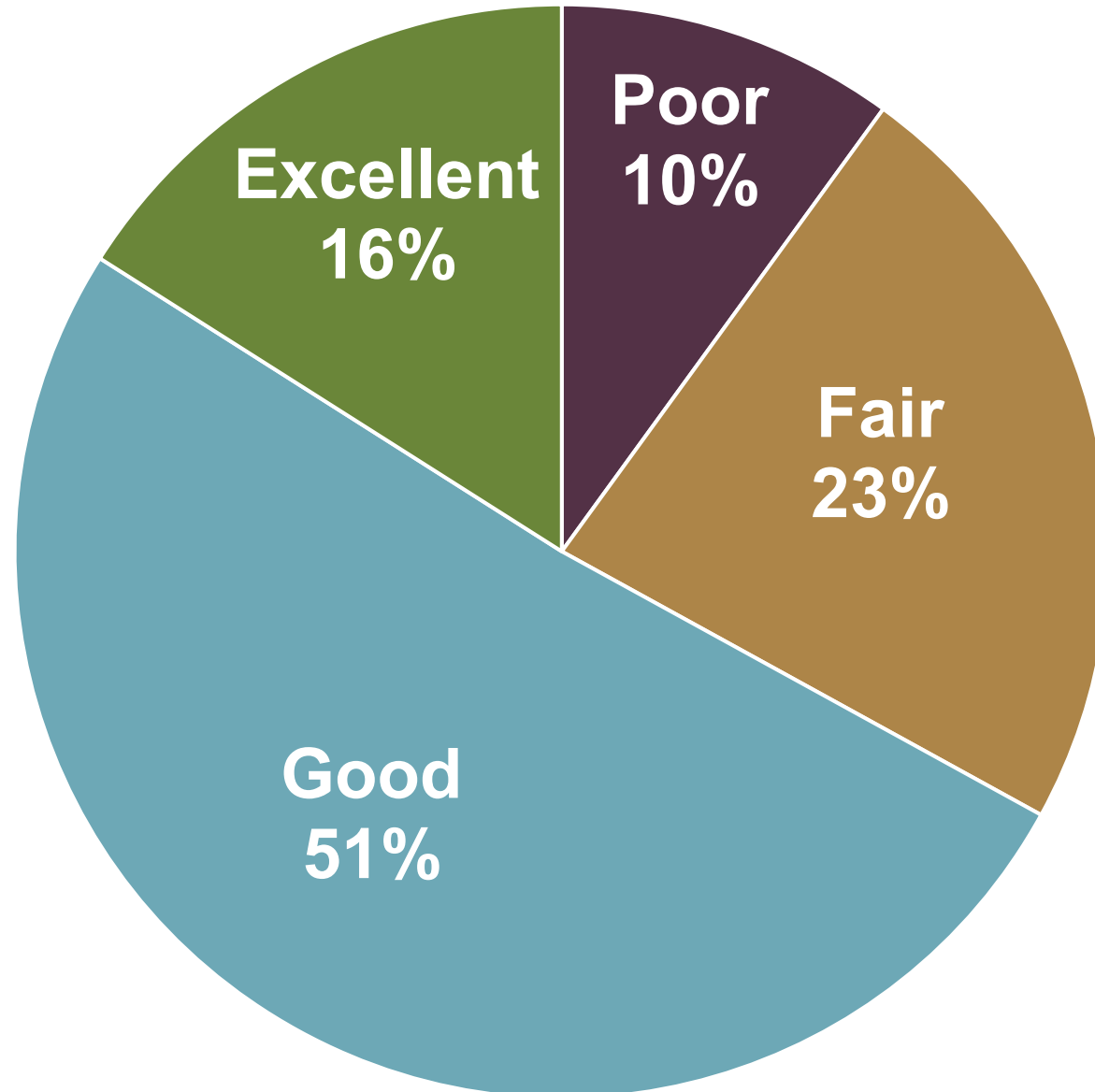


Key Finding #1

Utilities are a top priority and a strength of the Glendale community.



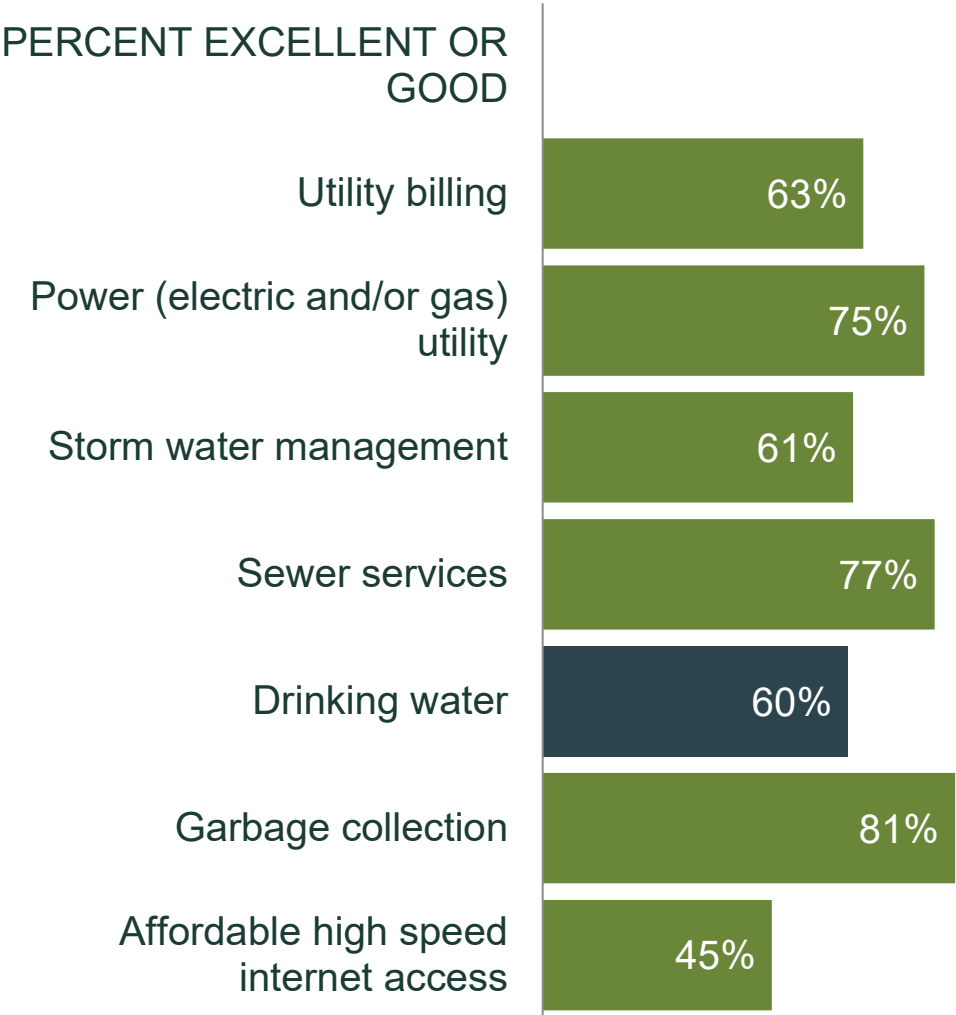
Overall quality of the utility infrastructure in Glendale



Utilities (National vs Regional Benchmarks)

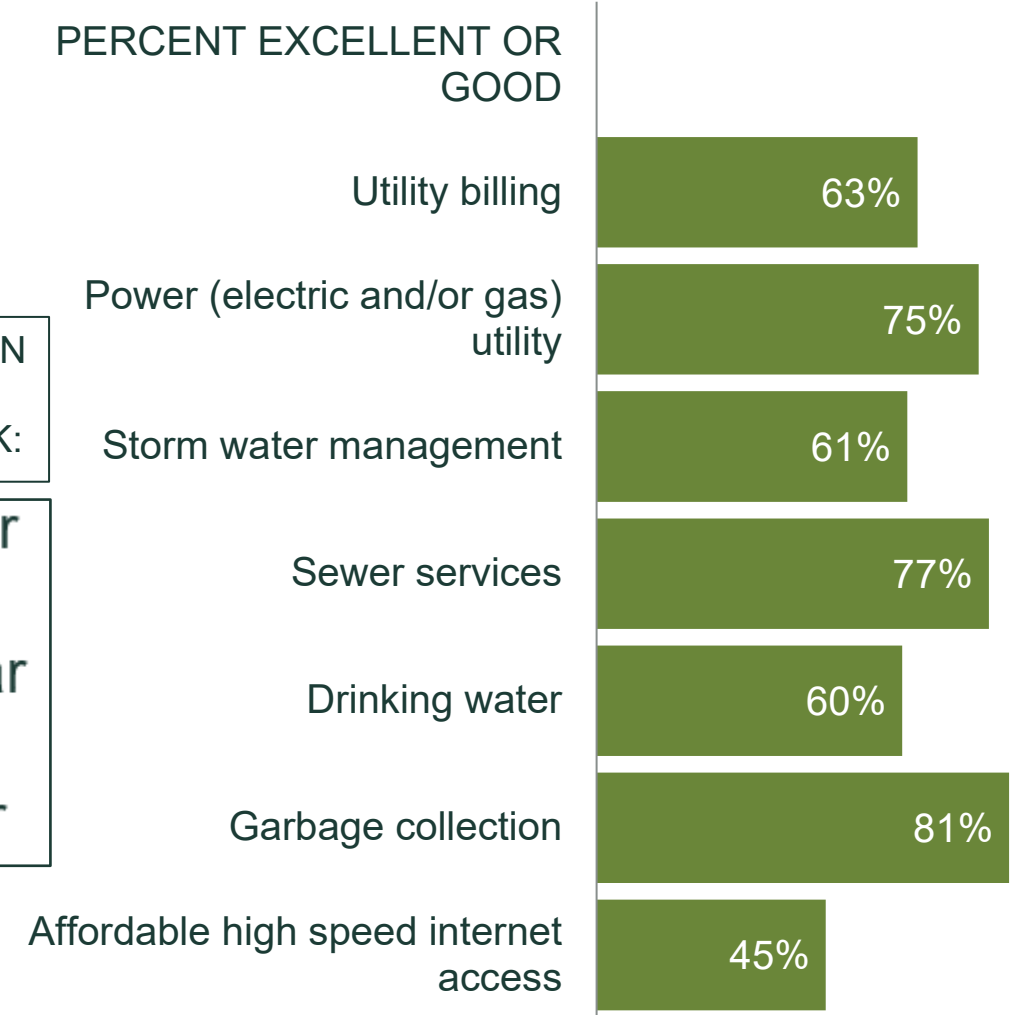


Please rate the quality of each of the following services in Glendale:



COMPARISON TO BENCHMARK:

- Higher
- Similar
- Lower





Key Finding #2

While the City's safety services received positive ratings, residents indicate concerns about crime.



Safety Services in Glendale



(Percent Excellent or Good)



84%

Fire
services



65%

Police
services



63%

Fire
prevention/
education



54%

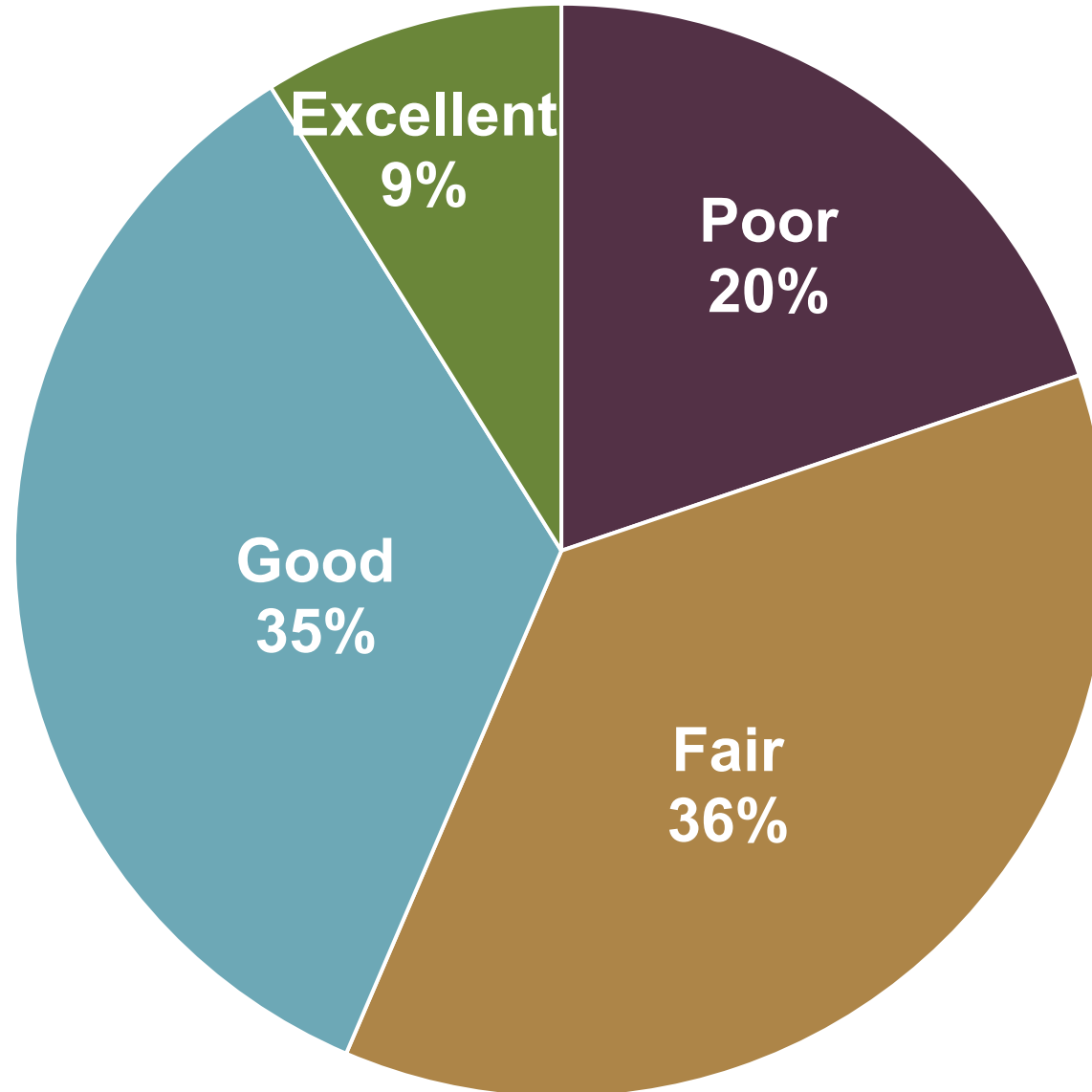
Emergency
preparedness



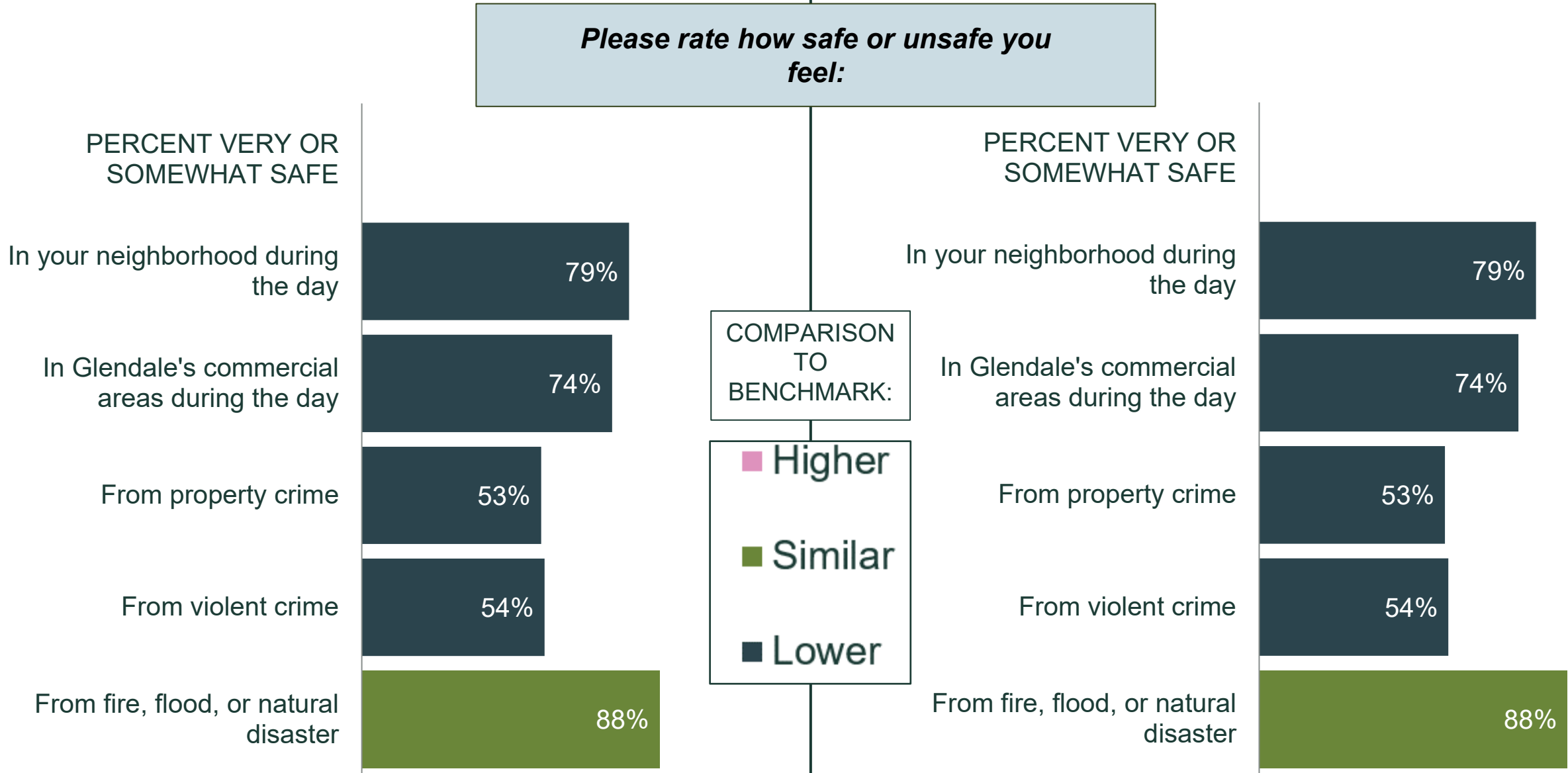
45%

Crime
prevention

Overall feeling of safety in Glendale



Safety (National vs Regional Benchmarks)



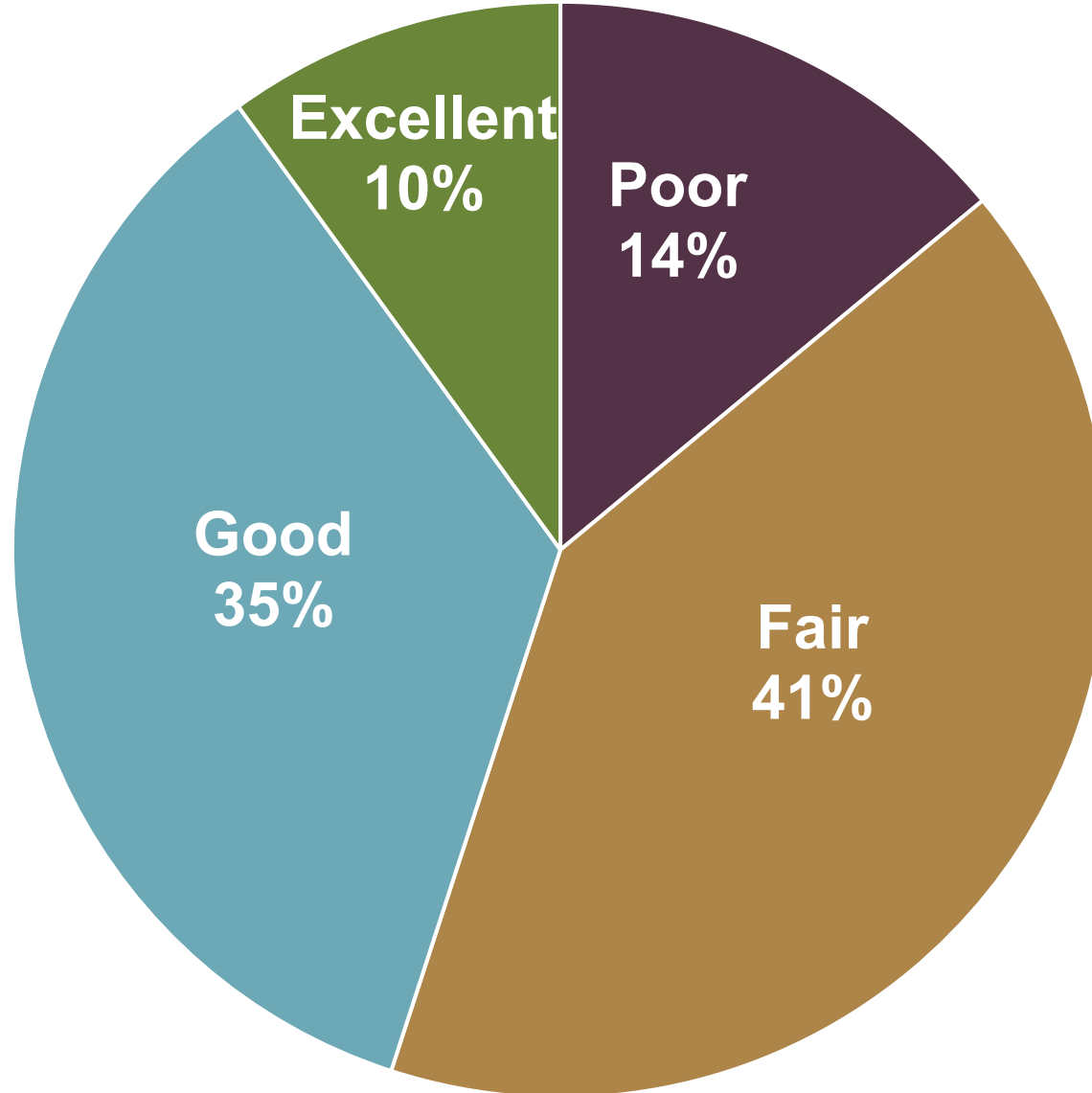


Key Finding #3

Survey participants are pleased with mobility in Glendale but identify opportunities for additional focus.



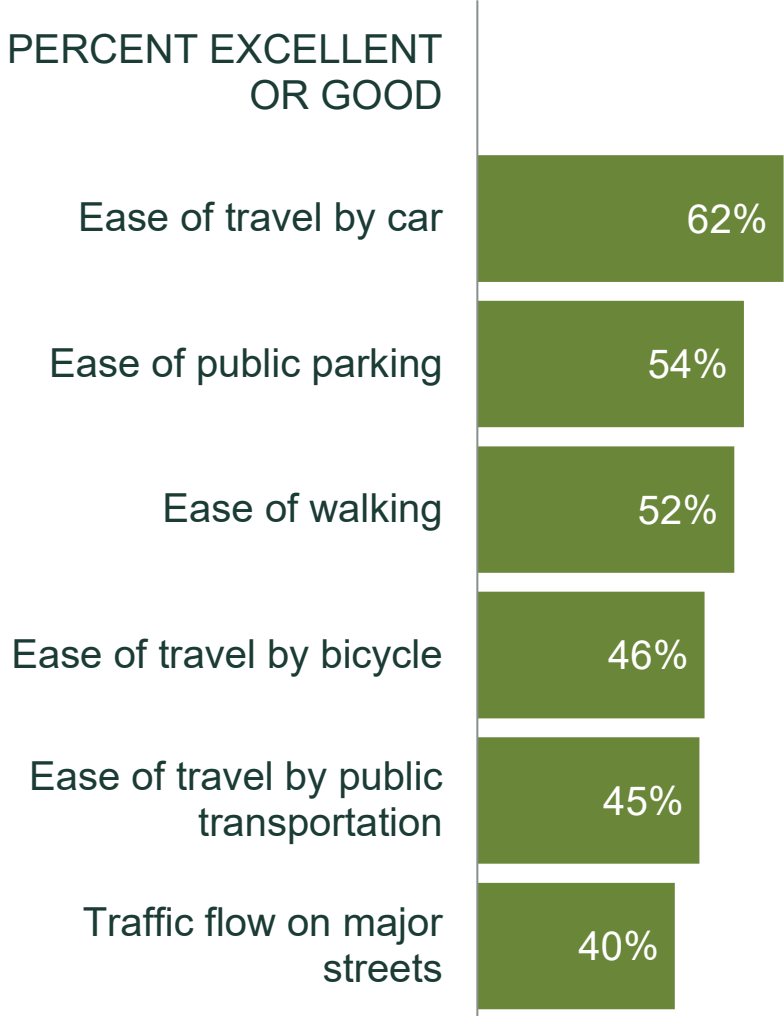
Overall quality of the transportation system in Glendale



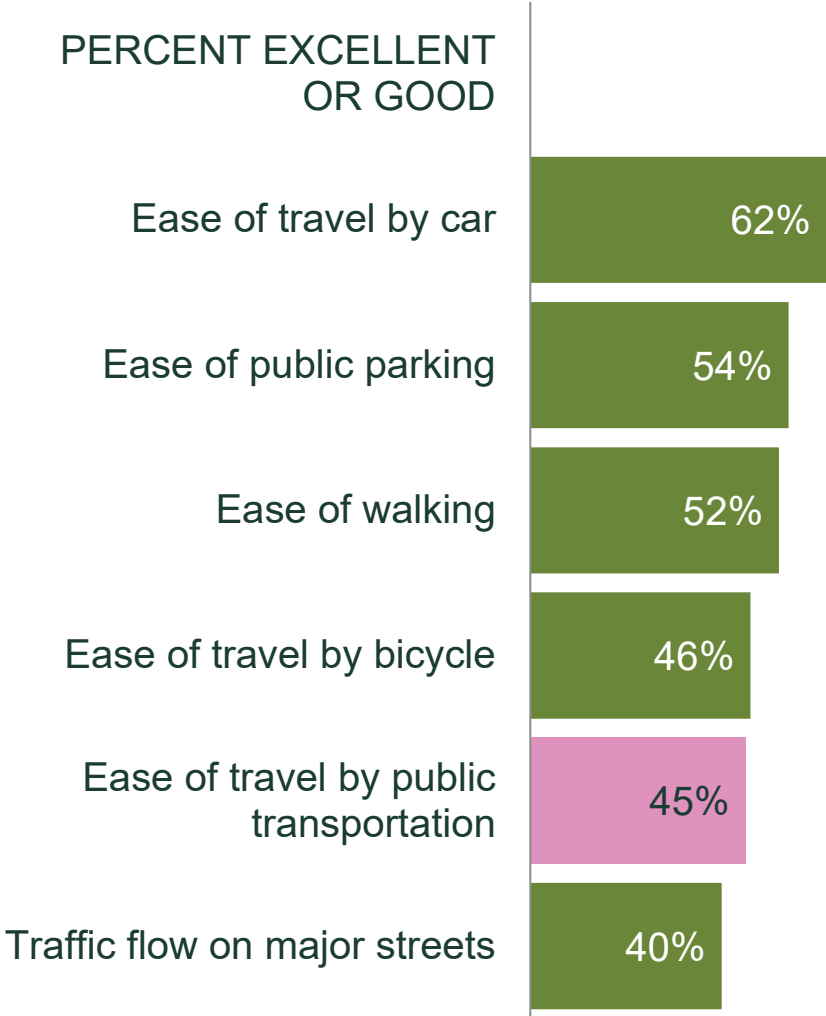
Mobility (National vs Regional Benchmarks)



Please rate each of the following in the Glendale community:



COMPARISON TO BENCHMARK:



Mobility (National vs Regional Benchmarks)



Please rate the quality of each of following services in Glendale:

PERCENT EXCELLENT
OR GOOD

Street lighting

58%

Bus or transit services

50%

Sidewalk maintenance

47%

Traffic enforcement

47%

Street cleaning

46%

Traffic signal timing

42%

Street repair

30%

COMPARISON
TO
BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT
OR GOOD

Street lighting

58%

Bus or transit services

50%

Sidewalk maintenance

47%

Traffic enforcement

47%

Street cleaning

46%

Traffic signal timing

42%

Street repair

30%

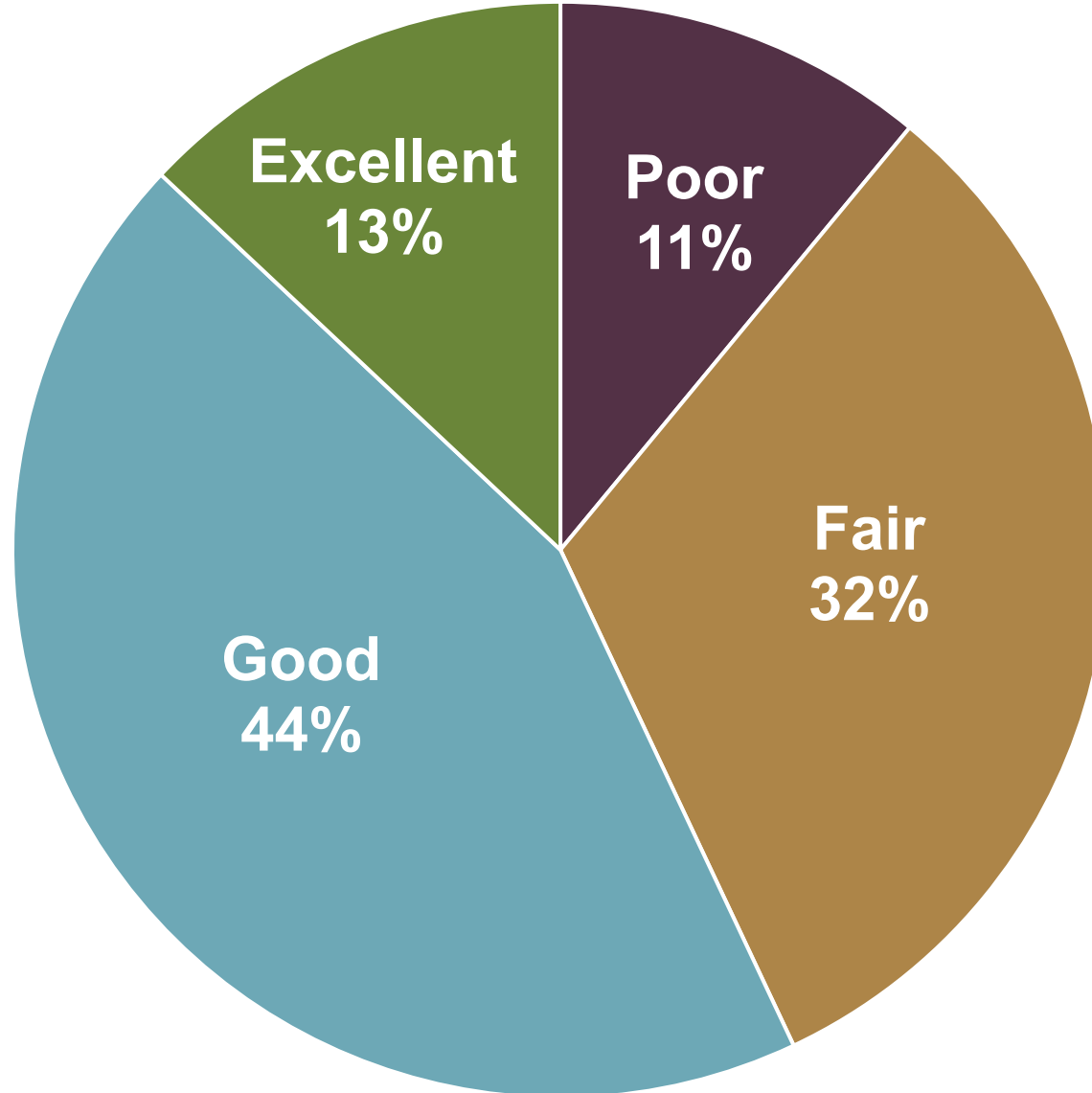


Key Finding #4

Residents appreciate the community design of Glendale.



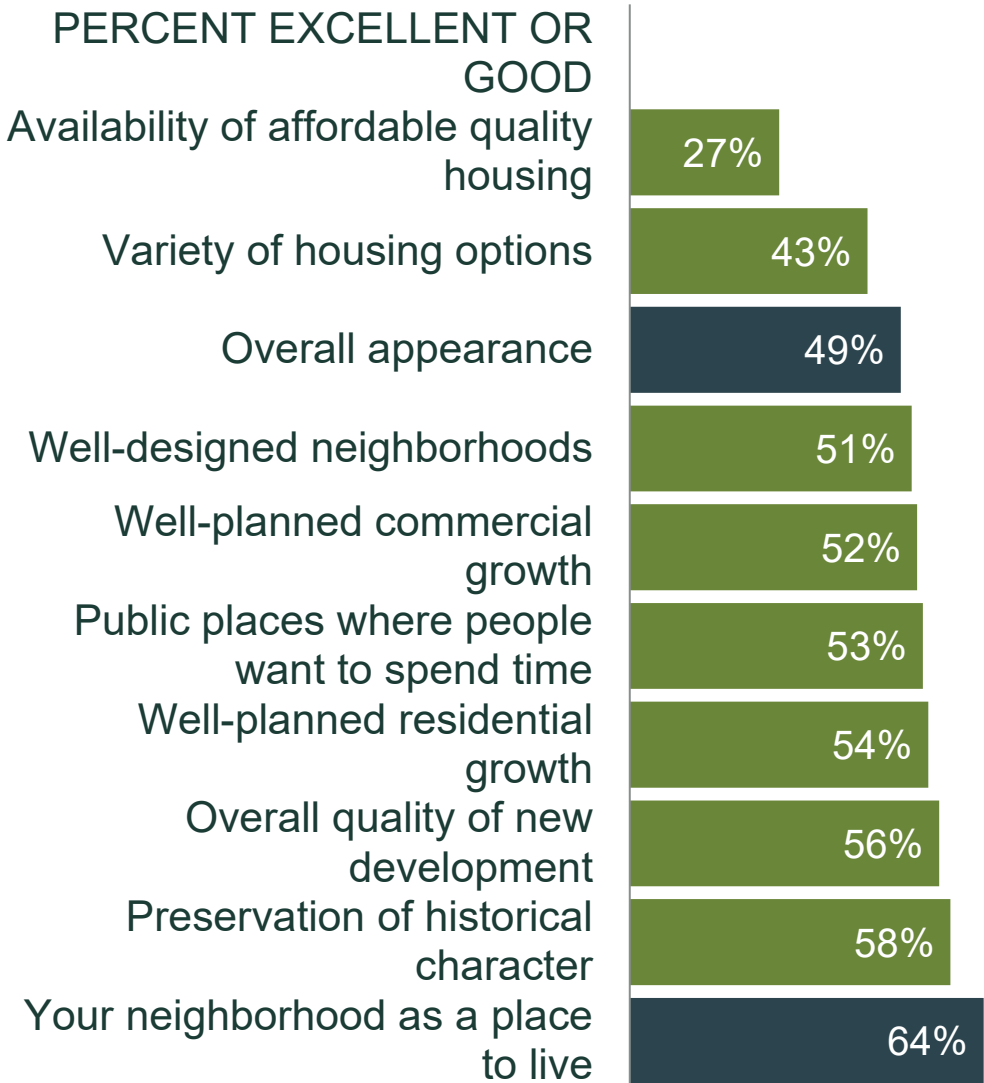
Overall design or layout of Glendale's residential and commercial areas



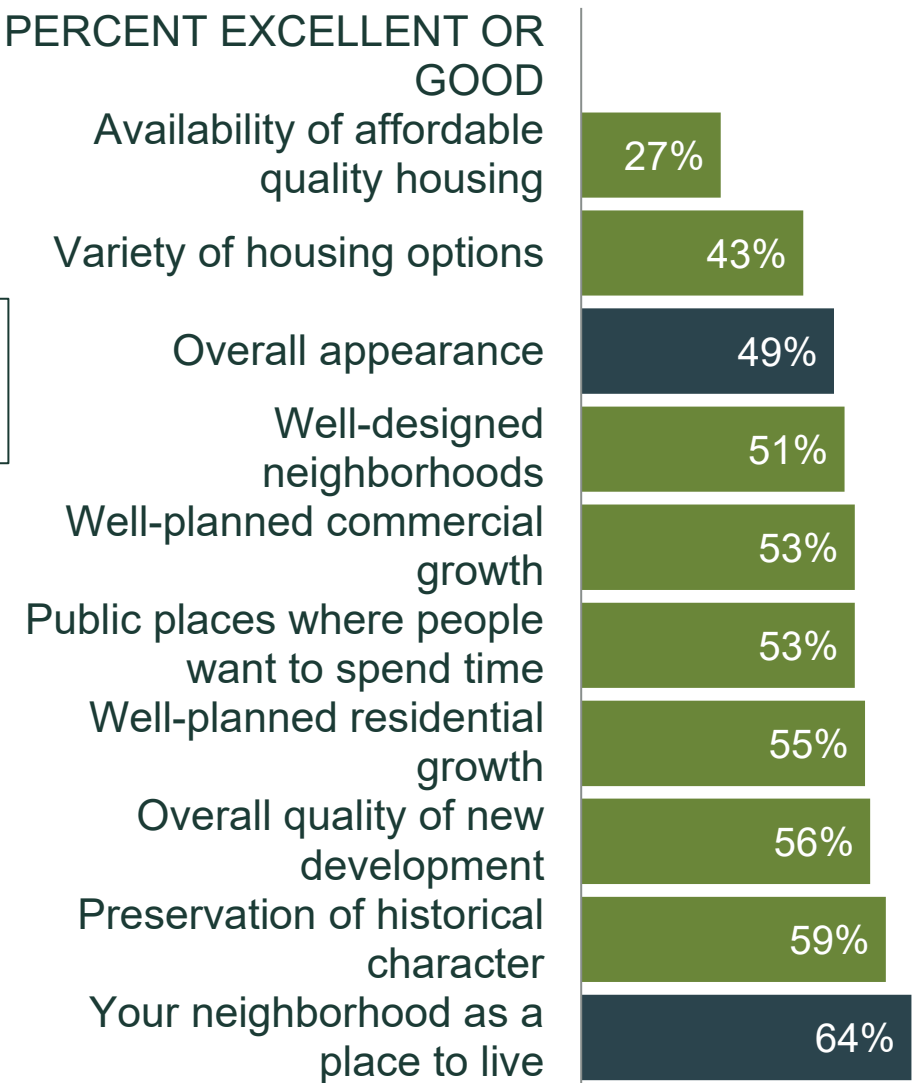
Community Design (National vs Regional Benchmarks)



Please rate the quality of each of the following services in Glendale:



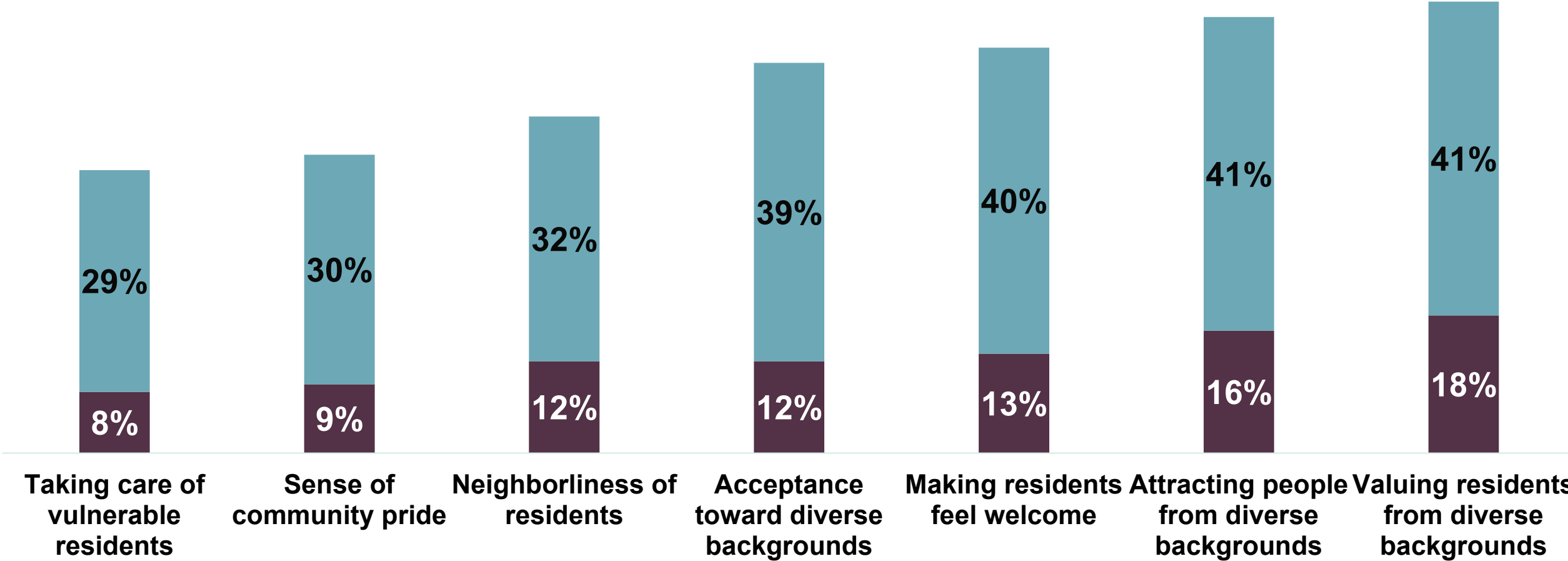
COMPARISON
TO
BENCHMARK:



Focus Area: Inclusivity and Engagement



■ Good
■ Excellent

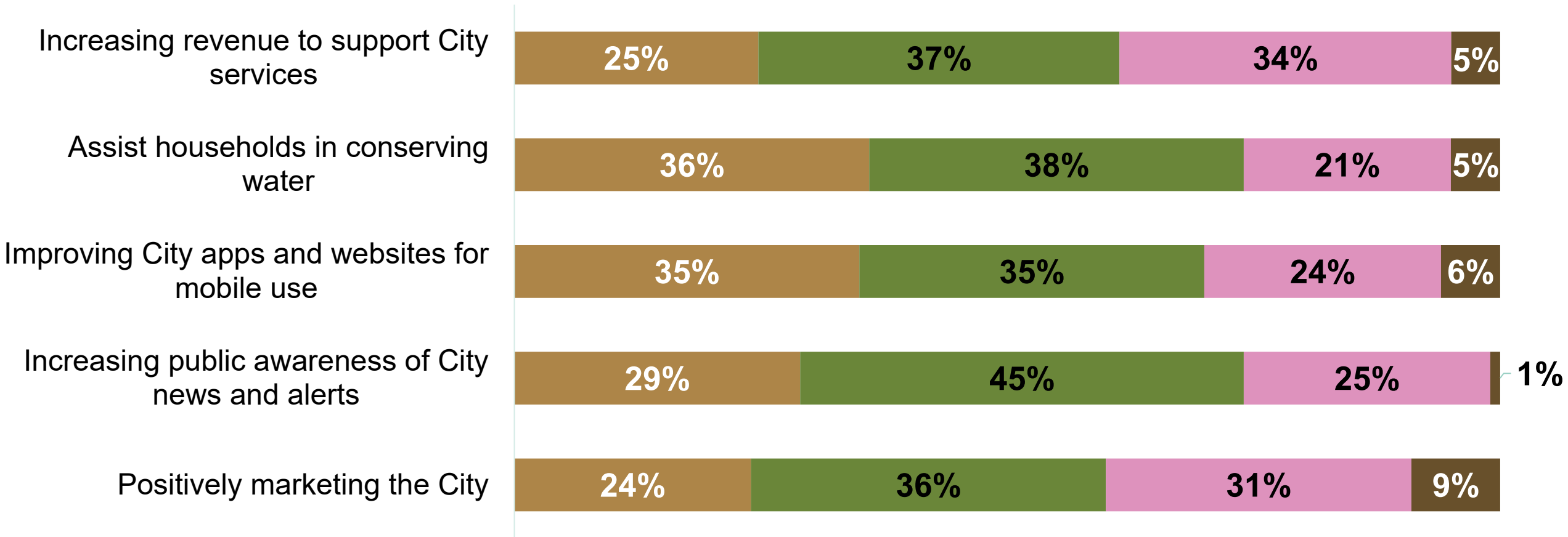




Additional Special Topics

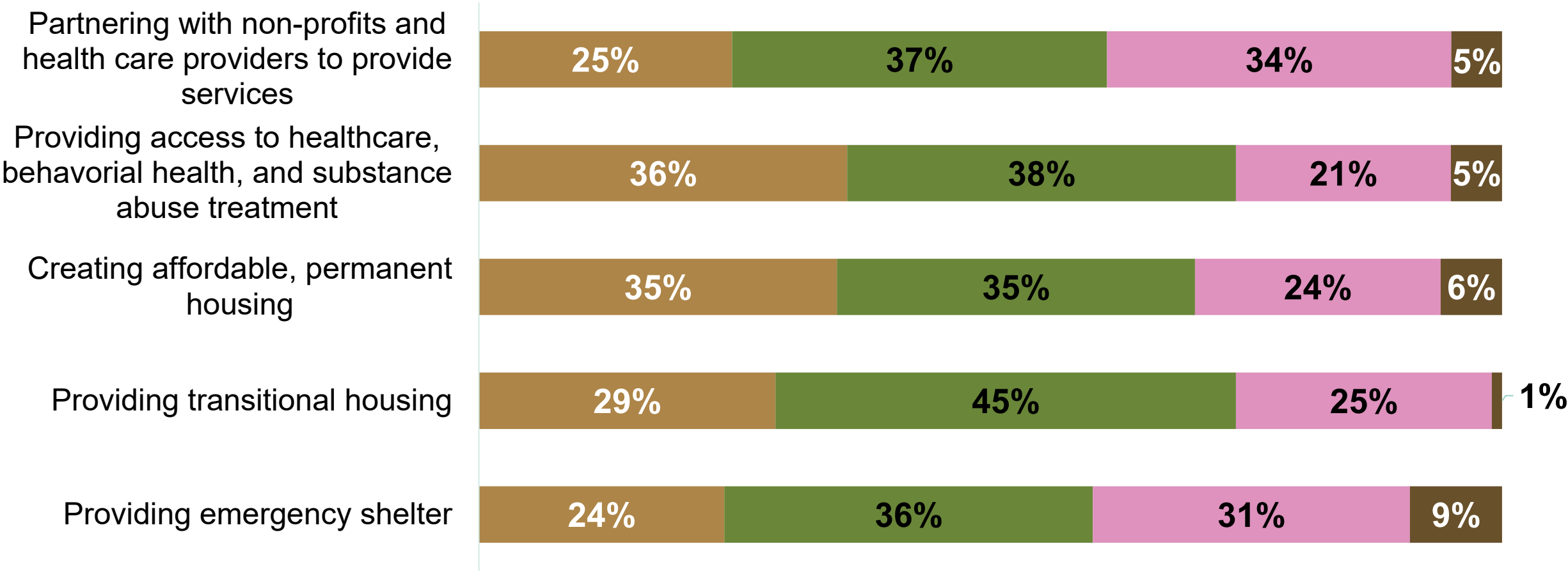


Please rate how important, if at all, you think it is for the City of Glendale to focus on each of the following in the coming two years.



■ Essential ■ Very important ■ Somewhat important ■ Not at all important

Please indicate how important, if at all, it is for the City of Glendale to consider in addressing homelessness.

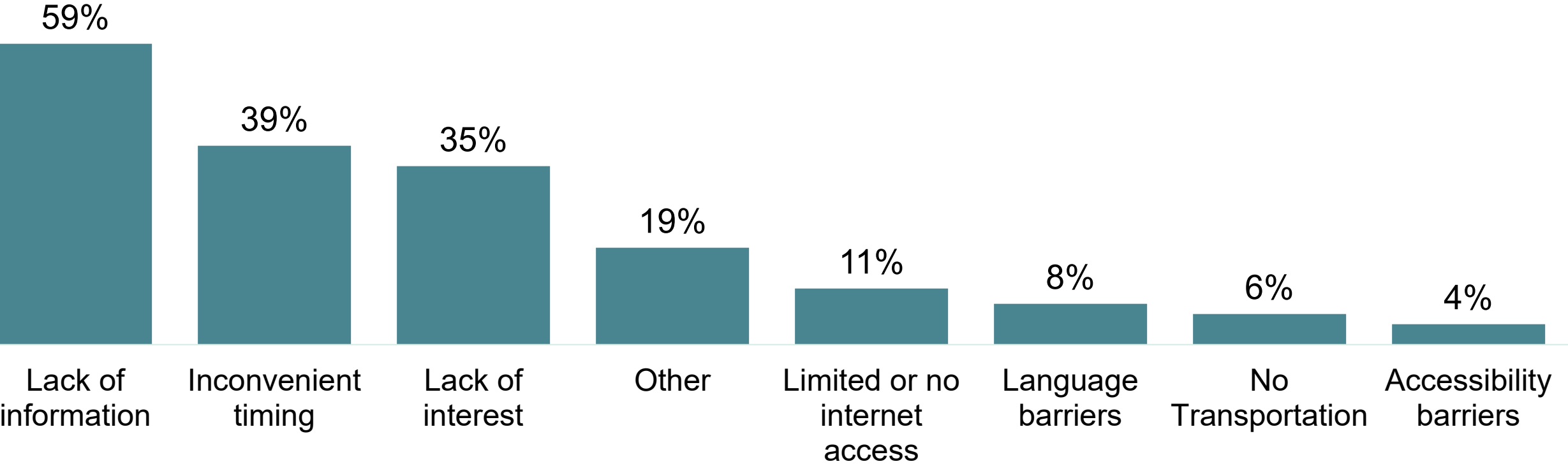


■ Essential ■ Very important ■ Somewhat important ■ Not at all important

Resident Engagement



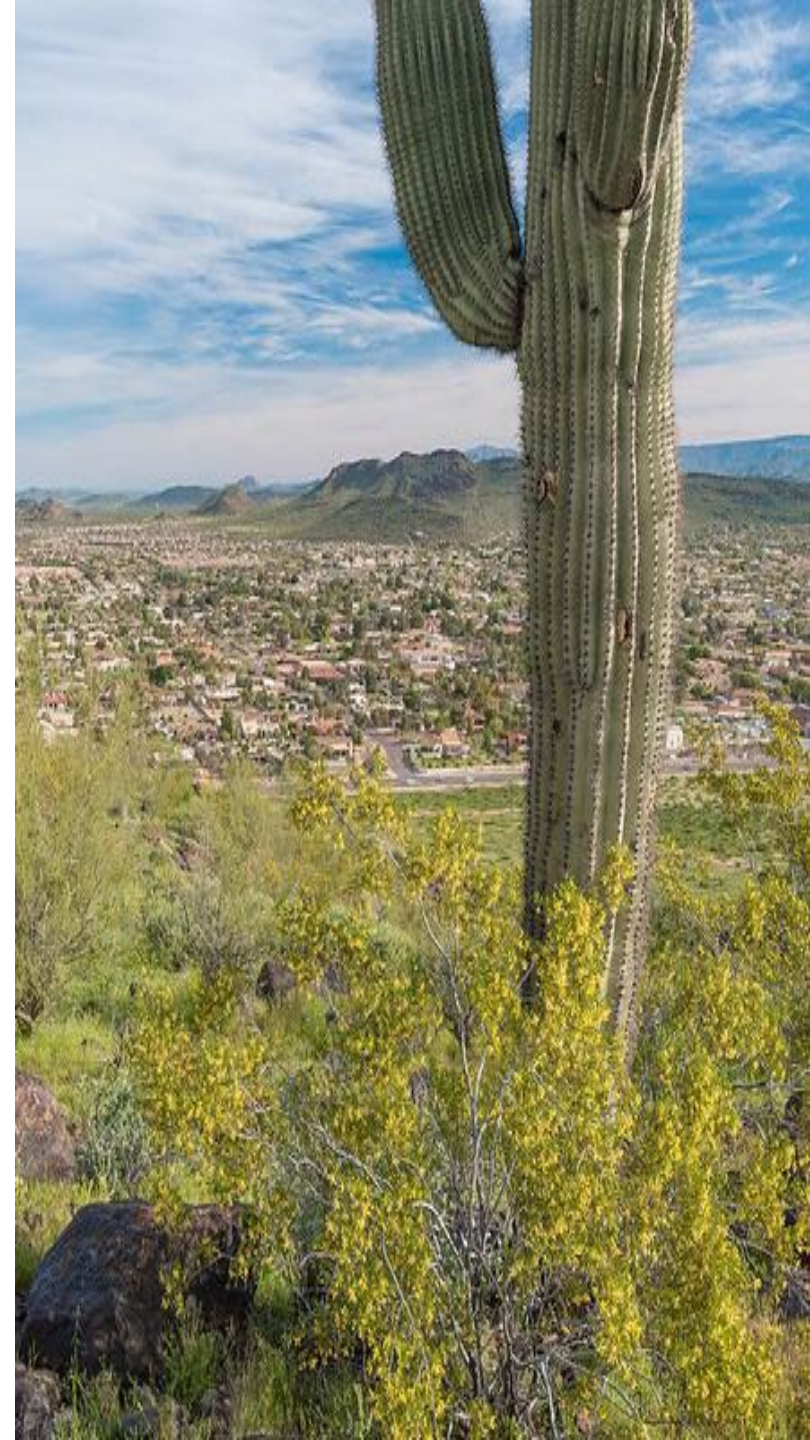
**Which of the following, if any, prevent you from engaging with the City of Glendale (e.g., participating in public meetings, events, surveys, etc.)?
Check all that apply**





Summary of Conclusions

- Utilities are a top priority and a strength of the Glendale community.
- While the City's safety services received positive ratings, residents indicate concerns about crime.
- Survey participants are pleased with mobility in Glendale but identify opportunities for additional focus.
- Residents appreciate the community design of Glendale.



Digging Deeper with Department Heads (Upcoming)



Review Survey Highlights



Debrief Survey Results



Identify Focus Areas and Strategies



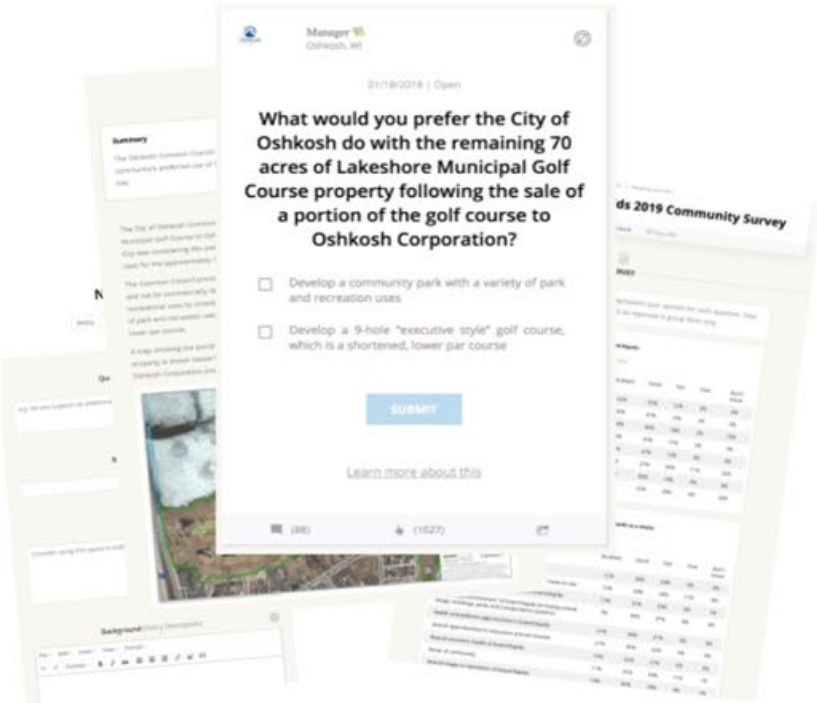
Model a Process for 2023 and Beyond

Continue Resident Engagement on Polco



Don't let the community input and dialogue conclude with the survey.

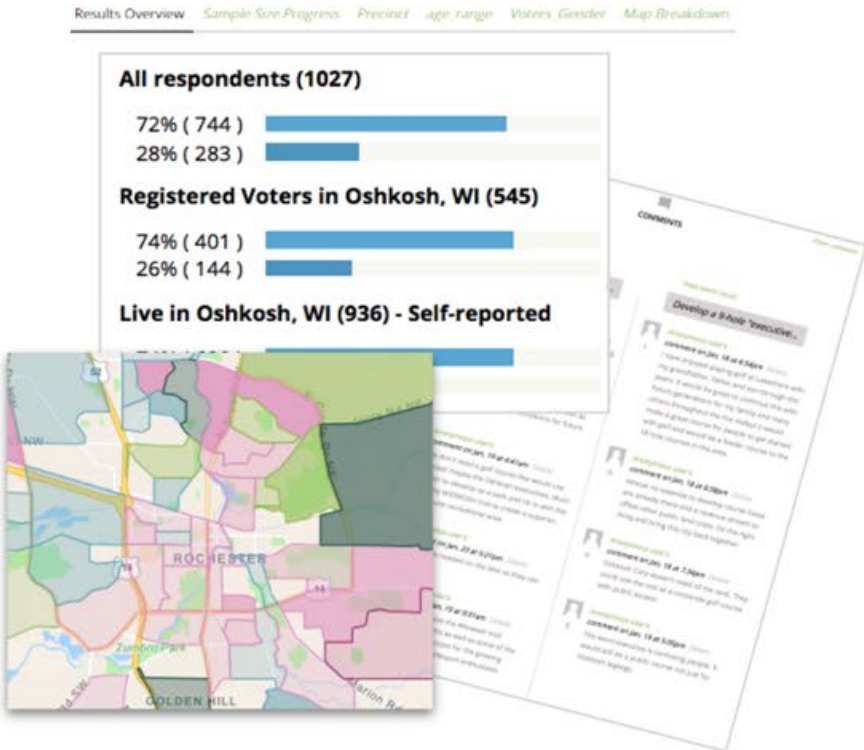
Post



Share



Analyze



- Library of professional civic content
- Easily post custom surveys & polls
- Representative samples of households
- Accumulating residents on digital panels
- Maps, trendlines and dashboards
- Advanced benchmarking analyses

Polco Performance Dashboards



More participation



Good government



More informed participation



Data driven performance management

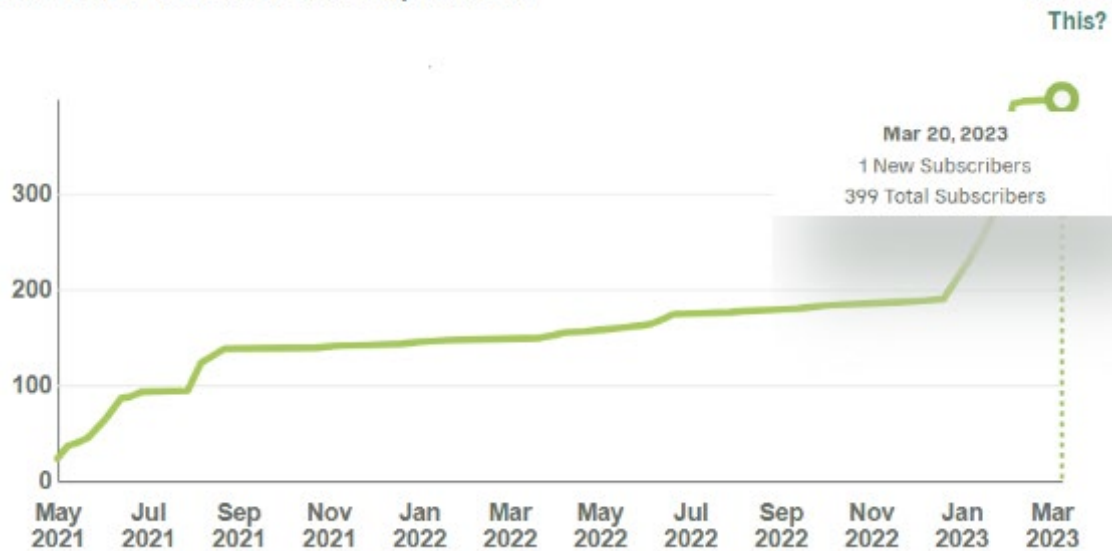


Better balanced participation



Save staff time and effort

Subscriber Growth Over Time (per week)



Polco

TRACK

Overview

Economy

Land Use

Community Health

Community Connection

Education, Arts & Culture

ENGAGEMENT

Participants

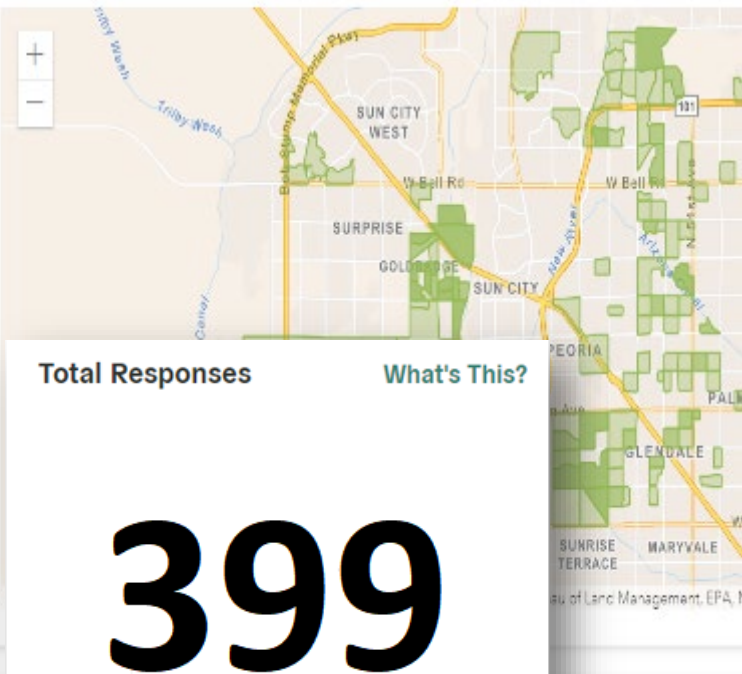
Content

Outreach

Polco Library

Participants

Residence of verified subscribers as reported by voter registration records



Questions?



Thank you!

Joseph Dell'Olio
Senior Survey Associate
Polco/National Research Center
joe@polco.us

