



City Council Work Session
City Hall - Canyon Trails Conference Room 1 & 2
1900 N. Civic Square
Goodyear, AZ 85395
Monday, June 5, 2023
5:00 PM

Mayor
Joe Pizzillo

Vice Mayor
Laura Kaino

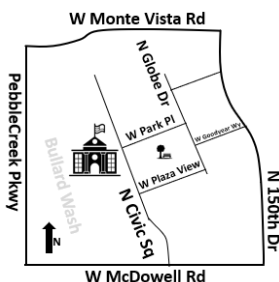
Councilmember
Sheri Lauritano

Councilmember
Wally Campbell

Councilmember
Bill Stipp

Councilmember
Brannon Hampton

Councilmember
Vicki Gillis

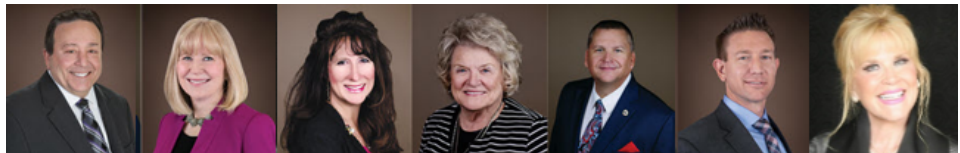


PROCEDURES

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Goodyear City Council and to the general public that the Council of the city of Goodyear will hold a meeting open to the public. Public body members of the city of Goodyear will attend either in person or by telephone conference call and/or video communication. The Goodyear City Council may vote to go into Executive Session, pursuant to A.R.S. § 38-431.03(A)(3), which will not be open to the public, to discuss certain matters. Meetings are conducted in accordance with the City Council Meetings Council Rules of Procedure adopted by Resolution No. 2018-1879.

THE CITY OF GOODYEAR ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48-hour advance notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (623) 882-7830 or Arizona Relay (TDD) 7-1-1 to request an accommodation to participate in this public meeting.

Si necesita asistencia o traducción en español, favor de llamar al menos 48 horas antes de la reunión al (623) 882-7830.



City Clerk's Office: 1900 N. Civic Square, Goodyear, AZ 85395 (623) 882-7830
www.goodyearaz.gov/cityclerk
City Council Meeting Live Broadcast: <https://www.facebook.com/goodyearazgov/videos>

CALL TO ORDER**ROLL CALL****AGENDA ITEMS FOR DISCUSSION**

ALL ITEMS LISTED ARE FOR DISCUSSION ONLY. NO ACTION CAN NOR WILL BE TAKEN.

1. 2023 COMMUNITY SURVEY RESULTS**Summary**

Provide an overview of the 2023 Community Survey results. (Jenna Goad, Assistant to the City Manager)

2. TRANSPORTATION MASTER PLAN**Summary**

The purpose of the Study Session is to present an update for the Transportation Master Plan (TMP). The Project Team will present an update on the activities and information that has been collected and evaluated to date, including public feedback. The team will also provide a synopsis of the steps forward and what to expect as we approach the completion of the final plan by December 2023. (Christopher Bridges, Transportation Planning Manager)

INFORMATION ITEMS

Comments, commendations, report on current events and presentations by Mayor, Councilmembers, staff or members of the public. The Council may not propose, discuss, deliberate or take any legal action on the information presented, pursuant to A.R.S. § 38-431.02.

- Reports from the Mayor and City Council

This may include current events and activities as well as requests for information or future agenda items.

- Report from the City Manager

This may include updates from events, staff summary, update of legislative issues, clarification on items being requested by City Council and Manager's update on Council Related Matters.

FUTURE MEETINGS

Future meetings are tentatively scheduled as follows:

June 12, 2023

Council Meeting

5:00 p.m

ADJOURNMENT

POSTING VERIFICATION

This agenda was posted on 5/31/2023 at 4:45 p.m. by PP.

ITEM #: 1.
DATE: 06/05/2023
AI #:1415



CITY COUNCIL ACTION REPORT

SUBJECT: 2023 COMMUNITY SURVEY RESULTS

STAFF PRESENTER(S): Jenna Goad, Assistant to the City Manager

OTHER PRESENTER(S):

Joseph Dell'Olio, Senior Survey Associate, Polco

Summary

Provide an overview of the 2023 Community Survey results. (Jenna Goad, Assistant to the City Manager)

FISCAL IMPACT

The results of this study offer one of many sources that could be used to help guide future budget decisions.

BACKGROUND AND PREVIOUS ACTIONS

The city of Goodyear regularly conducts a survey to gauge residents' satisfaction with city services and better understand the perception of our community. The results of the survey provide the city with valuable insight about which services Goodyear residents consider the highest quality, which could be improved, and the overall level of satisfaction. In years past, City Council and management have utilized the results to make improvements to city services and/or consider new programs.

The city previously contracted with the National Research Center/Polco to administer citizen surveys in 2014, 2015, 2018, and 2021.

The National Research Center, Inc. (NRC) at Polco conducts the confidential survey on the city's behalf, using the National Community Survey (NCS) instrument which is specific to local governments, allowing Goodyear to benchmark results against over 600 communities across the country. The NCS captures residents' opinions considering ten central facets of a community: Economy, Mobility, Community Design, Utilities, Safety, Natural Environment, Parks and Recreation, Health and Wellness, Education, Arts, and Culture, and Inclusivity and Engagement. It also allows for a limited number of custom questions.

STAFF ANALYSIS

Responses to the survey were down compared to previous years. Participation in the opt-in, open participation online survey was likely impacted by the requirement to provide an email address and zip code, which would prevent multiple entries and may also deter some respondents. It is unclear what might have impacted the response rate for the randomly-selected statistical sample group.

	2023 Survey	2021 Survey	2018 Survey	2015 Survey
Surveys mailed	3,200	3,500	3,200	3,000
Surveys delivered	3,080	3,428	3,093	2,810
Responses received	404	606	751	657
Response rate	13%	18%	24%	23%
Open participation (opt-in) online responses*	362	693	456	N/A

*Online open participation responses were weighted to reflect the demographics of the Goodyear community but are kept separate from the results from the probability sample.

A copy of the 2023 survey results are attached. These results focus on the statistical sample group and were weighted to reflect the demographic profile of adults in Goodyear. With the sample size of 404 responses, the survey data has a margin of error of +/- 4.9% with a 95% level of confidence. Differences of more than 6% between the 2023 and 2021 survey results are considered statistically significant.

The report provides comparisons to national benchmarks based on survey results from over 600 communities across the country. Being rated as “higher” or “lower” than the benchmark means that Goodyear's average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Goodyear's average rating was more than 20 points different compared to the benchmark.

	2023 Survey	2021 Survey	2018 Survey	2015 Survey
Rated Goodyear as an excellent or good place to live (rating similar to benchmark)	85%	94%	94%	93%
Rated Goodyear as an excellent or good place to raise kids (rating similar to benchmark)	86%	92%	88%	85%
Rated Goodyear as an excellent or good place to retire (rating above benchmark)	76%	84%	87%	84%
Rated overall economic health as excellent or good (rating above benchmark)	82%	92%	76%	67%
Rated overall feeling of safety as excellent or good (rating similar to benchmark)	82%	84%	89%	89%

When asked how important it was for Goodyear to focus on each of the 10 central facets of a community in the coming two years, overall feeling of safety (95%), overall quality of the utility infrastructure (95%), overall design or layout of residential and commercial areas (92%) and overall economic health (91%), were identified as essential or very important the most frequently.

The monthly InFocus magazine (92%) continues to be a primary source for information for residents followed by the city website (78%) and postcards and flyers (77%).

Key Findings of the report as identified by Polco include:

Resident ratings of the economy and affordability in Goodyear have declined over time.

When asked to rate Goodyear's overall economic health, 82% of survey participants in 2023 rated this as excellent or good. This rating, while a 10% drop from the rating in the 2021 iteration of the survey, was higher than average; all other aspects related to the economy and affordability in Goodyear were similar to the national benchmarks. Further, 9 in 10 residents also responded that they think it is essential or very important for the Goodyear community to focus on the overall economic health of the city in the coming two years. Other economy-related aspects which declined since 2021, but were similar to the benchmarks, included Goodyear as a place to work (74% excellent or good), the overall quality (65%) and variety (50%) of business and service establishments, economic development (66%), the city as a place to visit (59%), and employment opportunities (55%). Further, when asked what impact, if any, residents think the economy would have on their family income in the next 6 months, only one-quarter of residents responded that they believed the impact would be very or somewhat positive; this represented a 17% decrease since the 2021 iteration of the survey.

Resident perception of affordability in Goodyear also declined from 2021 to 2023. Ratings for the cost of living (52% excellent or good), the availability of affordable quality food (66%) health care (61%), childcare/preschool (44%), housing (43%), and mental health care (37%) decreased over time; however, it is noteworthy that these ratings remain similar to those given in other communities nationwide.

Community Design is a resident priority, with some ratings decreasing over time.

Goodyear residents indicated a high degree of importance for the overall design or layout of residential and commercial areas with 9 in 10 of survey respondents rating it essential or very important; Goodyear residents were more likely than those in other communities across the country to rate this facet of community livability as important. Meanwhile, the quality rating for the overall design or layout of residential and commercial areas was

similar to the national average, receiving a 64% positive rating from participants. These comparative ratings of quality and importance suggest Community Design as a potential focus area for the City. Residents' opinion on the variety of housing options remained steady at 68% excellent or good, which was higher than the national average. While a few of the aspects of community design experienced ratings decreases between 2021 and 2023 - including the overall appearance of the city (74% excellent or good), overall quality of new development (62%), and well-planned commercial growth (48%), among others – these ratings remained on par with the national averages.

Residents appreciate parks and recreation opportunities in Goodyear, but identify challenges with outdoor amenities and the natural environment.

About 8 in 10 residents gave excellent or good reviews to the overall quality of parks and recreation opportunities in Goodyear, recreation centers and facilities, and recreation programs or classes; all of these ratings increased from 2021 to 2023, and the rating for recreation centers was higher than the national average. About three-quarters of respondents gave favorable marks to City parks, and two-thirds were pleased with fitness opportunities and recreational opportunities. These ratings remained stable over time and were similar to the national benchmarks.

When evaluating the overall quality of the natural environment in Goodyear, 7 in 10 residents gave positive marks, which was both similar to the national average and the 2021 survey results. Nearly 9 in 10 residents rated the cleanliness of the Goodyear community. Preservation of natural areas and the quality of Goodyear open space were both on par with the national averages, earning 55% and 53% positive ratings, respectively. The importance of the overall quality of the natural environment, at 86% essential or very important, remained similar to both the national benchmark and the 2021 survey results. However, residents' ratings of air quality (61% excellent or good), the availability of paths and walking trails (53%), and water resources (39%), while remaining stable when compared to the previous survey results, were all lower than national averages.

Ratings for educational, arts, and cultural opportunities have improved, and residents report higher levels of engagement at community events.

As in 2021, about half of residents positively rated overall opportunities for education, arts, and culture in Goodyear. However, it is noteworthy that some aspects within this facet of livability increased from 2021 to 2023: about two-thirds of residents gave favorable scores to opportunities to participate in social events and activities, to participate in community matters, and to attend special events and festivals, while 6 in 10 were pleased with community support for the arts and about half positively rated opportunities to attend cultural/arts/music activities. Further, 6 in 10 respondents rated residents' connection and engagement with their community as excellent or good, and one-quarter had attended a local public meeting in the past 12 months. All of these ratings represented increases over time and were similar to those seen in other communities.

Attachments

Presentation

Overall 2023 Community Survey Results

Comparison by Age

Comparison by Area

Comparison by Housing Tenure

Comparison by Housing Type

Comparison by Length of Residency

Comparison by Presence of Children

Comparison by Presence of Older Adults

Comparison by Race and Hispanic Origin

Comparison by Sex



THE NCSTM

THE NATIONAL COMMUNITY SURVEYTM

Results for Goodyear, 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 NCS™
THE NATIONAL COMMUNITY SURVEY™

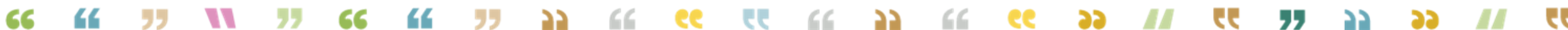
The National Community Survey™ in Goodyear

The NCS™ for Goodyear, AZ

- Fifth time conducting The NCS (previous surveys in 2013, 2015, 2018, 2021)
- Survey conducted from March 17th – April 28th
- Mailing approach employed:
 - Probability-based sample of 3,200 randomly selected households
 - 404 total responses received
 - 13% overall response rate
 - Non-probability, open-participation survey: 362 responses
- Results statistically weighted to reflect Goodyear overall
- 95% confidence interval with a +/- 5% margin of error



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





Overview of Survey Results



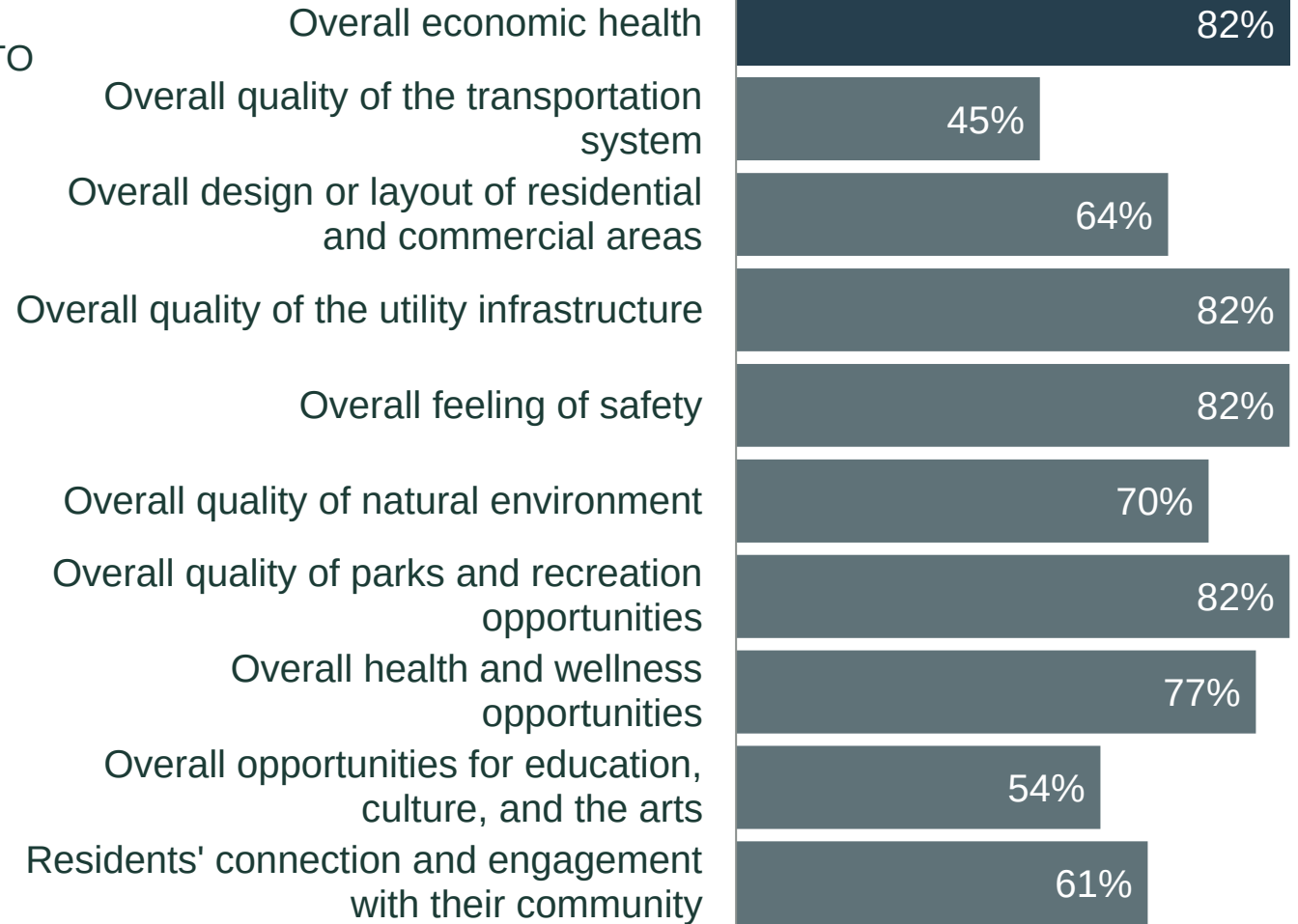


Facets of Community Livability: Quality

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT or GOOD



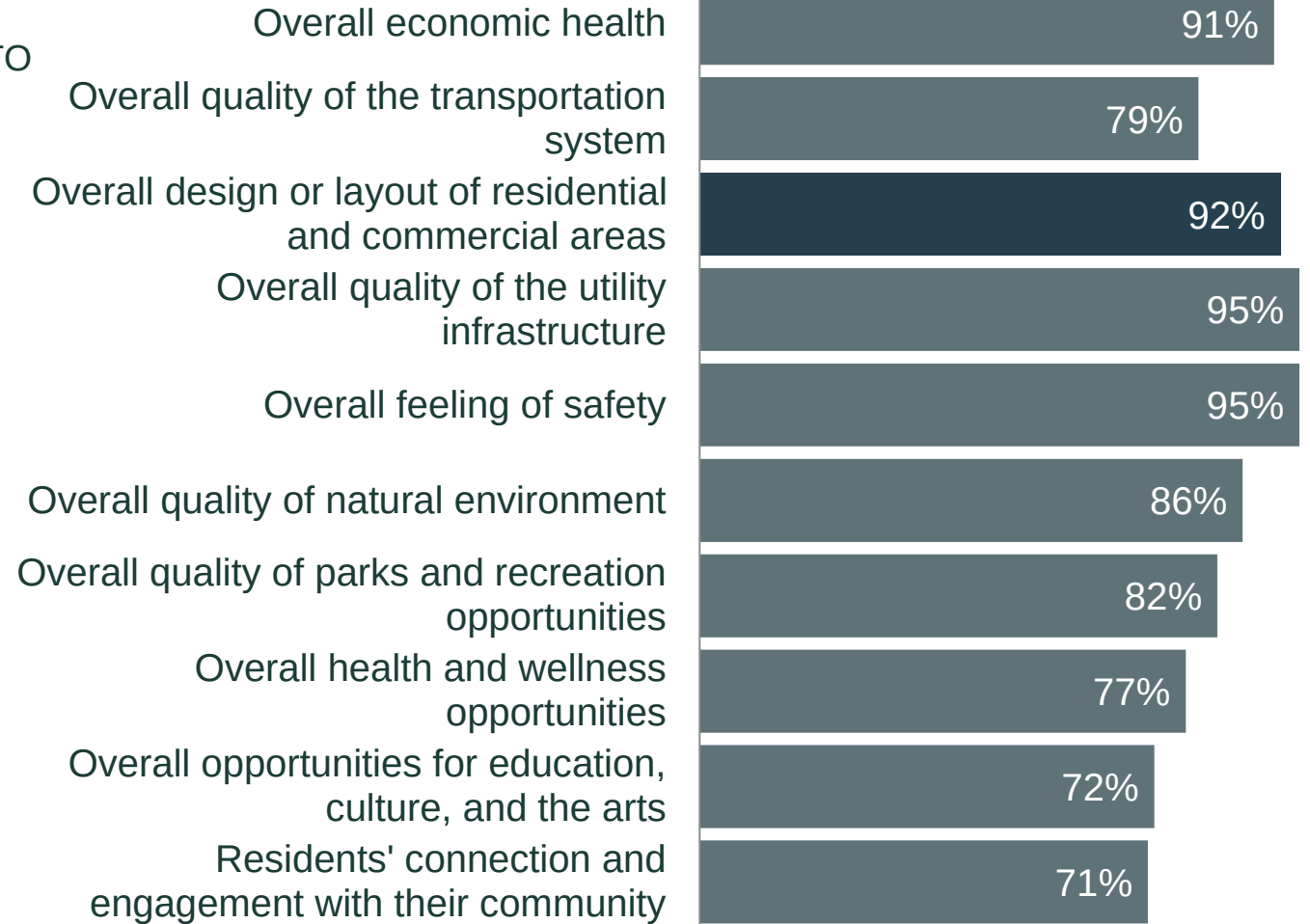


Facets of Community Livability: Importance

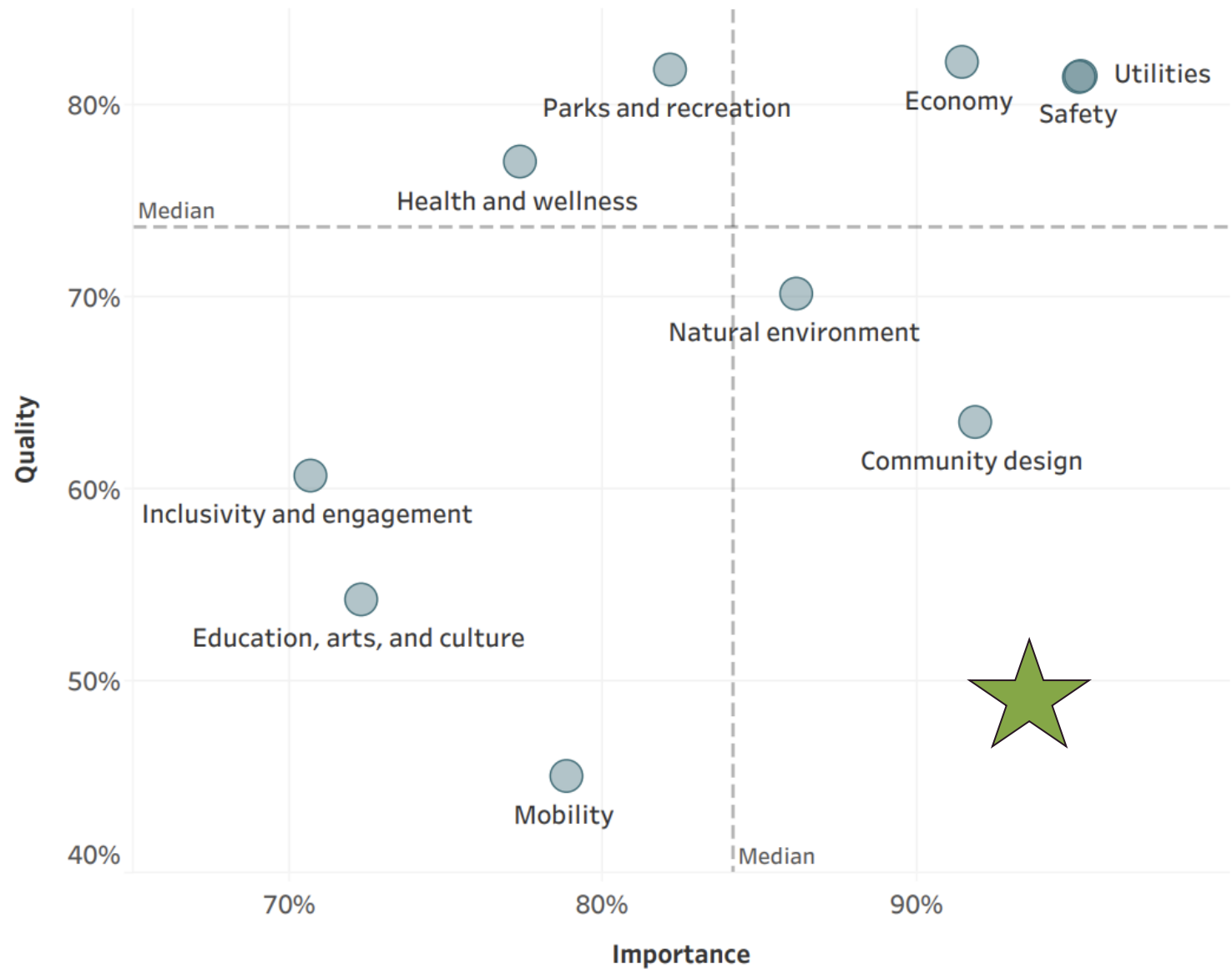
COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT ESSENTIAL OR VERY IMPORTANT



Balancing Quality and Importance



Overall Community Quality



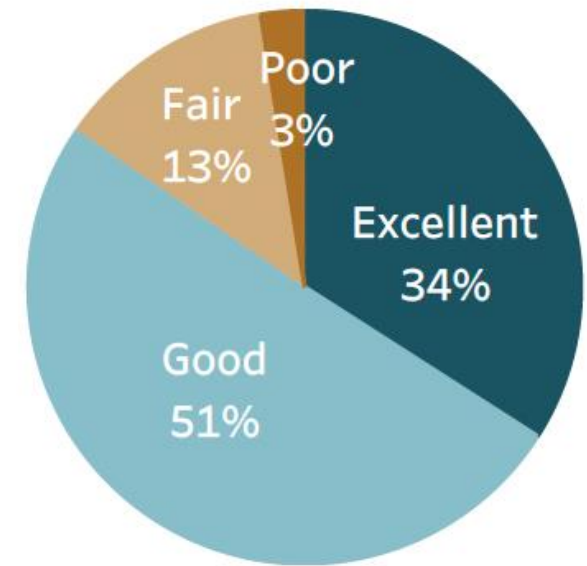
About

9 in 10

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

- Goodyear as a place to live
- Goodyear as a place to retire
- Recommending living in Goodyear to someone who asks

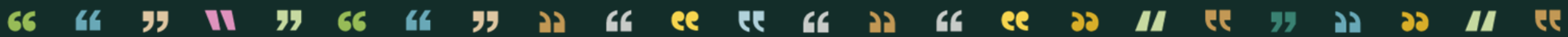
The overall quality of life in Goodyear, 2023

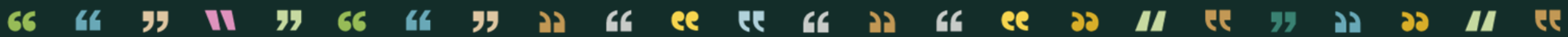


8 in 10 residents also:

- Plan to remain in Goodyear for the next 5 years

Comparisons to National Benchmarks







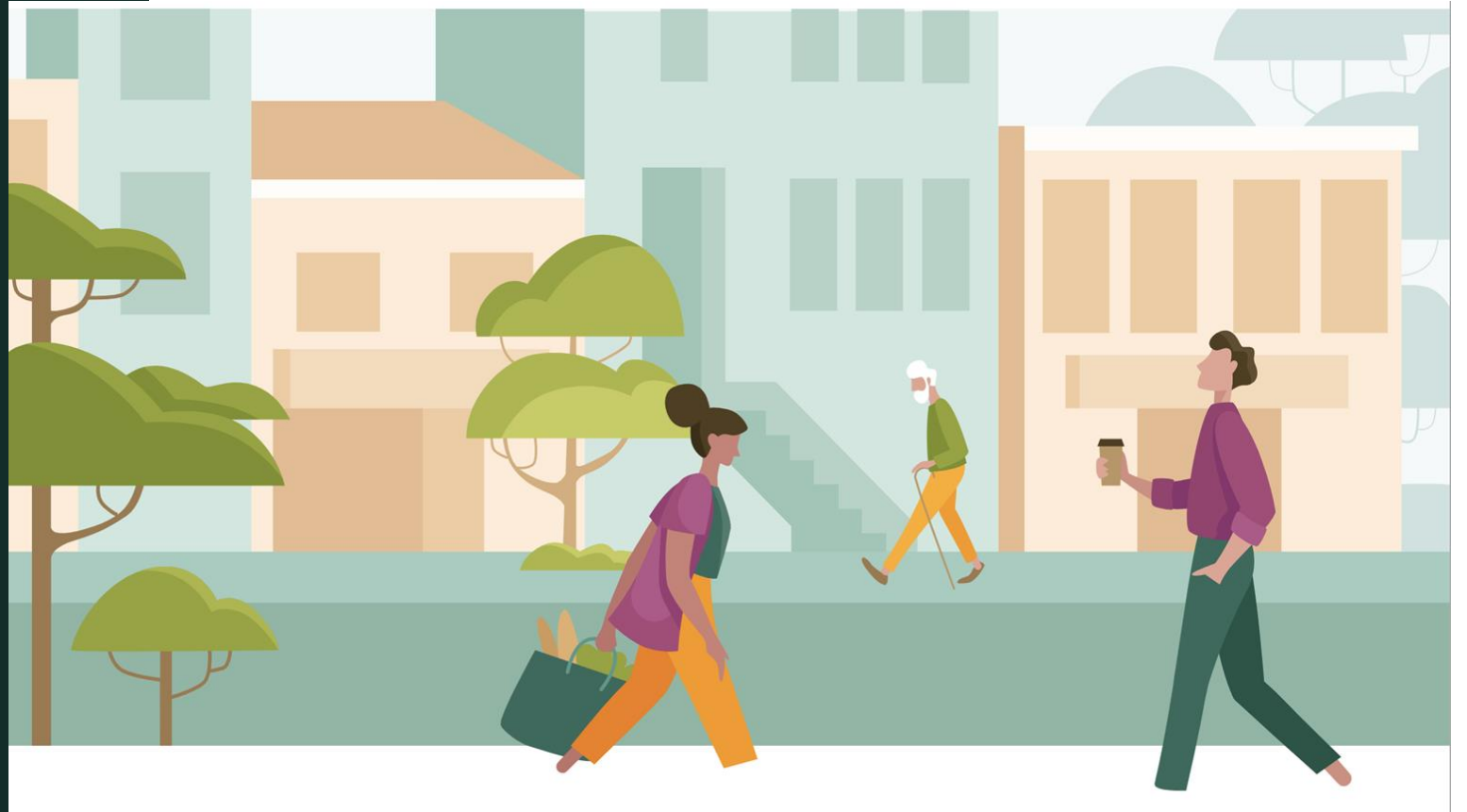
Key Findings





Key Finding #1

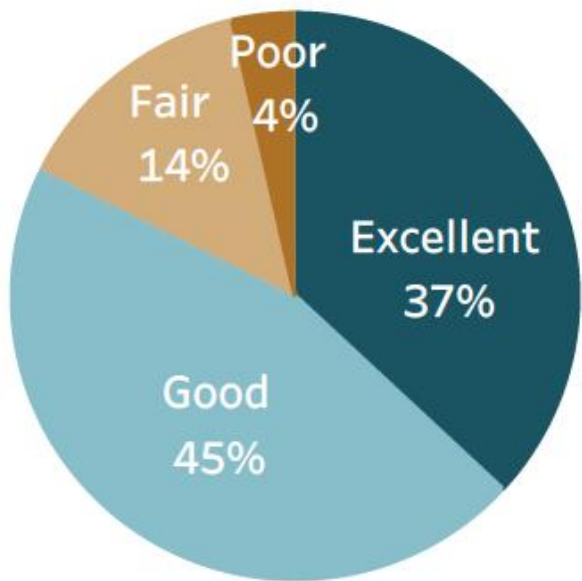
Resident ratings of the economy and affordability in Goodyear have declined over time.



The Economy in Goodyear



Overall economic health of Goodyear, 2023



Please rate each of the following in the Goodyear community:

COMPARISON TO NATIONAL BENCHMARK:

PERCENT EXCELLENT OR GOOD

- Higher
- Similar
- Lower

Goodyear as a place to work

74%

Goodyear as a place to visit

59%

Overall quality of business and service establishments

65%

Variety of business and service establishments

50%

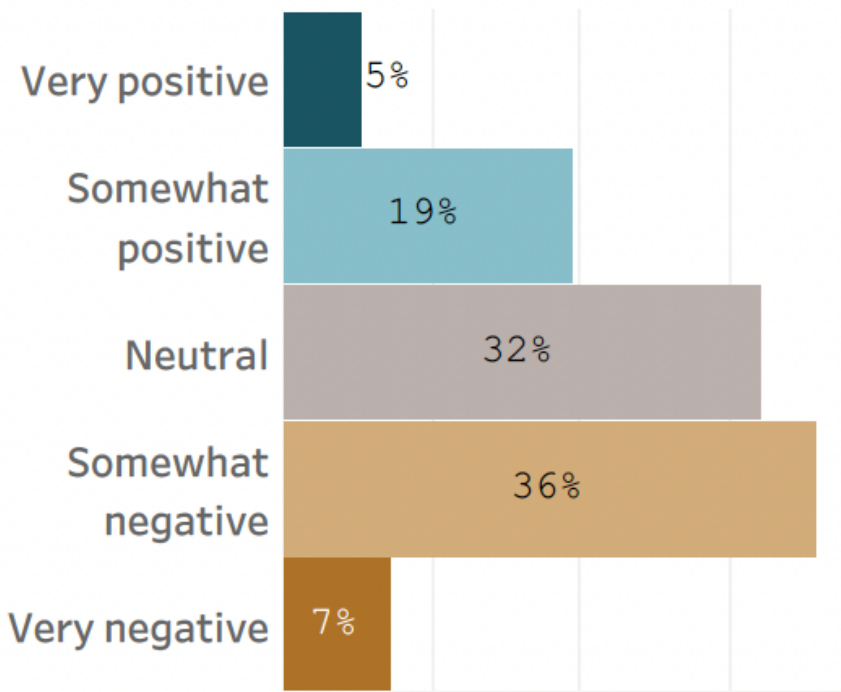
Vibrancy of downtown/commercial area

40%

The Economy in Goodyear



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



9 in 10 residents

Rated Goodyear's overall economic health as essential or very important for the community to focus on in the coming two years.



Key Finding #2

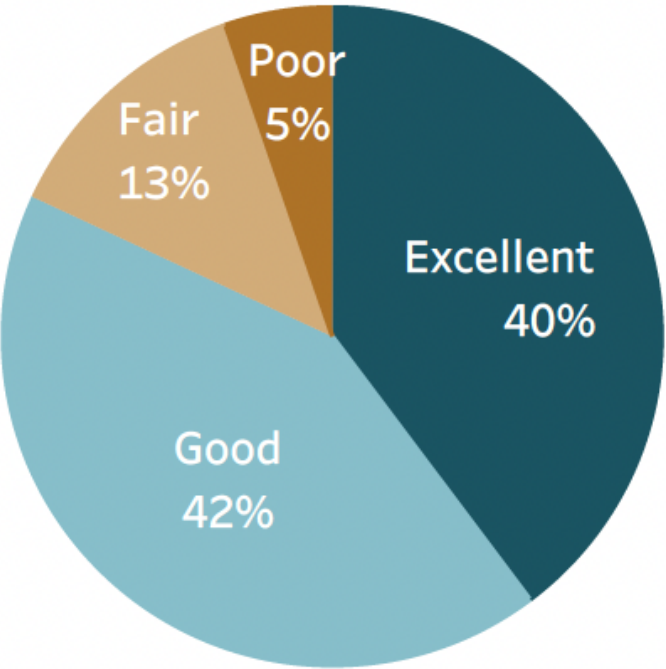
Residents appreciate parks and recreation opportunities in Goodyear, but identify challenges with outdoor amenities and the natural environment.



Parks and Recreation in Goodyear



Overall quality of parks and recreation opportunities, 2023



Please rate each of the following in the Goodyear community:

COMPARISON
TO
NATIONAL
BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT OR
GOOD

Availability of paths and walking trails

53%

Fitness opportunities

68%

Recreational opportunities

68%

City parks

78%

Recreation programs or classes

77%

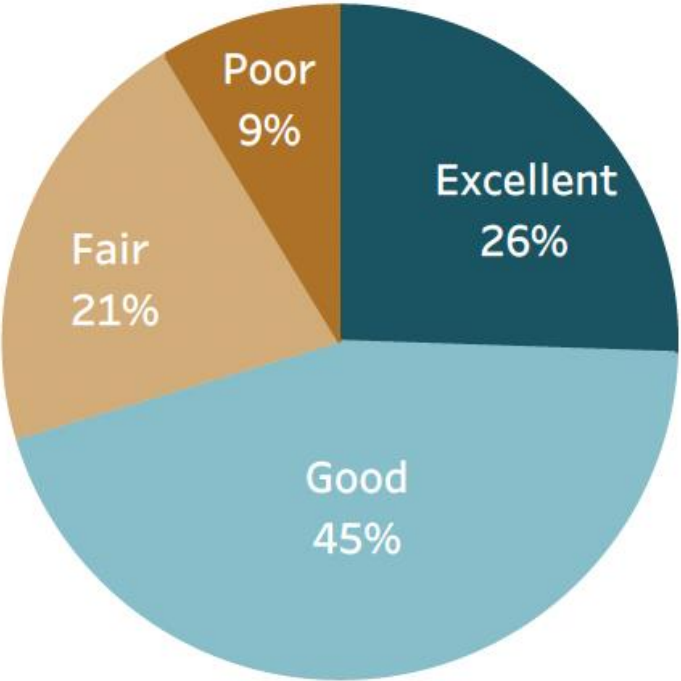
Recreation centers or facilities

82%

The Natural Environment in Goodyear



Overall quality of natural environment in Goodyear, 2023

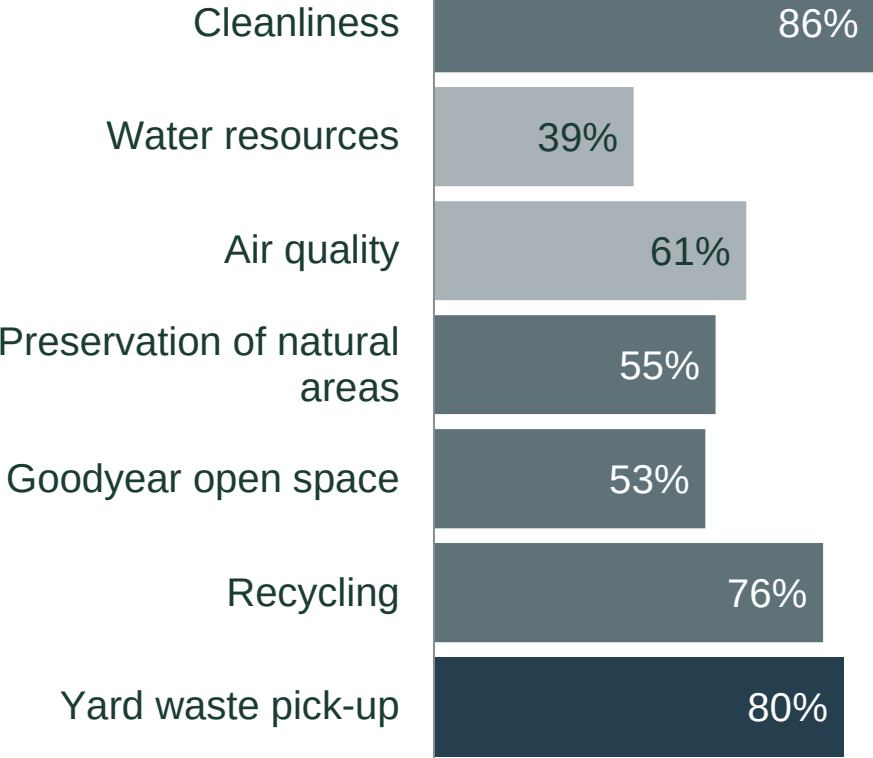


Please rate each of the following in the Goodyear community:

COMPARISON TO NATIONAL BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT OR GOOD





Key Finding #3

Community Design is a resident priority, with some ratings decreasing over time.



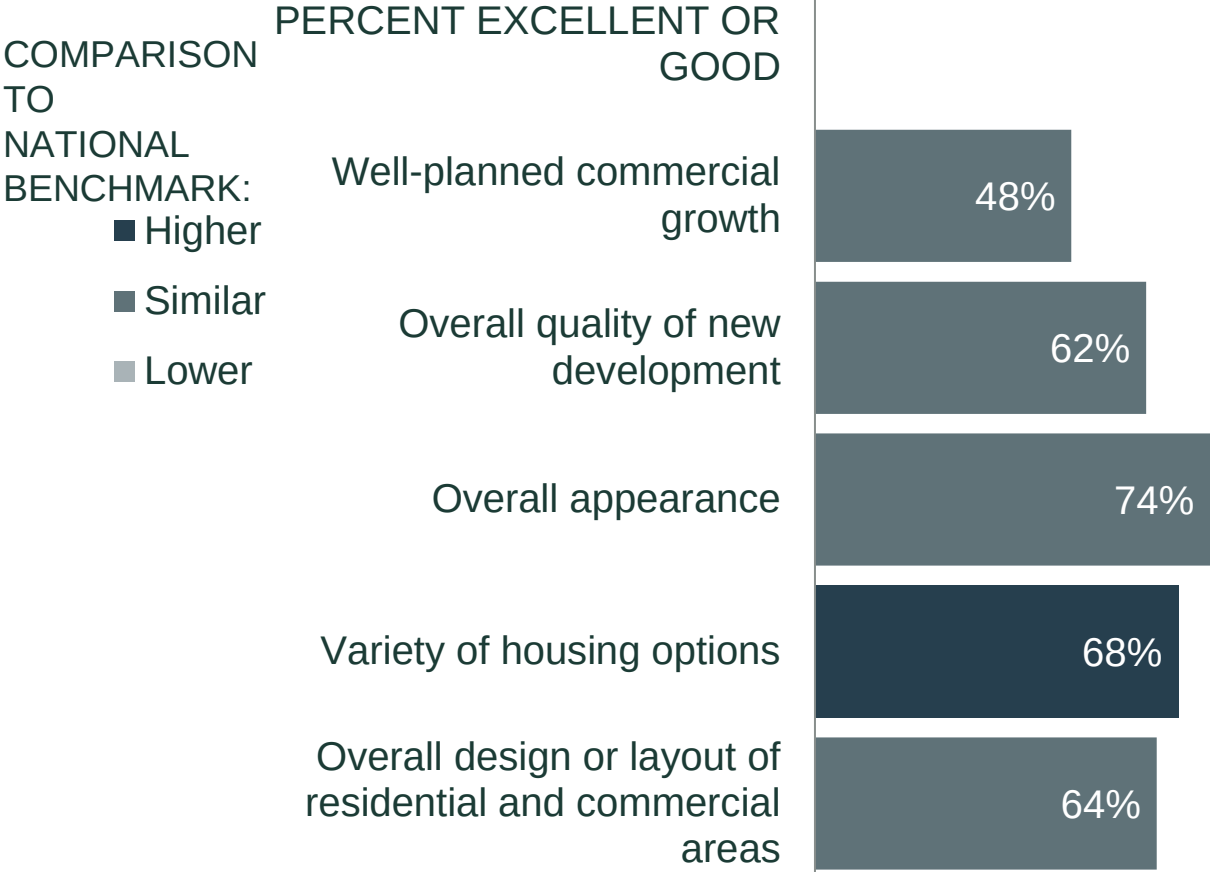
Community Design in Goodyear



Overall design or layout of Goodyear’s residential and commercial areas, 2023



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





Key Finding #4

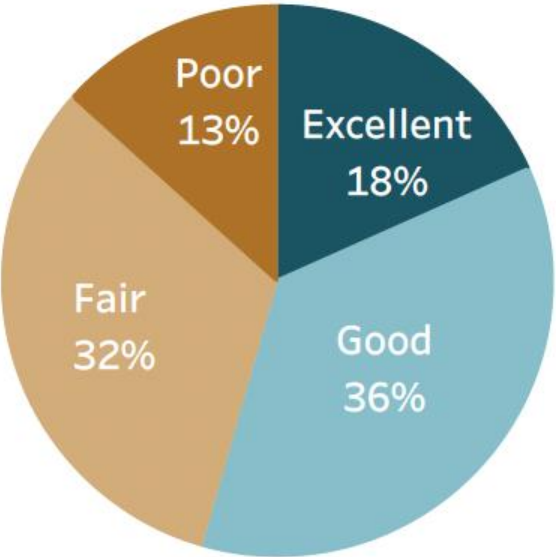
Ratings for educational, arts, and cultural opportunities have improved, and residents report higher levels of engagement at community events.



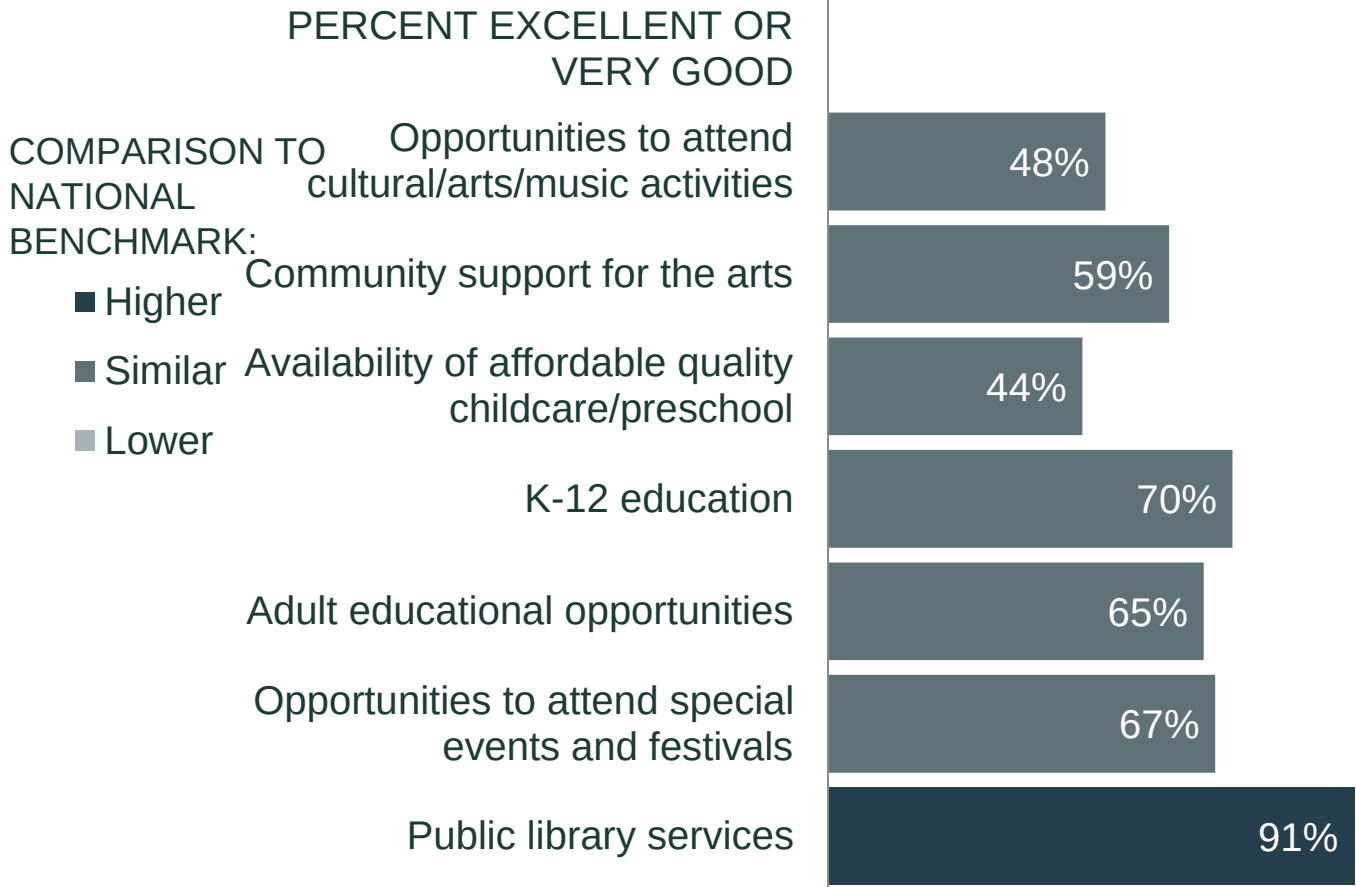
Education, Arts, and Culture in Goodyear



Overall opportunities for education, culture and the arts, 2023



Please rate each of the following in the Goodyear community.



Additional Special Topics

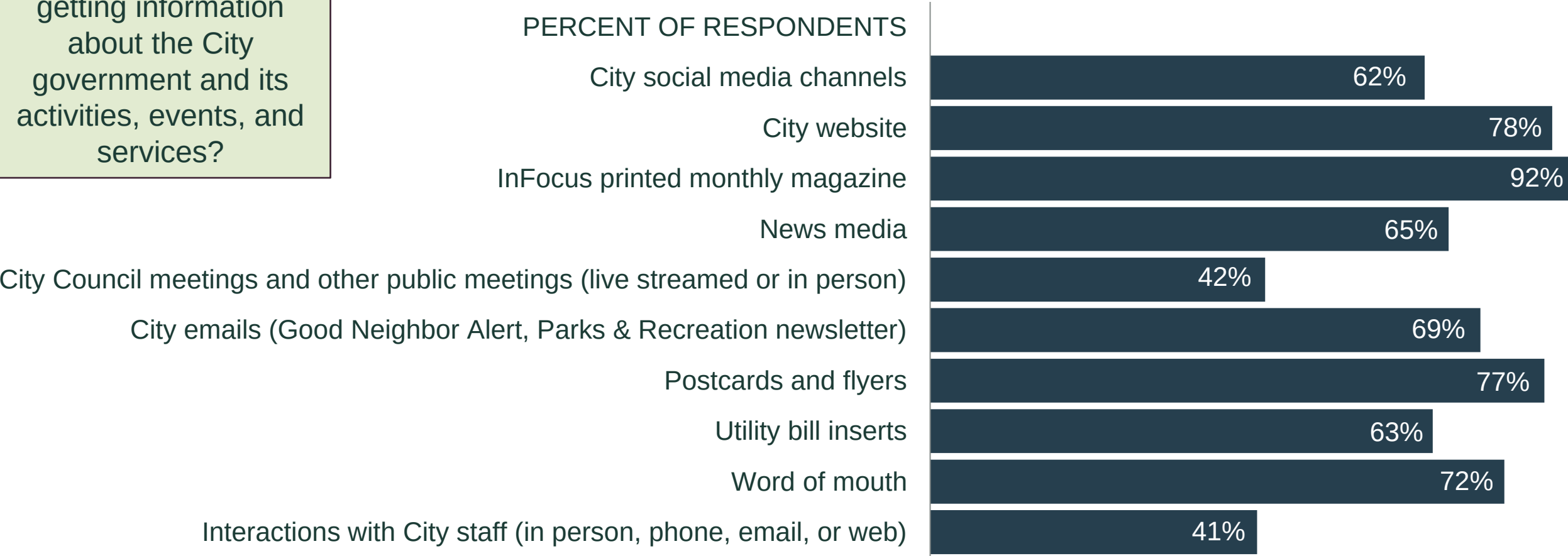
13. How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City social media channels	1	2	3
City website	1	2	3
InFocus printed monthly magazine	1	2	3
News media	1	2	3
City Council meetings and other public meetings (live streamed or in person)	1	2	3
City emails (Good Neighbor Alert, Parks & Recreation newsletter)	1	2	3
Postcards and flyers.....	1	2	3
Utility bill inserts.....	1	2	3
Word of mouth	1	2	3
Interactions with City staff (in person, phone, email, or web).....	1	2	3

Resident Information Sources



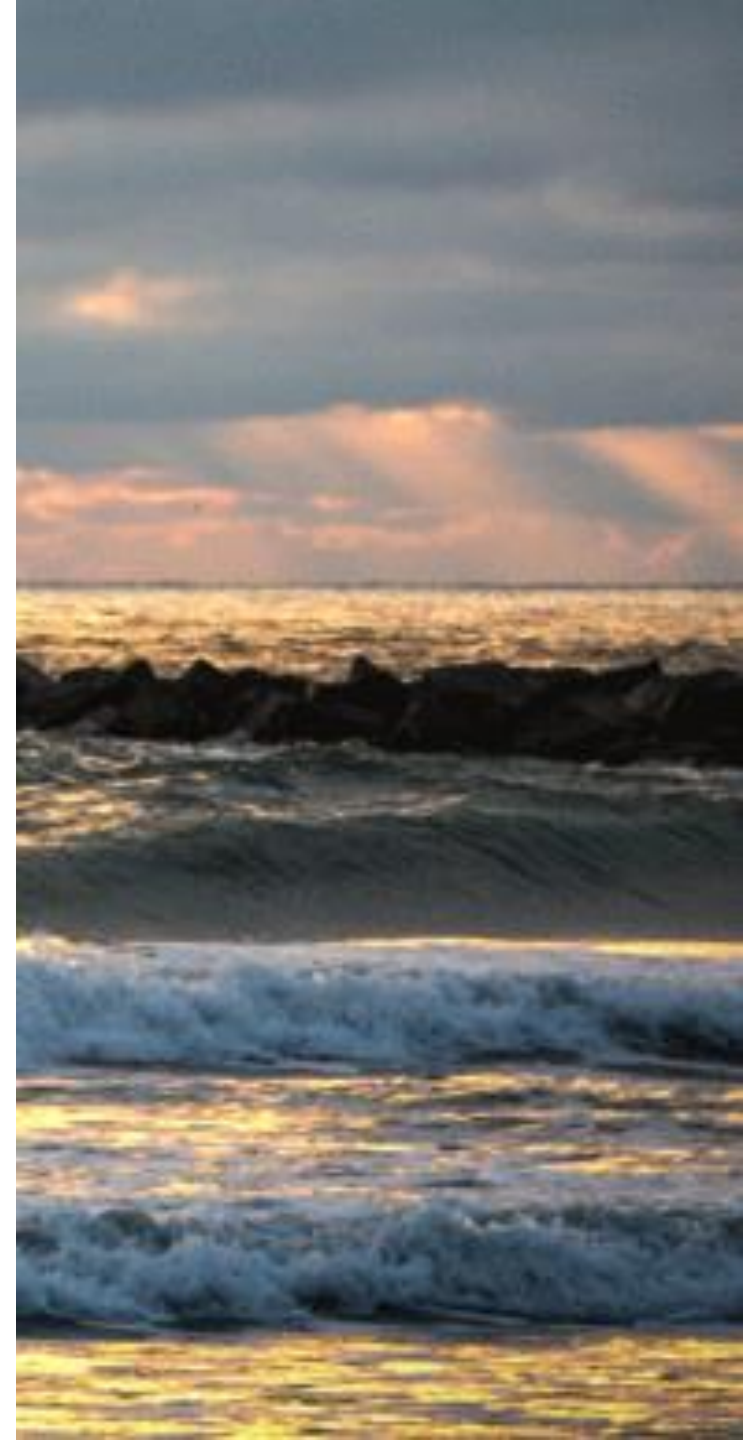
How much of a source, if at all, are each of the following for you for getting information about the City government and its activities, events, and services?





Summary of Conclusions

- Resident ratings of the economy and affordability in Goodyear have declined over time.
- Community Design is a resident priority, with some ratings decreasing over time.
- Residents appreciate parks and recreation opportunities in Goodyear, but identify challenges with outdoor amenities and the natural environment.
- Ratings for educational, arts, and cultural opportunities have improved, and residents report higher levels of engagement at community events.



Questions?



Thank you!

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



Goodyear, AZ

The National Community Survey

Report of Results
2023

Report by:



Visit us online!
www.polco.us

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Goodyear. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture
- Inclusivity and Engagement

The report provides the opinions of a representative sample of 404 residents of the City of Goodyear collected from March 17th, 2023 to April 28th, 2023. The margin of error around any reported percentage is 4.9% for all respondents and the response rate for the 2022 survey was 13%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Goodyear.



How the results are reported

For the most part, the percentages presented in the following tabs represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data.” However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Goodyear’s results are noted as being “higher” than the benchmark, “lower” than the benchmark, or “similar” to the benchmark, meaning that the average rating given by Goodyear residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as “higher” or “lower” than the benchmark means that Goodyear’s average rating for a particular item was more than 10 points different than the benchmark. If a rating was “much higher” or “much lower,” then Goodyear’s average rating was more than 20 points different when compared to the benchmark.

The survey was administered during the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City’s 2023 ratings compare to other communities’ ratings from the past five years.

Trends over time

Trend data for Goodyear represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than six percentage points between the 2021 and 2023 surveys, the change is statistically significant.

* In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

Key Findings

Resident ratings of the economy and affordability in Goodyear have declined over time.

When asked to rate Goodyear's overall economic health, 82% of survey participants in 2023 rated this as excellent or good. This rating, while a 10% drop from the rating in the 2021 iteration of the survey, was higher than average; all other aspects related to the economy and affordability in Goodyear were similar to the national benchmarks. Further, 9 in 10 residents also responded that they think it is essential or very important for the Goodyear community to focus on the overall economic health of the city in the coming two years. Other economy-related aspects which declined since 2021, but were similar to the benchmarks, included Goodyear as a place to work (74% excellent or good), the overall quality (65%) and variety (50%) of business and service establishments, economic development (66%), the city as a place to visit (59%), and employment opportunities (55%). Further, when asked what impact, if any, residents think the economy would have on their family income in the next 6 months, only one-quarter of residents responded that they believed the impact would be very or somewhat positive; this represented a 17% decrease since the 2021 iteration of the survey.

Resident perception of affordability in Goodyear also declined from 2021 to 2023. Ratings for the cost of living (52% excellent or good), the availability of affordable quality food (66%) health care (61%), childcare/preschool (44%), housing (43%), and mental health care (37%) decreased over time; however, it is noteworthy that these ratings remain similar to those given in other communities nationwide.

Community Design is a resident priority, with some ratings decreasing over time.

Goodyear residents indicated a high degree of importance for the overall design or layout of residential and commercial areas with 9 in 10 of survey respondents rating it essential or very important; Goodyear residents were more likely than those in other communities across the country to rate this facet of community livability as important. Meanwhile, the quality rating for the overall design or layout of residential and commercial areas was similar to the national average, receiving a 64% positive rating from participants. These comparative ratings of quality and importance suggest Community Design as a potential focus area for the City. Residents' opinion on the variety of housing options remained steady at 68% excellent or good, which was higher than the national average. While a few of the aspects of community design experienced ratings decreases between 2021 and 2023 - including the overall appearance of the city (74% excellent or good), overall quality of new development (62%), and well-planned commercial growth (48%), among others - these ratings remained on par with the national averages.

Residents appreciate parks and recreation opportunities in Goodyear, but identify challenges with outdoor amenities and the natural environment.

About 8 in 10 residents gave excellent or good reviews to the overall quality of parks and recreation opportunities in Goodyear, recreation centers and facilities, and recreation programs or classes; all of these ratings increased from 2021 to 2023, and the rating for recreation centers was higher than the national average. About three-quarters of respondents gave favorable marks to City parks, and two-thirds were pleased with fitness opportunities and recreational opportunities. These ratings remained stable over time and were similar to the national benchmarks.

When evaluating the overall quality of the natural environment in Goodyear, 7 in 10 residents gave positive marks, which was both similar to the national average and the 2021 survey results. Nearly 9 in 10 residents rated the cleanliness of the Goodyear community. Preservation of natural areas and the quality of Goodyear open space were both on par with the national averages, earning 55% and 53% positive ratings, respectively. The importance of the overall quality of the natural environment, at 86% essential or very important, remained similar to both the national benchmark and the 2021 survey results. However, residents' ratings of air quality (61% excellent or good), the availability of paths and walking trails (53%), and water resources (39%), while remaining stable when compared to the previous survey results, were all lower than national averages.

Ratings for educational, arts, and cultural opportunities have improved, and residents report higher levels of engagement at community events.

As in 2021, about half of residents positively rated overall opportunities for education, arts, and culture in Goodyear. However, it is noteworthy that some aspects within this facet of livability increased from 2021 to 2023: about two-thirds of residents gave favorable scores to opportunities to participate in social events and activities, to participate in community matters, and to attend special events and festivals, while 6 in 10 were pleased with community support for the arts and about half positively rated opportunities to attend cultural/arts/music activities. Further, 6 in 10 respondents rated residents' connection and engagement with their community as excellent or good, and one-quarter had attended a local public meeting in the past 12 months. All of these ratings represented increases over time and were similar to those seen in other communities.

Methods

Selecting survey recipients

All households within the City of Goodyear were eligible to participate in the survey. A list of all households within the zip codes serving Goodyear was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Goodyear households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of Goodyear boundaries were removed from the list of potential households to survey. Each address identified as being within city boundaries was further identified as being within one of the 3 areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the “person whose birthday has most recently passed” to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 3,200 randomly selected households received mailings beginning on March 17th, 2023 and the survey remained open for 7 weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 4% of the 3,200 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3080 households that received the invitations to participate, 404 completed the survey, providing an overall response rate of 13%. The response rate was calculated using AAPOR’s response rate #2* for mailed surveys of unnamed persons.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions. The margin of error for the City of Goodyear survey is no greater than plus or minus 4.9 percentage points around any given percent reported for all respondents (404 completed surveys).

In addition to the randomly selected “probability sample” of households, a link to an online open participation survey was publicized by the City of Goodyear. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and a question about where they heard about the survey. The open participation survey was open to all city residents and became available on April 14th, 2023. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the City of Goodyear. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target*
Age	18-34	5%	23%	25%
	35-54	21%	39%	38%
	55+	74%	38%	37%
Area	Central MPS	22%	38%	39%
	North MPA	52%	45%	43%
	South/Sonoran Valley MPA	26%	17%	17%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish ..	90%	73%	73%
	Yes, I consider myself to be of Hispanic, La..	10%	27%	27%
Housing tenure	Own	93%	79%	79%
	Rent	7%	21%	21%
Housing type	Attached	8%	11%	11%
	Detached	92%	89%	89%
Race & Hispanic origin	Not white alone	69%	40%	41%
	White alone, not Hispanic or Latino	31%	60%	59%
Sex	Man	47%	48%	47%
	Woman	53%	52%	53%
Sex/age	Man 18-34	3%	12%	12%
	Man 35-54	8%	18%	18%
	Man 55+	37%	18%	18%
	Woman 18-34	2%	11%	13%
	Woman 35-54	14%	21%	20%
	Woman 55+	37%	20%	19%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the tab “Complete data”. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of Goodyear funded this research. Please contact Jenna Goad of the City of Goodyear at jenna.goad@goodyearaz.gov if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

* See AAPOR’s Standard Definitions for more information at

<https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx>

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from

<https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

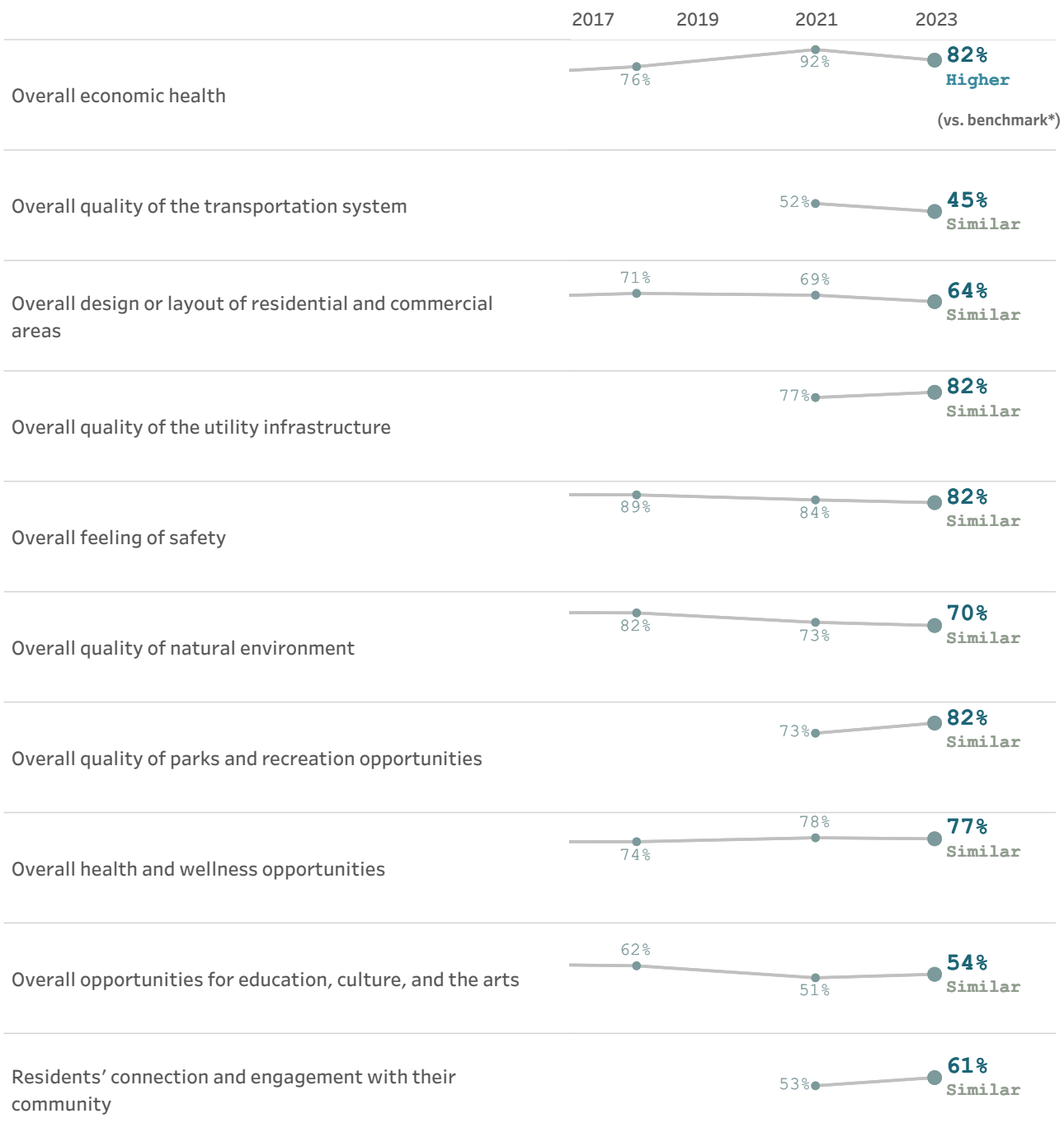
* Targets come from the 2010 Census and 2021 American Community Survey

Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

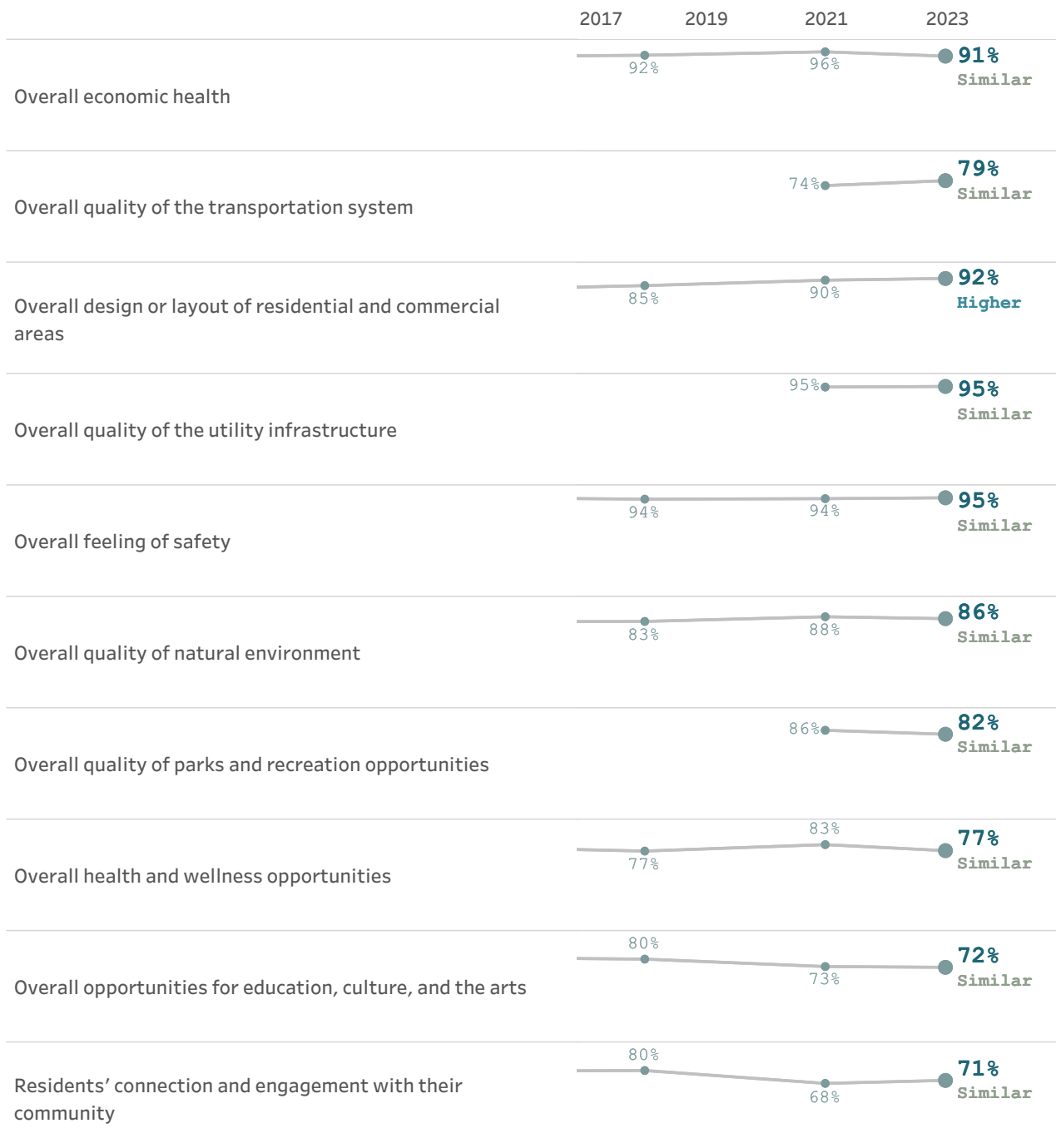
The charts below show the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local ratings were lower, similar, or higher than communities across the country (the national benchmark).

Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



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

(% essential or very important)



* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

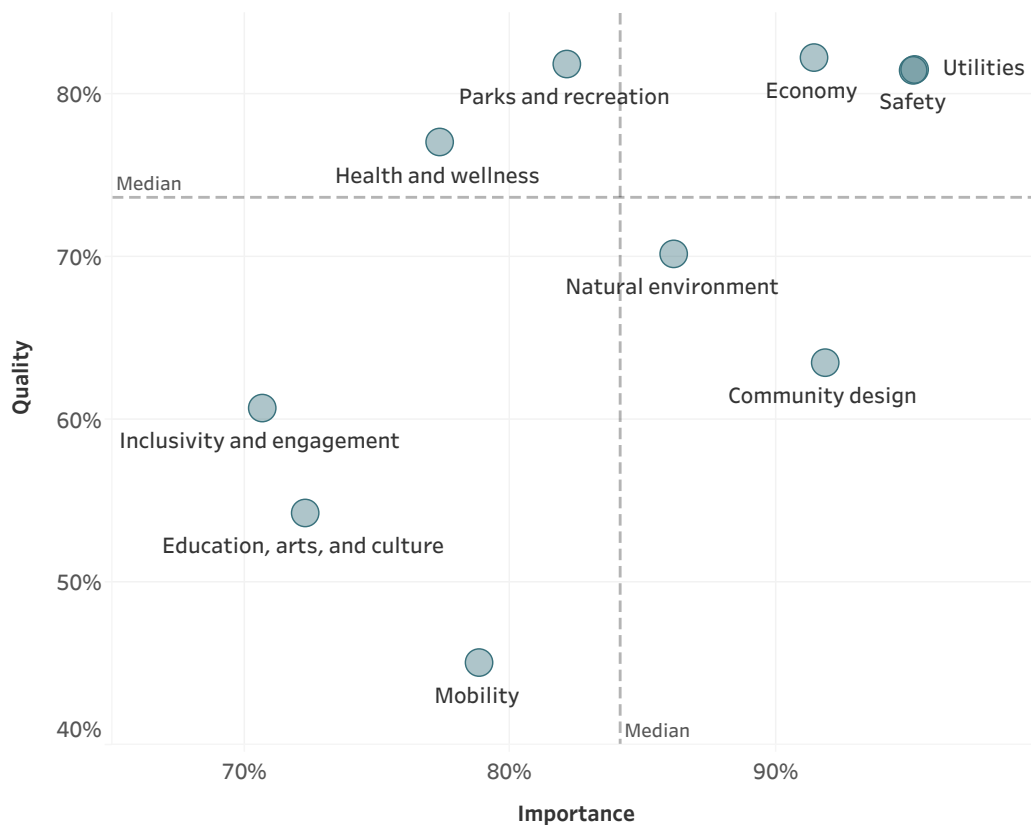
Balancing performance and importance

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 74% or more of respondents were considered of “higher quality” and those with ratings lower than 74% were considered to be of “lower quality.” Services were classified as “more important” if they were rated as essential or very important by 84% or more of respondents. Services were rated as “less important” if they received a rating of less than 84%. This classification uses the median ratings for quality and importance to divide the services in half.

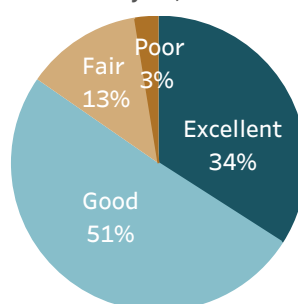
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



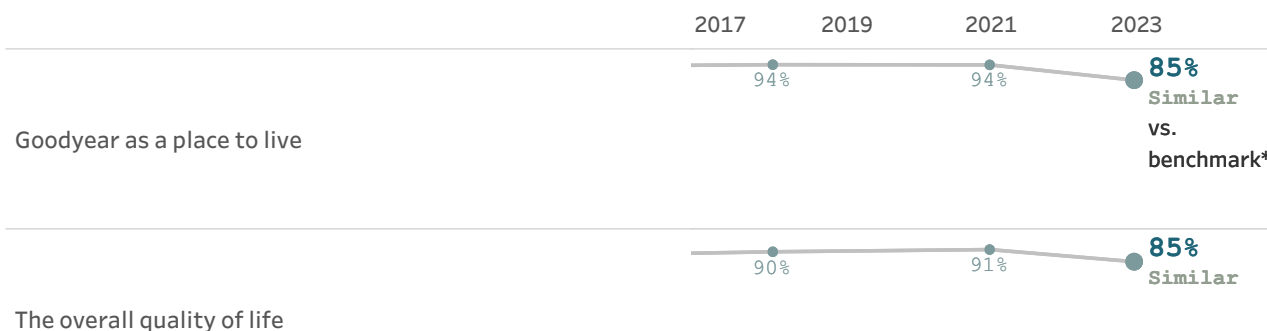
Quality of life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

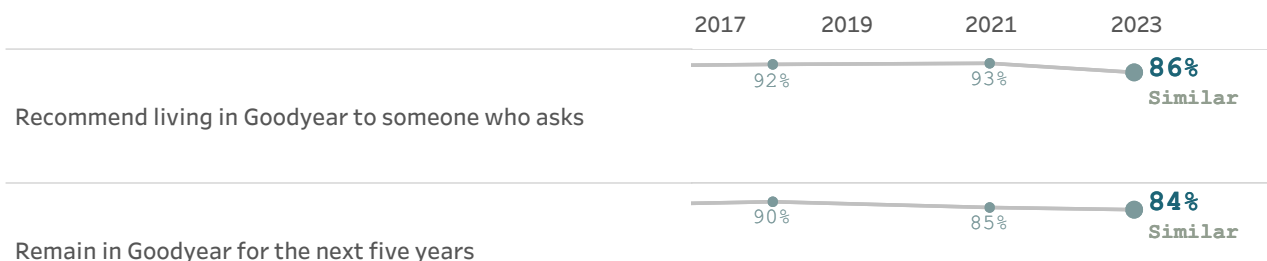
The overall quality of life in Goodyear, 2023



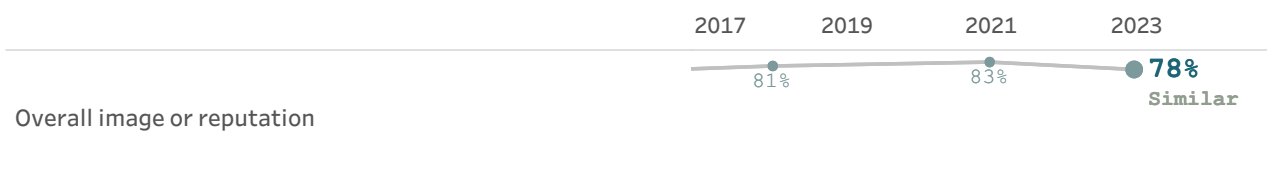
Please rate each of the following aspects of quality of life in Goodyear.
(% excellent or good)



Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)



Please rate each of the following in the Goodyear community.
(% excellent or good)

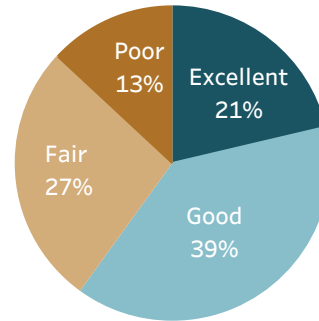


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

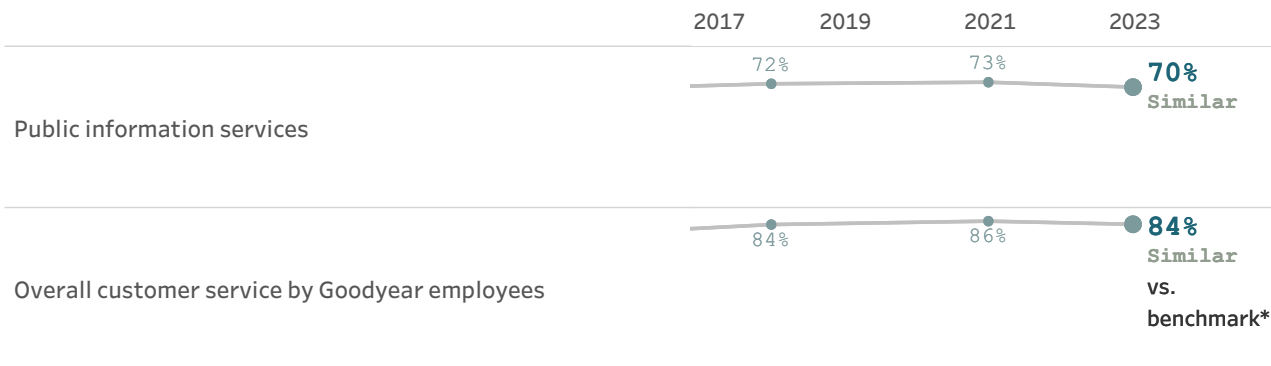
Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

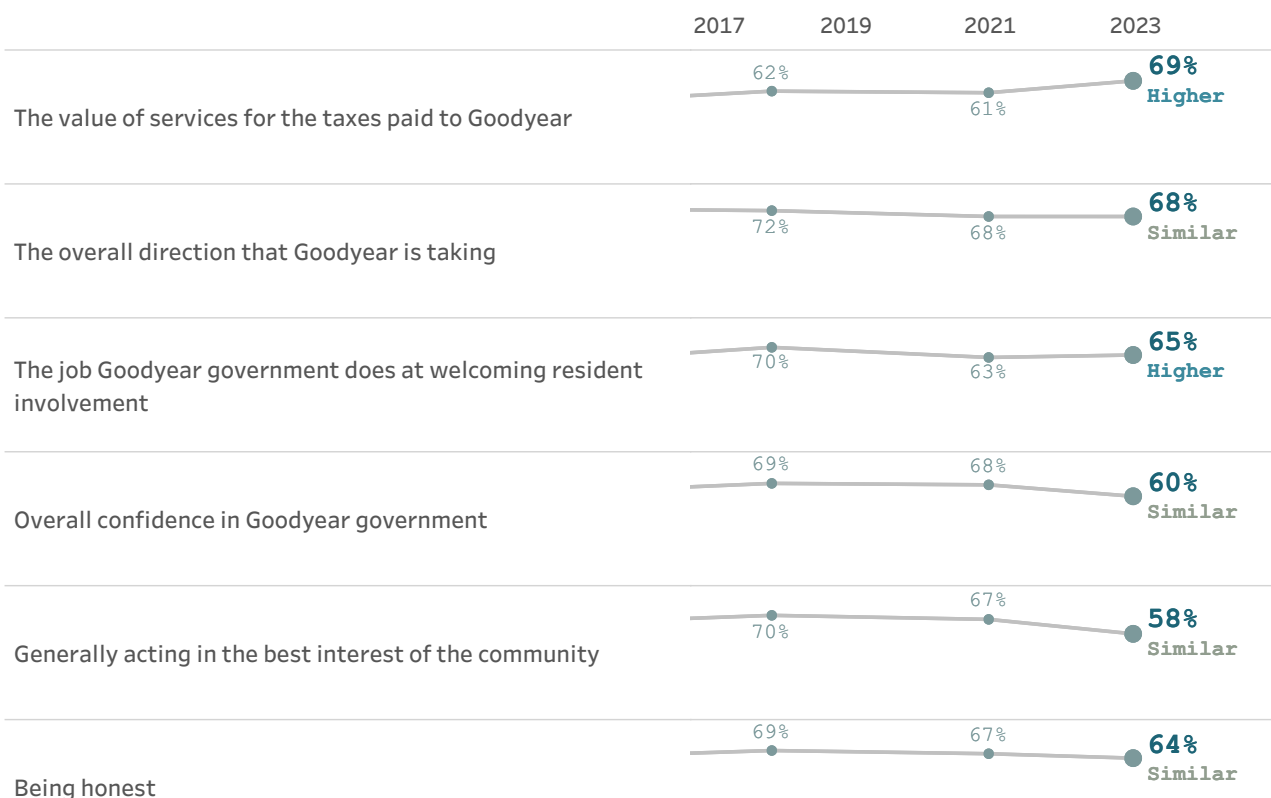
Overall confidence in Goodyear government, 2023

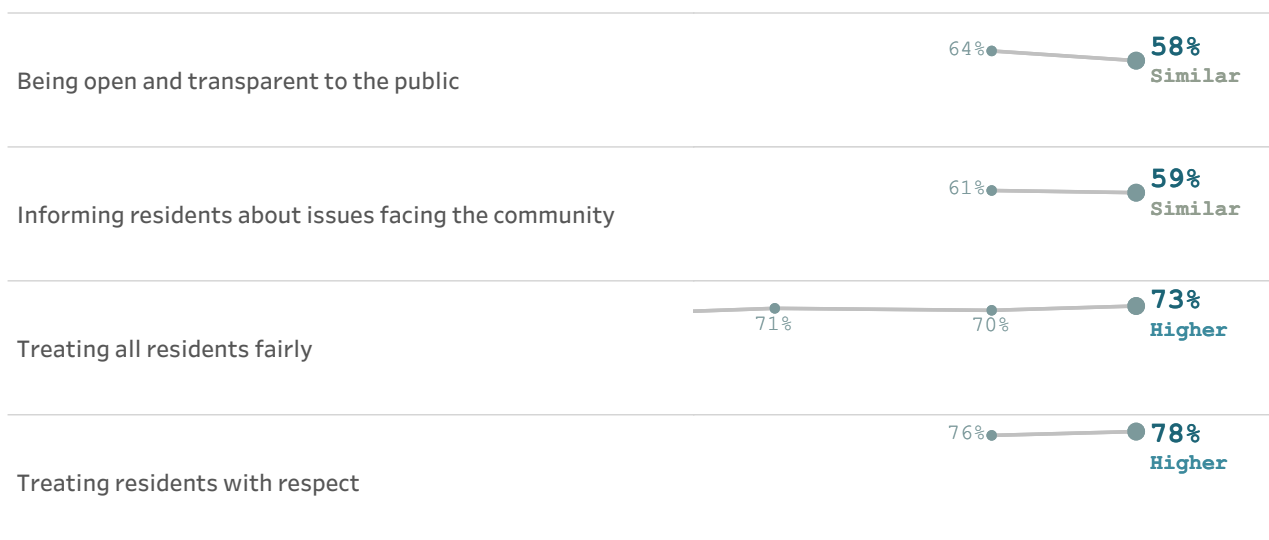


Please rate the quality of each of the following services in Goodyear.
(% excellent or good)

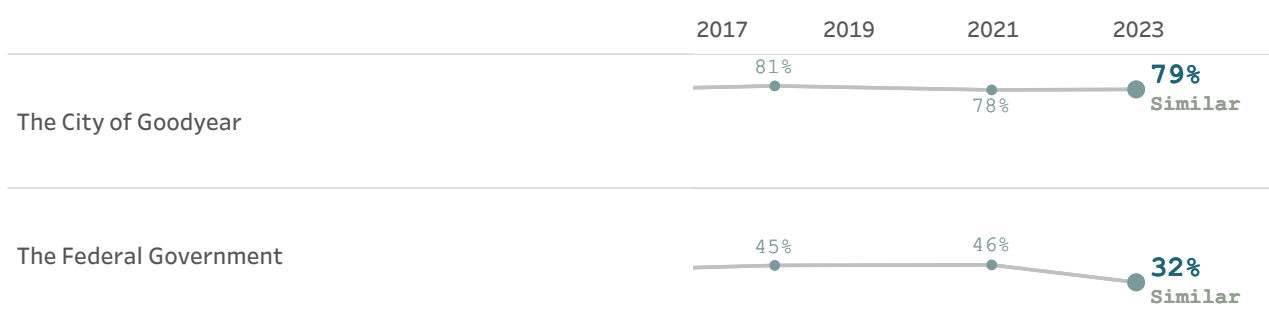


Please rate the following categories of Goodyear government performance.
(% excellent or good)





Overall, how would you rate the quality of the services provided by each of the following?
 (% excellent or good)

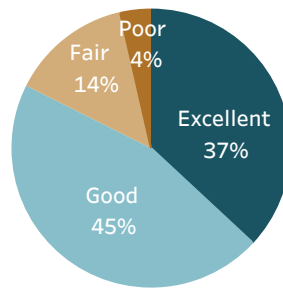


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

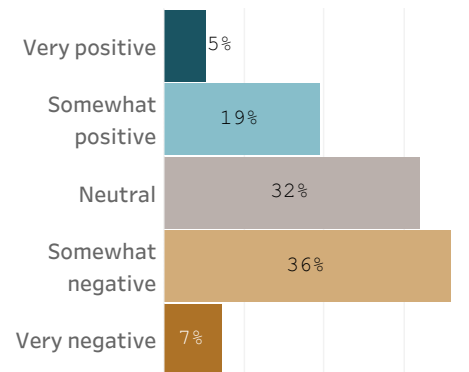
Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

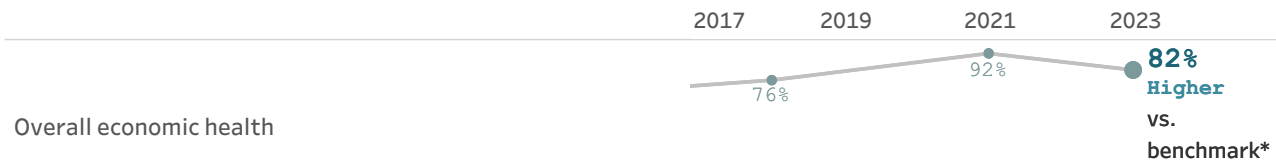
Overall economic health of Goodyear, 2023



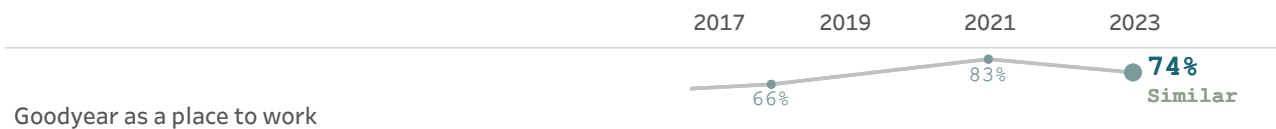
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



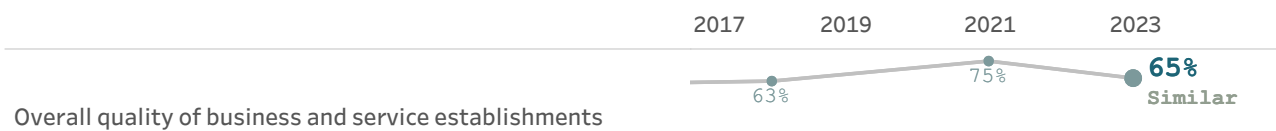
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Goodyear.
(% excellent or good)



Please rate each of the following in the Goodyear community.
(% excellent or good)



Employment opportunities



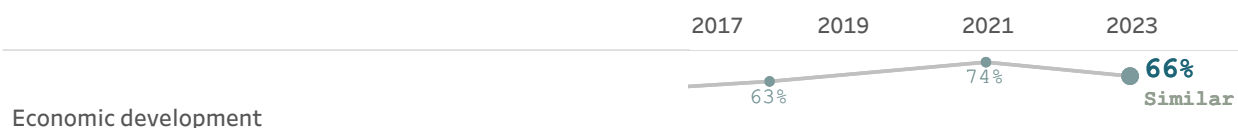
Shopping opportunities



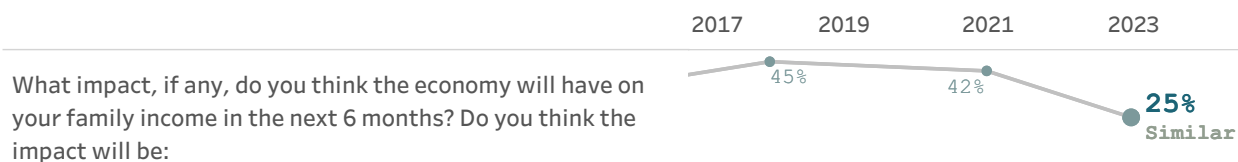
Cost of living



Please rate the quality of each of the following services in Goodyear.
(% excellent or good)



What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)

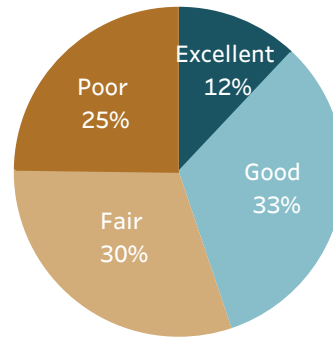


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

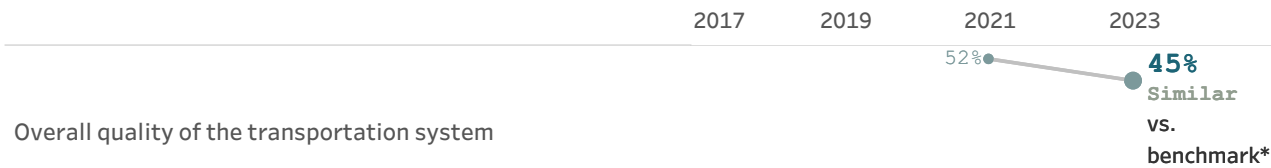
Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

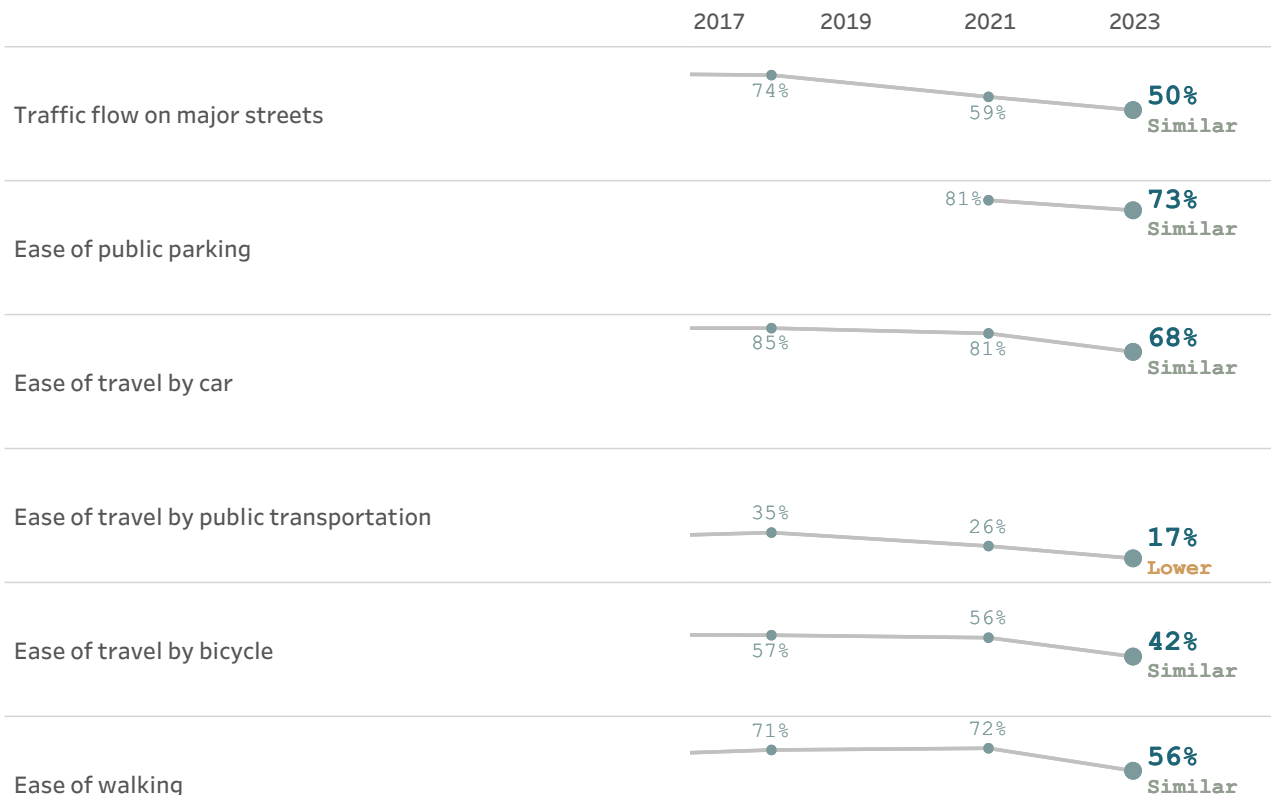
Overall quality of the transportation system in Goodyear, 2023



Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)

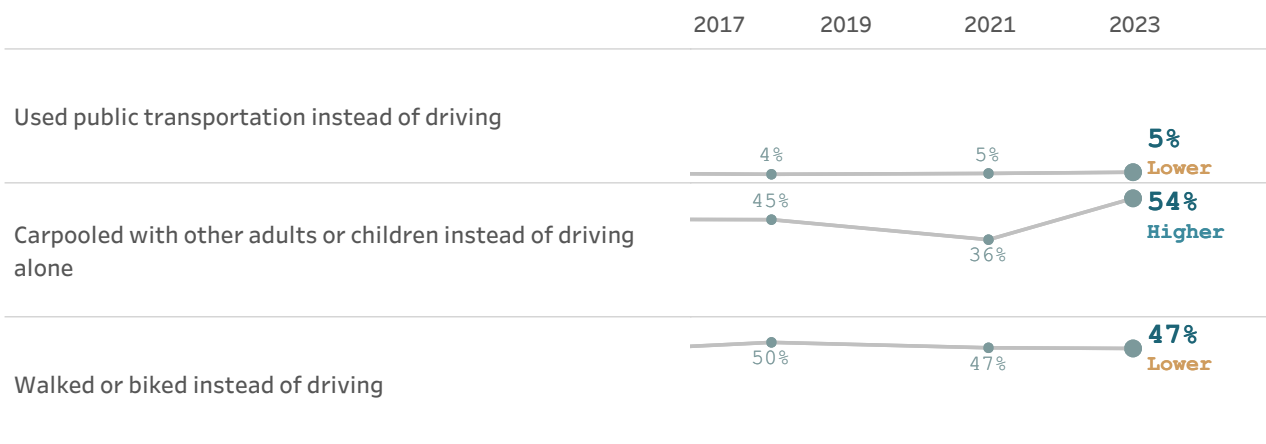


Please also rate each of the following in the Goodyear community.
(% excellent or good)



Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



Please rate the quality of each of the following services in Goodyear.

(% excellent or good)

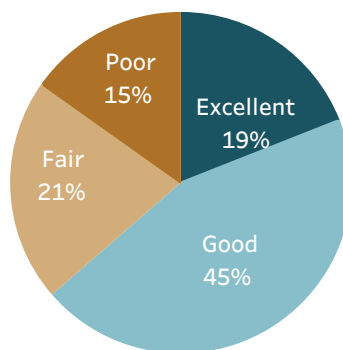


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

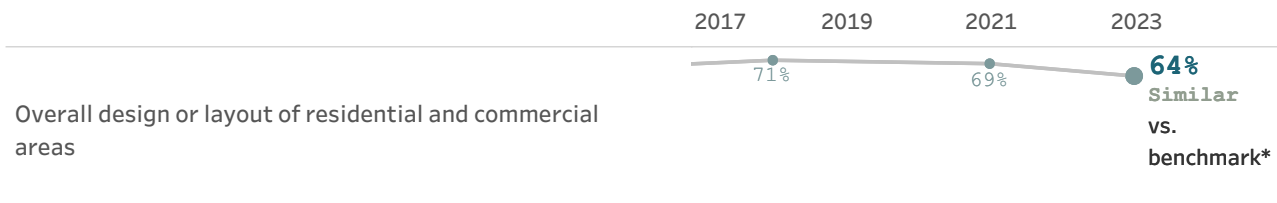
Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

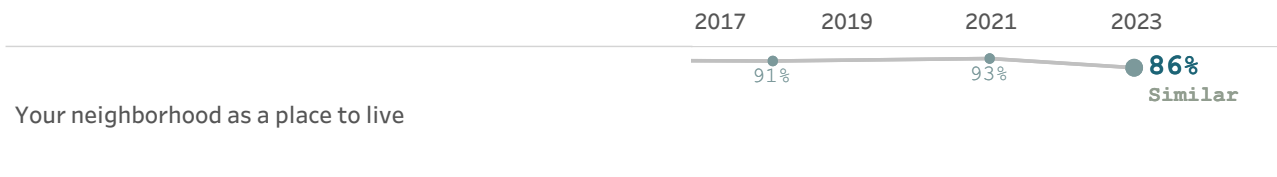
Overall design or layout of Goodyear's residential and commercial areas, 2023



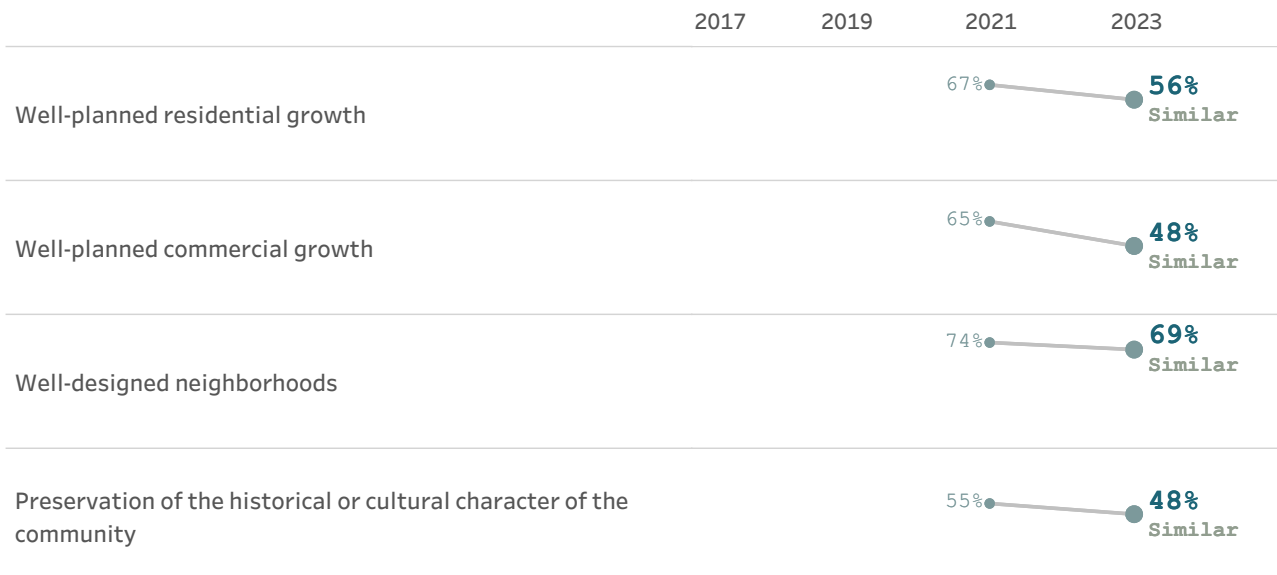
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



Please rate each of the following aspects of quality of life in Goodyear.
(% excellent or good)

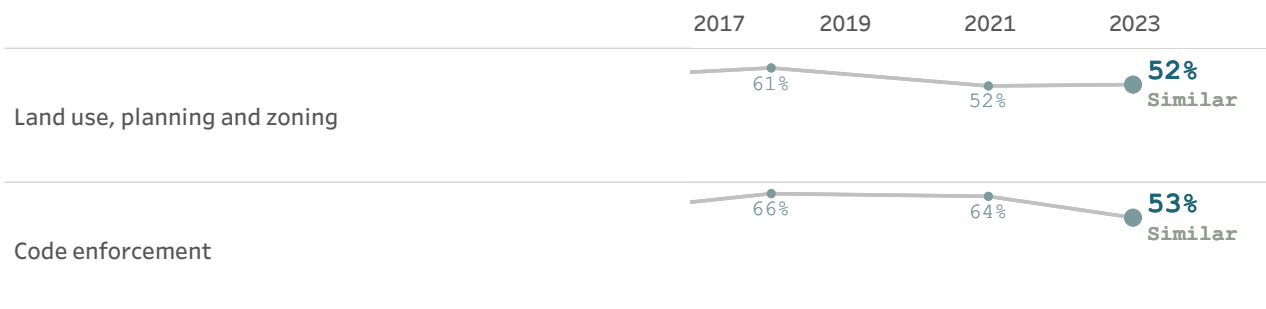


Please also rate each of the following in the Goodyear community.
(% excellent or good)





Please rate the quality of each of the following services in Goodyear.
 (% excellent or good)

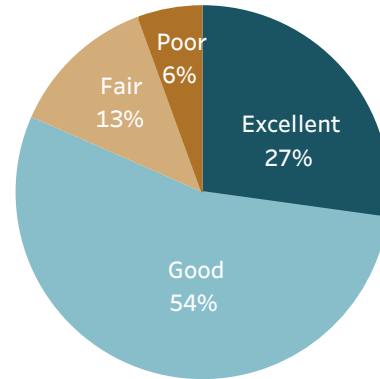


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

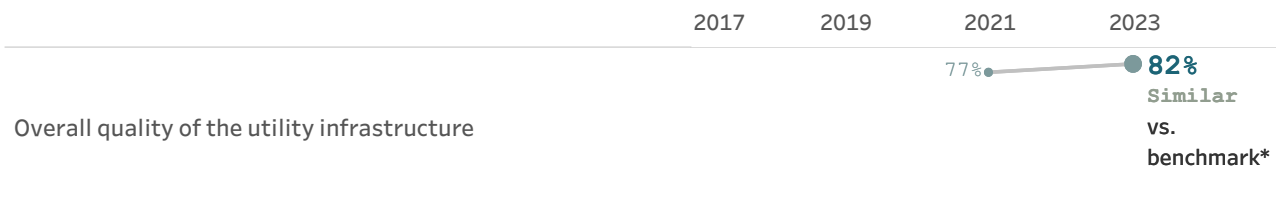
Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

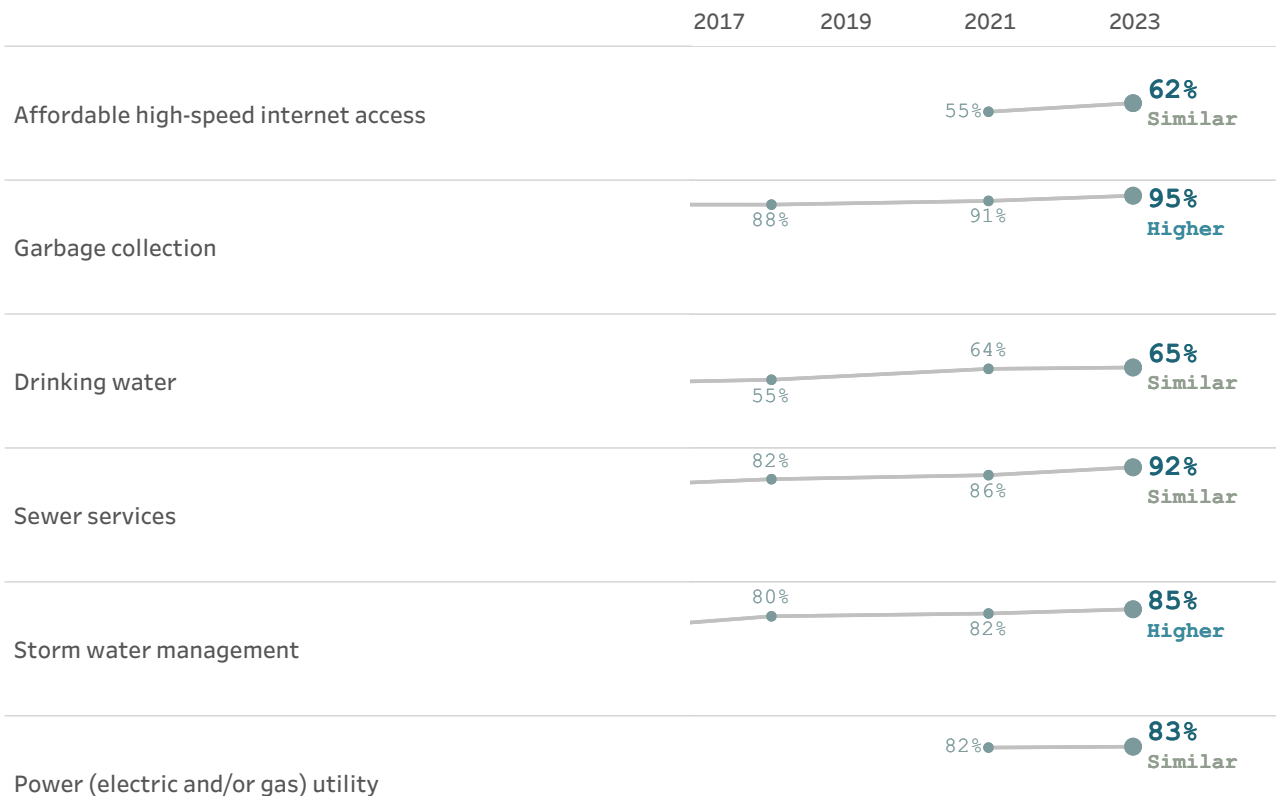
Overall quality of the utility infrastructure in Goodyear, 2023



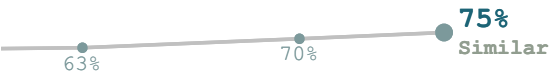
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



Please rate the quality of each of the following services in Goodyear.
(% excellent or good)



Utility billing

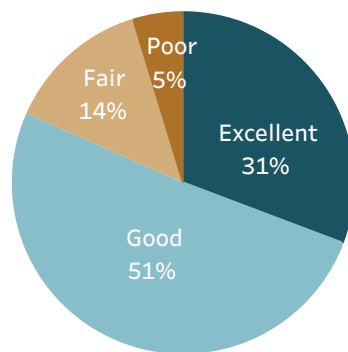


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

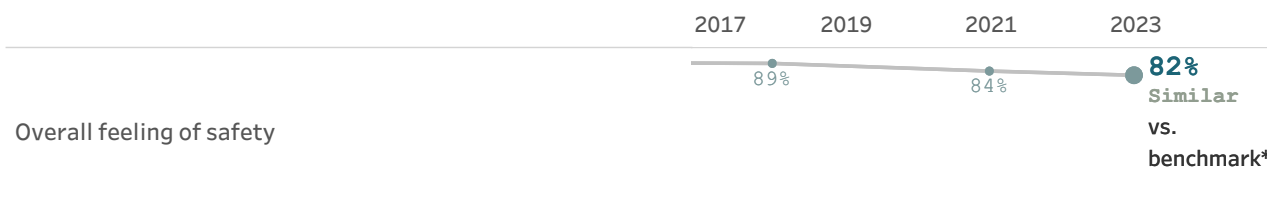
Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

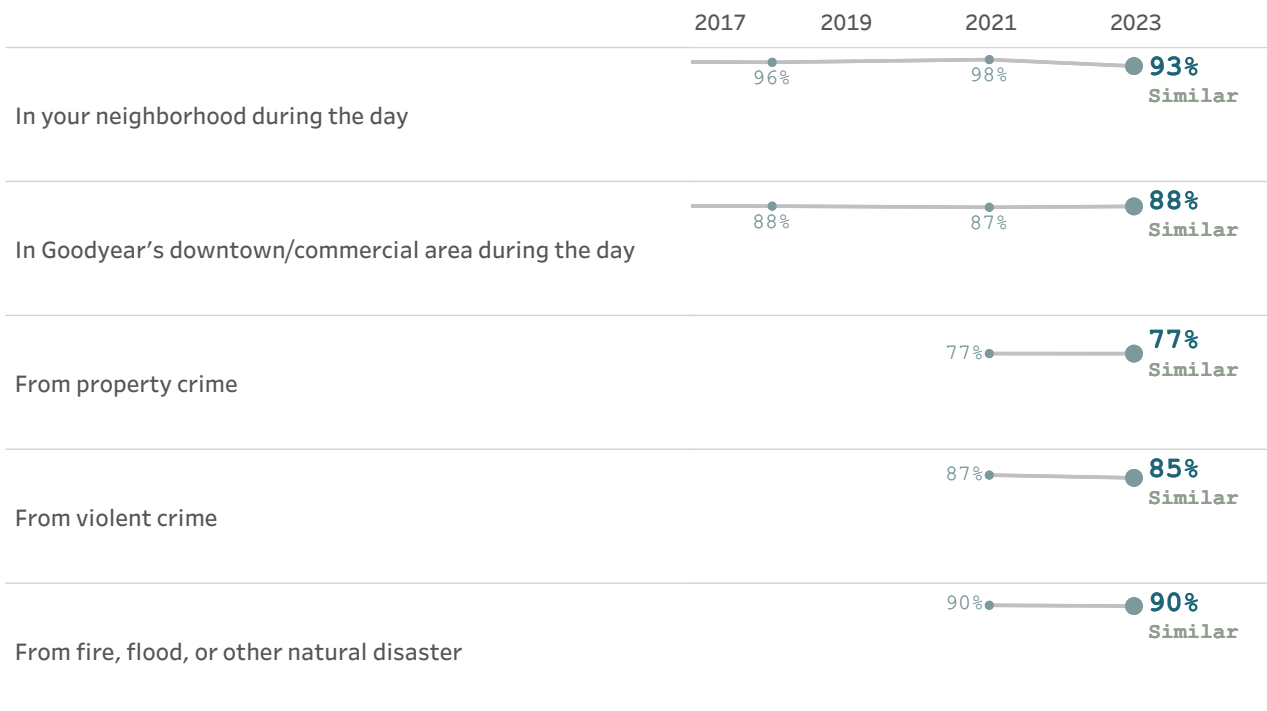
Overall feeling of safety in
Goodyear, 2023



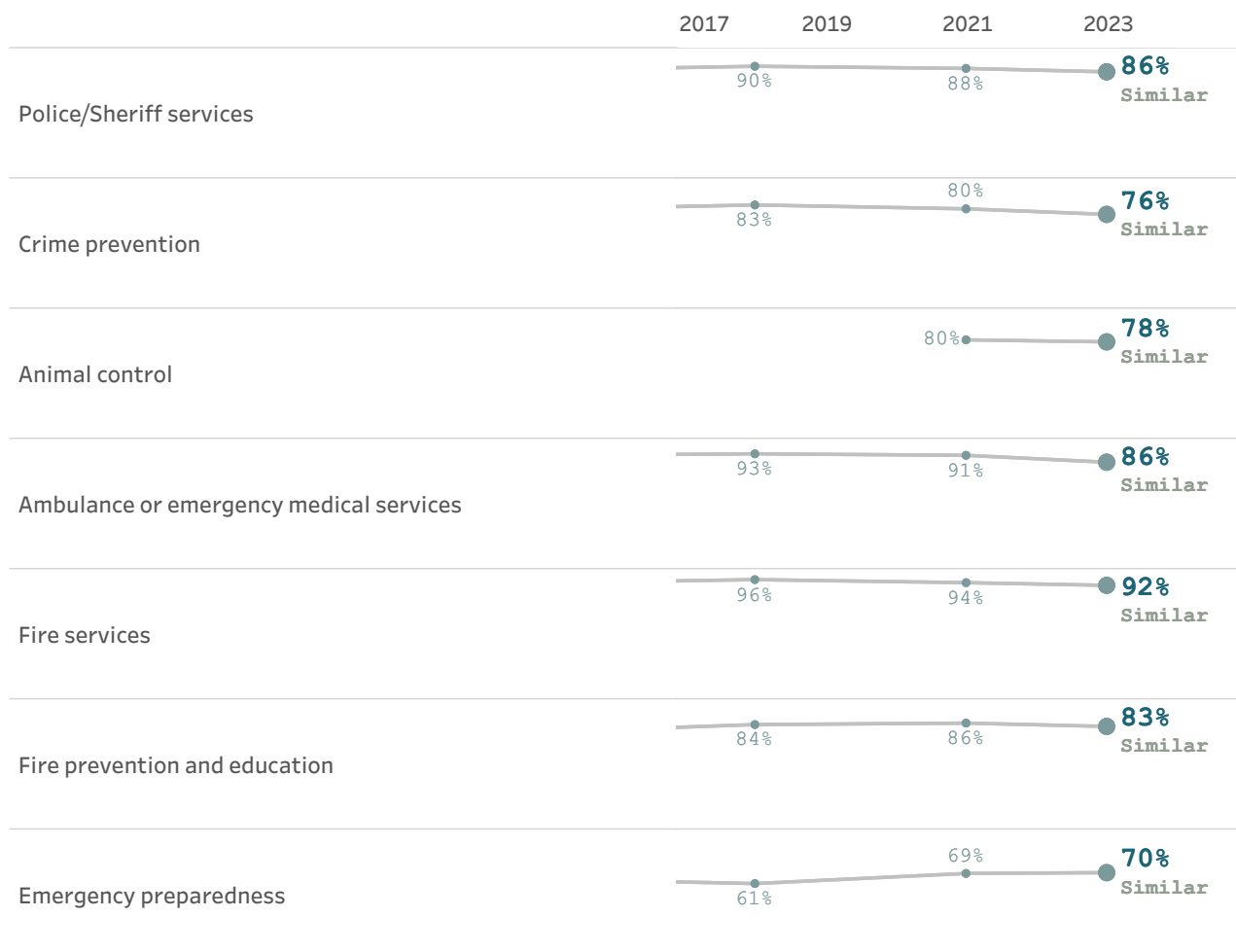
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



Please rate how safe or unsafe you feel:
(% very or somewhat safe)



Please rate the quality of each of the following services in Goodyear.
 (% excellent or good)

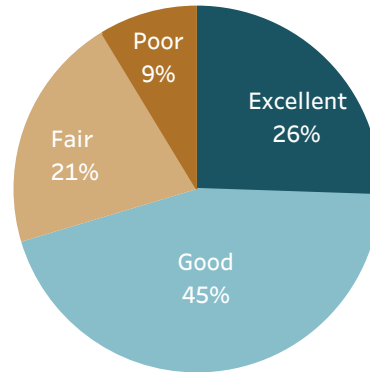


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

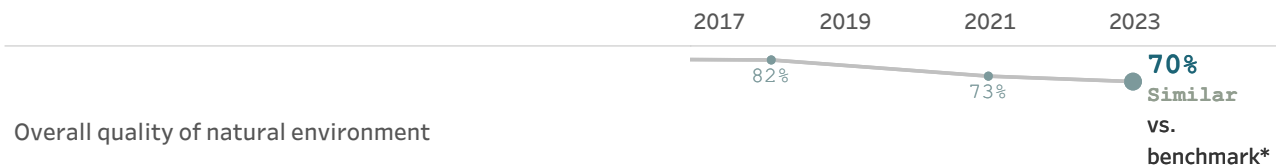
Overall quality of natural environment in Goodyear, 2023

Natural environment

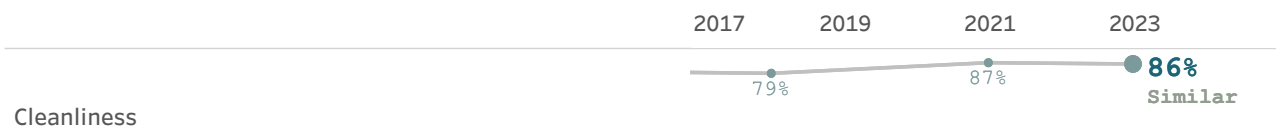
The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.



Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)

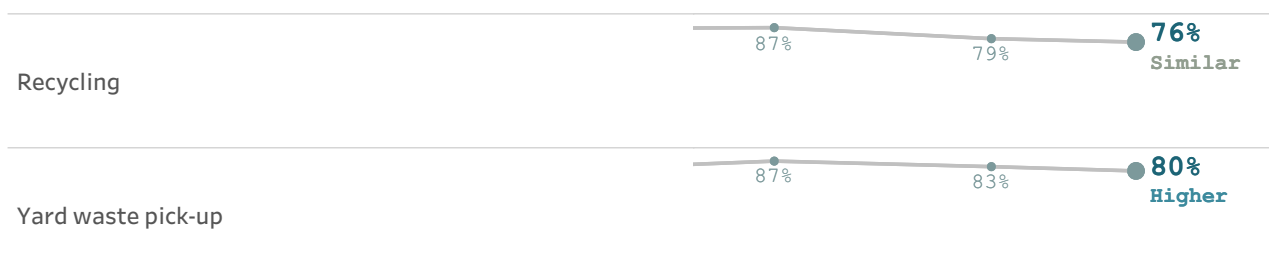


Please also rate each of the following in the Goodyear community.
(% excellent or good)



Please rate the quality of each of the following services in Goodyear.
(% excellent or good)





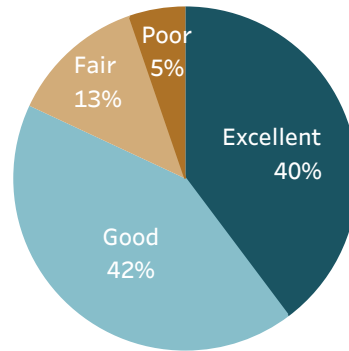
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of parks and recreation opportunities, 2023

Parks and recreation

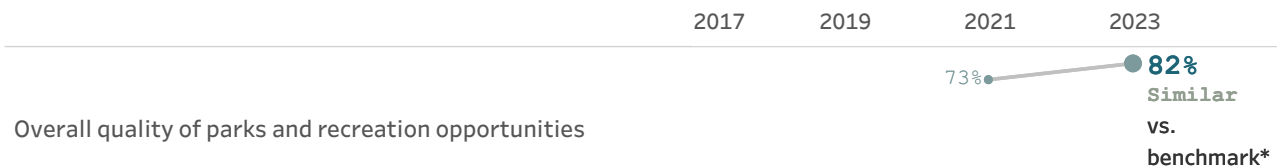
"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association



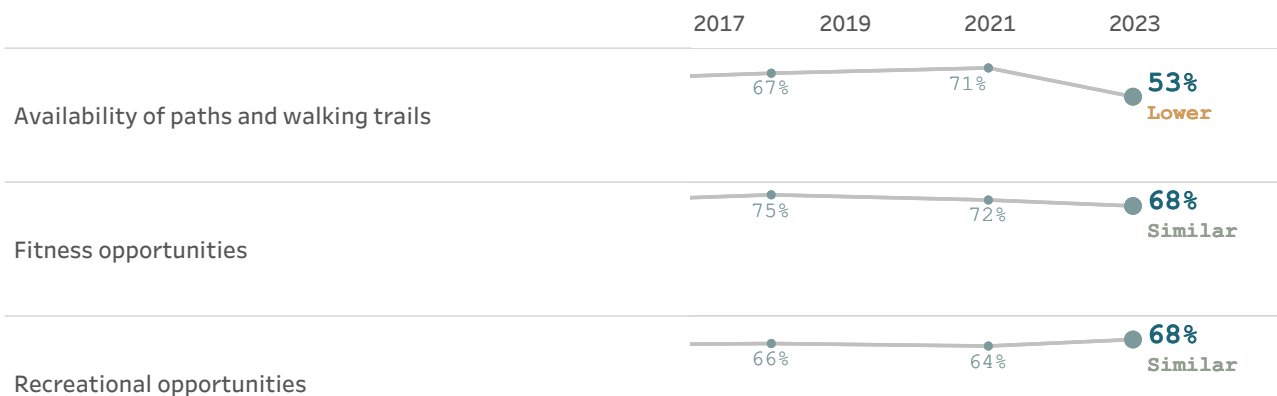
Please rate each of the following characteristics as they relate to Goodyear as a whole.

(% excellent or good)



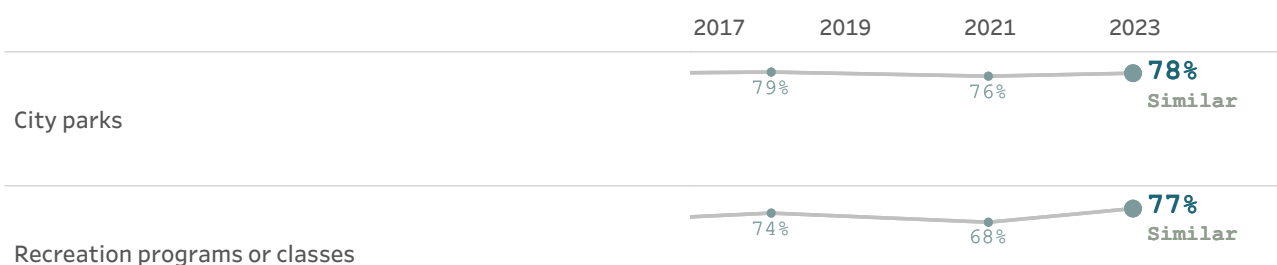
Please also rate each of the following in the Goodyear community.

(% excellent or good)



Please rate the quality of each of the following services in Goodyear.

(% excellent or good)



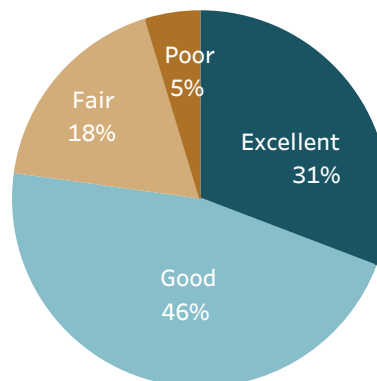


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

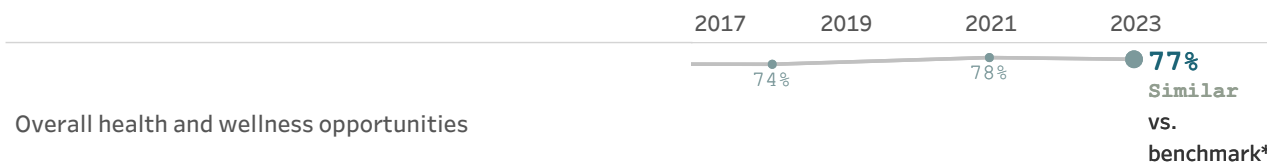
Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

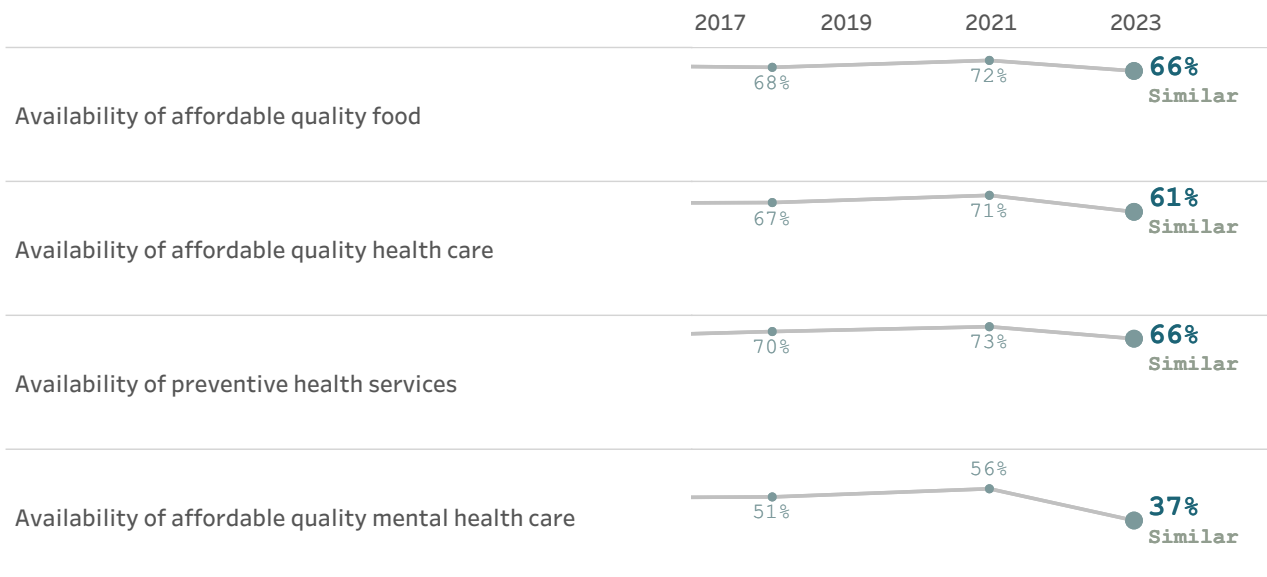
Overall health and wellness opportunities in Goodyear, 2023



Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



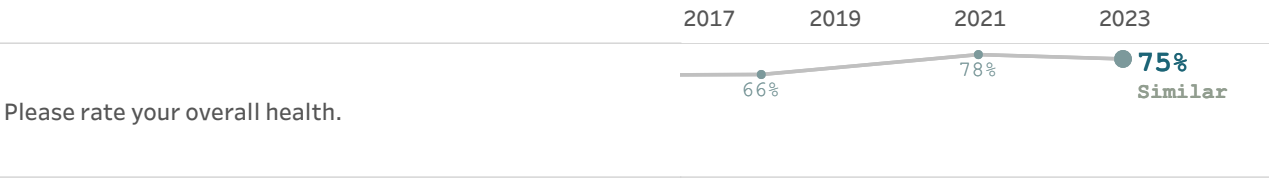
Please also rate each of the following in the Goodyear community.
(% excellent or good)



Please rate the quality of each of the following services in Goodyear.
(% excellent or good)



Please rate your overall health.
(% excellent or very good)

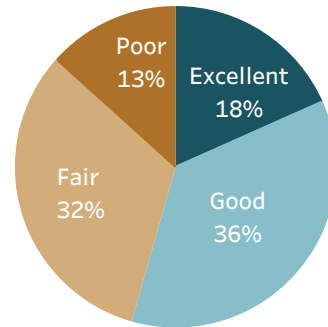


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

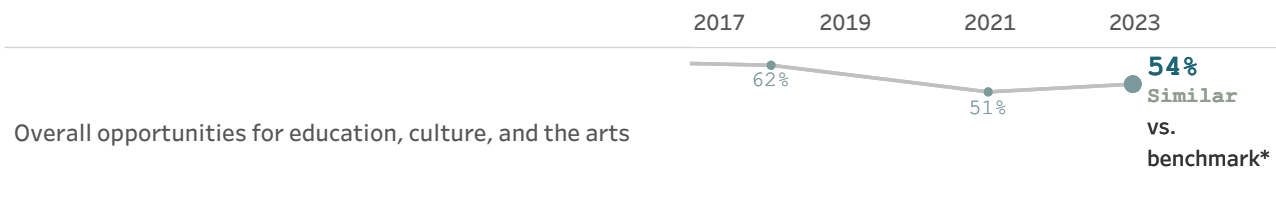
Education, arts, and culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

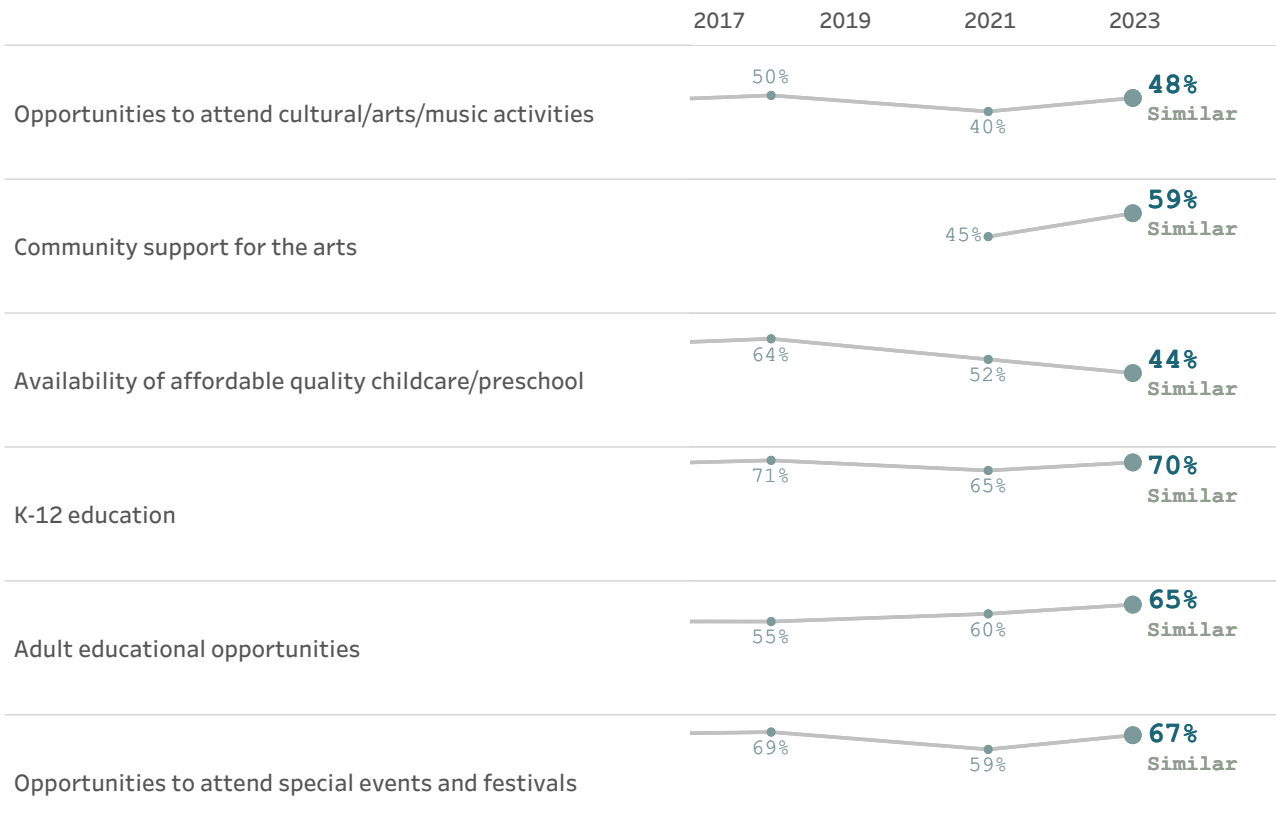
Overall opportunities for education, culture and the arts, 2023



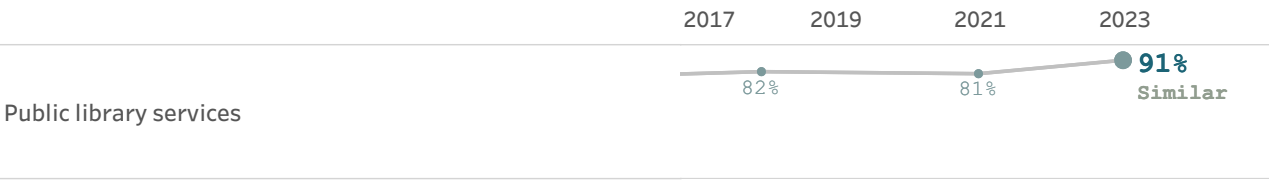
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)



Please also rate each of the following in the Goodyear community.
(% excellent or good)



Please rate the quality of each of the following services in Goodyear.
(% excellent or good)

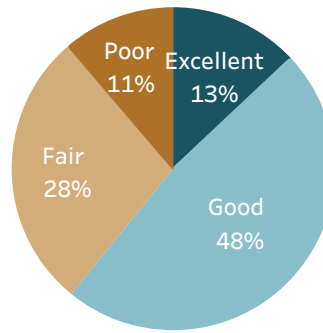


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

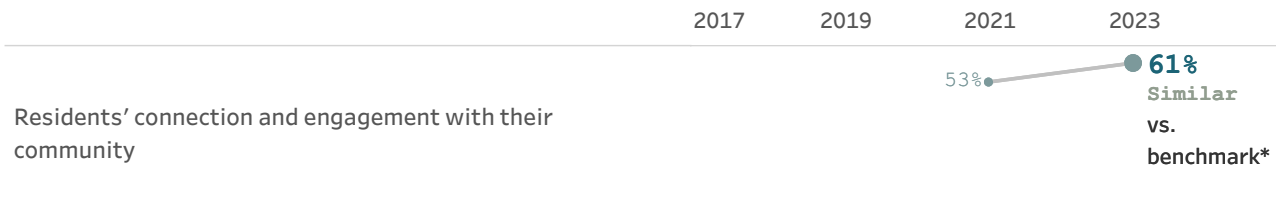
Residents' connection and engagement with their community, 2023

Inclusivity and engagement

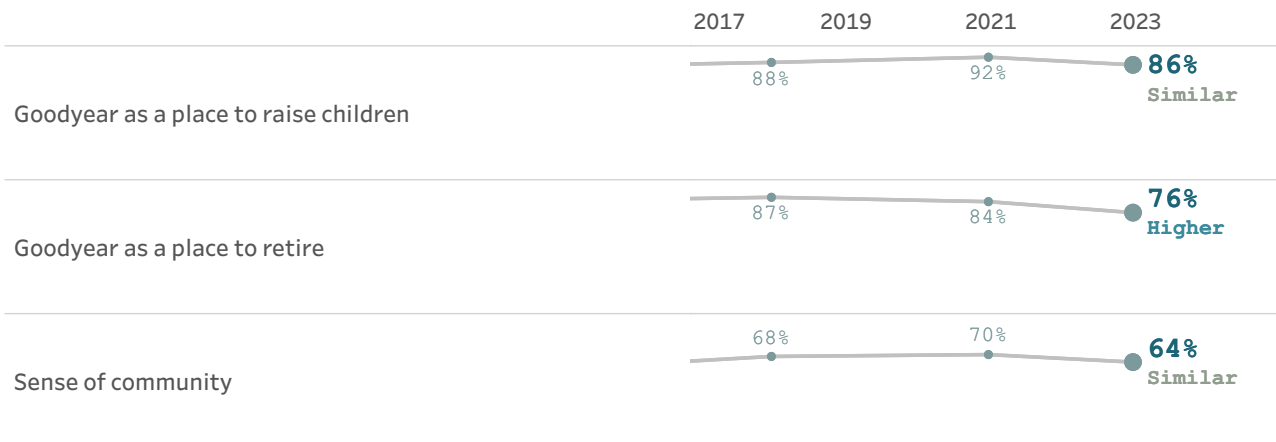
Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.



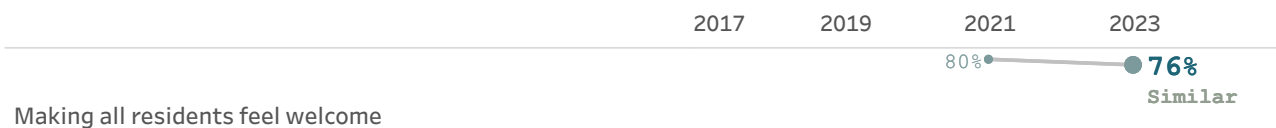
Please rate each of the following characteristics as they relate to Goodyear as a whole.
(% excellent or good)

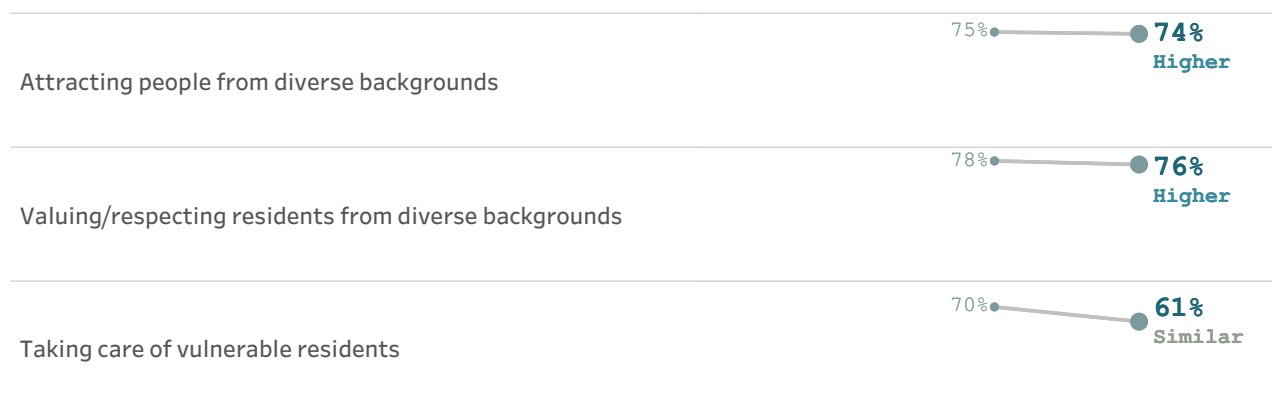


Please rate each of the following aspects of quality of life in Goodyear.
(% excellent or good)

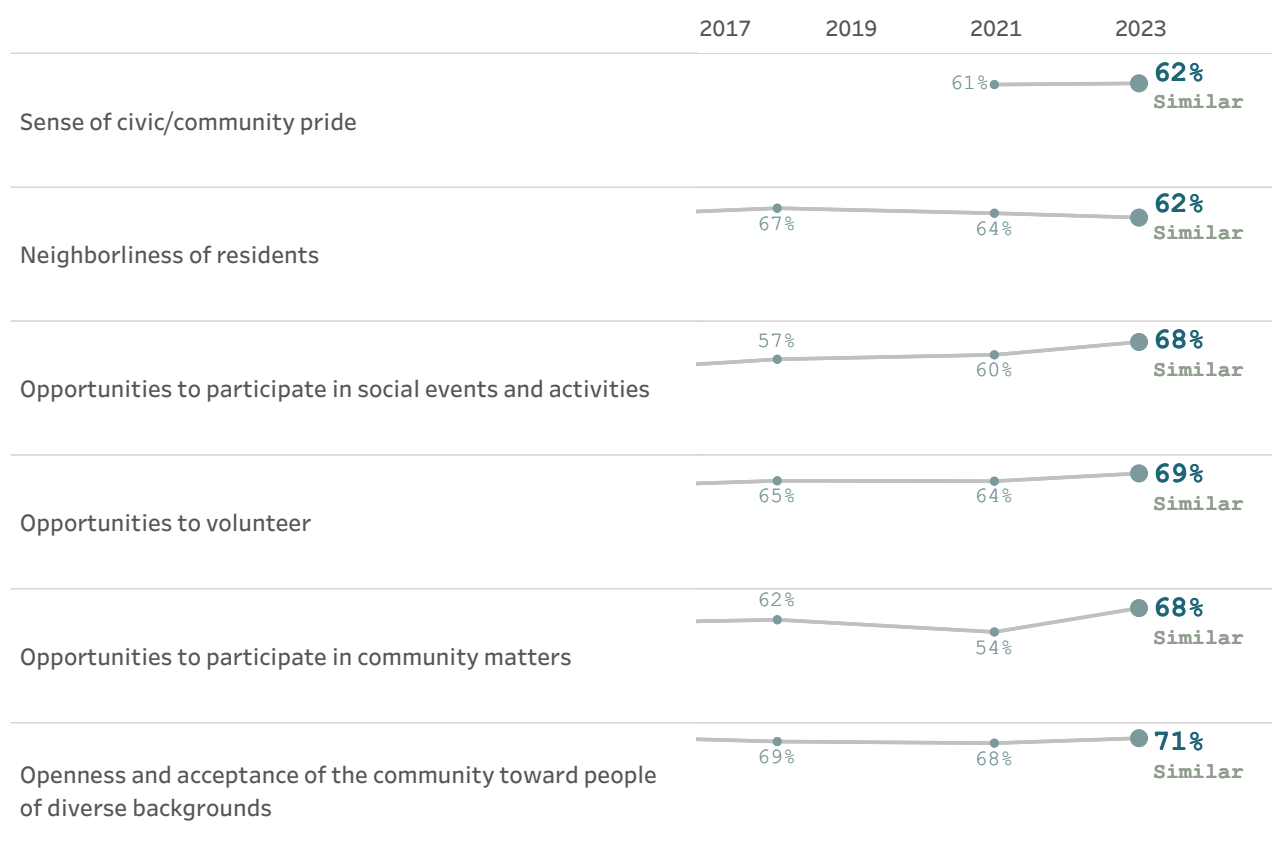


Please rate the job you feel the Goodyear community does at each of the following.
(% excellent or good)





Please also rate each of the following in the Goodyear community.
(% excellent or good)

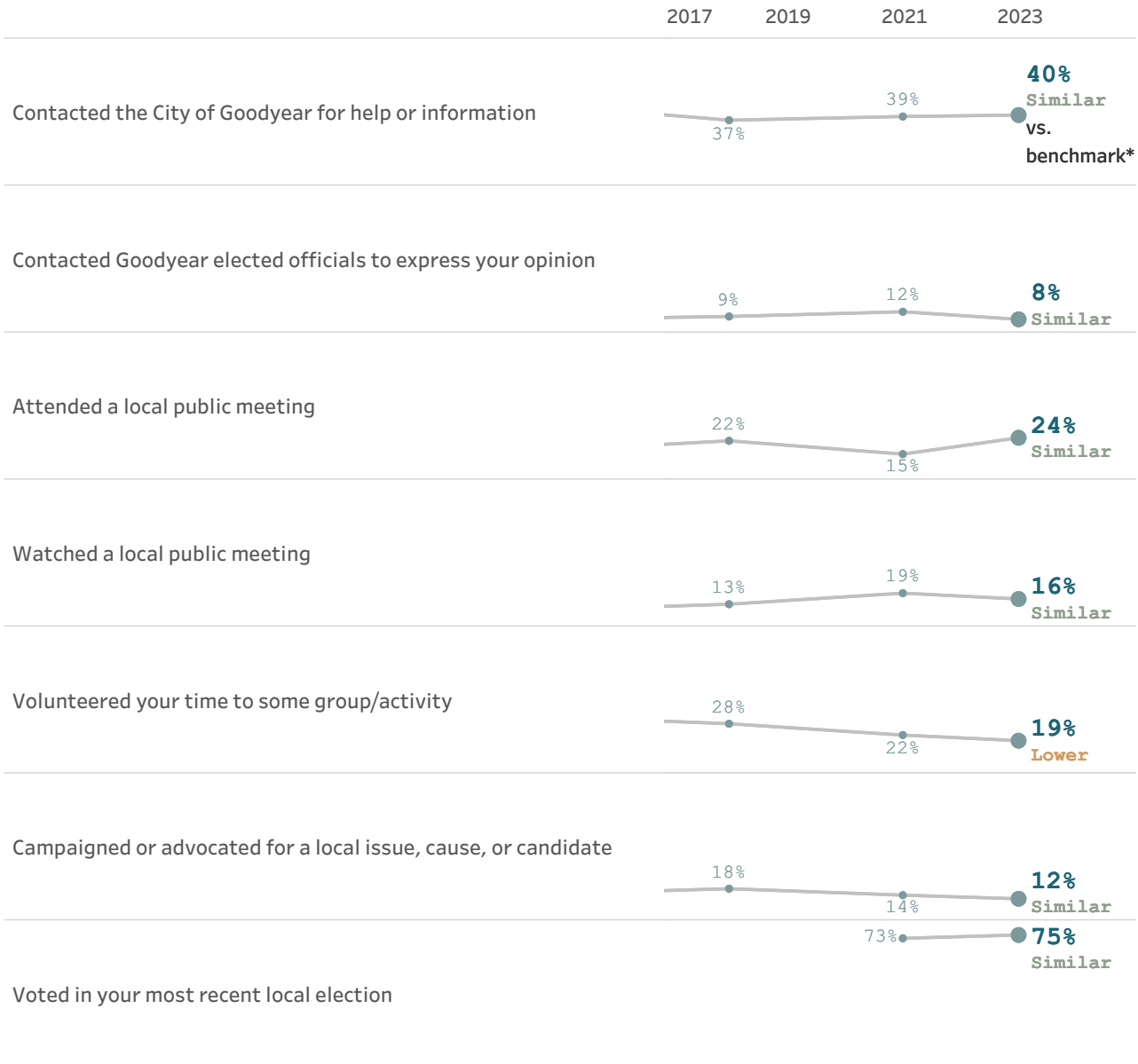


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

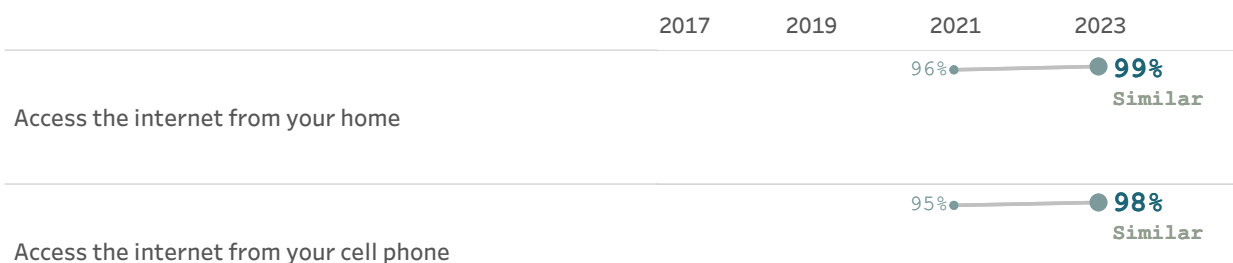
Residents' participation levels

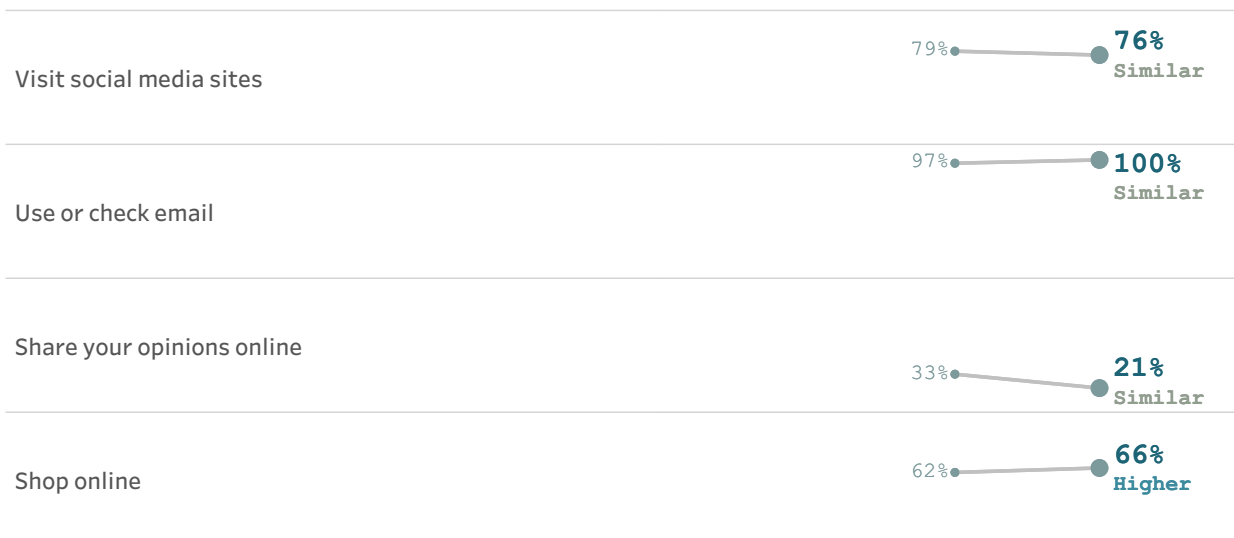
Please indicate whether or not you have done each of the following in the last 12 months.

(% yes)



In general, how many times do you:
(% a few times a week or more)

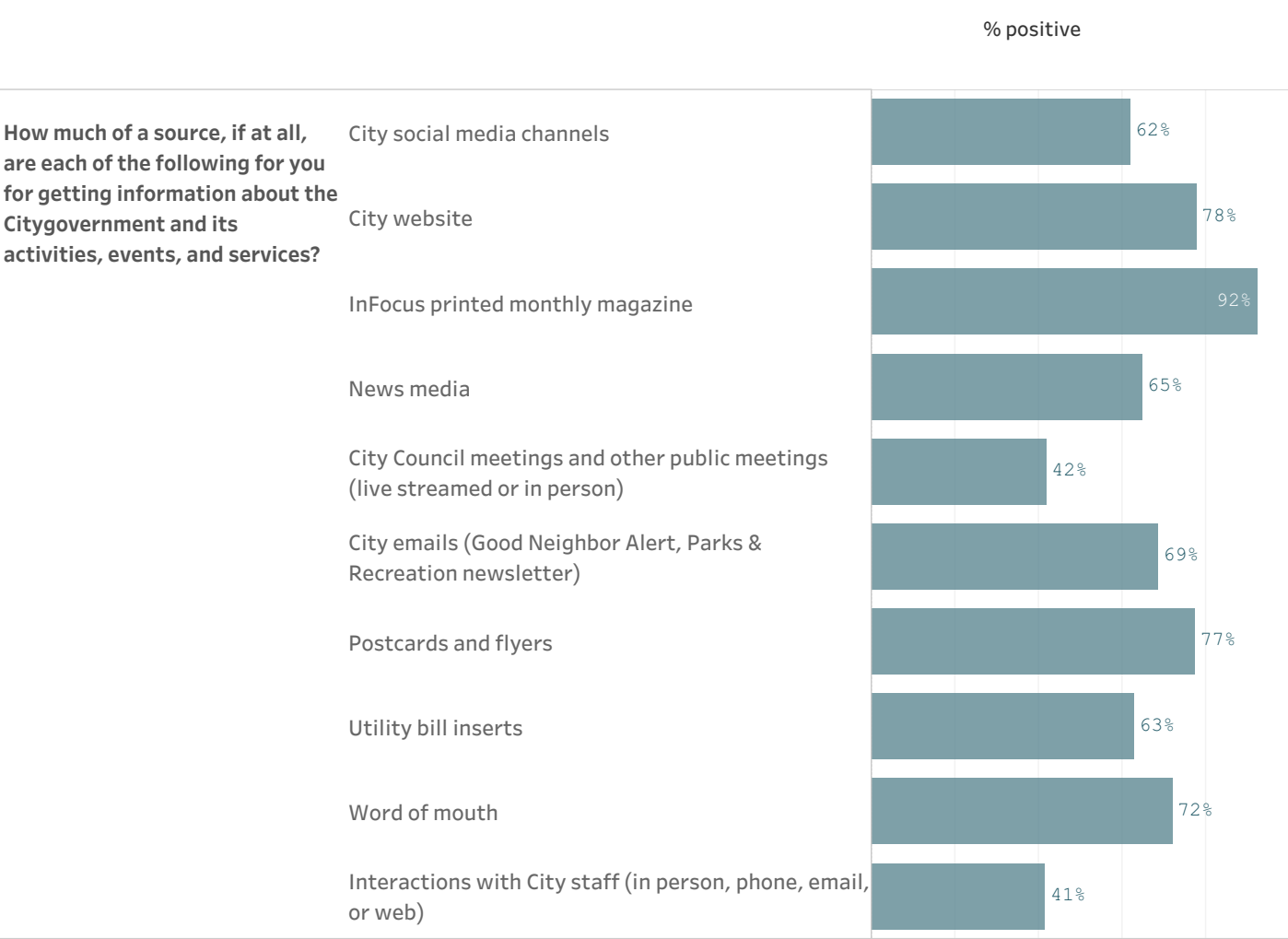




* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the results of each custom question on the survey. The percentage of positive responses (Major/Minor Source) is shown.



National benchmark tables

This table contains the comparisons of Goodyear's results to those from other communities. The first column shows the comparison of Goodyear's rating to the benchmark. Goodyear's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by Goodyear residents is statistically similar to or different than the benchmark. The second column is Goodyear's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to Goodyear's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for Goodyear's result -- that is what percent of surveyed communities had a lower rating than Goodyear.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	Similar	85%	142	380	62
	Your neighborhood as a place to live	Similar	86%	108	331	67
	Goodyear as a place to raise children	Similar	86%	171	384	55
	Goodyear as a place to work	Similar	74%	123	375	67
	Goodyear as a place to visit	Similar	59%	194	332	41
	Goodyear as a place to retire	Higher	76%	46	379	88
	The overall quality of life	Similar	85%	164	405	59
	Sense of community	Similar	64%	134	332	59
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	Higher	82%	49	319	84
	Overall quality of the transportation system	Similar	45%	147	227	35
	Overall design or layout of residential and commercial areas	Similar	64%	151	312	51
	Overall quality of the utility infrastructure	Similar	82%	39	219	82
	Overall feeling of safety	Similar	82%	197	370	47
	Overall quality of natural environment	Similar	70%	225	321	30
	Overall quality of parks and recreation opportunities	Similar	82%	98	225	56
	Overall health and wellness opportunities	Similar	77%	98	314	69
	Overall opportunities for education, culture, and the arts	Similar	54%	206	316	35
	Residents' connection and engagement with their community	Similar	61%	100	222	55
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	Similar	86%	168	322	48

Please indicate how likely or unlikely you are to do each of the following.	Remain in Goodyear for the next five years	Similar	84%	168	319	47
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	93%	176	349	49
	In Goodyear's downtown/commercial area during the day	Similar	88%	220	333	34
	From property crime	Similar	77%	121	230	47
	From violent crime	Similar	85%	128	230	44
	From fire, flood, or other natural disaster	Similar	90%	17	220	92
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	Similar	76%	47	227	79
	Attracting people from diverse backgrounds	Higher	74%	29	224	87
	Valuing/respecting residents from diverse backgrounds	Higher	76%	27	225	88
	Taking care of vulnerable residents	Similar	61%	79	221	64
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	Similar	65%	189	321	41
	Variety of business and service establishments	Similar	50%	151	222	32
	Vibrancy of downtown/commercial area	Similar	40%	214	299	28
	Employment opportunities	Similar	55%	107	334	68
	Shopping opportunities	Similar	49%	183	325	44
	Cost of living	Similar	52%	63	312	80
	Overall image or reputation	Similar	78%	160	374	57
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	Similar	50%	177	346	49
	Ease of public parking	Similar	73%	66	294	77
	Ease of travel by car	Similar	68%	150	333	55
	Ease of travel by public transportation	Lower	17%	258	294	12
	Ease of travel by bicycle	Similar	42%	226	335	32
	Ease of walking	Similar	56%	206	336	38
	Well-planned residential growth	Similar	56%	57	223	74
	Well-planned commercial growth	Similar	48%	67	223	70
	Well-designed neighborhoods	Similar	69%	58	221	74

Please also rate each of the following in the Goodyear community.	Preservation of the historical or cultural character of the community	Similar	48%	195	220	11
	Public places where people want to spend time	Similar	49%	239	307	22
	Variety of housing options	Higher	68%	62	319	80
	Availability of affordable quality housing	Similar	43%	113	341	67
	Overall quality of new development	Similar	62%	113	330	66
	Overall appearance	Similar	74%	155	353	56
	Cleanliness	Similar	86%	98	342	71
	Water resources	Lower	39%	180	203	11
	Air quality	Lower	61%	268	307	13
	Availability of paths and walking trails	Lower	53%	269	337	20
	Fitness opportunities	Similar	68%	171	307	44
	Recreational opportunities	Similar	68%	155	327	52
	Availability of affordable quality food	Similar	66%	183	303	39
	Availability of affordable quality health care	Similar	61%	169	312	46
	Availability of preventive health services	Similar	66%	156	298	47
	Availability of affordable quality mental health care	Similar	37%	154	300	49
	Opportunities to attend cultural/arts/music activities	Similar	48%	213	324	34
	Community support for the arts	Similar	59%	115	220	48
	Availability of affordable quality childcare/preschool	Similar	44%	164	310	47
	K-12 education	Similar	70%	167	312	46
	Adult educational opportunities	Similar	65%	116	304	62
	Sense of civic/community pride	Similar	62%	115	221	48
	Neighborliness of residents	Similar	62%	201	309	35
	Opportunities to participate in social events and activities	Similar	68%	152	316	52
	Opportunities to attend special events and festivals	Similar	67%	177	313	43
	Opportunities to volunteer	Similar	69%	135	312	57

Please also rate each of the following in the Goodyear community.	Opportunities to participate in community matters	Similar	68%	127	313	59
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	71%	45	330	86
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	Similar	40%	264	348	24
	Contacted Goodyear elected officials to express your opinion	Similar	8%	304	306	0
	Attended a local public meeting	Similar	24%	72	309	77
	Watched a local public meeting	Similar	16%	245	291	16
	Volunteered your time to some group/activity	Lower	19%	282	312	9
	Campaigned or advocated for a local issue, cause, or candidate	Similar	12%	260	302	14
	Voted in your most recent local election	Similar	75%	127	222	43
	Used public transportation instead of driving	Lower	5%	246	281	12
	Carpooled with other adults or children instead of driving alone	Higher	54%	33	303	89
	Walked or biked instead of driving	Lower	47%	232	307	24
Please rate the quality of each of the following services in Goodyear.	Public information services	Similar	70%	137	325	58
	Economic development	Similar	66%	69	319	78
	Traffic enforcement	Similar	60%	223	368	39
	Traffic signal timing	Similar	55%	175	311	44
	Street repair	Higher	67%	55	361	85
	Street cleaning	Higher	79%	33	325	90
	Street lighting	Higher	78%	15	355	96
	Sidewalk maintenance	Higher	78%	11	324	96
	Bus or transit services	Lower	30%	229	290	21
	Land use, planning and zoning	Similar	52%	136	327	58
	Code enforcement	Similar	53%	137	361	62
	Affordable high-speed internet access	Similar	62%	54	217	75
	Garbage collection	Higher	95%	4	345	99
	Drinking water	Similar	65%	210	324	35

Please rate the quality of each of the following services in Goodyear.	Sewer services	Similar	92%	46	326	86
	Storm water management	Higher	85%	25	337	92
	Power (electric and/or gas) utility	Similar	83%	82	269	69
	Utility billing	Similar	75%	81	292	72
	Police/Sheriff services	Similar	86%	96	395	75
	Crime prevention	Similar	76%	140	366	62
	Animal control	Similar	78%	83	338	75
	Ambulance or emergency medical services	Similar	86%	210	333	37
	Fire services	Similar	92%	122	358	66
	Fire prevention and education	Similar	83%	145	323	55
	Emergency preparedness	Similar	70%	196	321	39
	Preservation of natural areas	Similar	55%	237	306	22
	Goodyear open space	Similar	53%	224	301	25
	Recycling	Similar	76%	87	347	75
	Yard waste pick-up	Higher	80%	55	303	82
	City parks	Similar	78%	180	339	47
	Recreation programs or classes	Similar	77%	112	334	66
	Recreation centers or facilities	Higher	82%	45	315	86
	Health services	Similar	69%	169	292	42
	Public library services	Similar	91%	89	337	73
	Overall customer service by Goodyear employees	Similar	84%	63	382	83
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	Higher	69%	33	386	91
	The overall direction that Goodyear is taking	Similar	68%	82	352	76
	The job Goodyear government does at welcoming resident involvement	Higher	65%	32	350	91
	Overall confidence in Goodyear government	Similar	60%	86	316	73
	Generally acting in the best interest of the community	Similar	58%	132	321	59

Please rate the following categories of Goodyear government performance.	Being honest	Similar	64%	81	311	74
	Being open and transparent to the public	Similar	58%	63	227	72
	Informing residents about issues facing the community	Similar	59%	41	232	82
	Treating all residents fairly	Higher	73%	39	317	88
	Treating residents with respect	Higher	78%	22	223	90
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	Similar	79%	92	378	75
	The Federal Government	Similar	32%	257	301	14
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	Similar	91%	8	294	97
	Overall quality of the transportation system	Similar	79%	60	219	73
	Overall design or layout of residential and commercial areas	Higher	92%	3	295	99
	Overall quality of the utility infrastructure	Similar	95%	7	218	97
	Overall feeling of safety	Similar	95%	5	295	98
	Overall quality of natural environment	Similar	86%	40	295	86
	Overall quality of parks and recreation opportunities	Similar	82%	42	220	81
	Overall health and wellness opportunities	Similar	77%	79	295	73
	Overall opportunities for education, culture, and the arts	Similar	72%	155	294	47
	Residents' connection and engagement with their community	Similar	71%	127	294	56
In general, how many times do you:	Access the internet from your home	Similar	99%	4	220	98
	Access the internet from your cell phone	Similar	98%	16	220	93
	Visit social media sites	Similar	76%	177	219	19
	Use or check email	Similar	100%	2	220	99
	Share your opinions online	Similar	21%	207	220	6
	Shop online	Higher	66%	25	219	89
	Please rate your overall health.	Similar	75%	52	302	83
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Similar	25%	142	304	53

Complete set of frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	Excellent		51% N=202
		Good		35% N=138
		Fair		11% N=43
		Poor		4% N=15
	Your neighborhood as a place to live	Excellent		51% N=202
		Good		35% N=141
		Fair		11% N=46
		Poor		3% N=10
	Goodyear as a place to raise children	Excellent		42% N=131
		Good		44% N=138
		Fair		9% N=29
		Poor		5% N=15
	Goodyear as a place to work	Excellent		31% N=74
		Good		43% N=101
		Fair		14% N=32
		Poor		12% N=28
	Goodyear as a place to visit	Excellent		23% N=91
		Good		36% N=140
		Fair		29% N=116
		Poor		12% N=47
	Goodyear as a place to retire	Excellent		45% N=158
		Good		30% N=106
		Fair		18% N=64
		Poor		6% N=21
	The overall quality of life	Excellent		34% N=136
		Good		51% N=202
		Fair		13% N=51
		Poor		3% N=10

Please rate each of the following aspects of quality of life in Goodyear.	Sense of community	Excellent		26% N=101
		Good		38% N=150
		Fair		27% N=107
		Poor		9% N=34
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	Excellent		37% N=139
		Good		45% N=171
		Fair		14% N=53
		Poor		4% N=13
	Overall quality of the transportation system	Excellent		12% N=43
		Good		33% N=118
		Fair		30% N=109
		Poor		25% N=89
	Overall design or layout of residential and commercial areas	Excellent		19% N=76
		Good		45% N=179
		Fair		21% N=85
		Poor		15% N=61
	Overall quality of the utility infrastructure	Excellent		27% N=104
		Good		54% N=208
		Fair		13% N=49
		Poor		6% N=21
	Overall feeling of safety	Excellent		31% N=122
		Good		51% N=203
		Fair		14% N=54
		Poor		5% N=19
	Overall quality of natural environment	Excellent		26% N=99
		Good		45% N=173
		Fair		21% N=81
		Poor		9% N=33
	Overall quality of parks and recreation opportunities	Excellent		40% N=154
		Good		42% N=163
		Fair		13% N=50

Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall quality of parks and recreation opportunities	Poor		5% N=20
	Overall health and wellness opportunities	Excellent		31% N=114
		Good		46% N=171
		Fair		18% N=67
		Poor		5% N=17
	Overall opportunities for education, culture, and the arts	Excellent		18% N=66
		Good		36% N=130
		Fair		32% N=116
		Poor		13% N=48
	Residents' connection and engagement with their community	Excellent		13% N=45
		Good		48% N=166
		Fair		28% N=97
		Poor		11% N=39
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	Very likely		56% N=224
		Somewhat likely		30% N=118
		Somewhat unlikely		7% N=28
		Very unlikely		7% N=26
	Remain in Goodyear for the next five years	Very likely		58% N=226
		Somewhat likely		25% N=98
		Somewhat unlikely		4% N=14
		Very unlikely		13% N=51
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		77% N=309
		Somewhat safe		16% N=66
		Neither safe nor unsafe		3% N=11
		Somewhat unsafe		4% N=16
	In Goodyear's downtown/commercial area during the day	Very safe		50% N=191
		Somewhat safe		38% N=143
		Neither safe nor unsafe		6% N=21
		Somewhat unsafe		6% N=24
	From property crime	Very safe		33% N=133
		Somewhat safe		44% N=176

Please rate how safe or unsafe you feel:	From property crime	Neither safe nor unsafe		9% N=36
		Somewhat unsafe		9% N=38
		Very unsafe		4% N=16
	From violent crime	Very safe		45% N=175
		Somewhat safe		40% N=159
		Neither safe nor unsafe		8% N=31
		Somewhat unsafe		6% N=22
		Very unsafe		1% N=5
	From fire, flood, or other natural disaster	Very safe		67% N=263
		Somewhat safe		23% N=90
		Neither safe nor unsafe		6% N=25
		Somewhat unsafe		3% N=10
		Very unsafe		1% N=5
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	Excellent		34% N=131
		Good		42% N=159
		Fair		16% N=60
		Poor		8% N=30
	Attracting people from diverse backgrounds	Excellent		29% N=90
		Good		44% N=137
		Fair		21% N=64
		Poor		6% N=17
	Valuing/respecting residents from diverse backgrounds	Excellent		33% N=104
		Good		43% N=135
		Fair		20% N=63
		Poor		4% N=13
	Taking care of vulnerable residents	Excellent		22% N=55
		Good		38% N=94
		Fair		25% N=62
		Poor		14% N=34
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	Excellent		18% N=73
		Good		47% N=187

Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	Fair		27% N=107
		Poor		8% N=33
	Variety of business and service establishments	Excellent		13% N=53
		Good		37% N=148
		Fair		34% N=135
		Poor		16% N=66
	Vibrancy of downtown/commercial area	Excellent		8% N=29
		Good		33% N=121
		Fair		38% N=141
		Poor		21% N=79
	Employment opportunities	Excellent		15% N=40
		Good		40% N=108
		Fair		32% N=85
		Poor		13% N=36
	Shopping opportunities	Excellent		10% N=42
		Good		39% N=156
		Fair		37% N=147
		Poor		14% N=57
	Cost of living	Excellent		8% N=31
		Good		44% N=173
		Fair		40% N=158
		Poor		8% N=33
	Overall image or reputation	Excellent		28% N=109
		Good		51% N=199
		Fair		15% N=59
		Poor		7% N=26
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	Excellent		12% N=50
		Good		38% N=152
		Fair		32% N=127
		Poor		18% N=74
	Ease of public parking	Excellent		24% N=92

Please also rate each of the following in the Goodyear community.	Ease of public parking	Good		49% N=187
		Fair		16% N=60
		Poor		11% N=40
Ease of travel by car	Excellent			28% N=112
	Good			41% N=163
	Fair			26% N=103
	Poor			6% N=25
Ease of travel by public transportation	Excellent			5% N=10
	Good			12% N=24
	Fair			20% N=40
	Poor			63% N=123
Ease of travel by bicycle	Excellent			14% N=40
	Good			28% N=81
	Fair			29% N=83
	Poor			28% N=81
Ease of walking	Excellent			21% N=76
	Good			35% N=125
	Fair			28% N=101
	Poor			16% N=57
Well-planned residential growth	Excellent			22% N=83
	Good			35% N=133
	Fair			26% N=99
	Poor			18% N=67
Well-planned commercial growth	Excellent			21% N=80
	Good			27% N=103
	Fair			32% N=120
	Poor			20% N=78
Well-designed neighborhoods	Excellent			22% N=87
	Good			47% N=187
	Fair			19% N=75
	Poor			12% N=48

Please also rate each of the following in the Goodyear community.

Preservation of the historical or cultural character of the community	Excellent		18% N=46
	Good		30% N=76
	Fair		26% N=66
	Poor		26% N=67
Public places where people want to spend time	Excellent		12% N=45
	Good		37% N=139
	Fair		32% N=123
	Poor		19% N=73
Variety of housing options	Excellent		16% N=62
	Good		51% N=194
	Fair		21% N=80
	Poor		11% N=41
Availability of affordable quality housing	Excellent		7% N=22
	Good		36% N=121
	Fair		33% N=110
	Poor		25% N=82
Overall quality of new development	Excellent		16% N=61
	Good		46% N=169
	Fair		21% N=78
	Poor		17% N=62
Overall appearance	Excellent		29% N=116
	Good		46% N=184
	Fair		19% N=77
	Poor		6% N=26
Cleanliness	Excellent		37% N=148
	Good		49% N=197
	Fair		9% N=36
	Poor		5% N=21
Water resources	Excellent		7% N=25
	Good		32% N=109
	Fair		26% N=87

Please also rate each of the following in the Goodyear community.

Water resources	Poor		35% N=120
Air quality	Excellent		17% N=66
	Good		44% N=169
	Fair		27% N=103
	Poor		13% N=49
Availability of paths and walking trails	Excellent		20% N=75
	Good		33% N=123
	Fair		29% N=109
	Poor		18% N=68
Fitness opportunities	Excellent		31% N=117
	Good		37% N=142
	Fair		21% N=80
	Poor		11% N=43
Recreational opportunities	Excellent		27% N=103
	Good		41% N=155
	Fair		24% N=89
	Poor		8% N=30
Availability of affordable quality food	Excellent		12% N=49
	Good		53% N=214
	Fair		21% N=85
	Poor		13% N=52
Availability of affordable quality health care	Excellent		13% N=47
	Good		49% N=183
	Fair		26% N=98
	Poor		12% N=45
Availability of preventive health services	Excellent		15% N=50
	Good		51% N=168
	Fair		21% N=69
	Poor		14% N=45
Availability of affordable quality mental health care	Excellent		10% N=19
	Good		27% N=49

Please also rate each of the following in the Goodyear community.	Availability of affordable quality mental health care	Fair		38% N=69
		Poor		24% N=43
	Opportunities to attend cultural/arts/music activities	Excellent		12% N=43
		Good		36% N=128
		Fair		35% N=124
		Poor		17% N=60
	Community support for the arts	Excellent		17% N=49
		Good		42% N=122
		Fair		26% N=77
		Poor		15% N=42
	Availability of affordable quality childcare/preschool	Excellent		12% N=21
		Good		32% N=55
		Fair		33% N=57
		Poor		22% N=38
	K-12 education	Excellent		27% N=67
		Good		43% N=108
		Fair		20% N=50
		Poor		10% N=24
	Adult educational opportunities	Excellent		14% N=36
		Good		51% N=125
		Fair		21% N=51
		Poor		14% N=35
	Sense of civic/community pride	Excellent		17% N=60
		Good		45% N=159
		Fair		26% N=91
		Poor		12% N=43
	Neighborliness of residents	Excellent		17% N=66
		Good		45% N=172
		Fair		24% N=92
		Poor		14% N=54
	Opportunities to participate in social events and activities	Excellent		18% N=66

Please also rate each of the following in the Goodyear community.	Opportunities to participate in social events and activities	Good		49% N=177
		Fair		18% N=66
		Poor		14% N=51
	Opportunities to attend special events and festivals	Excellent		21% N=76
		Good		46% N=169
		Fair		18% N=66
		Poor		15% N=55
	Opportunities to volunteer	Excellent		23% N=61
		Good		46% N=119
		Fair		24% N=63
		Poor		7% N=17
	Opportunities to participate in community matters	Excellent		18% N=54
		Good		51% N=155
		Fair		19% N=57
		Poor		13% N=38
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		22% N=66
		Good		48% N=141
		Fair		23% N=68
		Poor		6% N=18
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	No		60% N=235
		Yes		40% N=158
	Contacted Goodyear elected officials to express your opinion	No		92% N=372
		Yes		8% N=30
	Attended a local public meeting	No		76% N=306
		Yes		24% N=95
	Watched a local public meeting	No		84% N=340
		Yes		16% N=63
	Volunteered your time to some group/activity	No		81% N=326
		Yes		19% N=77
	Campaigned or advocated for a local issue, cause, or candidate	No		88% N=348
		Yes		12% N=49

Please indicate whether or not you have done each of the following in the last 12 months.	Voted in your most recent local election	No	 25% N=100
		Yes	 75% N=303
	Used public transportation instead of driving	No	 95% N=381
		Yes	 5% N=21
	Carpooled with other adults or children instead of driving alone	No	 46% N=183
		Yes	 54% N=219
Please rate the quality of each of the following services in Goodyear.	Public information services	No	 53% N=212
		Yes	 47% N=191
	Economic development	Excellent	 21% N=72
		Good	 49% N=172
		Fair	 20% N=70
		Poor	 10% N=35
	Traffic enforcement	Excellent	 20% N=68
		Good	 46% N=154
		Fair	 24% N=82
		Poor	 10% N=33
	Traffic signal timing	Excellent	 12% N=44
		Good	 49% N=184
		Fair	 26% N=100
		Poor	 13% N=51
	Street repair	Excellent	 14% N=57
		Good	 40% N=160
		Fair	 24% N=94
		Poor	 22% N=85
	Street cleaning	Excellent	 18% N=71
		Good	 49% N=197
		Fair	 20% N=80
		Poor	 13% N=51
	Street cleaning	Excellent	 35% N=138
		Good	 44% N=178
		Fair	 15% N=60

Please rate the quality of each of the following services in Goodyear.	Street cleaning	Poor		6% N=24
	Street lighting	Excellent		30% N=121
		Good		47% N=189
		Fair		16% N=64
		Poor		6% N=25
	Snow removal	Excellent		74% N=27
		Poor		26% N=9
	Sidewalk maintenance	Excellent		27% N=99
		Good		51% N=187
		Fair		16% N=60
		Poor		5% N=20
	Bus or transit services	Excellent		7% N=11
		Good		22% N=36
		Fair		27% N=43
		Poor		44% N=71
	Land use, planning and zoning	Excellent		15% N=49
		Good		38% N=125
		Fair		21% N=70
		Poor		26% N=88
	Code enforcement	Excellent		17% N=57
		Good		36% N=125
		Fair		28% N=97
		Poor		19% N=64
	Affordable high-speed internet access	Excellent		22% N=84
		Good		40% N=152
		Fair		21% N=79
		Poor		17% N=66
	Garbage collection	Excellent		61% N=243
		Good		34% N=135
		Fair		4% N=15
		Poor		1% N=5

Please rate the quality of each of the following services in Goodyear.

Drinking water	Excellent		24% N=90
	Good		41% N=154
	Fair		24% N=92
	Poor		11% N=41
Sewer services	Excellent		35% N=138
	Good		56% N=219
	Fair		6% N=22
	Poor		3% N=10
Storm water management	Excellent		38% N=144
	Good		47% N=177
	Fair		8% N=30
	Poor		7% N=25
Power (electric and/or gas) utility	Excellent		35% N=139
	Good		48% N=191
	Fair		9% N=36
	Poor		8% N=33
Utility billing	Excellent		31% N=125
	Good		44% N=176
	Fair		14% N=58
	Poor		10% N=41
Police/Sheriff services	Excellent		43% N=148
	Good		43% N=149
	Fair		11% N=37
	Poor		4% N=13
Crime prevention	Excellent		31% N=105
	Good		45% N=151
	Fair		16% N=52
	Poor		9% N=29
Animal control	Excellent		31% N=84
	Good		47% N=126
	Fair		12% N=33

Please rate the quality of each of the following services in Goodyear.	Animal control	Poor		10% N=26
	Ambulance or emergency medical services	Excellent		42% N=125
		Good		44% N=130
		Fair		7% N=20
		Poor		7% N=22
	Fire services	Excellent		54% N=169
		Good		38% N=120
		Fair		5% N=16
		Poor		3% N=10
	Fire prevention and education	Excellent		32% N=76
		Good		51% N=118
		Fair		9% N=21
		Poor		8% N=19
Emergency preparedness	Excellent		16% N=33	
	Good		54% N=110	
	Fair		14% N=29	
	Poor		16% N=32	
Preservation of natural areas	Excellent		19% N=67	
	Good		36% N=123	
	Fair		19% N=67	
	Poor		26% N=88	
Goodyear open space	Excellent		18% N=63	
	Good		35% N=124	
	Fair		30% N=104	
	Poor		17% N=59	
Recycling	Excellent		41% N=157	
	Good		36% N=138	
	Fair		15% N=59	
	Poor		8% N=32	
Yard waste pick-up	Excellent		48% N=171	
	Good		31% N=111	

Please rate the quality of each of the following services in Goodyear.	Yard waste pick-up	Fair		12% N=42
		Poor		8% N=29
	City parks	Excellent		36% N=134
		Good		43% N=161
		Fair		14% N=54
		Poor		8% N=28
	Recreation programs or classes	Excellent		31% N=99
		Good		46% N=147
		Fair		12% N=38
		Poor		11% N=35
	Recreation centers or facilities	Excellent		41% N=141
		Good		41% N=144
		Fair		10% N=35
		Poor		8% N=27
	Health services	Excellent		16% N=49
		Good		53% N=166
		Fair		20% N=62
		Poor		11% N=35
	Public library services	Excellent		51% N=170
		Good		40% N=131
		Fair		5% N=15
		Poor		4% N=14
	Overall customer service by Goodyear employees	Excellent		42% N=133
		Good		42% N=133
		Fair		13% N=41
		Poor		3% N=11
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	Excellent		20% N=74
		Good		49% N=182
		Fair		24% N=89
		Poor		7% N=25
	The overall direction that Goodyear is taking	Excellent		29% N=112

Please rate the following categories of Goodyear government performance.	The overall direction that Goodyear is taking	Good		39% N=153
		Fair		12% N=45
		Poor		20% N=79
The job Goodyear government does at welcoming resident involvement		Excellent		27% N=83
		Good		39% N=120
		Fair		23% N=72
		Poor		12% N=36
Overall confidence in Goodyear government		Excellent		21% N=79
		Good		39% N=143
		Fair		27% N=100
		Poor		13% N=48
Generally acting in the best interest of the community		Excellent		22% N=79
		Good		36% N=133
		Fair		25% N=92
		Poor		17% N=63
Being honest		Excellent		26% N=74
		Good		38% N=111
		Fair		25% N=71
		Poor		11% N=33
Being open and transparent to the public		Excellent		25% N=79
		Good		32% N=102
		Fair		30% N=93
		Poor		13% N=40
Informing residents about issues facing the community		Excellent		25% N=82
		Good		34% N=112
		Fair		30% N=97
		Poor		11% N=37
Treating all residents fairly		Excellent		28% N=81
		Good		44% N=127
		Fair		17% N=47
		Poor		11% N=31

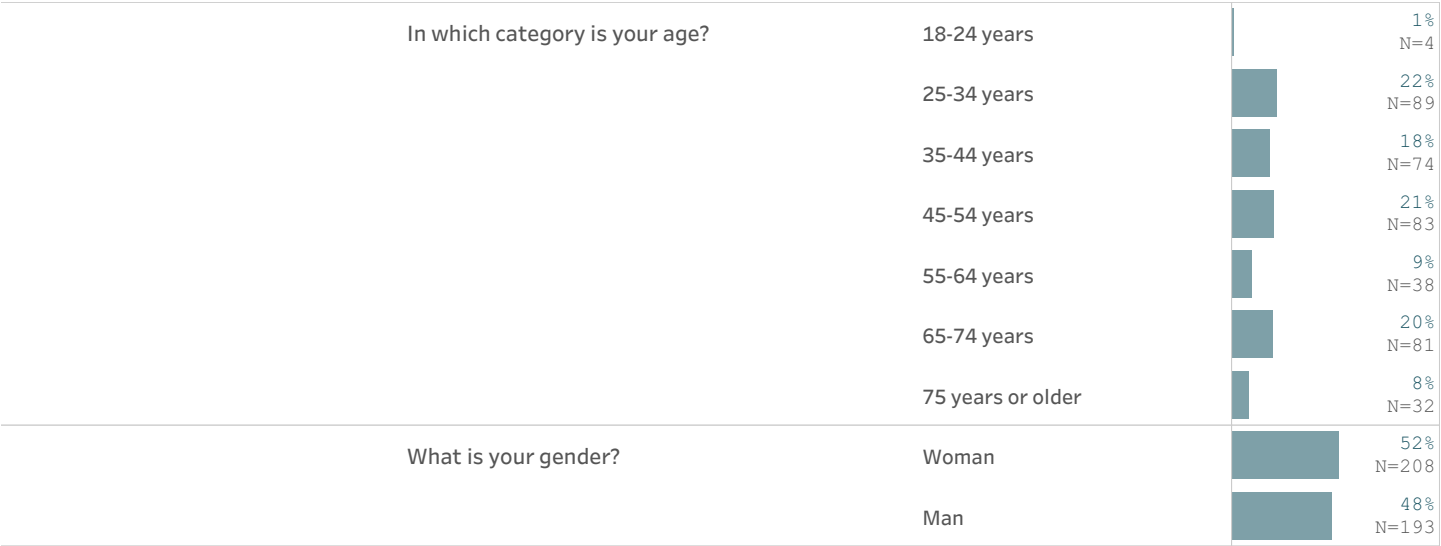
Please rate the following categories of Goodyear government performance.	Treating residents with respect	Excellent		34% N=104
		Good		45% N=139
		Fair		13% N=41
		Poor		8% N=25
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	Excellent		30% N=118
		Good		49% N=193
		Fair		18% N=69
		Poor		4% N=14
	The Federal Government	Excellent		5% N=19
		Good		27% N=100
		Fair		35% N=129
		Poor		34% N=125
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	Essential		61% N=239
		Very important		31% N=121
		Somewhat important		9% N=34
		Not at all important		0% N=
	Overall quality of the transportation system	Essential		36% N=143
		Very important		43% N=174
		Somewhat important		18% N=71
		Not at all important		3% N=13
	Overall design or layout of residential and commercial areas	Essential		53% N=213
		Very important		39% N=157
		Somewhat important		8% N=33
	Overall quality of the utility infrastructure	Essential		65% N=259
		Very important		30% N=121
		Somewhat important		5% N=19
	Overall feeling of safety	Essential		69% N=279
		Very important		26% N=104
		Somewhat important		4% N=18
		Not at all important		0% N=1
	Overall quality of natural environment	Essential		46% N=186

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall quality of natural environment	Very important		40% N=159
		Somewhat important		14% N=55
	Overall quality of parks and recreation opportunities	Essential		37% N=150
		Very important		45% N=179
		Somewhat important		18% N=71
		Not at all important		0% N=
	Overall health and wellness opportunities	Essential		35% N=142
		Very important		42% N=169
		Somewhat important		23% N=91
	Overall opportunities for education, culture, and the arts	Essential		35% N=141
		Very important		37% N=149
		Somewhat important		23% N=93
		Not at all important		5% N=19
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?	Residents' connection and engagement with their community	Essential		26% N=106
		Very important		44% N=177
		Somewhat important		27% N=110
		Not at all important		2% N=9
	City social media channels	Major source		34% N=134
		Minor source		28% N=109
		Not a source		38% N=151
	City website	Major source		38% N=151
		Minor source		40% N=157
		Not a source		22% N=88
	InFocus printed monthly magazine	Major source		56% N=225
		Minor source		36% N=144
		Not a source		8% N=30
	News media	Major source		21% N=85
		Minor source		43% N=171
		Not a source		35% N=141
	City Council meetings and other public meetings (live streamed or in person)	Major source		13% N=54
		Minor source		28% N=114

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?	City Council meetings and other public meetings (live streamed or in person)	Not a source		58% N=233
		Major source		34% N=136
		Minor source		34% N=137
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	Not a source		32% N=126
		Major source		30% N=120
		Minor source		47% N=184
	Postcards and flyers	Not a source		23% N=90
		Major source		26% N=103
		Minor source		37% N=144
	Utility bill inserts	Not a source		37% N=147
		Major source		25% N=100
		Minor source		47% N=188
	Word of mouth	Not a source		28% N=112
		Major source		16% N=63
		Minor source		26% N=103
In general, how many times do you:	Access the internet from your home	Major source		59% N=235
		Several times a day		92% N=369
		Once a day		5% N=18
		A few times a week		3% N=11
		Every few weeks		0% N=
	Access the internet from your cell phone	Less often or never		1% N=3
		Several times a day		92% N=369
		Once a day		3% N=14
		A few times a week		2% N=7
		Every few weeks		1% N=3
	Visit social media sites	Less often or never		2% N=7
		Several times a day		53% N=209
		Once a day		14% N=55
		A few times a week		9% N=35
		Every few weeks		3% N=13
		Less often or never		21% N=83

In general, how many times do you:	Use or check email	Several times a day		86% N=341
		Once a day		12% N=47
		A few times a week		2% N=7
		Every few weeks		0% N=
		Less often or never		0% N=
	Share your opinions online	Several times a day		8% N=30
		Once a day		4% N=16
		A few times a week		9% N=37
		Every few weeks		15% N=61
		Less often or never		64% N=255
	Shop online	Several times a day		17% N=70
		Once a day		14% N=57
		A few times a week		35% N=138
		Every few weeks		30% N=119
		Less often or never		4% N=17
Please rate your overall health.		Excellent		33% N=132
		Very good		42% N=170
		Good		21% N=83
		Fair		4% N=16
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:		Very positive		5% N=21
		Somewhat positive		19% N=77
		Neutral		32% N=127
		Somewhat negative		36% N=142
		Very negative		7% N=29
How many years have you lived in Goodyear?		Less than 2 years		13% N=54
		2-5 years		28% N=111
		6-10 years		18% N=73
		11-20 years		27% N=110
		More than 20 years		13% N=54
Which best describes the building you live in?		Single-family detached home		89% N=356
		Townhouse or duplex (may share walls but no units above ..		6% N=24

Which best describes the building you live in?	Condominium or apartment (have units above or below you)		5% N=21
Do you rent or own your home?	Rent		21% N=85
	Own		79% N=314
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than \$300		2% N=7
	\$300 to \$599		7% N=29
	\$600 to \$999		7% N=29
	\$1,000 to \$1,499		22% N=86
	\$1,500 to \$2,499		43% N=171
	\$2,500 to \$3,999		13% N=52
	\$4,000 to \$6,999		3% N=12
	\$7,000 to \$9,999		2% N=9
Do any children 17 or under live in your household?	No		67% N=264
	Yes		33% N=132
Are you or any other members of your household aged 65 or older?	No		68% N=271
	Yes		32% N=130
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		0% N=
	\$25,000 to \$49,999		9% N=36
	\$50,000 to \$74,999		22% N=86
	\$75,000 to \$99,999		17% N=67
	\$100,000 to \$149,999		20% N=78
	\$150,000 to \$199,999		21% N=80
	\$200,000 to \$299,999		7% N=27
	\$300,000 or more		3% N=11
Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin		73% N=292
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanis..		27% N=106
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native		4% N=17
	Asian		3% N=13
	Black or African American		2% N=8
	Native Hawaiian or Other Pacific Islander		15% N=57
	White		75% N=291
	A race not listed		7% N=29



Full trends

This table contains the trends over time for the City of Goodyear. The combined “percent positive” responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2021 and 2023 surveys is greater than six percentage points, the change is statistically significant.

It is important to note that in 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

		2004	2007	2010	2012	2014	2015	2018	2021	2023
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	92%			94%	95%	93%	94%	94%	85%
	Your neighborhood as a place to live					92%	92%	91%	93%	86%
	Goodyear as a place to raise children					87%	85%	88%	92%	86%
	Goodyear as a place to work					58%	58%	66%	83%	74%
	Goodyear as a place to visit					64%	65%	64%	67%	59%
	Goodyear as a place to retire					84%	84%	87%	84%	76%
	The overall quality of life	90%				91%	88%	90%	91%	85%
	Sense of community					63%	59%	68%	70%	64%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health					67%	67%	76%	92%	82%
	Overall quality of the transportation system								52%	45%
	Overall design or layout of residential and commercial areas					70%	66%	71%	69%	64%
	Overall quality of the utility infrastructure								77%	82%
	Overall feeling of safety					90%	89%	89%	84%	82%
	Overall quality of natural environment					80%	82%	82%	73%	70%
	Overall quality of parks and recreation opportunities								73%	82%
	Overall health and wellness opportunities					68%	75%	74%	78%	77%
	Overall opportunities for education, culture, and the arts					61%	64%	62%	51%	54%
	Residents’ connection and engagement with their community								53%	61%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks					95%	91%	92%	93%	86%
	Remain in Goodyear for the next five years					90%	86%	90%	85%	84%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	99%			98%	97%	97%	96%	98%	93%
	In Goodyear’s downtown/commercial area during the day					90%	89%	88%	87%	88%
	From property crime								77%	77%
	From violent crime								87%	85%
	From fire, flood, or other natural disaster								90%	90%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome								80%	76%

Please rate the job you feel the Goodyear community does at each of the following.	Attracting people from diverse backgrounds	75% 74%
	Valuing/respecting residents from diverse backgrounds	78% 76%
	Taking care of vulnerable residents	70% 61%
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	65% 61% 63% 75% 65%
	Variety of business and service establishments	62% 50%
	Vibrancy of downtown/commercial area	30% 27% 31% 38% 40%
	Employment opportunities	29% 31% 38% 68% 55%
	Shopping opportunities	51% 51% 50% 55% 49%
	Cost of living	61% 57% 58% 61% 52%
	Overall image or reputation	81% 75% 81% 83% 78%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	79% 76% 74% 59% 50%
	Ease of public parking	81% 73%
	Ease of travel by car	86% 85% 85% 81% 68%
	Ease of travel by public transportation	27% 31% 35% 26% 17%
	Ease of travel by bicycle	60% 58% 57% 56% 42%
	Ease of walking	72% 65% 71% 72% 56%
	Well-planned residential growth	67% 56%
	Well-planned commercial growth	65% 48%
	Well-designed neighborhoods	74% 69%
	Preservation of the historical or cultural character of the community	55% 48%
	Public places where people want to spend time	63% 64% 64% 57% 49%
	Variety of housing options	78% 77% 75% 68% 68%
	Availability of affordable quality housing	73% 70% 66% 56% 43%
	Overall quality of new development	59% 56% 60% 71% 62%
	Overall appearance	85% 82% 84% 82% 74%
	Cleanliness	83% 81% 79% 87% 86%
	Water resources	44% 39%
	Air quality	58% 66% 56% 64% 61%
	Availability of paths and walking trails	68% 63% 67% 71% 53%
	Fitness opportunities	76% 70% 75% 72% 68%
	Recreational opportunities	65% 65% 66% 64% 68%
	Availability of affordable quality food	72% 69% 68% 72% 66%

Please also rate each of the following in the Goodyear community.	Availability of affordable quality health care	69%	66%	67%	71%	61%
	Availability of preventive health services	71%	66%	70%	73%	66%
	Availability of affordable quality mental health care	51%	51%	51%	56%	37%
	Opportunities to attend cultural/arts/music activities	46%	45%	50%	40%	48%
	Community support for the arts				45%	59%
	Availability of affordable quality childcare/preschool	60%	59%	64%	52%	44%
	K-12 education	70%	68%	71%	65%	70%
	Adult educational opportunities	52%	55%	55%	60%	65%
	Sense of civic/community pride				61%	62%
	Neighborliness of residents	62%	62%	67%	64%	62%
	Opportunities to participate in social events and activities	54%	49%	57%	60%	68%
	Opportunities to attend special events and festivals	68%	67%	69%	59%	67%
	Opportunities to volunteer	63%	60%	65%	64%	69%
	Opportunities to participate in community matters	58%	59%	62%	54%	68%
	Openness and acceptance of the community toward people of diver..	73%	72%	69%	68%	71%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	39%	45%	37%	39%	40%
	Contacted Goodyear elected officials to express your opinion	8%	8%	9%	12%	8%
	Attended a local public meeting	15%	17%	22%	15%	24%
	Watched a local public meeting	10%	9%	13%	19%	16%
	Volunteered your time to some group/activity	32%	32%	28%	22%	19%
	Campaigned or advocated for a local issue, cause, or candidate	14%	15%	18%	14%	12%
	Voted in your most recent local election				73%	75%
	Used public transportation instead of driving	6%	5%	4%	5%	5%
	Carpooled with other adults or children instead of driving alone	48%	45%	45%	36%	54%
	Walked or biked instead of driving	55%	45%	50%	47%	47%
Please rate the quality of each of the following services in Goodyear.	Public information services	69%	68%	72%	73%	70%
	Economic development	54%	55%	63%	74%	66%
	Traffic enforcement	78%	73%	75%	68%	60%
	Traffic signal timing	56%	57%	60%	58%	55%
	Street repair	69%	65%	69%	73%	67%
	Street cleaning	79%	73%	78%	80%	79%
	Street lighting	72%	73%	75%	81%	78%

Please rate the quality of each of the following services in Goodyear.	Sidewalk maintenance		72%	71%	78%	81%	78%
	Bus or transit services		34%	34%	43%	28%	30%
	Land use, planning and zoning		62%	55%	61%	52%	52%
	Code enforcement		54%	53%	66%	64%	53%
	Affordable high-speed internet access					55%	62%
	Garbage collection		90%	88%	88%	91%	95%
	Drinking water		54%	51%	55%	64%	65%
	Sewer services		78%	75%	82%	86%	92%
	Storm water management		75%	66%	80%	82%	85%
	Power (electric and/or gas) utility					82%	83%
	Utility billing		68%	61%	63%	70%	75%
	Police/Sheriff services		88%	87%	90%	88%	86%
	Crime prevention		82%	80%	83%	80%	76%
	Animal control					80%	78%
	Ambulance or emergency medical services		94%	91%	93%	91%	86%
	Fire services		95%	93%	96%	94%	92%
	Fire prevention and education		84%	78%	84%	86%	83%
	Emergency preparedness		56%	65%	61%	69%	70%
	Preservation of natural areas		67%	62%	64%	57%	55%
	Goodyear open space		69%	62%	67%	62%	53%
	Recycling		88%	86%	87%	79%	76%
	Yard waste pick-up		84%	81%	87%	83%	80%
	City parks		79%	78%	79%	76%	78%
	Recreation programs or classes		64%	67%	74%	68%	77%
	Recreation centers or facilities		67%	67%	67%	65%	82%
	Health services		67%	67%	72%	75%	69%
	Public library services		66%	78%	82%	81%	91%
	Overall customer service by Goodyear employees		78%	77%	84%	86%	84%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	82%	61%	54%	62%	61%	69%
	The overall direction that Goodyear is taking		74%	73%	72%	68%	68%
	The job Goodyear government does at welcoming resident involve..		63%	60%	70%	63%	65%
	Overall confidence in Goodyear government		63%	62%	69%	68%	60%

Please rate the following categories of Goodyear government performance.	Generally acting in the best interest of the community		64%	65%	70%	67%	58%	
	Being honest		65%	64%	69%	67%	64%	
	Being open and transparent to the public					64%	58%	
	Informing residents about issues facing the community					61%	59%	
	Treating all residents fairly		69%	66%	71%	70%	73%	
	Treating residents with respect					76%	78%	
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	94%	97%	81%	78%	81%	78%	79%
	The Federal Government		35%	41%	45%	46%	32%	
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health		96%	91%	92%	96%	91%	
	Overall quality of the transportation system					74%	79%	
	Overall design or layout of residential and commercial areas		85%	81%	85%	90%	92%	
	Overall quality of the utility infrastructure					95%	95%	
	Overall feeling of safety		96%	95%	94%	94%	95%	
	Overall quality of natural environment		82%	83%	83%	88%	86%	
	Overall quality of parks and recreation opportunities					86%	82%	
	Overall health and wellness opportunities		83%	81%	77%	83%	77%	
	Overall opportunities for education, culture, and the arts		84%	82%	80%	73%	72%	
	Residents’ connection and engagement with their community		84%	80%	80%	68%	71%	
In general, how many times do you:	Access the internet from your home					96%	99%	
	Access the internet from your cell phone					95%	98%	
	Visit social media sites					79%	76%	
	Use or check email					97%	###	
	Share your opinions online					33%	21%	
	Shop online					62%	66%	
	Please rate your overall health.		75%	65%	66%	78%	75%	
	What impact, if any, do you think the economy will have on your fa..		35%	33%	45%	42%	25%	

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCST™), the City of Goodyear conducted a survey of 404 residents. Survey invitations were mailed to randomly selected households and data were collected from March 3rd, 2023 to April 28th, 2023. The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of Goodyear. The open participation survey was identical to the probability sample survey with two small updates; it included a map at the beginning asking where the respondent lives and also a question about where they heard about the survey. The open participation survey was open to all city residents and became available on April 14th, 2023. The survey remained open for 2 weeks and there were 362 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2020 Census and 2022 American Community Survey estimates for adults in the City of Goodyear. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the open participation survey are presented in the following table.

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from <https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf>

		Unweighted	Weighted	Target*
Age	18-34	12%	24%	25%
	35-54	40%	38%	38%
	55+	48%	37%	37%
Area	Central MPS	40%	39%	39%
	North MPA	34%	44%	43%
	South/Sonoran Valley MPA	26%	17%	17%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish ..	85%	73%	73%
	Yes, I consider myself to be of Hispanic, La..	15%	27%	27%
Housing tenure	Own	93%	79%	79%
	Rent	7%	21%	21%
Housing type	Attached	4%	11%	11%
	Detached	96%	89%	89%
Race & Hispanic origin	Not white alone	27%	41%	41%
	White alone, not Hispanic or Latino	73%	59%	59%
Sex	Man	29%	46%	47%
	Woman	71%	54%	53%
Sex/age	Man 18-34	2%	11%	12%
	Man 35-54	9%	18%	18%
	Man 55+	18%	18%	18%
	Woman 18-34	10%	14%	13%
	Woman 35-54	32%	21%	20%
	Woman 55+	29%	19%	19%

Open participation survey results

This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

	In which area of Goodyear do you live?	1		44% N=151
		2		39% N=135
		3		17% N=59
		None of these		0% N=
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	Excellent		38% N=132
		Good		53% N=183
		Fair		8% N=28
		Poor		1% N=3
	Your neighborhood as a place to live	Excellent		49% N=168
		Good		41% N=141
		Fair		7% N=25
		Poor		2% N=6
	Goodyear as a place to raise children	Excellent		39% N=106
		Good		46% N=125
		Fair		12% N=31
		Poor		3% N=10
	Goodyear as a place to work	Excellent		26% N=60
		Good		43% N=100
		Fair		22% N=51
		Poor		8% N=19
	Goodyear as a place to visit	Excellent		19% N=59
		Good		37% N=119
		Fair		31% N=98
		Poor		13% N=41
	Goodyear as a place to retire	Excellent		37% N=110
		Good		39% N=116
		Fair		19% N=56
		Poor		5% N=14

Please rate each of the following aspects of quality of life in Goodyear.	The overall quality of life	Excellent		33% N=113
		Good		53% N=184
		Fair		11% N=37
		Poor		3% N=10
	Sense of community	Excellent		23% N=79
		Good		40% N=138
		Fair		26% N=89
		Poor		11% N=37
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	Excellent		28% N=91
		Good		51% N=165
		Fair		20% N=65
		Poor		1% N=2
	Overall quality of the transportation system	Excellent		12% N=36
		Good		35% N=110
		Fair		35% N=110
		Poor		18% N=57
	Overall design or layout of residential and commercial areas	Excellent		18% N=62
		Good		41% N=141
		Fair		28% N=96
		Poor		13% N=45
	Overall quality of the utility infrastructure	Excellent		30% N=99
		Good		46% N=148
		Fair		21% N=68
		Poor		3% N=10
	Overall feeling of safety	Excellent		28% N=95
		Good		55% N=185
		Fair		14% N=47
		Poor		4% N=12
	Overall quality of natural environment	Excellent		20% N=68
		Good		52% N=173
		Fair		23% N=78
		Poor		4% N=15

Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall quality of parks and recreation opportunities	Excellent		38% N=129
		Good		41% N=139
		Fair		17% N=58
		Poor		4% N=14
	Overall health and wellness opportunities	Excellent		22% N=72
		Good		56% N=186
		Fair		20% N=66
		Poor		2% N=7
	Overall opportunities for education, culture, and the arts	Excellent		15% N=50
		Good		35% N=117
		Fair		39% N=129
		Poor		11% N=36
	Residents' connection and engagement with their community	Excellent		15% N=52
		Good		39% N=131
		Fair		36% N=120
		Poor		11% N=36
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	Very likely		50% N=173
		Somewhat likely		38% N=131
		Somewhat unlikely		7% N=24
		Very unlikely		4% N=15
	Remain in Goodyear for the next five years	Very likely		64% N=215
		Somewhat likely		23% N=77
		Somewhat unlikely		9% N=31
		Very unlikely		4% N=13
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe		71% N=244
		Somewhat safe		24% N=83
		Neither safe nor unsafe		1% N=5
		Somewhat unsafe		2% N=6
		Very unsafe		1% N=4
	In Goodyear's downtown/commercial area during the day	Very safe		57% N=175
		Somewhat safe		31% N=94
		Neither safe nor unsafe		9% N=29

Please rate how safe or unsafe you feel:	In Goodyear's downtown/commercial area during the day	Somewhat unsafe		3% N=9
		Very unsafe		1% N=2
	From property crime	Very safe		35% N=121
		Somewhat safe		42% N=145
		Neither safe nor unsafe		12% N=40
		Somewhat unsafe		8% N=27
		Very unsafe		3% N=11
	From violent crime	Very safe		48% N=166
		Somewhat safe		37% N=129
		Neither safe nor unsafe		8% N=27
		Somewhat unsafe		5% N=18
		Very unsafe		2% N=5
	From fire, flood, or other natural disaster	Very safe		68% N=231
		Somewhat safe		25% N=84
		Neither safe nor unsafe		6% N=22
		Somewhat unsafe		1% N=2
		Very unsafe		0% N=1
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	Excellent		33% N=108
		Good		47% N=155
		Fair		17% N=56
		Poor		4% N=13
	Attracting people from diverse backgrounds	Excellent		30% N=92
		Good		42% N=128
		Fair		19% N=58
		Poor		8% N=24
	Valuing/respecting residents from diverse backgrounds	Excellent		36% N=105
		Good		37% N=109
		Fair		21% N=61
		Poor		7% N=20
	Taking care of vulnerable residents	Excellent		25% N=58
		Good		38% N=90
		Fair		26% N=60

Please rate each of the following in the Goodyear community.	Taking care of vulnerable residents	Poor		11% N=25
	Overall quality of business and service establishments	Excellent		16% N=54
		Good		48% N=165
		Fair		30% N=105
		Poor		6% N=22
	Variety of business and service establishments	Excellent		11% N=37
		Good		35% N=120
		Fair		39% N=133
		Poor		15% N=53
	Vibrancy of downtown/commercial area	Excellent		8% N=25
		Good		34% N=108
		Fair		36% N=113
		Poor		22% N=71
	Employment opportunities	Excellent		12% N=32
		Good		37% N=97
		Fair		35% N=92
		Poor		15% N=39
	Shopping opportunities	Excellent		6% N=21
		Good		36% N=120
		Fair		41% N=137
		Poor		17% N=56
	Cost of living	Excellent		7% N=23
		Good		35% N=121
		Fair		43% N=146
		Poor		15% N=50
	Overall image or reputation	Excellent		24% N=82
		Good		57% N=192
		Fair		17% N=59
		Poor		2% N=7
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	Excellent		11% N=37
		Good		40% N=137
		Fair		31% N=106

Please also rate each of the following in the Goodyear community.

Traffic flow on major streets	Poor		19% N=66
Ease of public parking	Excellent		23% N=76
	Good		48% N=161
	Fair		23% N=78
	Poor		6% N=20
Ease of travel by car	Excellent		22% N=76
	Good		52% N=177
	Fair		20% N=70
	Poor		6% N=20
Ease of travel by public transportation	Excellent		6% N=10
	Good		18% N=30
	Fair		31% N=51
	Poor		45% N=76
Ease of travel by bicycle	Excellent		15% N=37
	Good		32% N=80
	Fair		27% N=66
	Poor		26% N=65
Ease of walking	Excellent		20% N=65
	Good		36% N=119
	Fair		27% N=88
	Poor		17% N=55
Well-planned residential growth	Excellent		15% N=49
	Good		36% N=115
	Fair		29% N=91
	Poor		20% N=63
Well-planned commercial growth	Excellent		12% N=38
	Good		37% N=120
	Fair		32% N=103
	Poor		19% N=62
Well-designed neighborhoods	Excellent		22% N=74
	Good		48% N=162
	Fair		22% N=73

Please also rate each of the following in the Goodyear community.

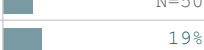
Well-designed neighborhoods	Poor		8% N=26
	Excellent		14% N=33
	Good		37% N=92
	Fair		32% N=78
Preservation of the historical or cultural character of the community	Poor		17% N=43
	Excellent		15% N=49
	Good		37% N=123
	Fair		34% N=112
Public places where people want to spend time	Poor		15% N=49
	Excellent		16% N=51
	Good		44% N=144
	Fair		29% N=96
Variety of housing options	Poor		11% N=36
	Excellent		5% N=13
	Good		24% N=68
	Fair		41% N=116
Availability of affordable quality housing	Poor		30% N=85
	Excellent		16% N=52
	Good		45% N=148
	Fair		23% N=76
Overall quality of new development	Poor		16% N=53
	Excellent		24% N=82
	Good		57% N=196
	Fair		16% N=55
Overall appearance	Poor		4% N=13
	Excellent		31% N=105
	Good		58% N=199
	Fair		9% N=33
Cleanliness	Poor		2% N=8
	Excellent		8% N=24
	Good		27% N=82
	Fair		34% N=104
Water resources			

Please also rate each of the following in the Goodyear community.

Water resources	Poor		31% N=93
Air quality	Excellent		12% N=40
	Good		46% N=155
	Fair		36% N=120
	Poor		6% N=21
Availability of paths and walking trails	Excellent		20% N=66
	Good		40% N=131
	Fair		27% N=89
	Poor		13% N=43
Fitness opportunities	Excellent		27% N=86
	Good		43% N=137
	Fair		26% N=82
	Poor		5% N=17
Recreational opportunities	Excellent		23% N=77
	Good		44% N=150
	Fair		25% N=86
	Poor		8% N=27
Availability of affordable quality food	Excellent		11% N=39
	Good		48% N=166
	Fair		25% N=87
	Poor		16% N=54
Availability of affordable quality health care	Excellent		12% N=38
	Good		47% N=148
	Fair		32% N=99
	Poor		8% N=27
Availability of preventive health services	Excellent		13% N=38
	Good		51% N=151
	Fair		28% N=82
	Poor		8% N=24
Availability of affordable quality mental health care	Excellent		13% N=19
	Good		28% N=42
	Fair		25% N=37

Please also rate each of the following in the Goodyear community.

Availability of affordable quality mental health care	Poor		34% N=51
Opportunities to attend cultural/arts/music activities	Excellent		17% N=56
	Good		33% N=106
	Fair		35% N=114
	Poor		15% N=51
Community support for the arts	Excellent		19% N=55
	Good		40% N=115
	Fair		29% N=83
	Poor		12% N=36
Availability of affordable quality childcare/preschool	Excellent		6% N=8
	Good		31% N=44
	Fair		39% N=56
	Poor		24% N=34
K-12 education	Excellent		14% N=27
	Good		36% N=69
	Fair		38% N=73
	Poor		13% N=26
Adult educational opportunities	Excellent		8% N=16
	Good		41% N=87
	Fair		33% N=70
	Poor		18% N=37
Sense of civic/community pride	Excellent		17% N=53
	Good		52% N=165
	Fair		20% N=65
	Poor		11% N=36
Neighborliness of residents	Excellent		16% N=54
	Good		47% N=159
	Fair		28% N=93
	Poor		9% N=32
Opportunities to participate in social events and activities	Excellent		18% N=57
	Good		52% N=162
	Fair		21% N=64

Please also rate each of the following in the Goodyear community.	Opportunities to participate in social events and activities	Poor		9% N=28
	Opportunities to attend special events and festivals	Excellent		21% N=69
		Good		45% N=148
		Fair		26% N=85
		Poor		8% N=26
	Opportunities to volunteer	Excellent		23% N=54
		Good		48% N=113
		Fair		21% N=49
		Poor		9% N=21
	Opportunities to participate in community matters	Excellent		24% N=63
		Good		42% N=108
		Fair		28% N=71
		Poor		7% N=17
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent		26% N=74
		Good		41% N=118
		Fair		24% N=68
		Poor		10% N=29
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	No		47% N=161
		Yes		53% N=184
	Contacted Goodyear elected officials to express your opinion	No		87% N=299
		Yes		13% N=47
	Attended a local public meeting	No		71% N=245
		Yes		29% N=101
	Watched a local public meeting	No		69% N=237
		Yes		31% N=109
	Volunteered your time to some group/activity	No		66% N=229
		Yes		34% N=117
	Campaigned or advocated for a local issue, cause, or candidate	No		86% N=296
		Yes		14% N=50
	Voted in your most recent local election	No		19% N=64
		Yes		81% N=282
	Used public transportation instead of driving	No		92% N=318

Please indicate whether or not you have done each of the following in the last 12 months.	Used public transportation instead of driving	Yes		8% N=26
	Carpooled with other adults or children instead of driving alone	No		44% N=151
		Yes		56% N=195
	Walked or biked instead of driving	No		53% N=183
		Yes		47% N=163
Please rate the quality of each of the following services in Goodyear.	Public information services	Excellent		22% N=68
		Good		51% N=155
		Fair		21% N=63
		Poor		6% N=19
	Economic development	Excellent		16% N=51
		Good		49% N=155
		Fair		23% N=72
		Poor		12% N=36
	Traffic enforcement	Excellent		14% N=45
		Good		48% N=157
		Fair		17% N=56
		Poor		20% N=66
	Traffic signal timing	Excellent		14% N=47
		Good		36% N=121
		Fair		30% N=102
		Poor		19% N=65
	Street repair	Excellent		15% N=51
		Good		48% N=160
		Fair		29% N=95
		Poor		8% N=28
	Street cleaning	Excellent		27% N=89
		Good		50% N=166
		Fair		15% N=49
		Poor		9% N=28
	Street lighting	Excellent		22% N=74
		Good		57% N=188
		Fair		17% N=57

Please rate the quality of each of the following services in Goodyear.

Street lighting	Poor		4% N=13
Snow removal	Excellent		66% N=33
	Good		18% N=9
	Fair		9% N=4
	Poor		7% N=4
Sidewalk maintenance	Excellent		22% N=69
	Good		55% N=171
	Fair		17% N=52
	Poor		6% N=20
Bus or transit services	Excellent		10% N=15
	Good		21% N=30
	Fair		32% N=47
	Poor		37% N=53
Land use, planning and zoning	Excellent		9% N=26
	Good		30% N=86
	Fair		35% N=99
	Poor		26% N=73
Code enforcement	Excellent		11% N=29
	Good		39% N=108
	Fair		35% N=95
	Poor		16% N=43
Affordable high-speed internet access	Excellent		12% N=40
	Good		43% N=137
	Fair		29% N=91
	Poor		16% N=51
Garbage collection	Excellent		49% N=165
	Good		40% N=133
	Fair		8% N=25
	Poor		3% N=10
Drinking water	Excellent		16% N=52
	Good		44% N=139
	Fair		25% N=81

Please rate the quality of each of the following services in Goodyear.	Drinking water	Poor		14% N=45
	Sewer services	Excellent		34% N=110
		Good		54% N=173
		Fair		10% N=32
		Poor		2% N=6
	Storm water management	Excellent		29% N=85
		Good		58% N=172
		Fair		11% N=32
		Poor		2% N=7
	Power (electric and/or gas) utility	Excellent		31% N=100
		Good		50% N=164
		Fair		15% N=47
		Poor		4% N=15
	Utility billing	Excellent		19% N=64
		Good		49% N=162
		Fair		25% N=82
		Poor		8% N=25
	Police/Sheriff services	Excellent		40% N=122
		Good		43% N=129
		Fair		13% N=38
		Poor		4% N=13
	Crime prevention	Excellent		22% N=65
		Good		55% N=163
		Fair		18% N=55
		Poor		5% N=16
	Animal control	Excellent		20% N=51
		Good		49% N=122
		Fair		18% N=46
		Poor		13% N=32
	Ambulance or emergency medical services	Excellent		37% N=90
		Good		54% N=134
		Fair		6% N=16

Please rate the quality of each of the following services in Goodyear.	Ambulance or emergency medical services	Poor		3% N=6
	Fire services	Excellent		50% N=130
		Good		43% N=112
		Fair		6% N=17
		Poor		2% N=4
	Fire prevention and education	Excellent		33% N=70
		Good		54% N=114
		Fair		10% N=21
		Poor		4% N=8
	Emergency preparedness	Excellent		25% N=46
		Good		50% N=92
		Fair		17% N=32
		Poor		7% N=12
	Preservation of natural areas	Excellent		14% N=42
		Good		36% N=103
		Fair		29% N=83
		Poor		21% N=60
	Goodyear open space	Excellent		16% N=49
		Good		37% N=113
		Fair		31% N=95
		Poor		15% N=46
	Recycling	Excellent		32% N=103
		Good		44% N=138
		Fair		16% N=51
		Poor		8% N=25
	Yard waste pick-up	Excellent		34% N=92
		Good		47% N=130
		Fair		13% N=35
		Poor		6% N=17
	City parks	Excellent		29% N=92
		Good		52% N=166
		Fair		16% N=53

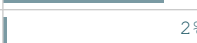
Please rate the quality of each of the following services in Goodyear.	City parks	Poor		3% N=9
	Recreation programs or classes	Excellent		31% N=89
		Good		48% N=138
		Fair		17% N=50
		Poor		4% N=11
	Recreation centers or facilities	Excellent		42% N=130
		Good		44% N=136
		Fair		12% N=39
		Poor		2% N=5
	Health services	Excellent		18% N=47
		Good		54% N=145
		Fair		22% N=60
		Poor		6% N=16
	Public library services	Excellent		52% N=154
		Good		36% N=106
		Fair		11% N=34
		Poor		0% N=1
	Overall customer service by Goodyear employees	Excellent		39% N=116
		Good		48% N=141
		Fair		11% N=33
		Poor		2% N=5
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	Excellent		19% N=58
		Good		50% N=155
		Fair		26% N=79
		Poor		5% N=16
	The overall direction that Goodyear is taking	Excellent		24% N=79
		Good		39% N=126
		Fair		23% N=74
		Poor		15% N=47
	The job Goodyear government does at welcoming resident involvement	Excellent		23% N=65
		Good		48% N=140
		Fair		22% N=65

Please rate the following categories of Goodyear government performance.	The job Goodyear government does at welcoming resident involvement	Poor		7% N=20
	Overall confidence in Goodyear government	Excellent		23% N=73
		Good		44% N=138
		Fair		23% N=71
		Poor		10% N=30
	Generally acting in the best interest of the community	Excellent		25% N=77
		Good		43% N=131
		Fair		23% N=69
		Poor		10% N=31
	Being honest	Excellent		24% N=64
		Good		46% N=124
		Fair		25% N=68
		Poor		6% N=16
	Being open and transparent to the public	Excellent		26% N=73
		Good		41% N=117
		Fair		24% N=68
		Poor		8% N=24
	Informing residents about issues facing the community	Excellent		21% N=60
		Good		41% N=119
		Fair		27% N=77
		Poor		11% N=33
	Treating all residents fairly	Excellent		30% N=76
		Good		42% N=109
		Fair		18% N=47
		Poor		10% N=25
	Treating residents with respect	Excellent		28% N=75
		Good		52% N=142
		Fair		14% N=38
		Poor		6% N=15
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	Excellent		33% N=108
		Good		50% N=164
		Fair		15% N=49

Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	Poor		2% N=6
	The Federal Government	Excellent		8% N=23
		Good		28% N=84
		Fair		36% N=107
		Poor		28% N=81
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	Essential		61% N=201
		Very important		33% N=110
		Somewhat important		6% N=20
	Overall quality of the transportation system	Essential		31% N=101
		Very important		40% N=132
		Somewhat important		27% N=90
		Not at all important		3% N=8
	Overall design or layout of residential and commercial areas	Essential		59% N=196
		Very important		31% N=104
		Somewhat important		8% N=28
		Not at all important		1% N=4
	Overall quality of the utility infrastructure	Essential		60% N=200
		Very important		35% N=115
		Somewhat important		6% N=19
	Overall feeling of safety	Essential		66% N=218
		Very important		27% N=88
		Somewhat important		6% N=19
		Not at all important		2% N=5
	Overall quality of natural environment	Essential		40% N=132
		Very important		44% N=146
		Somewhat important		16% N=52
	Overall quality of parks and recreation opportunities	Essential		28% N=91
		Very important		51% N=169
		Somewhat important		20% N=65
		Not at all important		2% N=6
	Overall health and wellness opportunities	Essential		31% N=101
		Very important		49% N=162

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall health and wellness opportunities	Somewhat important		19% N=63
		Not at all important		1% N=4
	Overall opportunities for education, culture, and the arts	Essential		40% N=132
		Very important		37% N=120
		Somewhat important		21% N=70
		Not at all important		1% N=5
	Residents' connection and engagement with their community	Essential		30% N=100
		Very important		46% N=153
		Somewhat important		23% N=77
		Not at all important		1% N=5
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?	City social media channels	Major source		59% N=196
		Minor source		25% N=82
		Not a source		17% N=56
	City website	Major source		43% N=142
		Minor source		48% N=161
		Not a source		9% N=31
	InFocus printed monthly magazine	Major source		67% N=219
		Minor source		25% N=82
		Not a source		9% N=28
	News media	Major source		18% N=60
		Minor source		43% N=143
		Not a source		39% N=128
	City Council meetings and other public meetings (live streamed or in person)	Major source		16% N=55
		Minor source		37% N=123
		Not a source		47% N=156
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	Major source		38% N=127
		Minor source		32% N=108
		Not a source		30% N=100
	Postcards and flyers	Major source		19% N=63
		Minor source		47% N=155
		Not a source		34% N=114
	Utility bill inserts	Major source		15% N=51

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?	Utility bill inserts	Minor source	 33% N=110
		Not a source	 52% N=176
	Word of mouth	Major source	 20% N=66
		Minor source	 46% N=155
		Not a source	 34% N=113
	Interactions with City staff (in person, phone, email, or web)	Major source	 14% N=48
		Minor source	 36% N=122
		Not a source	 49% N=166
In general, how many times do you:	Access the internet from your home	Several times a day	 91% N=304
		Once a day	 5% N=18
		A few times a week	 2% N=8
		Every few weeks	 1% N=3
		Less often or never	 1% N=2
	Access the internet from your cell phone	Several times a day	 90% N=306
		Once a day	 5% N=19
		A few times a week	 3% N=9
		Less often or never	 1% N=5
	Visit social media sites	Several times a day	 68% N=229
		Once a day	 11% N=37
		A few times a week	 11% N=36
		Every few weeks	 2% N=8
		Less often or never	 8% N=28
	Use or check email	Several times a day	 86% N=290
		Once a day	 10% N=35
		A few times a week	 3% N=10
		Every few weeks	 0% N=1
		Less often or never	 0% N=1
	Share your opinions online	Several times a day	 10% N=35
		Once a day	 4% N=12
		A few times a week	 18% N=60
		Every few weeks	 23% N=79
		Less often or never	 45% N=151

In general, how many times do you:	Shop online	Several times a day		14% N=48
		Once a day		9% N=32
		A few times a week		43% N=148
		Every few weeks		27% N=92
		Less often or never		7% N=23
Please rate your overall health.		Excellent		30% N=102
		Very good		45% N=156
		Good		20% N=68
		Fair		5% N=17
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:		Very positive		8% N=27
		Somewhat positive		11% N=39
		Neutral		37% N=127
		Somewhat negative		37% N=127
		Very negative		7% N=22
How many years have you lived in Goodyear?		Less than 2 years		17% N=57
		2-5 years		24% N=83
		6-10 years		25% N=87
		11-20 years		22% N=76
		More than 20 years		12% N=41
Which best describes the building you live in?		Single-family detached home		89% N=304
		Townhouse or duplex (may share walls but no units above or below you)		3% N=11
		Condominium or apartment (have units above or below you)		7% N=23
		Mobile home		1% N=4
		Other		0% N=1
Do you rent or own your home?		Rent		21% N=73
		Own		79% N=270
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?		Less than \$300		2% N=6
		\$300 to \$599		4% N=15
		\$600 to \$999		6% N=21
		\$1,000 to \$1,499		15% N=50
		\$1,500 to \$2,499		50% N=169
		\$2,500 to \$3,999		21% N=72

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	\$4,000 to \$6,999		1% N=3
	\$7,000 to \$9,999		0% N=1
	\$10,000 or more		0% N=1
Do any children 17 or under live in your household?	No		65% N=219
	Yes		35% N=119
Are you or any other members of your household aged 65 or older?	No		75% N=257
	Yes		25% N=84
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than \$25,000		3% N=10
	\$25,000 to \$49,999		5% N=18
	\$50,000 to \$74,999		12% N=38
	\$75,000 to \$99,999		18% N=60
	\$100,000 to \$149,999		28% N=92
	\$150,000 to \$199,999		19% N=62
	\$200,000 to \$299,999		12% N=41
	\$300,000 or more		3% N=9
Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin		73% N=245
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanis..		27% N=89
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native		3% N=11
	Asian		2% N=5
	Black or African American		9% N=31
	Native Hawaiian or Other Pacific Islander		3% N=9
	White		75% N=254
	A race not listed		12% N=41
In which category is your age?	18-24 years		5% N=16
	25-34 years		20% N=69
	35-44 years		19% N=63
	45-54 years		20% N=69
	55-64 years		18% N=63
	65-74 years		15% N=51
	75 years or older		3% N=9
What is your gender?	Woman		53% N=177
	Man		46% N=153

What is your gender?	Identify in another way		2% N=6
If you identify in another way, how would you describe your gender?	Agender/I don't identify with any gender		87% N=5
	Genderqueer/gender fluid		13% N=1
How did you hear about this survey? (Select all that apply.)	The City's website		4% N=14
	The City's social media (Facebook, Twitter, Instagram,...		44% N=144
	Received an email from the City		41% N=136
	In a City newsletter or utility bill		0% N=1
	Received a postcard or letter from the City		3% N=11
	Nextdoor		3% N=11
	In my Facebook feed		10% N=33
	Saw it on a video of a public meeting or at a meeting I atten..		0% N=
	Saw it in a newspaper article or ad (hard copy or online)		0% N=
	Saw a flyer or poster about it		0% N=1
	Heard about it from a family member, friend or neighbor		2% N=8
	Heard about it from a business or social organization in my co..		0% N=1
	Polco's weekly email		1% N=3
	On my Polco feed		0% N=1
	Other		2% N=7

The City of Goodyear 2023 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Goodyear.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Goodyear as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Goodyear as a place to raise children.....	1	2	3	4	5
Goodyear as a place to work	1	2	3	4	5
Goodyear as a place to visit	1	2	3	4	5
Goodyear as a place to retire	1	2	3	4	5
The overall quality of life in Goodyear.....	1	2	3	4	5
Sense of community	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Goodyear as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Goodyear	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Goodyear	1	2	3	4	5
Overall design or layout of Goodyear's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Goodyear (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Goodyear.....	1	2	3	4	5
Overall quality of natural environment in Goodyear	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Goodyear.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Goodyear to someone who asks	1	2	3	4	5
Remain in Goodyear for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Goodyear's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Goodyear community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	1	2	3	4	5

6. Please rate each of the following in the Goodyear community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Goodyear	1	2	3	4	5
Variety of business and service establishments in Goodyear.....	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Goodyear.....	1	2	3	4	5
Overall image or reputation of Goodyear	1	2	3	4	5

7. Please also rate each of the following in the Goodyear community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Goodyear.....	1	2	3	4	5
Ease of travel by public transportation in Goodyear.....	1	2	3	4	5
Ease of travel by bicycle in Goodyear.....	1	2	3	4	5
Ease of walking in Goodyear.....	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community.....	1	2	3	4	5
Public places where people want to spend time.....	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Goodyear.....	1	2	3	4	5
Overall appearance of Goodyear.....	1	2	3	4	5
Cleanliness of Goodyear.....	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.).....	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities.....	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities.....	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Goodyear.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals.....	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the City of Goodyear (in-person, phone, email, or web) for help or information.....	1	2
Contacted Goodyear elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.).....	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Goodyear.....	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of Goodyear 2023 Community Survey

9. Please rate the quality of each of the following services in Goodyear.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access	1	2	3	4	5
Garbage collection	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Police/Sheriff services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Fire services	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts)	1	2	3	4	5
Goodyear open space	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services.....	1	2	3	4	5
Overall customer service by Goodyear employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Goodyear government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Goodyear	1	2	3	4	5
The overall direction that Goodyear is taking.....	1	2	3	4	5
The job Goodyear government does at welcoming resident involvement	1	2	3	4	5
Overall confidence in Goodyear government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Goodyear	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

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

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Goodyear	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Goodyear	1	2	3	4
Overall design or layout of Goodyear's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Goodyear (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Goodyear	1	2	3	4
Overall quality of natural environment in Goodyear	1	2	3	4
Overall quality of parks and recreation opportunities	1	2	3	4
Overall health and wellness opportunities in Goodyear	1	2	3	4
Overall opportunities for education, culture, and the arts	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

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?

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City social media channels	1	2	3
City website	1	2	3
InFocus printed monthly magazine	1	2	3
News media	1	2	3
City Council meetings and other public meetings (live streamed or in person)	1	2	3
City emails (Good Neighbor Alert, Parks & Recreation newsletter)	1	2	3
Postcards and flyers	1	2	3
Utility bill inserts	1	2	3
Word of mouth	1	2	3
Interactions with City staff (in person, phone, email, or web)	1	2	3

The City of Goodyear 2023 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

D2. Please rate your overall health.

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. How many years have you lived in Goodyear?

☐ Less than 2 years
☐ 2-5 years
☐ 6-10 years
☐ 11-20 years
☐ More than 20 years

D5. Which best describes the building you live in?

☐ One family house detached from any other houses
☐ Building with two or more homes (duplex, townhome, apartment, or condominium)
☐ Mobile home
☐ Other

D6. Do you rent or own your home?

☐ Rent
☐ Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

☐ Less than \$500 ☐ \$2,000 to \$2,499
☐ \$500 to \$999 ☐ \$2,500 to \$2,999
☐ \$1,000 to \$1,499 ☐ \$3,000 to \$3,499
☐ \$1,500 to \$1,999 ☐ \$3,500 or more

D8. Do any children 17 or under live in your household?

☐ No ☐ Yes

D9. Are you or any other members of your household aged 65 or older?

☐ No ☐ Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

☐ Less than \$25,000 ☐ \$75,000 to \$99,999
☐ \$25,000 to \$49,999 ☐ \$100,000 to \$149,999
☐ \$50,000 to \$74,999 ☐ \$150,000 or more

D11. Are you Spanish, Hispanic or Latino?

☐ No, not Spanish, Hispanic, or Latino
☐ Yes, I consider myself to be Spanish, Hispanic, or Latino

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

☐ American Indian or Alaskan Native
☐ Asian, Asian Indian, or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D13. In which category is your age?

☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D14. What is your gender?

☐ Woman
☐ Man
☐ Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

☐ Agender/I don't identify with any gender
☐ Genderqueer/gender fluid
☐ Non-binary
☐ Transgender man
☐ Transgender woman
☐ Two-spirit
☐ Identify in another way

Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

Statistical significance thresholds - Age

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes). Use the drop down menu to the right to select demographic dimensions. If there were no responses within a specific demographic option, that option will not appear in the dashboard.

Age			
	18-34	35-54	55+
18-34		24%	23%
35-54	24%		12%
55+	23%	12%	

Comparison of Responses by Respondent Characteristics - Age

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good.

In the "Statistical significance" tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		18-34	35-54	55+
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	68%	91%	91%
	Your neighborhood as a place to live	68%	90%	93%
	Goodyear as a place to raise children	73%	89%	97%
	Goodyear as a place to work	71%	65%	91%
	Goodyear as a place to visit	36%	55%	78%
	Goodyear as a place to retire	61%	68%	89%
	The overall quality of life	73%	83%	93%
	Sense of community	56%	58%	76%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	68%	81%	93%
	Overall quality of the transportation system	32%	49%	51%
	Overall design or layout of residential and commercial areas	46%	66%	72%
	Overall quality of the utility infrastructure	68%	81%	90%
	Overall feeling of safety	73%	80%	88%
	Overall quality of natural environment	52%	71%	81%
	Overall quality of parks and recreation opportunities	69%	79%	94%
	Overall health and wellness opportunities	66%	79%	82%
	Overall opportunities for education, culture, and the arts	54%	53%	57%
	Residents' connection and engagement with their community	61%	56%	65%
Please indicate how likely or unlikely you are to do each of the	Recommend living in Goodyear to someone who asks	68%	90%	94%

unlikely you are to do each of the following.	Remain in Goodyear for the next five years	72%	82%	92%
	In your neighborhood during the day	79%	99%	96%
	In Goodyear's downtown/commercial area during the day	73%	93%	93%
	From property crime	59%	85%	81%
	From violent crime	75%	88%	88%
	From fire, flood, or other natural disaster	83%	91%	93%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	66%	79%	79%
	Attracting people from diverse backgrounds	65%	74%	78%
	Valuing/respecting residents from diverse backgrounds	72%	76%	78%
	Taking care of vulnerable residents	42%	70%	64%
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	51%	58%	80%
	Variety of business and service establishments	30%	48%	64%
	Vibrancy of downtown/commercial area	32%	32%	56%
	Employment opportunities	44%	48%	76%
	Shopping opportunities	46%	44%	56%
	Cost of living	42%	49%	61%
	Overall image or reputation	62%	84%	83%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	32%	49%	61%
	Ease of public parking	62%	74%	80%
	Ease of travel by car	64%	63%	76%
	Ease of travel by public transportation	9%	20%	20%
	Ease of travel by bicycle	28%	48%	48%
	Ease of walking	34%	56%	70%
	Well-planned residential growth	51%	53%	64%
	Well-planned commercial growth	41%	49%	51%
	Well-designed neighborhoods	57%	67%	78%

Please also rate each of the following in the Goodyear community.	Preservation of the historical or cultural character of the community	45%	47%	51%
	Public places where people want to spend time	25%	50%	61%
	Variety of housing options	58%	65%	77%
	Availability of affordable quality housing	36%	50%	38%
	Overall quality of new development	62%	58%	67%
	Overall appearance	57%	77%	83%
	Cleanliness	68%	90%	92%
	Water resources	27%	42%	45%
	Air quality	48%	65%	65%
	Availability of paths and walking trails	33%	52%	68%
	Fitness opportunities	48%	68%	81%
	Recreational opportunities	42%	74%	77%
	Availability of affordable quality food	51%	67%	73%
	Availability of affordable quality health care	45%	64%	69%
	Availability of preventive health services	59%	66%	69%
	Availability of affordable quality mental health care	51%	28%	41%
	Opportunities to attend cultural/arts/music activities	58%	39%	52%
	Community support for the arts	60%	57%	60%
	Availability of affordable quality childcare/preschool	53%	30%	72%
	K-12 education	72%	64%	79%
	Adult educational opportunities	59%	69%	66%
	Sense of civic/community pride	47%	67%	66%
	Neighborliness of residents	62%	58%	66%
	Opportunities to participate in social events and activities	61%	59%	80%
	Opportunities to attend special events and festivals	61%	64%	74%
	Opportunities to volunteer	70%	61%	76%

Please also rate each of the following in the Goodyear community.	Opportunities to participate in community matters	74%	63%	71%
	Openness and acceptance of the community toward people of diverse backgrounds	66%	65%	79%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	41%	41%	39%
	Contacted Goodyear elected officials to express your opinion	11%	6%	7%
	Attended a local public meeting	27%	22%	24%
	Watched a local public meeting	21%	17%	12%
	Volunteered your time to some group/activity	16%	16%	23%
	Campaigned or advocated for a local issue, cause, or candidate	16%	3%	19%
	Voted in your most recent local election	64%	80%	77%
	Used public transportation instead of driving	5%	4%	7%
	Carpooled with other adults or children instead of driving alone	73%	51%	47%
	Walked or biked instead of driving	53%	48%	43%
Please rate the quality of each of the following services in Goodyear.	Public information services	50%	73%	80%
	Economic development	44%	65%	79%
	Traffic enforcement	57%	57%	65%
	Traffic signal timing	47%	49%	65%
	Street repair	58%	61%	78%
	Street cleaning	74%	78%	83%
	Street lighting	57%	80%	88%
	Snow removal			64%
	Sidewalk maintenance	72%	79%	81%
	Bus or transit services	29%	31%	28%
	Land use, planning and zoning	46%	54%	54%
	Code enforcement	47%	51%	59%
	Affordable high-speed internet access	58%	64%	62%
	Garbage collection	95%	93%	97%

Please rate the quality of each of the following services in Goodyear.	Drinking water	53%	61%	74%
	Sewer services	89%	91%	95%
	Storm water management	84%	83%	90%
	Power (electric and/or gas) utility	68%	81%	92%
	Utility billing	64%	70%	87%
	Police/Sheriff services	72%	88%	94%
	Crime prevention	60%	79%	84%
	Animal control	76%	78%	79%
	Ambulance or emergency medical services	73%	86%	94%
	Fire services	82%	93%	97%
	Fire prevention and education	73%	84%	92%
	Emergency preparedness	53%	70%	87%
	Preservation of natural areas	46%	57%	60%
	Goodyear open space	37%	61%	55%
	Recycling	77%	69%	83%
	Yard waste pick-up	70%	80%	86%
	City parks	63%	76%	91%
	Recreation programs or classes	59%	81%	87%
	Recreation centers or facilities	71%	81%	91%
	Health services	57%	68%	77%
	Public library services	83%	94%	94%
	Overall customer service by Goodyear employees	68%	93%	86%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	53%	71%	76%
	The overall direction that Goodyear is taking	57%	71%	72%
	The job Goodyear government does at welcoming resident involvement	52%	68%	71%
	Overall confidence in Goodyear government	49%	56%	71%

Please rate the following categories of Goodyear government performance.	Generally acting in the best interest of the community	43%	56%	69%
	Being honest	58%	59%	72%
	Being open and transparent to the public	46%	54%	69%
	Informing residents about issues facing the community	49%	59%	65%
	Treating all residents fairly	66%	75%	76%
	Treating residents with respect	66%	82%	83%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	68%	80%	84%
	The Federal Government	22%	30%	40%
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	84%	93%	95%
	Overall quality of the transportation system	85%	76%	78%
	Overall design or layout of residential and commercial areas	80%	95%	96%
	Overall quality of the utility infrastructure	89%	98%	96%
	Overall feeling of safety	89%	97%	97%
	Overall quality of natural environment	86%	90%	82%
	Overall quality of parks and recreation opportunities	74%	90%	79%
	Overall health and wellness opportunities	59%	82%	84%
	Overall opportunities for education, culture, and the arts	63%	82%	68%
	Residents' connection and engagement with their community	62%	78%	68%
How much of a source, if at all, are each of the following for you for getting information about the Citygovernment and its activities, events, and services?	City social media channels	78%	64%	49%
	City website	84%	73%	79%
	InFocus printed monthly magazine	90%	92%	94%
	News media	64%	55%	76%
	City Council meetings and other public meetings (live streamed or in person)	43%	46%	36%
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	63%	70%	70%
	Postcards and flyers	69%	85%	75%
	Utility bill inserts	54%	59%	72%

are each of the following for you for getting information about the Citygovernment and its activities, events, and services?	Word of mouth	89%	61%	73%
	Interactions with City staff (in person, phone, email, or web)	37%	32%	54%
In general, how many times do you:	Access the internet from your home	100%	98%	100%
	Access the internet from your cell phone	100%	100%	93%
	Visit social media sites	84%	79%	67%
	Use or check email	100%	100%	100%
	Share your opinions online	27%	11%	27%
	Shop online	63%	71%	63%
	Please rate your overall health.	76%	73%	77%
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact wil..	43%	17%	21%

Statistical significance thresholds - Area

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes). Use the drop down menu to the right to select demographic dimensions. If there were no responses within a specific demographic option, that option will not appear in the dashboard.

Area			
	Central MPS	North MPA	South/Sonoran Valley MPA
Central MPS		12%	14%
North MPA	12%		12%
South/Sonoran Valley MPA	14%	12%	

Comparison of Responses by Respondent Characteristics - Area

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good.

In the "Statistical significance" tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		Central MPS	North MPA	South/Sonoran Valley MPA
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	80%	88%	90%
	Your neighborhood as a place to live	85%	82%	98%
	Goodyear as a place to raise children	81%	93%	83%
	Goodyear as a place to work	71%	77%	78%
	Goodyear as a place to visit	53%	67%	51%
	Goodyear as a place to retire	59%	89%	73%
	The overall quality of life	81%	89%	82%
	Sense of community	51%	76%	64%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	72%	90%	87%
	Overall quality of the transportation system	35%	56%	37%
	Overall design or layout of residential and commercial areas	54%	73%	62%
	Overall quality of the utility infrastructure	73%	87%	85%
	Overall feeling of safety	73%	89%	81%
	Overall quality of natural environment	61%	70%	91%
	Overall quality of parks and recreation opportunities	74%	85%	91%
	Overall health and wellness opportunities	73%	76%	88%
	Overall opportunities for education, culture, and the arts	55%	55%	51%
	Residents' connection and engagement with their community	55%	62%	71%
Please indicate how likely or unlikely you are to do each of the	Recommend living in Goodyear to someone who asks	80%	89%	92%

unlikely you are to do each of the following.	Remain in Goodyear for the next five years	74%	89%	91%
	In your neighborhood during the day	88%	96%	98%
	In Goodyear's downtown/commercial area during the day	81%	93%	89%
	From property crime	62%	84%	94%
	From violent crime	78%	87%	96%
	From fire, flood, or other natural disaster	86%	91%	95%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	69%	76%	92%
	Attracting people from diverse backgrounds	62%	80%	81%
	Valuing/respecting residents from diverse backgrounds	67%	82%	79%
	Taking care of vulnerable residents	48%	72%	60%
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	62%	74%	48%
	Variety of business and service establishments	42%	61%	40%
	Vibrancy of downtown/commercial area	44%	42%	28%
	Employment opportunities	49%	59%	61%
	Shopping opportunities	56%	50%	32%
	Cost of living	34%	62%	66%
	Overall image or reputation	74%	79%	86%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	33%	66%	46%
	Ease of public parking	61%	84%	74%
	Ease of travel by car	60%	81%	54%
	Ease of travel by public transportation	13%	22%	11%
	Ease of travel by bicycle	33%	52%	41%
	Ease of walking	48%	66%	50%
	Well-planned residential growth	45%	62%	65%
	Well-planned commercial growth	39%	53%	55%
	Well-designed neighborhoods	56%	78%	73%

Please also rate each of the following in the Goodyear community.	Preservation of the historical or cultural character of the community	36%	51%	67%
	Public places where people want to spend time	44%	55%	41%
	Variety of housing options	52%	77%	80%
	Availability of affordable quality housing	25%	48%	70%
	Overall quality of new development	59%	67%	57%
	Overall appearance	63%	81%	82%
	Cleanliness	78%	91%	89%
	Water resources	29%	39%	60%
	Air quality	52%	67%	63%
	Availability of paths and walking trails	41%	55%	73%
	Fitness opportunities	54%	73%	86%
	Recreational opportunities	57%	69%	88%
	Availability of affordable quality food	60%	74%	57%
	Availability of affordable quality health care	52%	70%	58%
	Availability of preventive health services	59%	73%	60%
	Availability of affordable quality mental health care	31%	45%	27%
	Opportunities to attend cultural/arts/music activities	48%	50%	44%
	Community support for the arts	58%	60%	58%
	Availability of affordable quality childcare/preschool	40%	54%	28%
	K-12 education	69%	80%	46%
	Adult educational opportunities	65%	67%	58%
	Sense of civic/community pride	50%	69%	71%
	Neighborliness of residents	56%	64%	69%
	Opportunities to participate in social events and activities	57%	71%	78%
	Opportunities to attend special events and festivals	64%	69%	70%
	Opportunities to volunteer	63%	67%	87%

Please also rate each of the following in the Goodyear community.	Opportunities to participate in community matters	59%	71%	83%
	Openness and acceptance of the community toward people of diverse backgrounds	59%	82%	64%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	42%	38%	41%
	Contacted Goodyear elected officials to express your opinion	7%	11%	2%
	Attended a local public meeting	21%	25%	25%
	Watched a local public meeting	12%	18%	19%
	Volunteered your time to some group/activity	14%	25%	13%
	Campaigned or advocated for a local issue, cause, or candidate	14%	13%	6%
	Voted in your most recent local election	76%	75%	74%
	Used public transportation instead of driving	4%	8%	2%
	Carpooled with other adults or children instead of driving alone	56%	61%	35%
	Walked or biked instead of driving	50%	47%	42%
Please rate the quality of each of the following services in Goodyear.	Public information services	54%	76%	84%
	Economic development	50%	77%	71%
	Traffic enforcement	50%	67%	63%
	Traffic signal timing	36%	65%	67%
	Street repair	62%	76%	53%
	Street cleaning	76%	80%	83%
	Street lighting	64%	85%	87%
	Sidewalk maintenance	74%	80%	80%
	Bus or transit services	15%	40%	36%
	Land use, planning and zoning	44%	56%	59%
	Code enforcement	37%	66%	54%
	Affordable high-speed internet access	52%	67%	73%
	Garbage collection	92%	96%	99%
	Drinking water	52%	72%	73%

Please rate the quality of each of the following services in Goodyear.	Sewer services	88%	94%	95%
	Storm water management	81%	88%	88%
	Power (electric and/or gas) utility	75%	87%	87%
	Utility billing	65%	83%	78%
	Police/Sheriff services	83%	86%	90%
	Crime prevention	61%	86%	81%
	Animal control	76%	73%	94%
	Ambulance or emergency medical services	81%	90%	86%
	Fire services	84%	96%	98%
	Fire prevention and education	68%	94%	86%
	Emergency preparedness	59%	77%	82%
	Preservation of natural areas	47%	55%	71%
	Goodyear open space	49%	53%	63%
	Recycling	67%	81%	86%
	Yard waste pick-up	66%	87%	95%
	City parks	71%	84%	79%
	Recreation programs or classes	62%	84%	90%
	Recreation centers or facilities	71%	90%	87%
	Health services	60%	75%	64%
	Public library services	87%	93%	94%
	Overall customer service by Goodyear employees	74%	90%	89%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	55%	79%	72%
	The overall direction that Goodyear is taking	61%	77%	60%
	The job Goodyear government does at welcoming resident involvement	57%	71%	67%
	Overall confidence in Goodyear government	51%	68%	60%
	Generally acting in the best interest of the community	47%	67%	57%

Please rate the following categories of Goodyear government performance.	Being honest	53%	71%	67%
	Being open and transparent to the public	43%	66%	70%
	Informing residents about issues facing the community	48%	61%	80%
	Treating all residents fairly	68%	77%	75%
	Treating residents with respect	70%	82%	88%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	71%	86%	76%
	The Federal Government	28%	37%	27%
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	89%	94%	91%
	Overall quality of the transportation system	84%	77%	73%
	Overall design or layout of residential and commercial areas	90%	91%	98%
	Overall quality of the utility infrastructure	90%	99%	98%
	Overall feeling of safety	97%	94%	96%
	Overall quality of natural environment	85%	86%	88%
	Overall quality of parks and recreation opportunities	83%	78%	91%
	Overall health and wellness opportunities	66%	84%	85%
	Overall opportunities for education, culture, and the arts	67%	73%	81%
	Residents' connection and engagement with their community	71%	68%	76%
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?	City social media channels	75%	49%	67%
	City website	82%	75%	76%
	InFocus printed monthly magazine	97%	90%	89%
	News media	65%	63%	69%
	City Council meetings and other public meetings (live streamed or in person)	46%	40%	37%
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	67%	73%	60%
	Postcards and flyers	79%	79%	70%
	Utility bill inserts	53%	72%	58%
	Word of mouth	76%	70%	67%

Citygovernment and its activities, events, and services?	Interactions with City staff (in person, phone, email, or web)	34%	47%	46%
In general, how many times do you:	Access the internet from your home	100%	100%	96%
	Access the internet from your cell phone	100%	95%	100%
	Visit social media sites	82%	71%	71%
	Use or check email	100%	100%	100%
	Share your opinions online	26%	17%	19%
	Shop online	61%	70%	68%
	Please rate your overall health.	80%	72%	73%
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact wil..	32%	21%	18%

Statistical significance thresholds - Housing Tenure

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes). Use the drop down menu to the right to select demographic dimensions. If there were no responses within a specific demographic option, that option will not appear in the dashboard.

Housing tenure		
	Own	Rent
Own		19%
Rent	19%	

Comparison of Responses by Respondent Characteristics - Housing Tenure

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good.

In the "Statistical significance" tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		Own	Rent
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	88%	76%
	Your neighborhood as a place to live	91%	65%
	Goodyear as a place to raise children	88%	79%
	Goodyear as a place to work	74%	74%
	Goodyear as a place to visit	63%	41%
	Goodyear as a place to retire	81%	56%
	The overall quality of life	85%	82%
	Sense of community	68%	47%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	83%	80%
	Overall quality of the transportation system	49%	30%
	Overall design or layout of residential and commercial areas	67%	49%
	Overall quality of the utility infrastructure	83%	74%
	Overall feeling of safety	86%	64%
	Overall quality of natural environment	77%	44%
	Overall quality of parks and recreation opportunities	86%	63%
	Overall health and wellness opportunities	80%	63%
	Overall opportunities for education, culture, and the arts	61%	27%

characteristics as they relate to Goodyear as a whole.	Residents' connection and engagement with their community	65%	43%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	90%	70%
	Remain in Goodyear for the next five years	90%	59%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	96%	81%
	In Goodyear's downtown/commercial area during the day	91%	75%
	From property crime	85%	50%
	From violent crime	89%	71%
	From fire, flood, or other natural disaster	94%	75%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	81%	58%
	Attracting people from diverse backgrounds	76%	65%
	Valuing/respecting residents from diverse backgrounds	78%	66%
	Taking care of vulnerable residents	66%	41%
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	69%	48%
	Variety of business and service establishments	52%	40%
	Vibrancy of downtown/commercial area	45%	18%
	Employment opportunities	62%	31%
	Shopping opportunities	50%	44%
	Cost of living	62%	17%
	Overall image or reputation	81%	66%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	52%	40%
	Ease of public parking	80%	49%
	Ease of travel by car	68%	67%
	Ease of travel by public transportation	21%	0%
	Ease of travel by bicycle	46%	30%

Please also rate each of the following in the Goodyear community.

Ease of walking	62%	35%
Well-planned residential growth	56%	57%
Well-planned commercial growth	52%	32%
Well-designed neighborhoods	73%	51%
Preservation of the historical or cultural character of the community	49%	38%
Public places where people want to spend time	52%	34%
Variety of housing options	73%	48%
Availability of affordable quality housing	47%	30%
Overall quality of new development	62%	62%
Overall appearance	78%	62%
Cleanliness	86%	82%
Water resources	41%	28%
Air quality	63%	52%
Availability of paths and walking trails	60%	24%
Fitness opportunities	73%	49%
Recreational opportunities	72%	51%
Availability of affordable quality food	67%	61%
Availability of affordable quality health care	62%	57%
Availability of preventive health services	67%	59%
Availability of affordable quality mental health care	35%	42%
Opportunities to attend cultural/arts/music activities	48%	45%
Community support for the arts	64%	36%
Availability of affordable quality childcare/preschool	43%	
K-12 education	68%	77%

Please also rate each of the following in the Goodyear community.	Adult educational opportunities	67%	58%
	Sense of civic/community pride	68%	44%
	Neighborliness of residents	65%	50%
	Opportunities to participate in social events and activities	69%	61%
	Opportunities to attend special events and festivals	67%	65%
	Opportunities to volunteer	72%	54%
	Opportunities to participate in community matters	72%	48%
	Openness and acceptance of the community toward people of diverse backgrounds	74%	57%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	44%	29%
	Contacted Goodyear elected officials to express your opinion	10%	0%
	Attended a local public meeting	28%	10%
	Watched a local public meeting	18%	9%
	Volunteered your time to some group/activity	22%	6%
	Campaigned or advocated for a local issue, cause, or candidate	12%	14%
	Voted in your most recent local election	77%	71%
	Used public transportation instead of driving	5%	5%
	Carpooled with other adults or children instead of driving alone	60%	37%
	Walked or biked instead of driving	50%	37%
Please rate the quality of each of the following services in Goodyear.	Public information services	74%	53%
	Economic development	69%	50%
	Traffic enforcement	62%	52%
	Traffic signal timing	59%	36%
	Street repair	65%	73%
	Street cleaning	79%	79%

Please rate the quality of each of the following services in Goodyear.

Street lighting	77%	78%
Snow removal	66%	
Sidewalk maintenance	78%	82%
Bus or transit services	31%	21%
Land use, planning and zoning	53%	47%
Code enforcement	55%	38%
Affordable high-speed internet access	64%	52%
Garbage collection	94%	100%
Drinking water	68%	52%
Sewer services	92%	91%
Storm water management	88%	75%
Power (electric and/or gas) utility	84%	77%
Utility billing	78%	64%
Police/Sheriff services	90%	69%
Crime prevention	81%	55%
Animal control	80%	70%
Ambulance or emergency medical services	87%	82%
Fire services	93%	84%
Fire prevention and education	85%	74%
Emergency preparedness	73%	50%
Preservation of natural areas	56%	47%
Goodyear open space	57%	33%
Recycling	85%	40%
Yard waste pick-up	85%	54%

Please rate the quality of each of the following services in Goodyear.	City parks	81%	66%
	Recreation programs or classes	84%	50%
	Recreation centers or facilities	84%	73%
	Health services	70%	60%
	Public library services	94%	80%
	Overall customer service by Goodyear employees	87%	70%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	71%	61%
	The overall direction that Goodyear is taking	66%	74%
	The job Goodyear government does at welcoming resident involvement	70%	47%
	Overall confidence in Goodyear government	63%	47%
	Generally acting in the best interest of the community	62%	38%
	Being honest	67%	50%
	Being open and transparent to the public	62%	39%
	Informing residents about issues facing the community	67%	26%
	Treating all residents fairly	76%	61%
	Treating residents with respect	82%	66%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	79%	76%
	The Federal Government	35%	20%
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	93%	85%
	Overall quality of the transportation system	78%	83%
	Overall design or layout of residential and commercial areas	93%	86%
	Overall quality of the utility infrastructure	98%	85%
	Overall feeling of safety	95%	97%
	Overall quality of natural environment	86%	86%

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	86%	67%
	Overall health and wellness opportunities	83%	55%
	Overall opportunities for education, culture, and the arts	77%	55%
	Residents' connection and engagement with their community	73%	60%
How much of a source, if at all, are each of the following for you for getting information about the Citygovernment and its activities, events, and services?	City social media channels	63%	55%
	City website	78%	75%
	InFocus printed monthly magazine	93%	90%
	News media	65%	63%
	City Council meetings and other public meetings (live streamed or in person)	45%	29%
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	73%	51%
	Postcards and flyers	77%	79%
	Utility bill inserts	65%	53%
	Word of mouth	72%	73%
	Interactions with City staff (in person, phone, email, or web)	47%	18%
In general, how many times do you:	Access the internet from your home	99%	100%
	Access the internet from your cell phone	97%	100%
	Visit social media sites	76%	74%
	Use or check email	100%	100%
	Share your opinions online	21%	18%
	Shop online	67%	62%
	Please rate your overall health.	77%	68%
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact wil..	22%	32%

Statistical significance thresholds - Housing Type

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes). Use the drop down menu to the right to select demographic dimensions. If there were no responses within a specific demographic option, that option will not appear in the dashboard.

Housing type		
	Attached	Detached
Attached		18%
Detached	18%	

Comparison of Responses by Respondent Characteristics - Housing Type

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good.

In the "Statistical significance" tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		Attached	Detached
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	89%	85%
	Your neighborhood as a place to live	64%	89%
	Goodyear as a place to raise children	87%	86%
	Goodyear as a place to work	89%	72%
	Goodyear as a place to visit	30%	63%
	Goodyear as a place to retire	64%	77%
	The overall quality of life	89%	84%
	Sense of community	51%	66%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	86%	82%
	Overall quality of the transportation system	49%	45%
	Overall design or layout of residential and commercial areas	58%	64%
	Overall quality of the utility infrastructure	81%	82%
	Overall feeling of safety	76%	82%
	Overall quality of natural environment	53%	73%
	Overall quality of parks and recreation opportunities	70%	83%
	Overall health and wellness opportunities	59%	79%
	Overall opportunities for education, culture, and the arts	16%	58%

characteristics as they relate to Goodyear as a whole.	Residents' connection and engagement with their community	58%	61%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	80%	87%
	Remain in Goodyear for the next five years	68%	85%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	87%	94%
	In Goodyear's downtown/commercial area during the day	79%	89%
	From property crime	51%	81%
	From violent crime	79%	86%
	From fire, flood, or other natural disaster	75%	92%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	74%	76%
	Attracting people from diverse backgrounds	71%	74%
	Valuing/respecting residents from diverse backgrounds	78%	76%
	Taking care of vulnerable residents	37%	63%
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	60%	66%
	Variety of business and service establishments	60%	49%
	Vibrancy of downtown/commercial area	12%	44%
	Employment opportunities	40%	57%
	Shopping opportunities	49%	49%
	Cost of living	32%	54%
	Overall image or reputation	80%	78%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	64%	48%
	Ease of public parking	72%	74%
	Ease of travel by car	92%	65%
	Ease of travel by public transportation	0%	21%
	Ease of travel by bicycle	31%	44%

Please also rate each of the following in the Goodyear community.

Ease of walking	44%	58%
Well-planned residential growth	71%	55%
Well-planned commercial growth	39%	49%
Well-designed neighborhoods	64%	70%
Preservation of the historical or cultural character of the community	65%	46%
Public places where people want to spend time	45%	49%
Variety of housing options	77%	66%
Availability of affordable quality housing	46%	42%
Overall quality of new development	84%	60%
Overall appearance	79%	74%
Cleanliness	89%	85%
Water resources	32%	40%
Air quality	60%	61%
Availability of paths and walking trails	18%	58%
Fitness opportunities	50%	70%
Recreational opportunities	50%	71%
Availability of affordable quality food	65%	66%
Availability of affordable quality health care	64%	61%
Availability of preventive health services	68%	65%
Availability of affordable quality mental health care	41%	37%
Opportunities to attend cultural/arts/music activities	48%	48%
Community support for the arts	30%	63%
Availability of affordable quality childcare/preschool		43%
K-12 education	73%	70%

Please also rate each of the following in the Goodyear community.	Adult educational opportunities	55%	67%
	Sense of civic/community pride	36%	65%
	Neighborliness of residents	69%	61%
	Opportunities to participate in social events and activities	67%	68%
	Opportunities to attend special events and festivals	67%	67%
	Opportunities to volunteer	77%	68%
	Opportunities to participate in community matters	59%	69%
	Openness and acceptance of the community toward people of diverse backgrounds	56%	73%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	24%	42%
	Contacted Goodyear elected officials to express your opinion	1%	8%
	Attended a local public meeting	15%	25%
	Watched a local public meeting	0%	18%
	Volunteered your time to some group/activity	8%	20%
	Campaigned or advocated for a local issue, cause, or candidate	4%	13%
	Voted in your most recent local election	57%	78%
	Used public transportation instead of driving	0%	6%
	Carpooled with other adults or children instead of driving alone	40%	56%
	Walked or biked instead of driving	33%	49%
Please rate the quality of each of the following services in Goodyear.	Public information services	49%	72%
	Economic development	64%	66%
	Traffic enforcement	70%	59%
	Traffic signal timing	53%	55%
	Street repair	83%	65%
	Street cleaning	86%	78%

Please rate the quality of each of the following services in Goodyear.

Street lighting	89%	76%
Snow removal		66%
Sidewalk maintenance	96%	76%
Bus or transit services	34%	29%
Land use, planning and zoning	75%	50%
Code enforcement	85%	50%
Affordable high-speed internet access	81%	59%
Garbage collection	100%	94%
Drinking water	69%	64%
Sewer services	94%	91%
Storm water management	86%	85%
Power (electric and/or gas) utility	91%	82%
Utility billing	65%	76%
Police/Sheriff services	66%	88%
Crime prevention	71%	76%
Animal control	90%	77%
Ambulance or emergency medical services	100%	84%
Fire services	100%	91%
Fire prevention and education	99%	81%
Emergency preparedness	55%	71%
Preservation of natural areas	51%	56%
Goodyear open space	40%	55%
Recycling	26%	82%
Yard waste pick-up	46%	82%

Please rate the quality of each of the following services in Goodyear.	City parks	70%	79%
	Recreation programs or classes	45%	81%
	Recreation centers or facilities	78%	83%
	Health services	69%	69%
	Public library services	90%	91%
	Overall customer service by Goodyear employees	84%	84%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	74%	69%
	The overall direction that Goodyear is taking	100%	64%
	The job Goodyear government does at welcoming resident involvement	56%	66%
	Overall confidence in Goodyear government	56%	60%
	Generally acting in the best interest of the community	42%	59%
	Being honest	64%	64%
	Being open and transparent to the public	52%	59%
	Informing residents about issues facing the community	41%	62%
	Treating all residents fairly	79%	72%
	Treating residents with respect	87%	78%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	88%	77%
	The Federal Government	8%	35%
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	84%	92%
	Overall quality of the transportation system	79%	79%
	Overall design or layout of residential and commercial areas	74%	94%
	Overall quality of the utility infrastructure	84%	97%
	Overall feeling of safety	95%	95%
	Overall quality of natural environment	92%	85%

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	60%	85%
	Overall health and wellness opportunities	55%	80%
	Overall opportunities for education, culture, and the arts	37%	77%
	Residents' connection and engagement with their community	59%	72%
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?	City social media channels	52%	63%
	City website	79%	78%
	InFocus printed monthly magazine	82%	94%
	News media	61%	65%
	City Council meetings and other public meetings (live streamed or in person)	25%	44%
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	31%	73%
	Postcards and flyers	63%	79%
	Utility bill inserts	41%	65%
	Word of mouth	60%	74%
	Interactions with City staff (in person, phone, email, or web)	20%	44%
In general, how many times do you:	Access the internet from your home	100%	99%
	Access the internet from your cell phone	100%	97%
	Visit social media sites	73%	76%
	Use or check email	100%	100%
	Share your opinions online	0%	23%
	Shop online	54%	68%
	Please rate your overall health.	50%	79%
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact wil..	32%	24%

Statistical significance thresholds - Length of Residency

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes). Use the drop down menu to the right to select demographic dimensions. If there were no responses within a specific demographic option, that option will not appear in the dashboard.

Length of residency			
	Less than 5 years	6-10 years	More than 11 years
Less than 5 years		13%	11%
6-10 years	13%		13%
More than 11 years	11%	13%	

Comparison of Responses by Respondent Characteristics - Length of Residency

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good.

In the "Statistical significance" tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		5 years or less	6-10 years	11 or more years
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	90%	86%	81%
	Your neighborhood as a place to live	92%	93%	77%
	Goodyear as a place to raise children	92%	94%	78%
	Goodyear as a place to work	81%	81%	68%
	Goodyear as a place to visit	54%	63%	62%
	Goodyear as a place to retire	75%	60%	82%
	The overall quality of life	90%	86%	79%
	Sense of community	61%	65%	67%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	88%	82%	77%
	Overall quality of the transportation system	47%	48%	43%
	Overall design or layout of residential and commercial areas	68%	58%	61%
	Overall quality of the utility infrastructure	85%	76%	80%
	Overall feeling of safety	84%	77%	81%
	Overall quality of natural environment	75%	60%	70%
	Overall quality of parks and recreation opportunities	86%	68%	84%
	Overall health and wellness opportunities	76%	77%	78%
	Overall opportunities for education, culture, and the arts	61%	38%	56%
	Residents' connection and engagement with their community	69%	60%	54%
Please indicate how likely or unlikely you are to do each of the	Recommend living in Goodyear to someone who asks	88%	89%	83%

unlikely you are to do each of the following.	Remain in Goodyear for the next five years	84%	79%	85%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	97%	94%	89%
	In Goodyear's downtown/commercial area during the day	92%	96%	82%
	From property crime	78%	78%	77%
	From violent crime	86%	89%	83%
	From fire, flood, or other natural disaster	89%	96%	88%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	78%	79%	73%
	Attracting people from diverse backgrounds	73%	76%	73%
	Valuing/respecting residents from diverse backgrounds	76%	76%	75%
	Taking care of vulnerable residents	68%	64%	54%
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	68%	51%	68%
	Variety of business and service establishments	51%	39%	54%
	Vibrancy of downtown/commercial area	42%	29%	43%
	Employment opportunities	56%	70%	49%
	Shopping opportunities	54%	42%	48%
	Cost of living	59%	43%	48%
	Overall image or reputation	81%	71%	79%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	54%	59%	41%
	Ease of public parking	74%	77%	71%
	Ease of travel by car	80%	64%	58%
	Ease of travel by public transportation	15%	12%	21%
	Ease of travel by bicycle	31%	39%	54%
	Ease of walking	49%	52%	65%
	Well-planned residential growth	63%	49%	53%
	Well-planned commercial growth	51%	48%	45%
	Well-designed neighborhoods	75%	59%	68%

Please also rate each of the following in the Goodyear community.	Preservation of the historical or cultural character of the community	45%	50%	49%
	Public places where people want to spend time	51%	38%	50%
	Variety of housing options	71%	66%	65%
	Availability of affordable quality housing	53%	35%	36%
	Overall quality of new development	73%	65%	51%
	Overall appearance	79%	70%	72%
	Cleanliness	87%	91%	82%
	Water resources	43%	26%	40%
	Air quality	61%	47%	67%
	Availability of paths and walking trails	55%	47%	53%
	Fitness opportunities	70%	62%	68%
	Recreational opportunities	74%	65%	64%
	Availability of affordable quality food	69%	54%	67%
	Availability of affordable quality health care	71%	63%	52%
	Availability of preventive health services	73%	54%	64%
	Availability of affordable quality mental health care	56%	38%	23%
	Opportunities to attend cultural/arts/music activities	50%	41%	49%
	Community support for the arts	63%	47%	61%
	Availability of affordable quality childcare/preschool	59%	22%	40%
	K-12 education	69%	51%	76%
	Adult educational opportunities	63%	55%	69%
	Sense of civic/community pride	59%	60%	66%
	Neighborliness of residents	65%	62%	59%
	Opportunities to participate in social events and activities	66%	64%	70%
	Opportunities to attend special events and festivals	67%	58%	71%
	Opportunities to volunteer	69%	65%	70%

Please also rate each of the following in the Goodyear community.	Opportunities to participate in community matters	66%	56%	77%
	Openness and acceptance of the community toward people of diverse backgrounds	73%	70%	69%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	41%	39%	41%
	Contacted Goodyear elected officials to express your opinion	4%	7%	11%
	Attended a local public meeting	22%	24%	25%
	Watched a local public meeting	16%	11%	17%
	Volunteered your time to some group/activity	14%	16%	25%
	Campaigned or advocated for a local issue, cause, or candidate	8%	14%	16%
	Voted in your most recent local election	69%	71%	84%
	Used public transportation instead of driving	5%	4%	6%
	Carpooled with other adults or children instead of driving alone	58%	44%	56%
	Walked or biked instead of driving	56%	51%	36%
Please rate the quality of each of the following services in Goodyear.	Public information services	65%	73%	73%
	Economic development	69%	68%	63%
	Traffic enforcement	67%	49%	58%
	Traffic signal timing	64%	49%	48%
	Street repair	76%	72%	55%
	Street cleaning	88%	84%	68%
	Street lighting	79%	87%	71%
	Sidewalk maintenance	88%	75%	69%
	Bus or transit services	26%	23%	34%
	Land use, planning and zoning	65%	46%	43%
	Code enforcement	61%	53%	47%
	Affordable high-speed internet access	69%	53%	58%
	Garbage collection	97%	93%	94%
	Drinking water	60%	57%	73%

Please rate the quality of each of the following services in Goodyear.	Sewer services	93%	92%	90%
	Storm water management	89%	86%	81%
	Power (electric and/or gas) utility	87%	80%	79%
	Utility billing	79%	68%	75%
	Police/Sheriff services	86%	83%	87%
	Crime prevention	75%	73%	78%
	Animal control	88%	84%	67%
	Ambulance or emergency medical services	90%	94%	80%
	Fire services	94%	94%	89%
	Fire prevention and education	86%	90%	78%
	Emergency preparedness	81%	49%	67%
	Preservation of natural areas	58%	52%	53%
	Goodyear open space	53%	45%	57%
	Recycling	71%	76%	81%
	Yard waste pick-up	80%	85%	78%
	City parks	73%	77%	83%
	Recreation programs or classes	75%	73%	81%
	Recreation centers or facilities	77%	90%	84%
	Health services	79%	65%	62%
	Public library services	95%	93%	86%
	Overall customer service by Goodyear employees	92%	80%	79%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	71%	64%	69%
	The overall direction that Goodyear is taking	80%	62%	59%
	The job Goodyear government does at welcoming resident involvement	71%	62%	62%
	Overall confidence in Goodyear government	68%	54%	56%
	Generally acting in the best interest of the community	63%	54%	54%

Please rate the following categories of Goodyear government performance.	Being honest	73%	60%	57%
	Being open and transparent to the public	67%	54%	51%
	Informing residents about issues facing the community	63%	53%	58%
	Treating all residents fairly	85%	68%	65%
	Treating residents with respect	88%	72%	74%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	84%	71%	76%
	The Federal Government	32%	38%	29%
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	94%	89%	90%
	Overall quality of the transportation system	81%	65%	82%
	Overall design or layout of residential and commercial areas	90%	91%	94%
	Overall quality of the utility infrastructure	92%	93%	99%
	Overall feeling of safety	95%	100%	93%
	Overall quality of natural environment	90%	73%	88%
	Overall quality of parks and recreation opportunities	84%	71%	85%
	Overall health and wellness opportunities	71%	70%	86%
	Overall opportunities for education, culture, and the arts	67%	82%	73%
	Residents' connection and engagement with their community	71%	68%	71%
How much of a source, if at all, are each of the following for you for getting information about the Citygovernment and its activities, events, and services?	City social media channels	63%	53%	65%
	City website	82%	66%	79%
	InFocus printed monthly magazine	92%	82%	97%
	News media	70%	50%	66%
	City Council meetings and other public meetings (live streamed or in person)	39%	25%	53%
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	65%	70%	71%
	Postcards and flyers	75%	75%	80%
	Utility bill inserts	56%	63%	70%
	Word of mouth	70%	53%	82%

Citygovernment and its activities, events, and services?	Interactions with City staff (in person, phone, email, or web)	34%	31%	54%
In general, how many times do you:	Access the internet from your home	100%	96%	100%
	Access the internet from your cell phone	100%	100%	94%
	Visit social media sites	80%	84%	67%
	Use or check email	100%	100%	100%
	Share your opinions online	21%	23%	20%
	Shop online	58%	80%	69%
	Please rate your overall health.	77%	76%	74%
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact wil..	26%	33%	19%

Statistical significance thresholds - Presence of Children

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes). Use the drop down menu to the right to select demographic dimensions. If there were no responses within a specific demographic option, that option will not appear in the dashboard.

Presence of children		
	No	Yes
No		13%
Yes	13%	

Comparison of Responses by Respondent Characteristics - Presence of Children

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good.

In the "Statistical significance" tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		No	Yes
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	85%	85%
	Your neighborhood as a place to live	90%	81%
	Goodyear as a place to raise children	87%	84%
	Goodyear as a place to work	74%	74%
	Goodyear as a place to visit	56%	63%
	Goodyear as a place to retire	79%	67%
	The overall quality of life	88%	77%
	Sense of community	66%	61%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	85%	76%
	Overall quality of the transportation system	47%	42%
	Overall design or layout of residential and commercial areas	67%	59%
	Overall quality of the utility infrastructure	86%	73%
	Overall feeling of safety	86%	72%
	Overall quality of natural environment	74%	61%
	Overall quality of parks and recreation opportunities	90%	66%
	Overall health and wellness opportunities	77%	80%
	Overall opportunities for education, culture, and the arts	54%	57%

characteristics as they relate to Goodyear as a whole.	Residents' connection and engagement with their community	58%	66%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	87%	83%
	Remain in Goodyear for the next five years	80%	90%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	94%	92%
	In Goodyear's downtown/commercial area during the day	86%	91%
	From property crime	79%	73%
	From violent crime	87%	81%
	From fire, flood, or other natural disaster	90%	90%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	79%	74%
	Attracting people from diverse backgrounds	79%	68%
	Valuing/respecting residents from diverse backgrounds	81%	70%
	Taking care of vulnerable residents	59%	65%
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	64%	66%
	Variety of business and service establishments	53%	42%
	Vibrancy of downtown/commercial area	39%	41%
	Employment opportunities	57%	54%
	Shopping opportunities	52%	45%
	Cost of living	56%	44%
	Overall image or reputation	80%	74%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	57%	37%
	Ease of public parking	76%	68%
	Ease of travel by car	75%	54%
	Ease of travel by public transportation	20%	13%
	Ease of travel by bicycle	39%	45%

Please also rate each of the following in the Goodyear community.

Ease of walking	58%	51%
Well-planned residential growth	59%	50%
Well-planned commercial growth	49%	48%
Well-designed neighborhoods	70%	65%
Preservation of the historical or cultural character of the community	49%	45%
Public places where people want to spend time	53%	38%
Variety of housing options	71%	60%
Availability of affordable quality housing	45%	40%
Overall quality of new development	64%	58%
Overall appearance	78%	67%
Cleanliness	89%	78%
Water resources	41%	34%
Air quality	63%	56%
Availability of paths and walking trails	57%	47%
Fitness opportunities	75%	57%
Recreational opportunities	71%	65%
Availability of affordable quality food	66%	63%
Availability of affordable quality health care	64%	58%
Availability of preventive health services	63%	74%
Availability of affordable quality mental health care	37%	38%
Opportunities to attend cultural/arts/music activities	54%	39%
Community support for the arts	58%	61%
Availability of affordable quality childcare/preschool	55%	34%
K-12 education	77%	62%

Please also rate each of the following in the Goodyear community.	Adult educational opportunities	64%	67%
	Sense of civic/community pride	62%	62%
	Neighborliness of residents	65%	58%
	Opportunities to participate in social events and activities	74%	58%
	Opportunities to attend special events and festivals	70%	60%
	Opportunities to volunteer	74%	59%
	Opportunities to participate in community matters	74%	59%
	Openness and acceptance of the community toward people of diverse backgrounds	73%	70%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	40%	41%
	Contacted Goodyear elected officials to express your opinion	5%	12%
	Attended a local public meeting	23%	26%
	Watched a local public meeting	13%	21%
	Volunteered your time to some group/activity	19%	18%
	Campaigned or advocated for a local issue, cause, or candidate	14%	9%
	Voted in your most recent local election	71%	83%
	Used public transportation instead of driving	7%	2%
	Carpooled with other adults or children instead of driving alone	53%	56%
	Walked or biked instead of driving	43%	53%
Please rate the quality of each of the following services in Goodyear.	Public information services	71%	66%
	Economic development	70%	57%
	Traffic enforcement	64%	52%
	Traffic signal timing	58%	47%
	Street repair	72%	55%
	Street cleaning	78%	80%

Please rate the quality of each of the following services in Goodyear.

Street lighting	78%	75%
Snow removal	68%	
Sidewalk maintenance	78%	77%
Bus or transit services	36%	22%
Land use, planning and zoning	55%	50%
Code enforcement	52%	56%
Affordable high-speed internet access	69%	51%
Garbage collection	97%	91%
Drinking water	69%	53%
Sewer services	93%	88%
Storm water management	86%	84%
Power (electric and/or gas) utility	87%	73%
Utility billing	81%	63%
Police/Sheriff services	84%	89%
Crime prevention	78%	70%
Animal control	78%	77%
Ambulance or emergency medical services	86%	86%
Fire services	92%	90%
Fire prevention and education	83%	82%
Emergency preparedness	74%	63%
Preservation of natural areas	56%	56%
Goodyear open space	52%	59%
Recycling	74%	79%
Yard waste pick-up	80%	79%

Please rate the quality of each of the following services in Goodyear.	City parks	80%	74%
	Recreation programs or classes	78%	75%
	Recreation centers or facilities	84%	78%
	Health services	70%	70%
	Public library services	89%	95%
	Overall customer service by Goodyear employees	83%	84%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	71%	64%
	The overall direction that Goodyear is taking	68%	66%
	The job Goodyear government does at welcoming resident involvement	62%	69%
	Overall confidence in Goodyear government	67%	49%
	Generally acting in the best interest of the community	64%	49%
	Being honest	66%	60%
	Being open and transparent to the public	62%	50%
	Informing residents about issues facing the community	63%	51%
	Treating all residents fairly	72%	74%
	Treating residents with respect	80%	75%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	83%	70%
	The Federal Government	31%	32%
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	90%	94%
	Overall quality of the transportation system	80%	76%
	Overall design or layout of residential and commercial areas	97%	82%
	Overall quality of the utility infrastructure	95%	96%
	Overall feeling of safety	96%	94%
	Overall quality of natural environment	87%	85%

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	81%	88%
	Overall health and wellness opportunities	80%	72%
	Overall opportunities for education, culture, and the arts	67%	86%
	Residents' connection and engagement with their community	71%	73%
How much of a source, if at all, are each of the following for you for getting information about the Citygovernment and its activities, events, and services?	City social media channels	57%	73%
	City website	79%	77%
	InFocus printed monthly magazine	92%	92%
	News media	70%	53%
	City Council meetings and other public meetings (live streamed or in person)	39%	50%
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	62%	80%
	Postcards and flyers	75%	82%
	Utility bill inserts	62%	63%
	Word of mouth	69%	76%
	Interactions with City staff (in person, phone, email, or web)	46%	31%
In general, how many times do you:	Access the internet from your home	100%	98%
	Access the internet from your cell phone	96%	100%
	Visit social media sites	76%	77%
	Use or check email	100%	100%
	Share your opinions online	24%	15%
	Shop online	64%	69%
	Please rate your overall health.	74%	76%
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact wil..	23%	29%

Statistical significance thresholds - Presence of Older Adults

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes). Use the drop down menu to the right to select demographic dimensions. If there were no responses within a specific demographic option, that option will not appear in the dashboard.

Presence of older adults		
	No	Yes
No		10%
Yes	10%	

Comparison of Responses by Respondent Characteristics - Presence of Older Adults

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good.

In the "Statistical significance" tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		No	Yes
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	84%	89%
	Your neighborhood as a place to live	83%	92%
	Goodyear as a place to raise children	83%	97%
	Goodyear as a place to work	68%	94%
	Goodyear as a place to visit	49%	80%
	Goodyear as a place to retire	68%	89%
	The overall quality of life	81%	93%
	Sense of community	60%	72%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	77%	94%
	Overall quality of the transportation system	44%	48%
	Overall design or layout of residential and commercial areas	60%	72%
	Overall quality of the utility infrastructure	79%	87%
	Overall feeling of safety	78%	89%
	Overall quality of natural environment	65%	80%
	Overall quality of parks and recreation opportunities	76%	94%
	Overall health and wellness opportunities	74%	83%
	Overall opportunities for education, culture, and the arts	54%	55%

characteristics as they relate to Goodyear as a whole.	Residents' connection and engagement with their community	59%	65%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	83%	92%
	Remain in Goodyear for the next five years	79%	92%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	91%	97%
	In Goodyear's downtown/commercial area during the day	86%	93%
	From property crime	76%	80%
	From violent crime	84%	87%
	From fire, flood, or other natural disaster	88%	94%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	76%	76%
	Attracting people from diverse backgrounds	71%	78%
	Valuing/respecting residents from diverse backgrounds	75%	78%
	Taking care of vulnerable residents	59%	64%
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	58%	81%
	Variety of business and service establishments	43%	65%
	Vibrancy of downtown/commercial area	32%	60%
	Employment opportunities	49%	75%
	Shopping opportunities	46%	55%
	Cost of living	49%	58%
	Overall image or reputation	76%	82%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	44%	62%
	Ease of public parking	71%	80%
	Ease of travel by car	65%	75%
	Ease of travel by public transportation	19%	13%
	Ease of travel by bicycle	40%	49%

Please also rate each of the following in the Goodyear community.

Ease of walking	48%	74%
Well-planned residential growth	54%	63%
Well-planned commercial growth	45%	53%
Well-designed neighborhoods	64%	78%
Preservation of the historical or cultural character of the community	49%	45%
Public places where people want to spend time	42%	63%
Variety of housing options	64%	77%
Availability of affordable quality housing	46%	34%
Overall quality of new development	60%	66%
Overall appearance	71%	82%
Cleanliness	83%	92%
Water resources	35%	50%
Air quality	59%	65%
Availability of paths and walking trails	46%	70%
Fitness opportunities	62%	82%
Recreational opportunities	63%	79%
Availability of affordable quality food	61%	75%
Availability of affordable quality health care	55%	74%
Availability of preventive health services	63%	72%
Availability of affordable quality mental health care	35%	47%
Opportunities to attend cultural/arts/music activities	49%	47%
Community support for the arts	60%	57%
Availability of affordable quality childcare/preschool	40%	78%
K-12 education	67%	83%

Please also rate each of the following in the Goodyear community.	Adult educational opportunities	65%	66%
	Sense of civic/community pride	59%	69%
	Neighborliness of residents	60%	66%
	Opportunities to participate in social events and activities	61%	80%
	Opportunities to attend special events and festivals	64%	73%
	Opportunities to volunteer	64%	77%
	Opportunities to participate in community matters	66%	73%
	Openness and acceptance of the community toward people of diverse backgrounds	67%	78%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	42%	37%
	Contacted Goodyear elected officials to express your opinion	8%	6%
	Attended a local public meeting	26%	20%
	Watched a local public meeting	18%	11%
	Volunteered your time to some group/activity	18%	20%
	Campaigned or advocated for a local issue, cause, or candidate	9%	19%
	Voted in your most recent local election	76%	74%
	Used public transportation instead of driving	4%	7%
	Carpooled with other adults or children instead of driving alone	56%	51%
	Walked or biked instead of driving	51%	38%
Please rate the quality of each of the following services in Goodyear.	Public information services	64%	81%
	Economic development	59%	80%
	Traffic enforcement	57%	67%
	Traffic signal timing	49%	66%
	Street repair	60%	80%
	Street cleaning	77%	83%

Please rate the quality of each of the following services in Goodyear.

Street lighting	72%	88%
Snow removal		73%
Sidewalk maintenance	77%	81%
Bus or transit services	31%	25%
Land use, planning and zoning	53%	52%
Code enforcement	51%	58%
Affordable high-speed internet access	63%	59%
Garbage collection	94%	97%
Drinking water	61%	71%
Sewer services	91%	94%
Storm water management	84%	88%
Power (electric and/or gas) utility	77%	94%
Utility billing	70%	85%
Police/Sheriff services	82%	94%
Crime prevention	71%	84%
Animal control	76%	81%
Ambulance or emergency medical services	82%	94%
Fire services	89%	97%
Fire prevention and education	77%	97%
Emergency preparedness	62%	90%
Preservation of natural areas	54%	58%
Goodyear open space	52%	55%
Recycling	72%	85%
Yard waste pick-up	76%	88%

Please rate the quality of each of the following services in Goodyear.	City parks	72%	91%
	Recreation programs or classes	72%	88%
	Recreation centers or facilities	78%	92%
	Health services	63%	80%
	Public library services	90%	94%
	Overall customer service by Goodyear employees	81%	88%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	65%	78%
	The overall direction that Goodyear is taking	66%	72%
	The job Goodyear government does at welcoming resident involvement	61%	73%
	Overall confidence in Goodyear government	55%	71%
	Generally acting in the best interest of the community	52%	68%
	Being honest	62%	68%
	Being open and transparent to the public	55%	63%
	Informing residents about issues facing the community	55%	68%
	Treating all residents fairly	71%	77%
	Treating residents with respect	76%	84%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	76%	85%
	The Federal Government	30%	37%
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	90%	94%
	Overall quality of the transportation system	79%	78%
	Overall design or layout of residential and commercial areas	90%	95%
	Overall quality of the utility infrastructure	95%	95%
	Overall feeling of safety	94%	97%
	Overall quality of natural environment	88%	83%

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	84%	78%
	Overall health and wellness opportunities	73%	87%
	Overall opportunities for education, culture, and the arts	73%	71%
	Residents' connection and engagement with their community	72%	67%
How much of a source, if at all, are each of the following for you for getting information about the Citygovernment and its activities, events, and services?	City social media channels	67%	51%
	City website	77%	79%
	InFocus printed monthly magazine	92%	94%
	News media	58%	79%
	City Council meetings and other public meetings (live streamed or in person)	42%	41%
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	67%	72%
	Postcards and flyers	79%	73%
	Utility bill inserts	59%	71%
	Word of mouth	70%	76%
	Interactions with City staff (in person, phone, email, or web)	35%	55%
In general, how many times do you:	Access the internet from your home	99%	100%
	Access the internet from your cell phone	99%	93%
	Visit social media sites	81%	64%
	Use or check email	100%	100%
	Share your opinions online	19%	26%
	Shop online	66%	66%
	Please rate your overall health.	73%	80%
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact wil..	25%	25%

Statistical significance thresholds - Race

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes). Use the drop down menu to the right to select demographic dimensions. If there were no responses within a specific demographic option, that option will not appear in the dashboard.

Race & Hispanic origin

	Not white alone	White alone
Not white alone		11%
White alone	11%	

Comparison of Responses by Respondent Characteristics - Race

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good.

In the "Statistical significance" tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		Not white alone	White alone
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	80%	88%
	Your neighborhood as a place to live	80%	92%
	Goodyear as a place to raise children	81%	89%
	Goodyear as a place to work	64%	83%
	Goodyear as a place to visit	52%	61%
	Goodyear as a place to retire	67%	80%
	The overall quality of life	77%	89%
	Sense of community	63%	64%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	75%	86%
	Overall quality of the transportation system	36%	51%
	Overall design or layout of residential and commercial areas	58%	68%
	Overall quality of the utility infrastructure	67%	90%
	Overall feeling of safety	76%	85%
	Overall quality of natural environment	63%	74%
	Overall quality of parks and recreation opportunities	73%	87%
	Overall health and wellness opportunities	67%	85%
	Overall opportunities for education, culture, and the arts	57%	53%

characteristics as they relate to Goodyear as a whole.	Residents' connection and engagement with their community	51%	67%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	80%	90%
	Remain in Goodyear for the next five years	84%	83%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	89%	96%
	In Goodyear's downtown/commercial area during the day	82%	91%
	From property crime	72%	80%
	From violent crime	80%	88%
	From fire, flood, or other natural disaster	82%	94%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	65%	85%
	Attracting people from diverse backgrounds	64%	82%
	Valuing/respecting residents from diverse backgrounds	66%	84%
	Taking care of vulnerable residents	53%	66%
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	53%	72%
	Variety of business and service establishments	35%	58%
	Vibrancy of downtown/commercial area	34%	42%
	Employment opportunities	42%	66%
	Shopping opportunities	42%	53%
	Cost of living	42%	57%
	Overall image or reputation	69%	83%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	42%	55%
	Ease of public parking	66%	77%
	Ease of travel by car	67%	67%
	Ease of travel by public transportation	11%	20%
	Ease of travel by bicycle	30%	51%

Please also rate each of the following in the Goodyear community.

Ease of walking	44%	63%
Well-planned residential growth	49%	60%
Well-planned commercial growth	41%	52%
Well-designed neighborhoods	57%	75%
Preservation of the historical or cultural character of the community	32%	58%
Public places where people want to spend time	40%	52%
Variety of housing options	63%	69%
Availability of affordable quality housing	38%	45%
Overall quality of new development	58%	64%
Overall appearance	61%	82%
Cleanliness	77%	90%
Water resources	35%	39%
Air quality	56%	62%
Availability of paths and walking trails	42%	60%
Fitness opportunities	60%	74%
Recreational opportunities	55%	78%
Availability of affordable quality food	54%	71%
Availability of affordable quality health care	53%	67%
Availability of preventive health services	61%	70%
Availability of affordable quality mental health care	36%	38%
Opportunities to attend cultural/arts/music activities	47%	48%
Community support for the arts	61%	57%
Availability of affordable quality childcare/preschool	44%	40%
K-12 education	68%	69%

Please also rate each of the following in the Goodyear community.	Adult educational opportunities	60%	68%
	Sense of civic/community pride	54%	66%
	Neighborliness of residents	46%	72%
	Opportunities to participate in social events and activities	54%	77%
	Opportunities to attend special events and festivals	61%	69%
	Opportunities to volunteer	58%	76%
	Opportunities to participate in community matters	56%	76%
	Openness and acceptance of the community toward people of diverse backgrounds	60%	80%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	48%	36%
	Contacted Goodyear elected officials to express your opinion	12%	5%
	Attended a local public meeting	24%	25%
	Watched a local public meeting	27%	9%
	Volunteered your time to some group/activity	18%	20%
	Campaigned or advocated for a local issue, cause, or candidate	12%	13%
	Voted in your most recent local election	81%	71%
	Used public transportation instead of driving	5%	5%
	Carpooled with other adults or children instead of driving alone	63%	47%
	Walked or biked instead of driving	52%	42%
Please rate the quality of each of the following services in Goodyear.	Public information services	54%	77%
	Economic development	59%	68%
	Traffic enforcement	49%	66%
	Traffic signal timing	46%	58%
	Street repair	63%	68%
	Street cleaning	74%	81%

Please rate the quality of each of the following services in Goodyear.

Street lighting	65%	85%
Snow removal		74%
Sidewalk maintenance	70%	82%
Bus or transit services	17%	42%
Land use, planning and zoning	41%	60%
Code enforcement	41%	60%
Affordable high-speed internet access	54%	68%
Garbage collection	91%	97%
Drinking water	49%	72%
Sewer services	87%	95%
Storm water management	77%	90%
Power (electric and/or gas) utility	79%	84%
Utility billing	64%	81%
Police/Sheriff services	76%	92%
Crime prevention	67%	81%
Animal control	73%	81%
Ambulance or emergency medical services	80%	90%
Fire services	83%	97%
Fire prevention and education	68%	93%
Emergency preparedness	67%	71%
Preservation of natural areas	47%	61%
Goodyear open space	43%	60%
Recycling	69%	80%
Yard waste pick-up	77%	81%

Please rate the quality of each of the following services in Goodyear.	City parks	67%	85%
	Recreation programs or classes	65%	86%
	Recreation centers or facilities	70%	90%
	Health services	62%	74%
	Public library services	82%	97%
	Overall customer service by Goodyear employees	74%	90%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	63%	72%
	The overall direction that Goodyear is taking	68%	67%
	The job Goodyear government does at welcoming resident involvement	54%	70%
	Overall confidence in Goodyear government	55%	63%
	Generally acting in the best interest of the community	52%	62%
	Being honest	49%	74%
	Being open and transparent to the public	45%	65%
	Informing residents about issues facing the community	35%	73%
	Treating all residents fairly	65%	78%
	Treating residents with respect	68%	84%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	74%	80%
	The Federal Government	31%	29%
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	96%	88%
	Overall quality of the transportation system	83%	75%
	Overall design or layout of residential and commercial areas	87%	95%
	Overall quality of the utility infrastructure	93%	96%
	Overall feeling of safety	100%	92%
	Overall quality of natural environment	90%	83%

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	89%	79%
	Overall health and wellness opportunities	79%	76%
	Overall opportunities for education, culture, and the arts	79%	69%
	Residents' connection and engagement with their community	75%	69%
How much of a source, if at all, are each of the following for you for getting information about the Citygovernment and its activities, events, and services?	City social media channels	75%	53%
	City website	87%	73%
	InFocus printed monthly magazine	93%	91%
	News media	66%	62%
	City Council meetings and other public meetings (live streamed or in person)	50%	36%
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	68%	67%
	Postcards and flyers	74%	79%
	Utility bill inserts	57%	65%
	Word of mouth	72%	71%
	Interactions with City staff (in person, phone, email, or web)	36%	42%
In general, how many times do you:	Access the internet from your home	100%	99%
	Access the internet from your cell phone	99%	97%
	Visit social media sites	70%	80%
	Use or check email	100%	100%
	Share your opinions online	24%	20%
	Shop online	65%	68%
	Please rate your overall health.	83%	69%
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact wil..	29%	20%

Statistical significance thresholds - Sex

Below you may select a demographic to find the thresholds for statistically significant differences between groups (i.e. the minimum difference between groups to be considered statistically significant based on the sample sizes). Use the drop down menu to the right to select demographic dimensions. If there were no responses within a specific demographic option, that option will not appear in the dashboard.

Sex		
	Man	Woman
Man		10%
Woman	10%	

Comparison of Responses by Respondent Characteristics - Sex

This dashboard allows the user to specify which demographics to include in the table using the dropdown menu below. Responses have been summarized to show only the proportion of respondents giving a positive answer; for example, the percent of respondents who rated the quality of life as excellent or good.

In the "Statistical significance" tab, you will find a tool to help determine the threshold values for statistically significant differences between groups.

		Man	Woman
Please rate each of the following aspects of quality of life in Goodyear.	Goodyear as a place to live	81%	89%
	Your neighborhood as a place to live	85%	86%
	Goodyear as a place to raise children	83%	89%
	Goodyear as a place to work	63%	84%
	Goodyear as a place to visit	58%	60%
	Goodyear as a place to retire	77%	75%
	The overall quality of life	80%	89%
	Sense of community	61%	67%
Please rate each of the following characteristics as they relate to Goodyear as a whole.	Overall economic health	83%	81%
	Overall quality of the transportation system	50%	41%
	Overall design or layout of residential and commercial areas	65%	62%
	Overall quality of the utility infrastructure	83%	81%
	Overall feeling of safety	83%	81%
	Overall quality of natural environment	65%	75%
	Overall quality of parks and recreation opportunities	79%	85%
	Overall health and wellness opportunities	77%	77%
	Overall opportunities for education, culture, and the arts	53%	55%

characteristics as they relate to Goodyear as a whole.	Residents' connection and engagement with their community	58%	63%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in Goodyear to someone who asks	86%	87%
	Remain in Goodyear for the next five years	80%	86%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	90%	96%
	In Goodyear's downtown/commercial area during the day	85%	91%
	From property crime	78%	76%
	From violent crime	85%	85%
	From fire, flood, or other natural disaster	87%	92%
Please rate the job you feel the Goodyear community does at each of the following.	Making all residents feel welcome	75%	77%
	Attracting people from diverse backgrounds	73%	74%
	Valuing/respecting residents from diverse backgrounds	74%	78%
	Taking care of vulnerable residents	59%	63%
Please rate each of the following in the Goodyear community.	Overall quality of business and service establishments	67%	63%
	Variety of business and service establishments	53%	47%
	Vibrancy of downtown/commercial area	40%	41%
	Employment opportunities	55%	55%
	Shopping opportunities	54%	45%
	Cost of living	54%	49%
	Overall image or reputation	79%	77%
Please also rate each of the following in the Goodyear community.	Traffic flow on major streets	51%	48%
	Ease of public parking	79%	68%
	Ease of travel by car	61%	74%
	Ease of travel by public transportation	26%	11%
	Ease of travel by bicycle	47%	38%

Please also rate each of the following in the Goodyear community.

Ease of walking	61%	52%
Well-planned residential growth	57%	56%
Well-planned commercial growth	52%	44%
Well-designed neighborhoods	70%	68%
Preservation of the historical or cultural character of the community	52%	43%
Public places where people want to spend time	43%	53%
Variety of housing options	69%	67%
Availability of affordable quality housing	44%	41%
Overall quality of new development	56%	68%
Overall appearance	74%	75%
Cleanliness	86%	85%
Water resources	35%	43%
Air quality	62%	60%
Availability of paths and walking trails	51%	54%
Fitness opportunities	64%	72%
Recreational opportunities	72%	65%
Availability of affordable quality food	66%	65%
Availability of affordable quality health care	57%	66%
Availability of preventive health services	63%	68%
Availability of affordable quality mental health care	28%	43%
Opportunities to attend cultural/arts/music activities	46%	50%
Community support for the arts	64%	55%
Availability of affordable quality childcare/preschool	40%	48%
K-12 education	75%	65%

Please also rate each of the following in the Goodyear community.	Adult educational opportunities	68%	63%
	Sense of civic/community pride	64%	60%
	Neighborliness of residents	70%	54%
	Opportunities to participate in social events and activities	70%	66%
	Opportunities to attend special events and festivals	67%	68%
	Opportunities to volunteer	72%	66%
	Opportunities to participate in community matters	74%	63%
	Openness and acceptance of the community toward people of diverse backgrounds	73%	69%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of Goodyear for help or information	39%	41%
	Contacted Goodyear elected officials to express your opinion	6%	9%
	Attended a local public meeting	28%	20%
	Watched a local public meeting	11%	20%
	Volunteered your time to some group/activity	17%	21%
	Campaigned or advocated for a local issue, cause, or candidate	13%	12%
	Voted in your most recent local election	75%	76%
	Used public transportation instead of driving	4%	6%
	Carpooled with other adults or children instead of driving alone	55%	54%
	Walked or biked instead of driving	40%	54%
Please rate the quality of each of the following services in Goodyear.	Public information services	68%	71%
	Economic development	64%	68%
	Traffic enforcement	59%	61%
	Traffic signal timing	60%	50%
	Street repair	63%	71%
	Street cleaning	80%	78%

Please rate the quality of each of the following services in Goodyear.

Street lighting	81%	74%
Snow removal	66%	
Sidewalk maintenance	79%	77%
Bus or transit services	33%	26%
Land use, planning and zoning	56%	48%
Code enforcement	61%	45%
Affordable high-speed internet access	67%	57%
Garbage collection	95%	95%
Drinking water	63%	66%
Sewer services	92%	92%
Storm water management	85%	86%
Power (electric and/or gas) utility	81%	84%
Utility billing	66%	84%
Police/Sheriff services	86%	85%
Crime prevention	84%	68%
Animal control	73%	82%
Ambulance or emergency medical services	80%	92%
Fire services	88%	95%
Fire prevention and education	77%	88%
Emergency preparedness	66%	73%
Preservation of natural areas	55%	55%
Goodyear open space	59%	48%
Recycling	76%	76%
Yard waste pick-up	77%	83%

Please rate the quality of each of the following services in Goodyear.	City parks	81%	76%
	Recreation programs or classes	71%	82%
	Recreation centers or facilities	83%	81%
	Health services	67%	70%
	Public library services	89%	93%
	Overall customer service by Goodyear employees	77%	90%
Please rate the following categories of Goodyear government performance.	The value of services for the taxes paid to Goodyear	66%	72%
	The overall direction that Goodyear is taking	71%	65%
	The job Goodyear government does at welcoming resident involvement	64%	66%
	Overall confidence in Goodyear government	54%	66%
	Generally acting in the best interest of the community	55%	60%
	Being honest	57%	71%
	Being open and transparent to the public	53%	63%
	Informing residents about issues facing the community	63%	55%
	Treating all residents fairly	68%	77%
	Treating residents with respect	76%	81%
Overall, how would you rate the quality of the services provided by each of the following?	The City of Goodyear	76%	81%
	The Federal Government	36%	28%
Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall economic health	91%	91%
	Overall quality of the transportation system	74%	83%
	Overall design or layout of residential and commercial areas	91%	93%
	Overall quality of the utility infrastructure	97%	94%
	Overall feeling of safety	93%	97%
	Overall quality of natural environment	80%	92%

Please rate how important, if at all, you think it is for the Goodyear community to focus on each of the following in the coming two years.	Overall quality of parks and recreation opportunities	81%	84%
	Overall health and wellness opportunities	76%	79%
	Overall opportunities for education, culture, and the arts	70%	74%
	Residents' connection and engagement with their community	71%	70%
How much of a source, if at all, are each of the following for you for getting information about the Citygovernment and its activities, events, and services?	City social media channels	56%	68%
	City website	67%	88%
	InFocus printed monthly magazine	92%	93%
	News media	60%	69%
	City Council meetings and other public meetings (live streamed or in person)	36%	47%
	City emails (Good Neighbor Alert, Parks & Recreation newsletter)	68%	69%
	Postcards and flyers	83%	72%
	Utility bill inserts	66%	60%
	Word of mouth	74%	70%
	Interactions with City staff (in person, phone, email, or web)	44%	40%
In general, how many times do you:	Access the internet from your home	100%	99%
	Access the internet from your cell phone	98%	97%
	Visit social media sites	66%	84%
	Use or check email	100%	100%
	Share your opinions online	16%	25%
	Shop online	65%	68%
	Please rate your overall health.	72%	79%
	What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact wil..	26%	24%

ITEM #: 2.
DATE: 06/05/2023
AI #:1441



CITY COUNCIL ACTION REPORT

SUBJECT: TRANSPORTATION MASTER PLAN

STAFF PRESENTER(S): Christopher Bridges, Transportation Planning Manager

OTHER PRESENTER(S):

Michael LaBianca, HDR Engineering, Inc. Project Manager

Summary

The purpose of the Study Session is to present an update for the Transportation Master Plan (TMP). The Project Team will present an update on the activities and information that has been collected and evaluated to date, including public feedback. The team will also provide a synopsis of the steps forward and what to expect as we approach the completion of the final plan by December 2023. (Christopher Bridges, Transportation Planning Manager)

FISCAL IMPACT

The fiscal impact for this specific agenda item to the City of Goodyear is zero. However, the final TMP will have tremendous influence on future financial decisions of the City by strategically guiding the planning and programming of critical transportation investments in both the short- and long-term future.

BACKGROUND AND PREVIOUS ACTIONS

The City of Goodyear previously entered into a contract with the consulting firm HDR Engineering, Inc. for the TMP, and the project officially launched in August of 2022 after the need was identified to take a more proactive approach towards the development of the City's overall transportation network. As a result, the City of Goodyear TMP will cover a 20-year planning horizon, review the development of previous projects from the 2014 TMP, evaluate currently programmed capital improvement projects, identify gaps and needs for the entire transportation system, evaluate the efficiency and safety of the transportation network, integrate the most recent or ongoing multimodal planning efforts, and includes coordination with the Goodyear Parks and Recreation Master Plan and General Plan update. The overarching goal of the TMP is to position the City for success and to put an emphasis on the safe and efficient movement of people, goods, and services in a proactive and fiscally responsible manner.

The primary deliverables and focus areas for the TMP generally include the following:

- Conducting a Full Multimodal Transportation Assessment
- Analyzing a Traffic Demand Forecast Model

- Evaluating Current Socioeconomic and Transportation Network Conditions
- Public Involvement
- Stakeholder and Regional Partner Engagement
- Prioritizing Current and Future Transportation Network Needs
- Identifying Potential Funding Opportunities
- Creating Prioritized Project Recommended Investment Choices

STAFF ANALYSIS

The Transportation Master Plan project schedule, with completion in December of 2023, includes data collection, analysis, public outreach, as well as updating the City Council. This Work Session item is an opportunity for Council to review information the project team has collected and analyzed to date in advance of the next Public Outreach Survey. This is an opportunity for Council to ask questions and provide feedback on the information provided in this presentation and the direction of the TMP thus far. This is a critical step in advance of the upcoming public survey for Council to see and understand what the data, public input, and stakeholder engagement has provided through the process to date. Following the Work Session, the TMP project team will disseminate a public survey that will ask for input on the information being presented at the Work Session. The next survey is an important piece of information and feedback that will be the foundational building blocks of the draft TMP scheduled for review in September/October. Once the draft plan is completed, it will then be available for review and comment with any additional modifications made prior to the final draft plan being submitted to Council for consideration of adoption by December 2023.

Attachments

Presentation



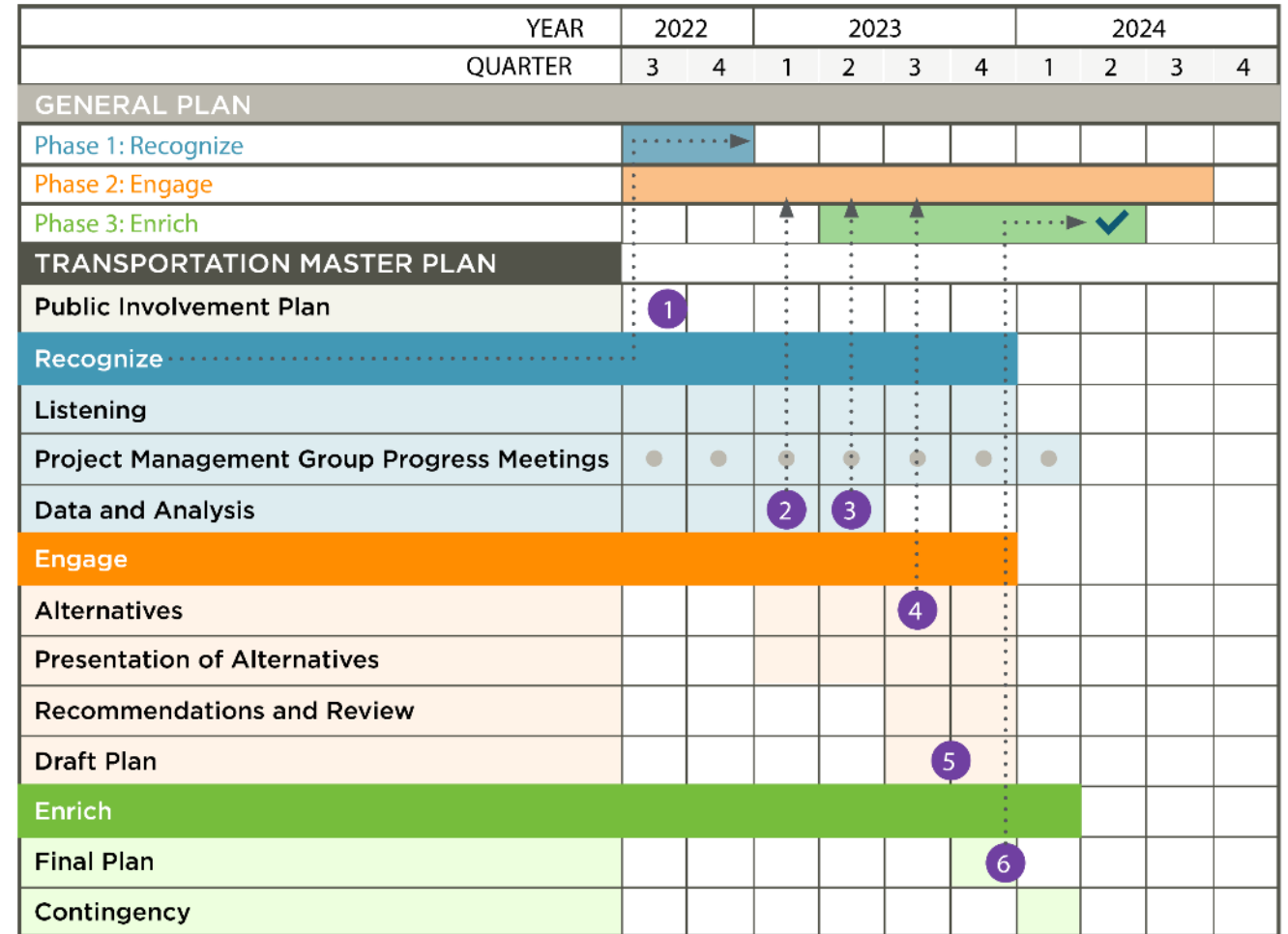
Goodyear Transportation Master Plan Update

City Council Work Session
June 5, 2024



Planning Process

- Existing and Future Conditions
- Alternatives Analysis
- Recommendations and Policy Considerations
- General Plan Coordination



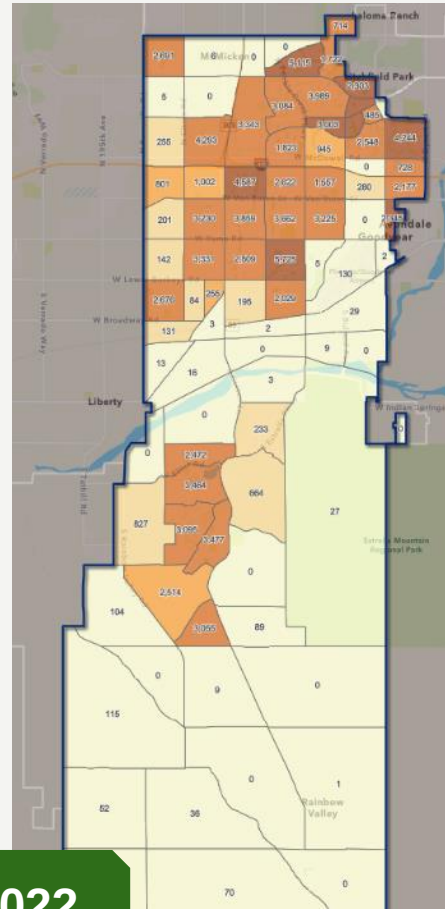
.....▶ Engagement and Interaction Point with GP ★ Notice to Proceed Meetings ✓ General Plan Voter Ratification (May 2024)

Deliverables 1 Public Involvement Plan 2 Existing Conditions 3 Needs and GAP Analysis 4 Alternatives

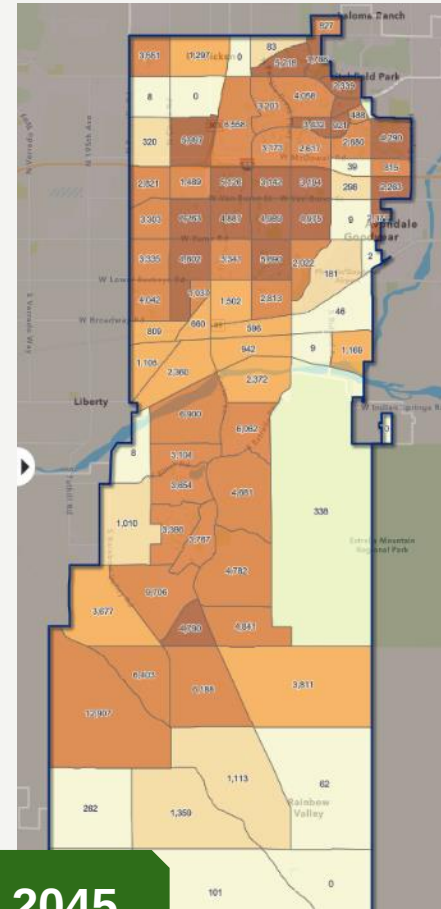
5 Draft Plan 6 Final Plan

Community Involvement

StoryMap



2022



2045

Goodyear Planning Area

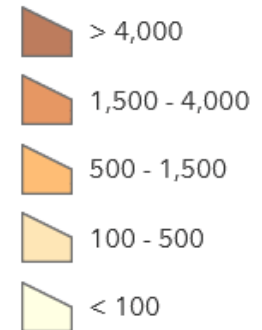


Outside Planning Areas



Persons per Square Mile

Population Density



Community Involvement

Surveys



Jan 2023 / Aug 2023

- over 400 surveys completed
- 11-min avg survey time

Focus Group Interviews



April 2023

- Industrial uses,
- Office/Medical/Distribution, and
- Retail/Higher Education

StoryMap



Jan 2023 – Dec 2023

over 1,500 visits to date

General Plan Open Houses



June 6 - 8

GTMP Virtual Meeting



June 14

Community Concerns



Congestion



Safe pedestrian and bicycle facilities



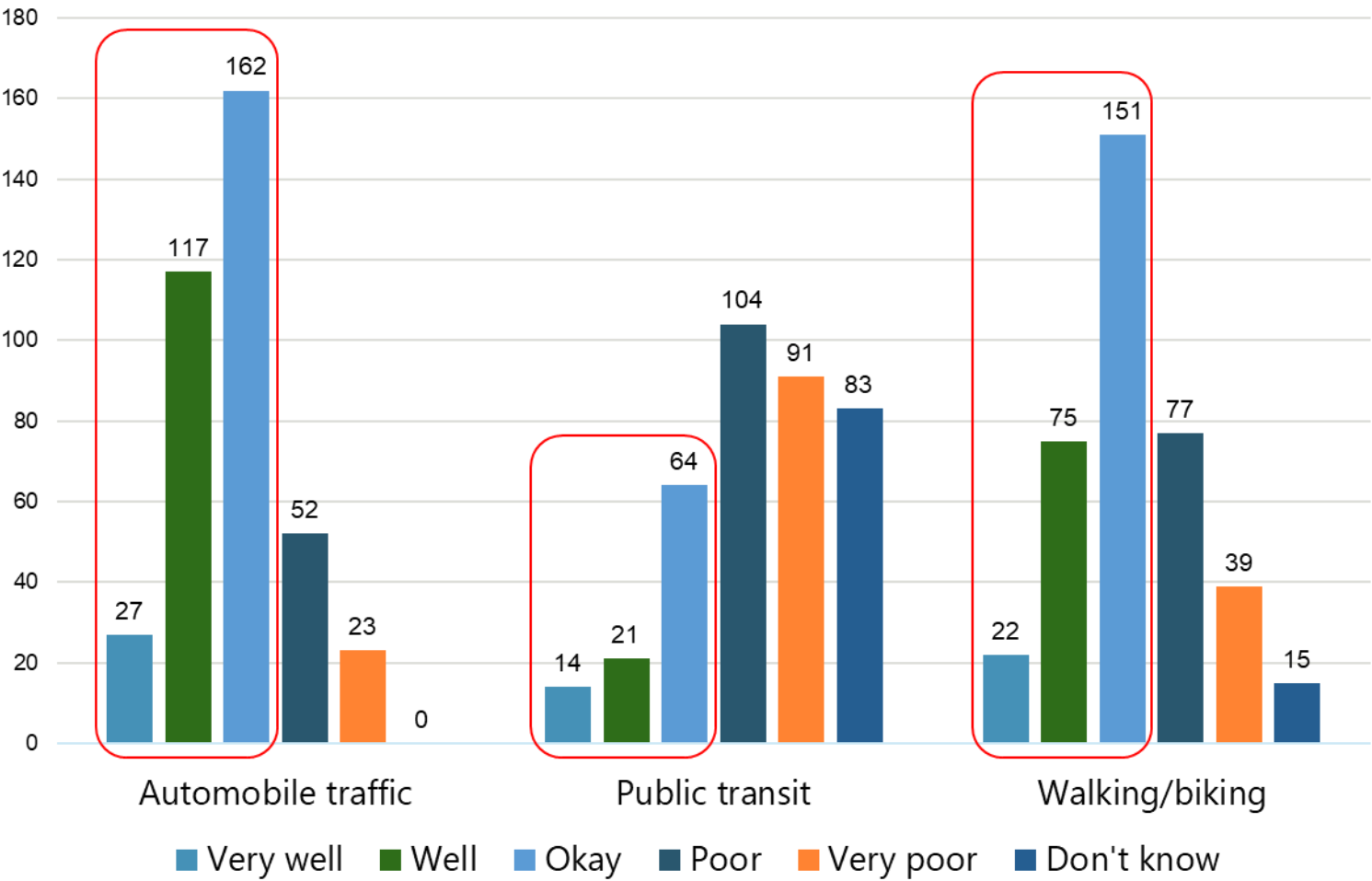
Safety and driver behavior



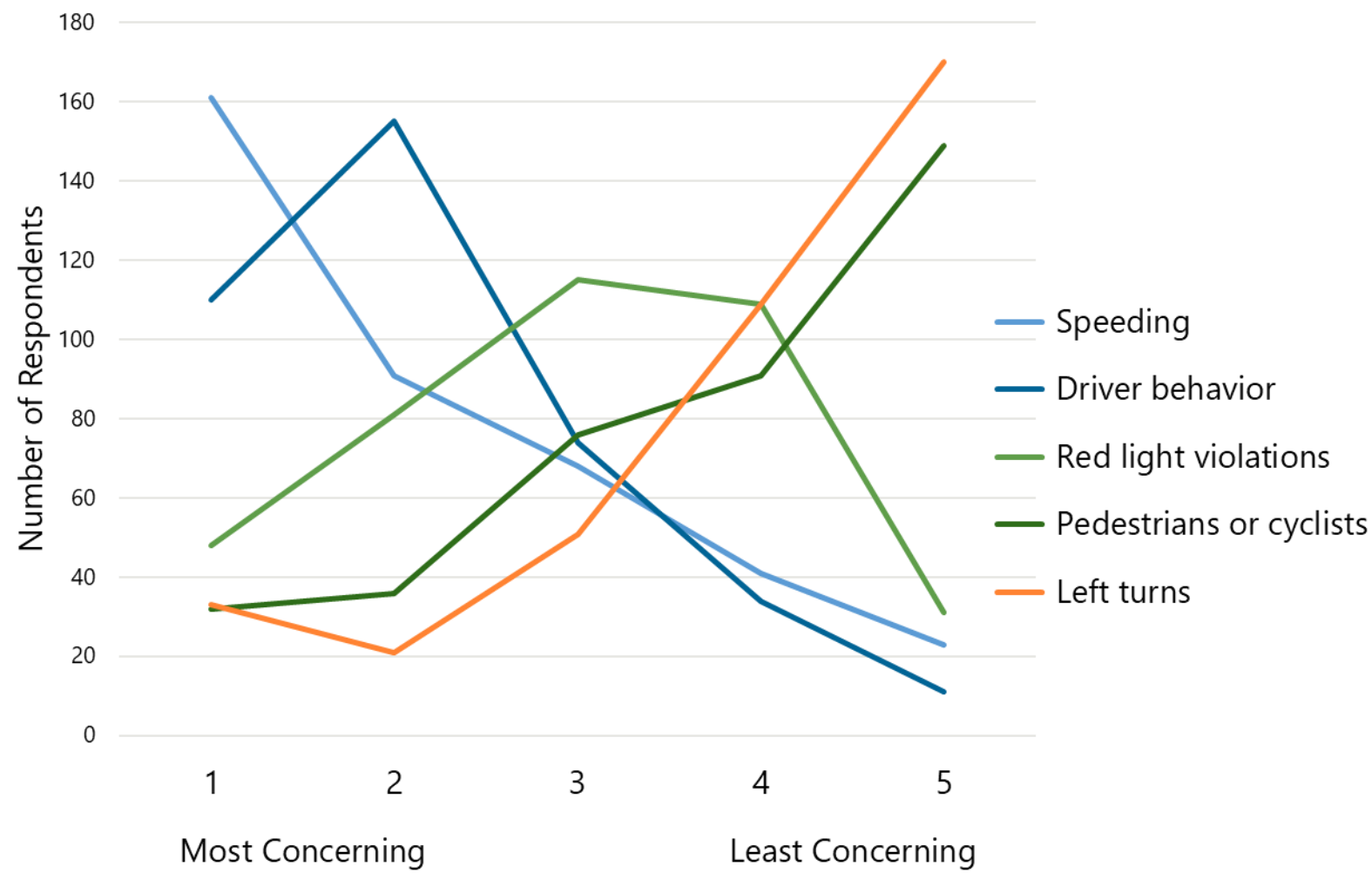
Signal timing



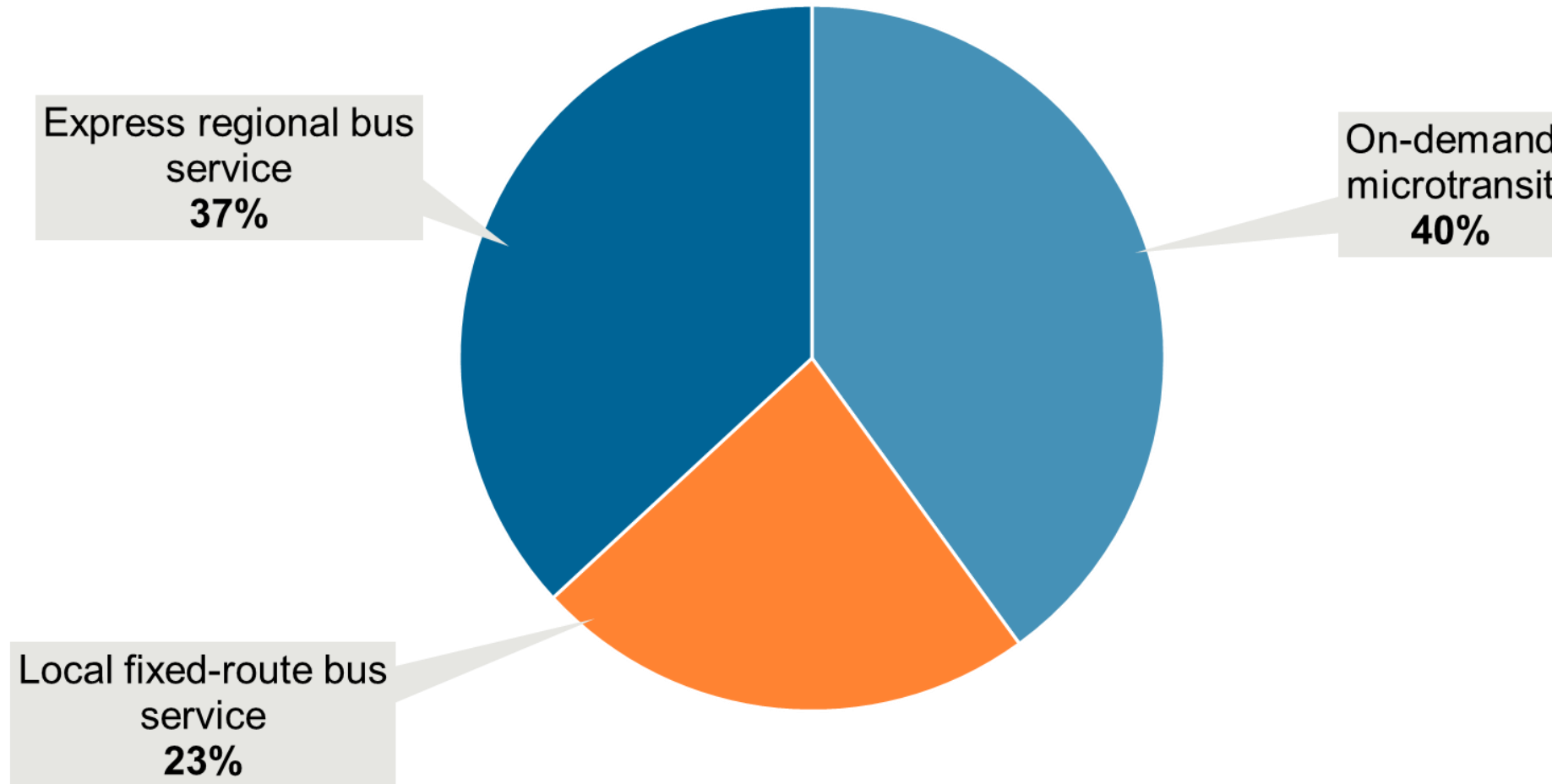
Satisfaction by Mode of Travel



Safety Issue Rankings by Category



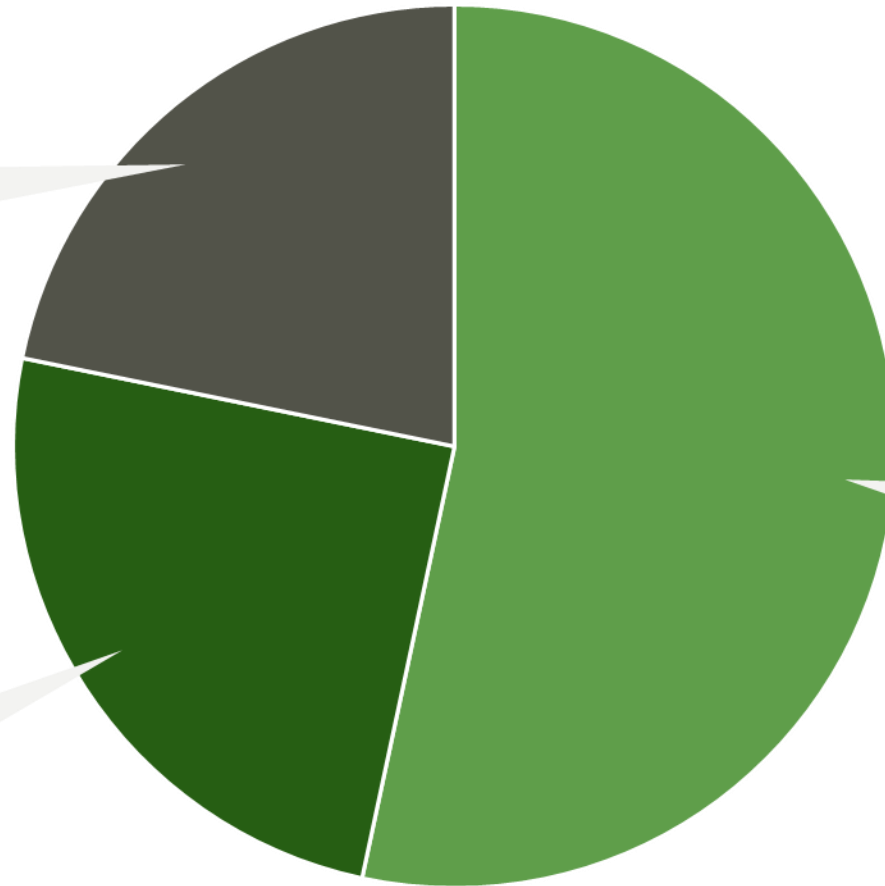
Preferences on Public Transit Type



Views on Pedestrians and Bicycling

Bicyclists should ride
on the road and leave
sidewalks to
pedestrians
22%

Pedestrians and
bicyclists should share
sidewalks
25%



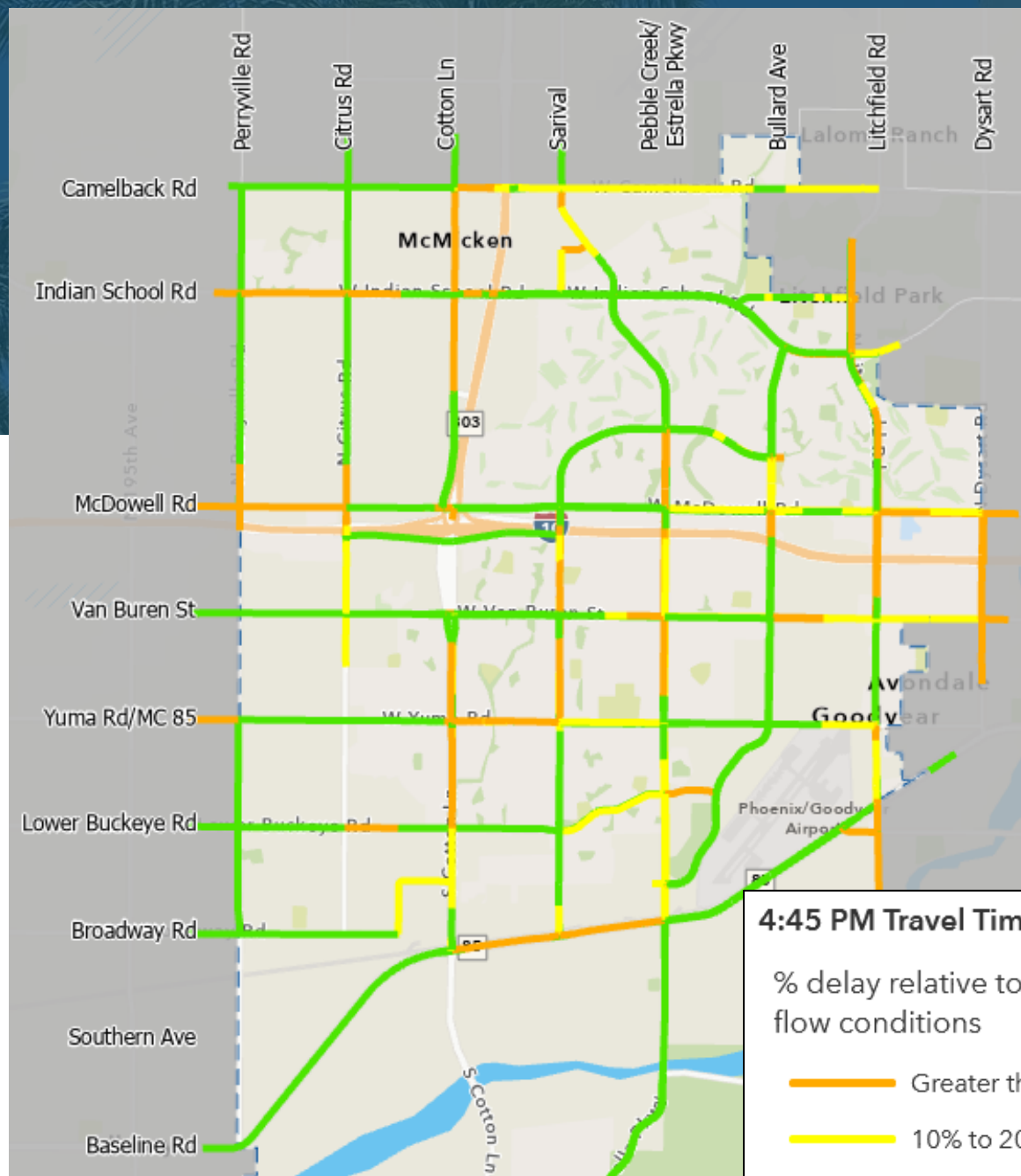
Active transportation
should be off the main
roadway network
53%

Roadway Priorities

- Prioritization Process
 - Multiple criteria and weighting used to evaluate 77 locations

Intersections	Weighting
Delay	40
Crash Rate	40
Adjacent Land use	20

Segments	Weighting
Scalloped Street?	20
Volume per lane	40
INRIX (Congestion)	40



Goodyear Transportation Master Plan StoryMap

Morning
6:00
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00

Afternoon
3:00
3:15
3:30
3:45
4:00
4:15
4:30
4:45
5:00
5:15
5:30
5:45
6:00

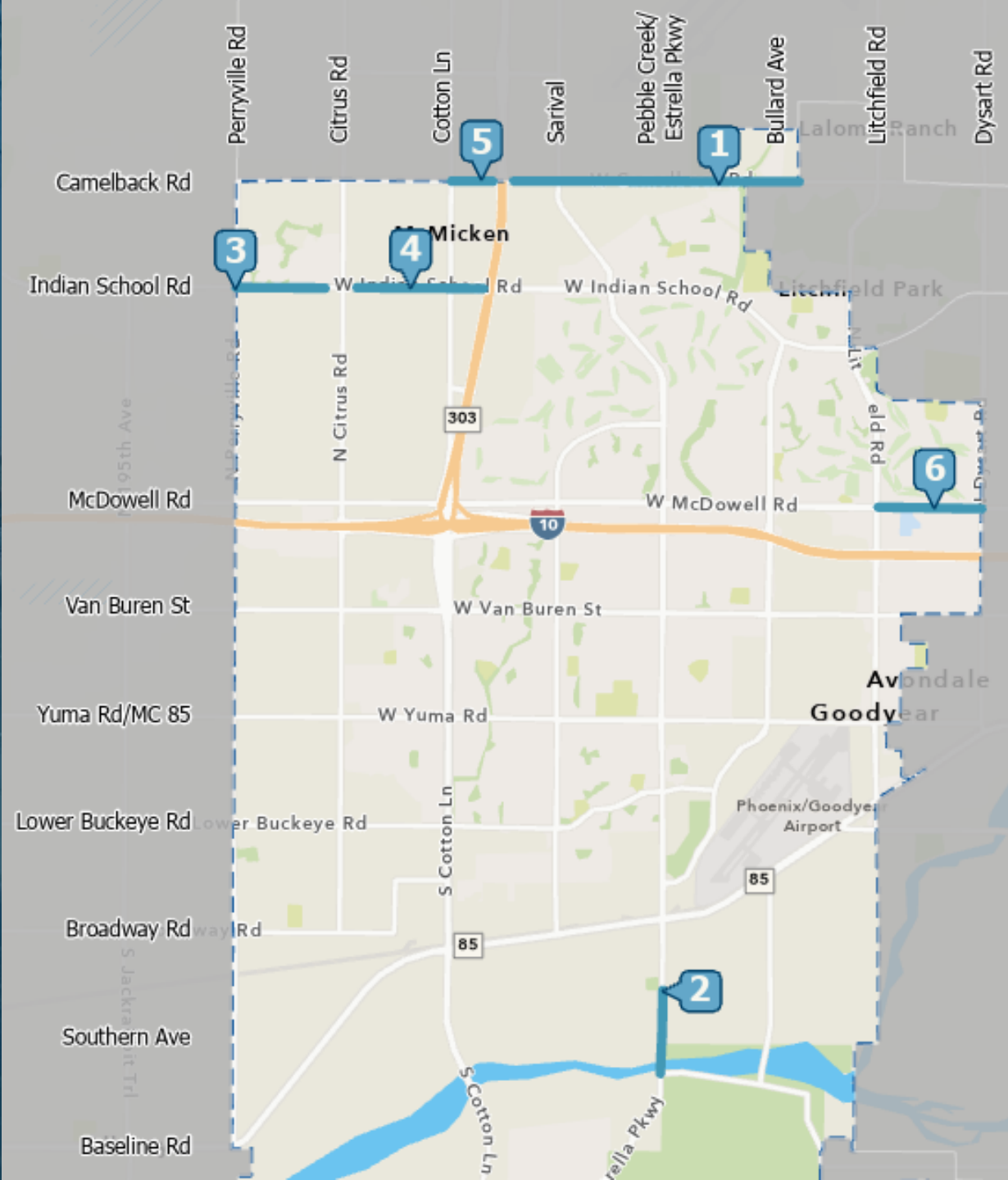
4:45 PM Travel Time

% delay relative to free-flow conditions

- Greater than 20%
- 10% to 20%
- Less than 10%

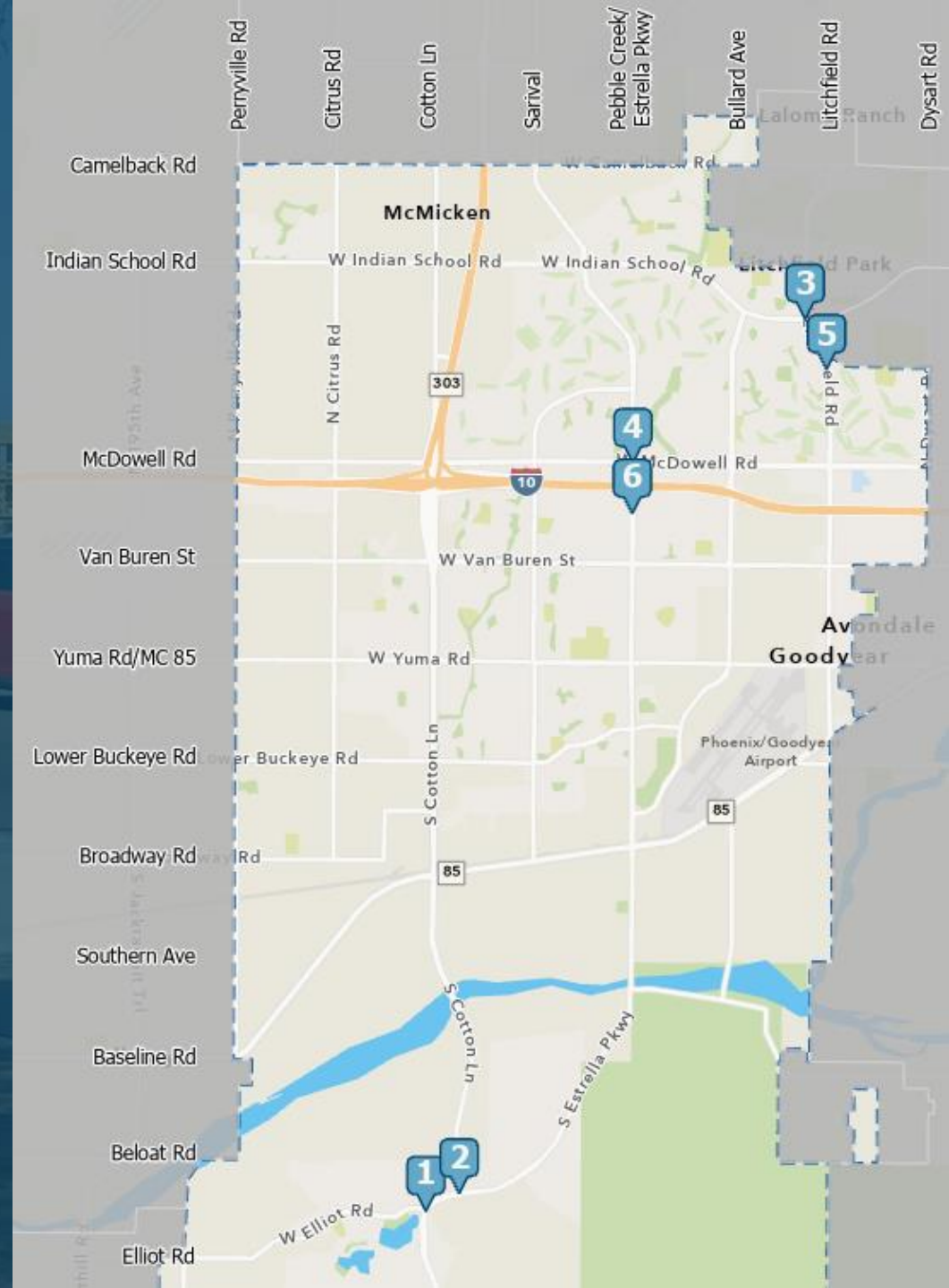
Illustrative Priorities

	Segments
1.	Camelback Rd (SR 303 – Village Pkwy)
2.	Estrella Pkwy (Vineyard Ave – Roeser Rd)
3.	Indian School Rd (189 th Ave – Citrus Rd)
4.	Indian School Rd (Citrus Rd – SR 303)
5.	Camelback Rd (SR 303 – Cotton Ln)
6.	McDowell Rd (Litchfield Rd – Dysart Rd)



Illustrative Priorities

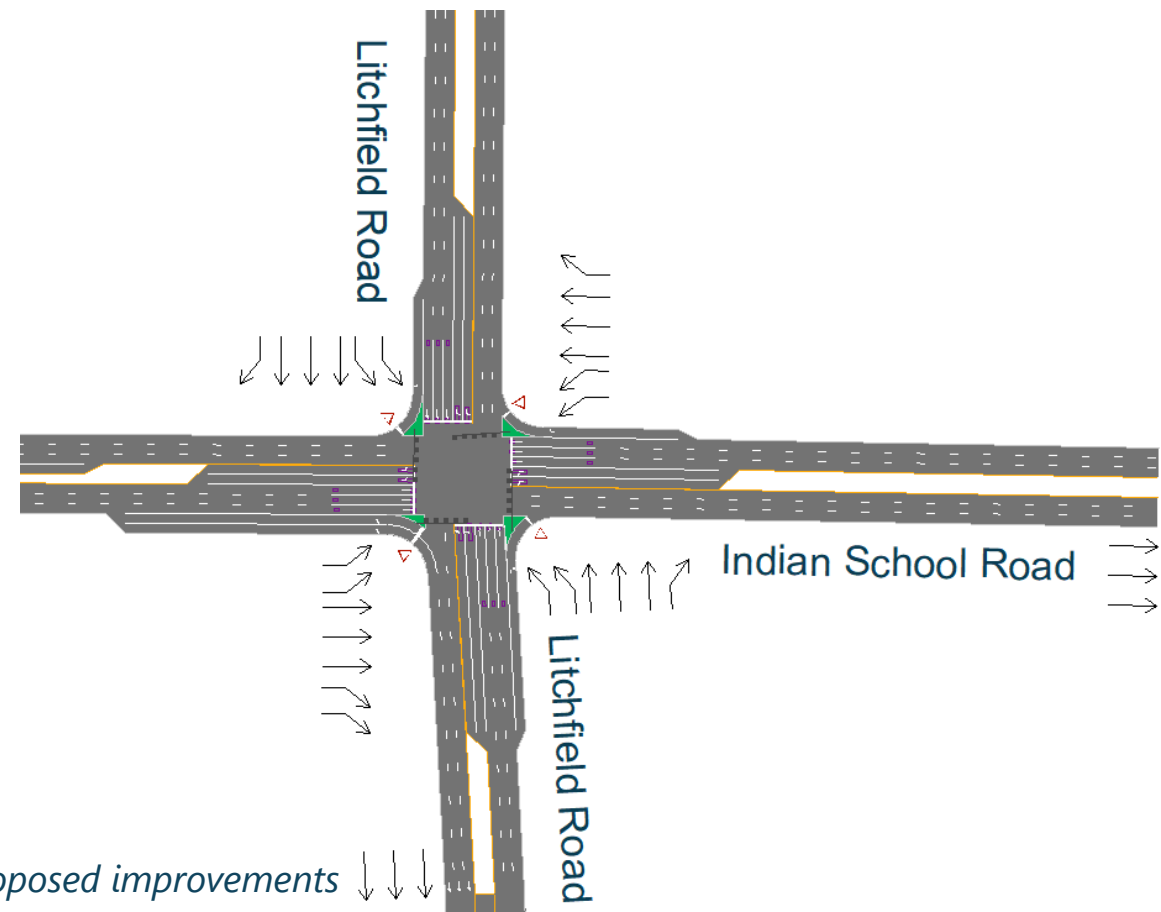
	Intersections
1.	Elliot Rd and Estrella Pkwy
2.	Estrella Pkwy and Cotton Ln
3.	Indian School Rd and Litchfield Rd
4.	Estrella/Pebble Creek Pkwy and McDowell Rd
5.	Litchfield Rd and Thomas Rd
6.	Roosevelt St. and Estrella Pkwy





Roadway Priorities – Configuration and Initial Cost Estimates

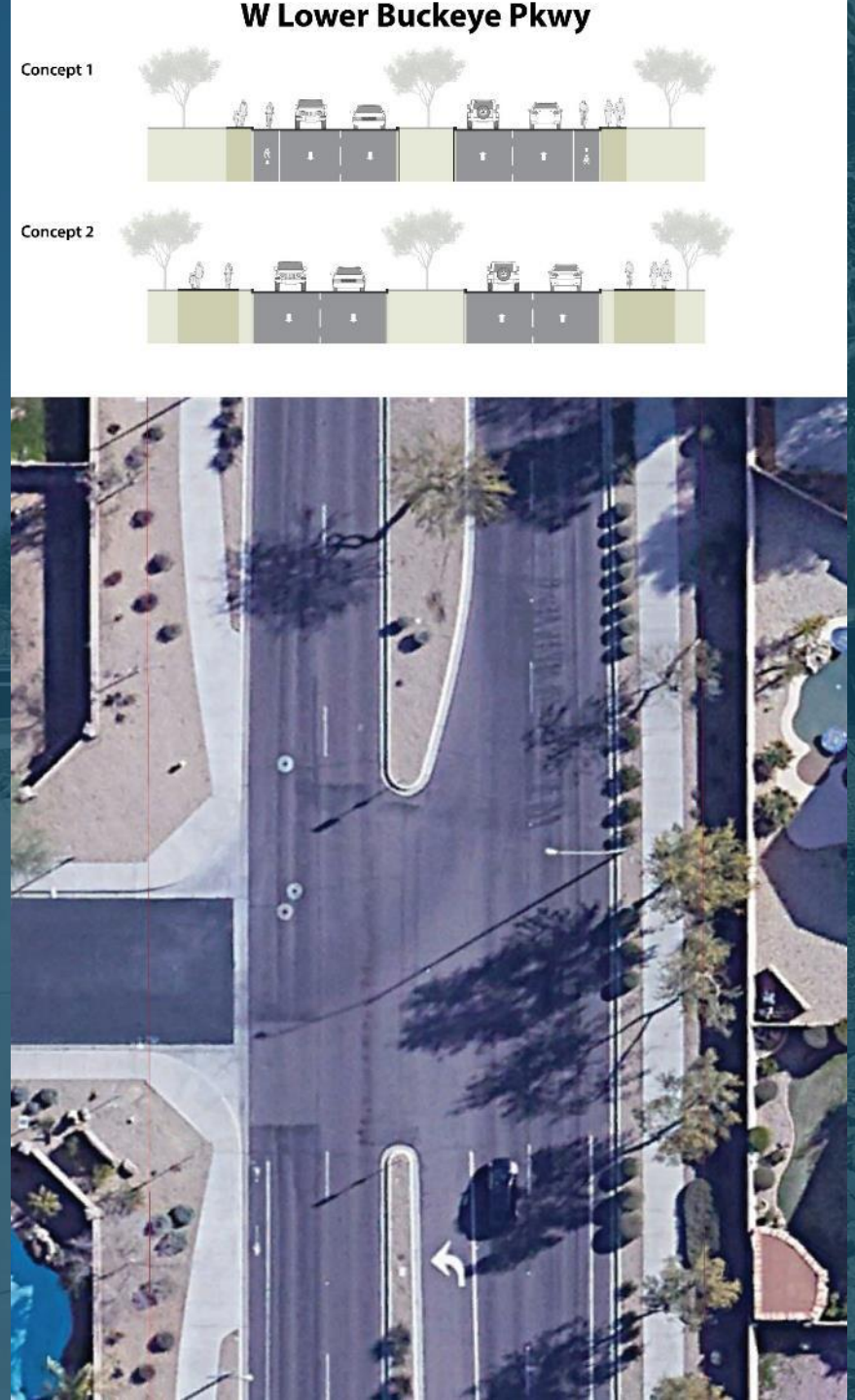
- Litchfield Road and Indian School
 - Initial recommendations to improve operations
 - Sketch-level cost estimate



Model diagram of proposed improvements

Active Transportation

- Connectivity
- Safety
- Micromobility



Active Transportation

- Draft Bullard Wash Bicycle and Pedestrian Master Plan linear transportation facility



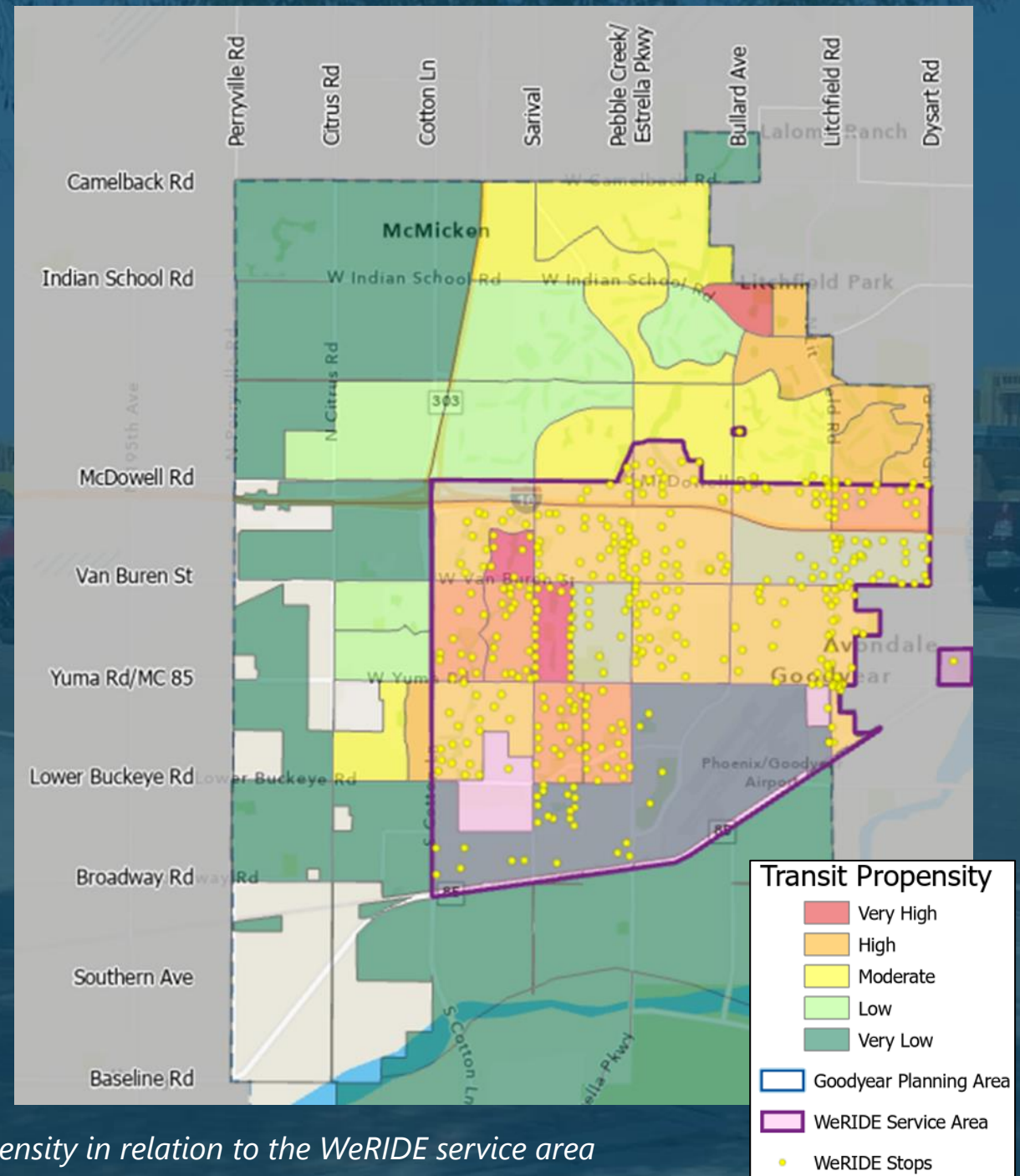
*Draft Bullard Wash Bicycle and Pedestrian Master Plan
Multi-Use Pathway Access*

Transit



Transit Priorities

- WeRIDE
 - Pilot program
- RideChoice and Dial-a-Ride
 - Changes anticipated
- Fixed Route Service
 - Local route
 - Express Service



Goodyear's transit propensity in relation to the WeRIDE service area



Next Steps

- StoryMap updates
- Community engagement
 - General Plan Open Houses (June 6-8)
 - TMP Virtual Public Meeting (June 14)
- Survey #2 (Aug 2023)
- Recommended improvements
- Draft Plan

Questions

