



2024 Resident Survey

Report of Results





Resident Survey



- Polco conducted a resident survey for Glendale and provide the analysis
- Between July 15th and Oct 21st
- Two options
 - Invite Only
 - Open Participation



Participation

- Invite Only
 - Randomly sampled households from across the city
 - 9,500 received an invitation by postcard to participate
 - Of those, 402 completed the survey
 - 5% response rate
- Open Participation
 - Billboards, Council Newsletters, Channel 11, and Social Media were used to request participation
 - 369 residents completed the survey



Survey Contents

- Custom Survey
 - Community Services Focused
 - Housing
 - Human and Public Services
 - Etc.
 - Communication
 - City-wide communication
 - Parks and Recreation events/services
 - Special Event Communication
 - Demographic Section



Likert Scales

<u>Strong preference</u>	<u>Moderate preference</u>	<u>Low preference</u>	<u>No preference</u>
..... 1	2	3	4

<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
..... 1	2	3	4	5

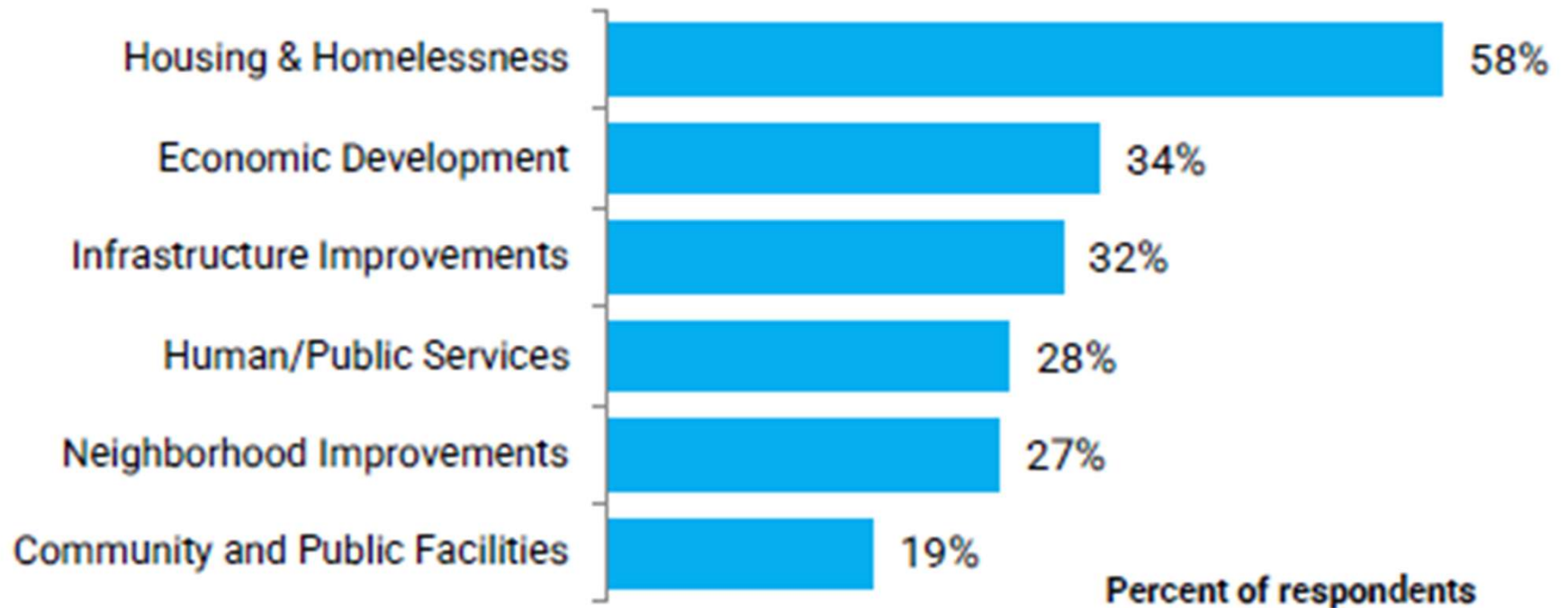
<u>Very important</u>	<u>Moderately important</u>	<u>Somewhat important</u>	<u>Not important</u>	<u>No opinion</u>
.....1	2	3	4	5

<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
..... 1	2	3



Resident Priorities for Glendale

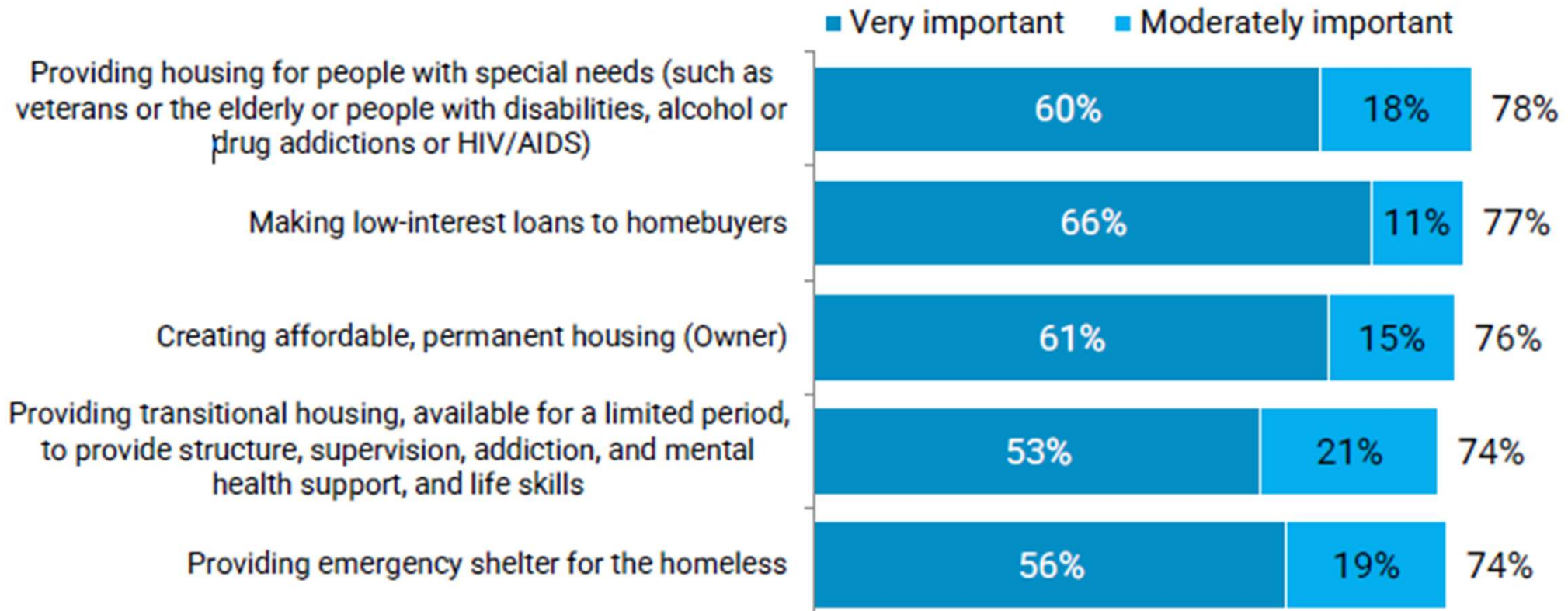
Thinking about the various activities discussed in the survey above, please select your top TWO priorities for the City of Glendale.





Housing Services

Please rate how important it is for the City to support the following HOUSING services for people with low or moderate incomes?

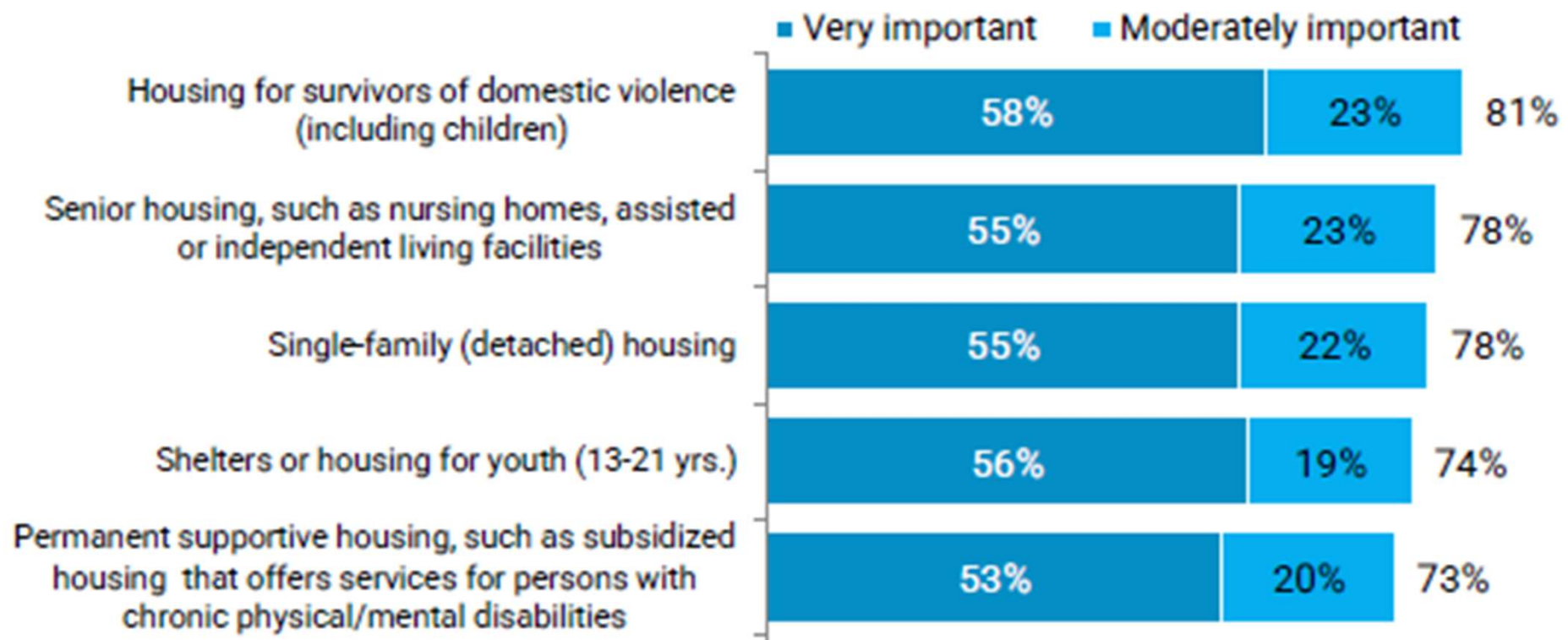


*On a five-point scale from Very important to Not important with a No opinion option



Housing Types

Please rate the importance for the City to have more of the following HOUSING types

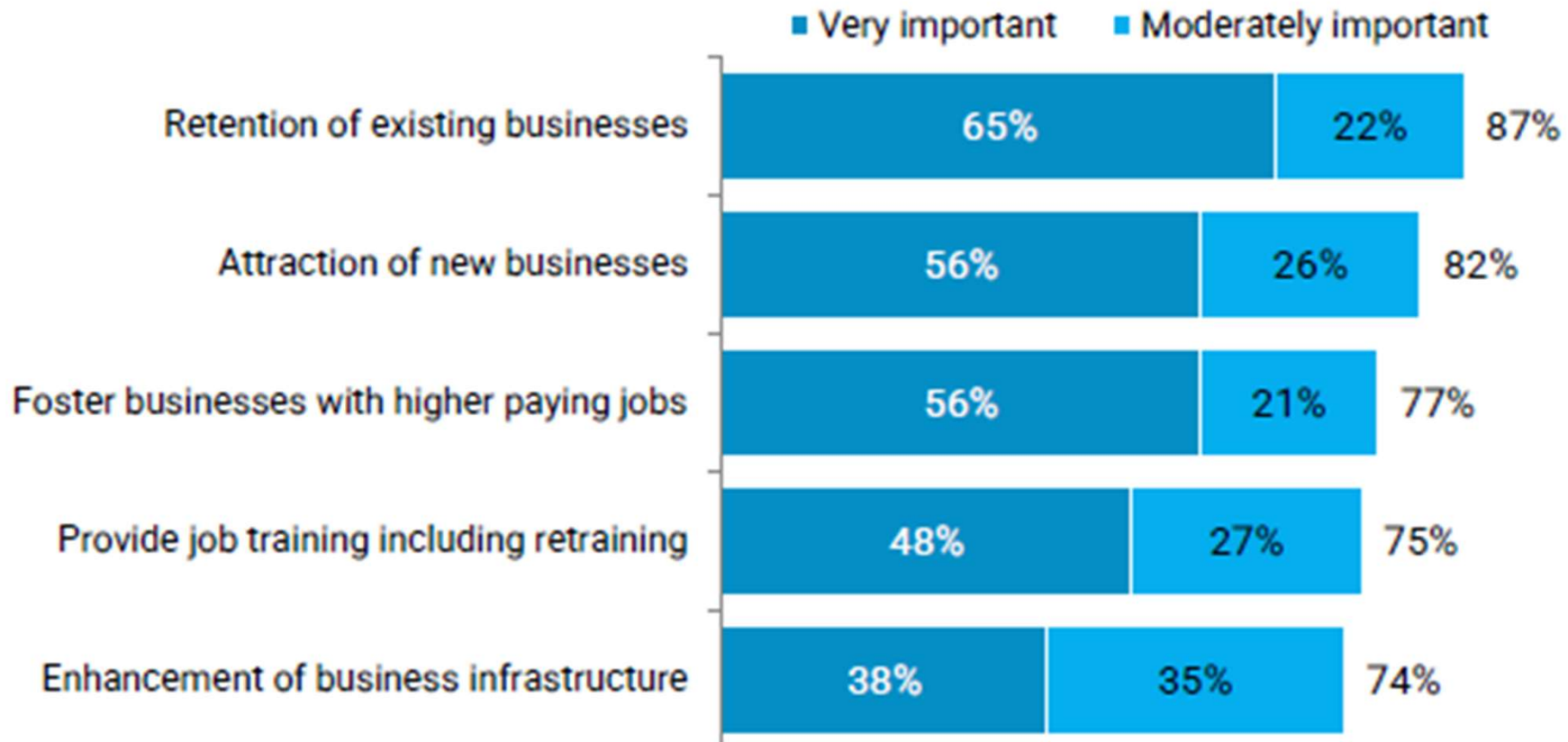


*On a five-point scale from Very important to Not important with a No opinion option



Business & Economic Development

Please rate how important it is for the City to invest in the following BUSINESS AND ECONOMIC DEVELOPMENT activities:

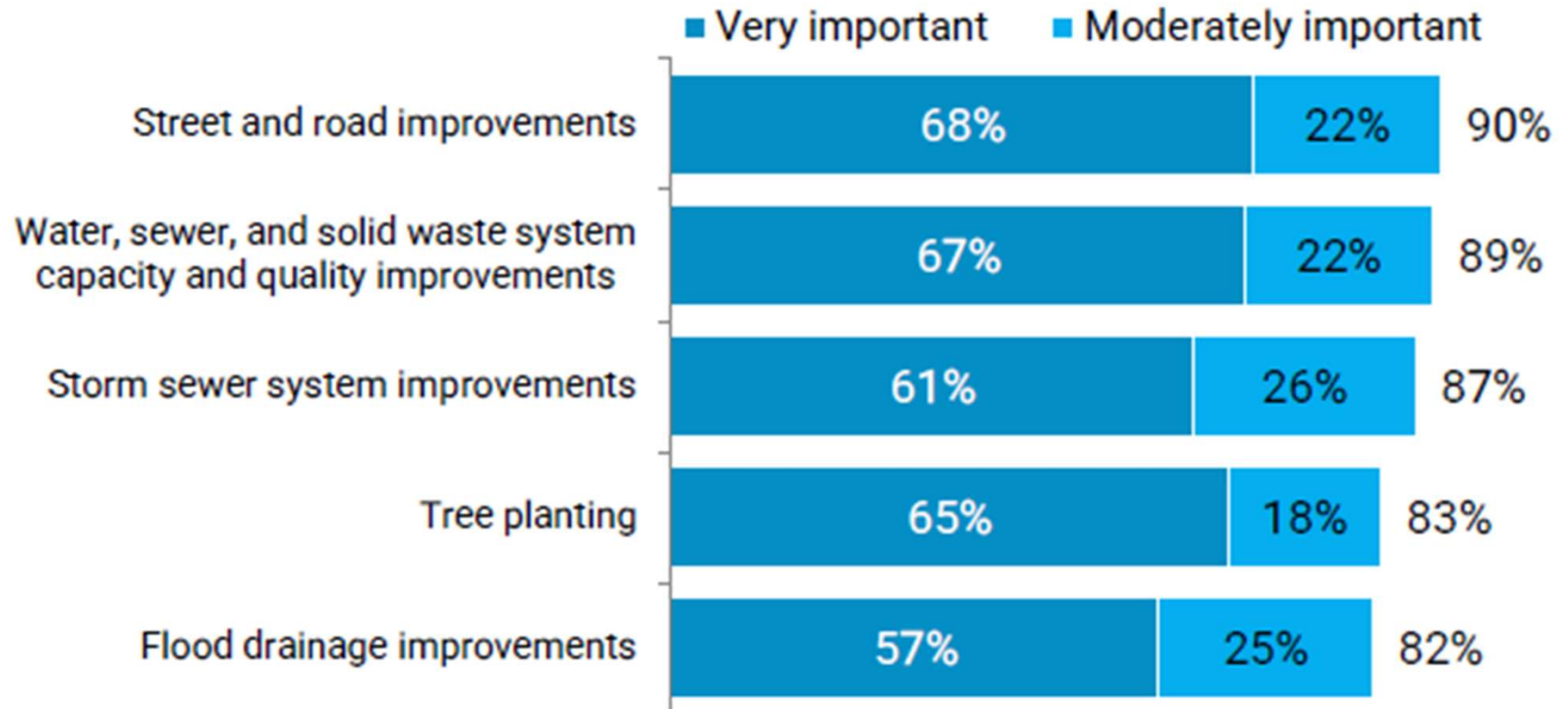


*On a five-point scale from Very important to Not important with a No opinion option



Infrastructure Improvement

Please rate how important it is for the city to invest in the following INFRASTRUCTURE IMPROVEMENT activities:

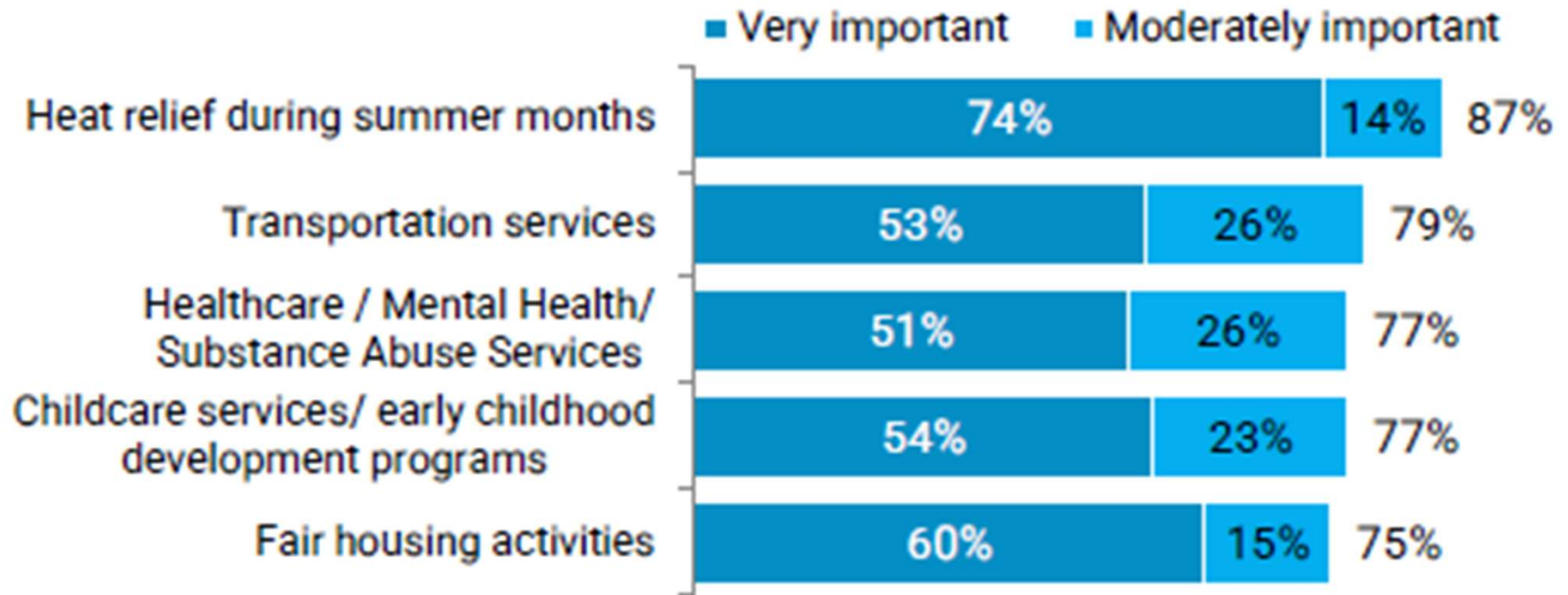


*On a five-point scale from Very important to Not important with a No opinion option



Public Services

Please rate how important it is for the City to invest in the following PUBLIC SERVICES:

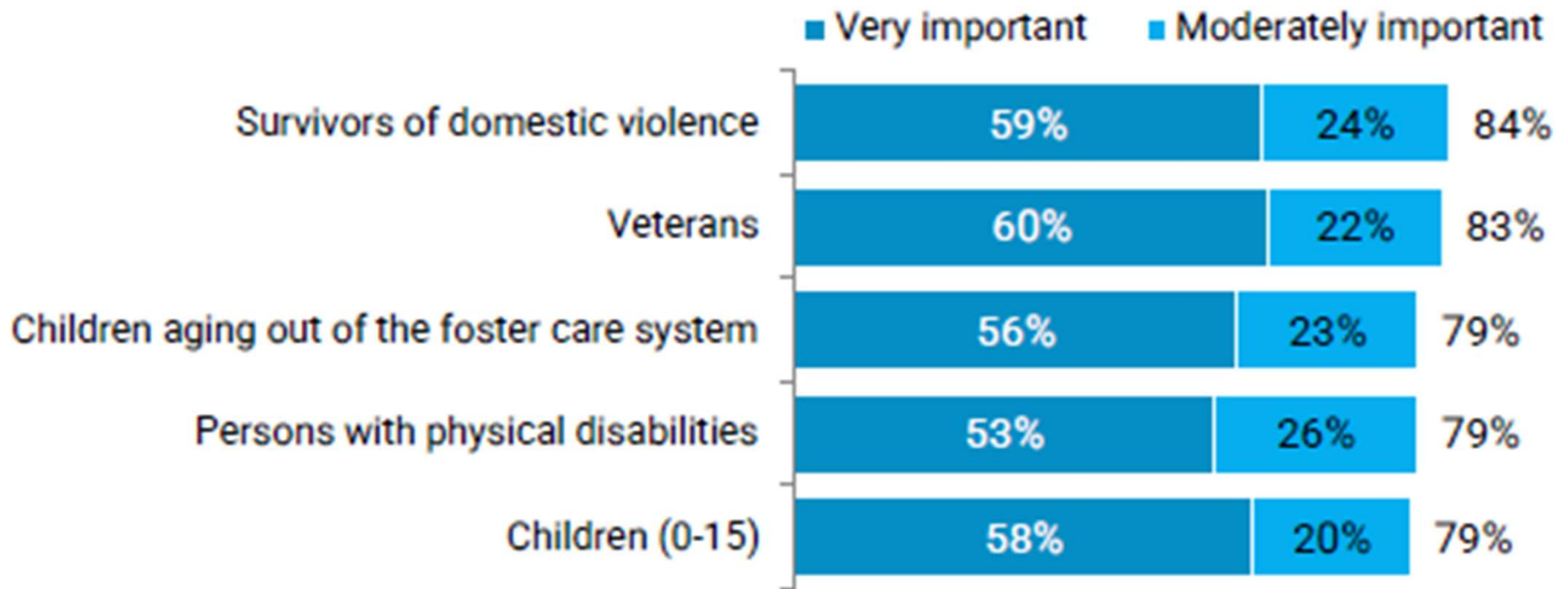


*On a five-point scale from Very important to Not important with a No opinion option



Human Services

Please rate how important it is for the City to invest in HUMAN AND PUBLIC SERVICES for each of the following vulnerable population groups:

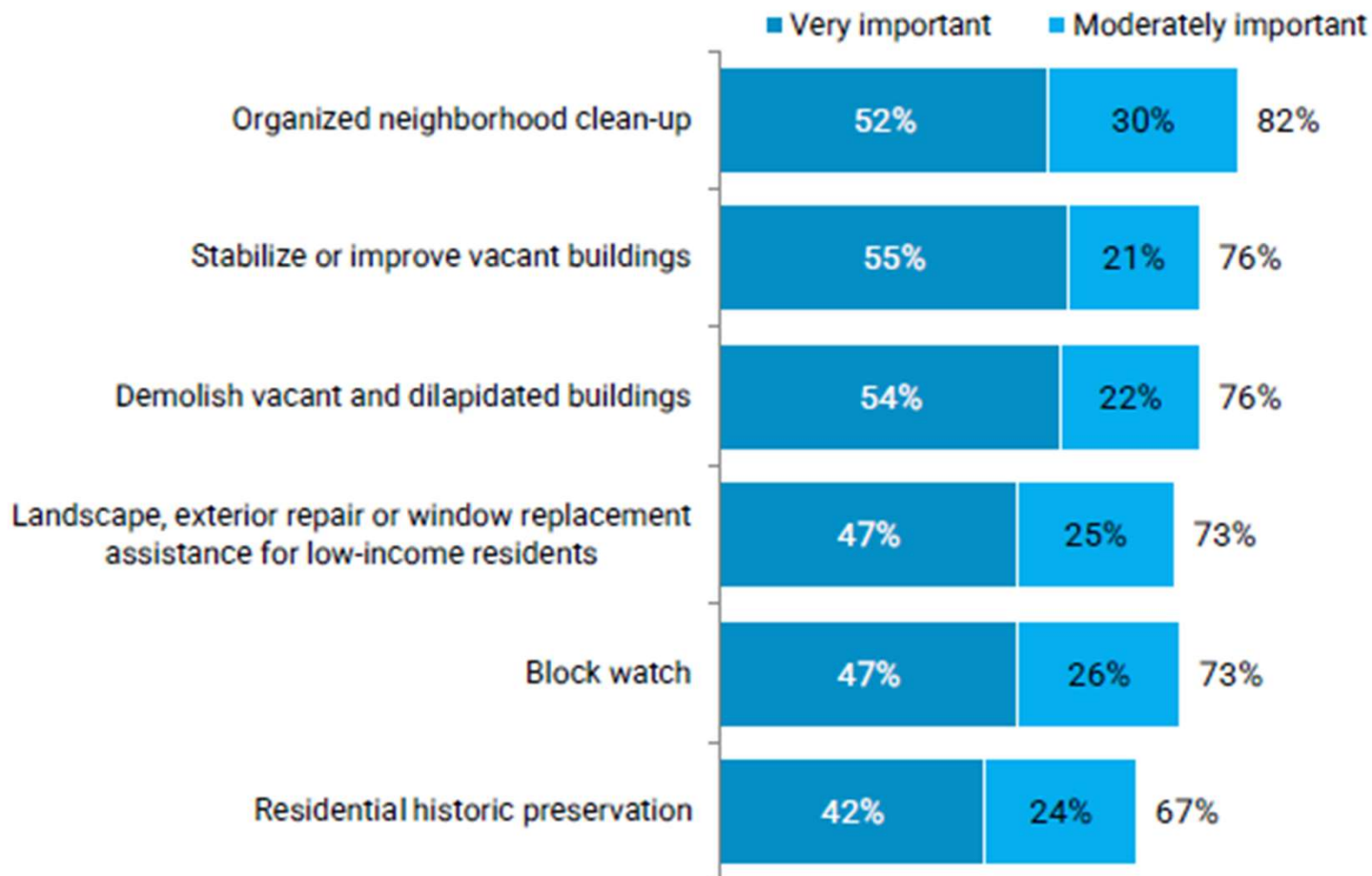


*On a five-point scale from Very important to Not important with a No opinion option



Neighborhood Improvement

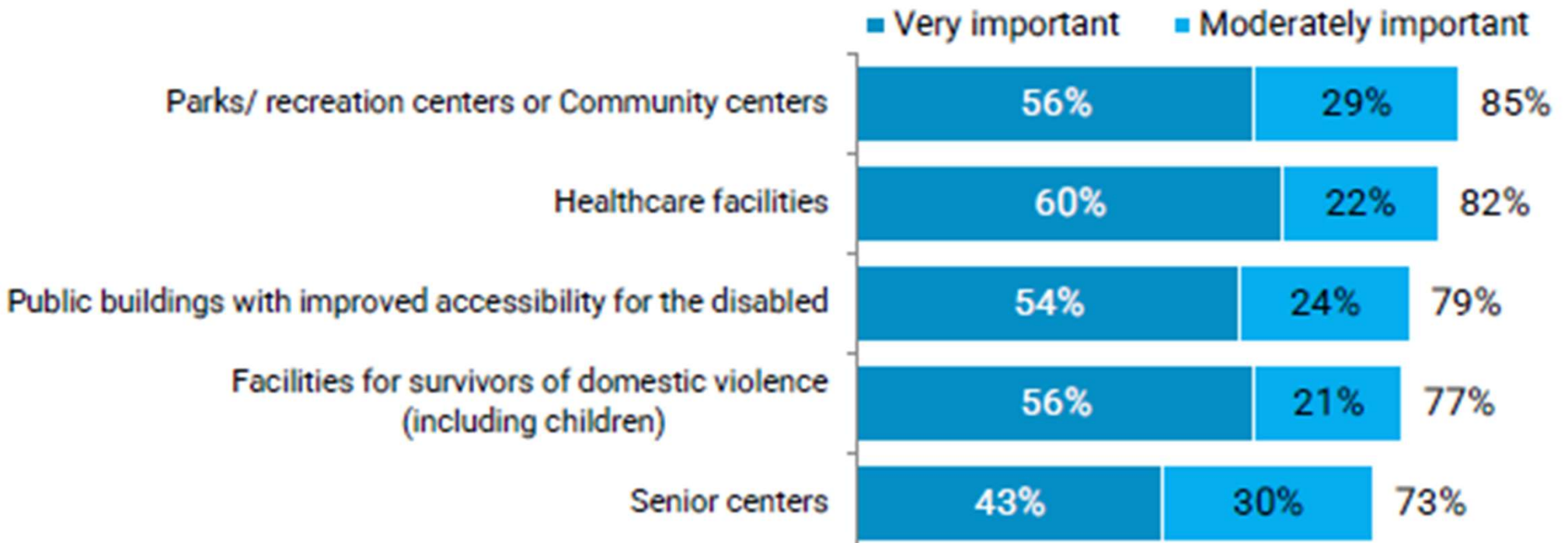
Please rate how important it is for the City to invest in the following NEIGHBORHOOD IMPROVEMENT activities:





Community & Public Facilities

Please rate how important it is for the city to invest in the following COMMUNITY & PUBLIC FACILITIES:



*On a five-point scale from Very important to Not important with a No opinion option



Key Findings



Living wage employment and housing were identified by survey respondents as the greatest challenges faced by low-income households.



Most housing services for people with low or moderate incomes are considered important by at least two-thirds of respondents.



Organized neighborhood clean-up is deemed as the most important activity for neighborhood improvement.



Road improvements and water and sewer systems are considered the most important infrastructure improvement activities.



Retention of existing businesses was considered the most important area of investment for businesses and economic development.



When asked to prioritize across all areas, housing and homelessness topped the agenda



Next Steps

- Integrate feedback into Department level Strategic Plans – Tier II Balanced Scorecards
- Departments will establish new initiatives where necessary to address the concerns, perspective, and needs of residents
- Where necessary Departments will provide Council with information, results, or request direction



Future Resident Surveys

- 2025 – National Community Survey
- 2026 – Custom Survey
- 2027 – National Community Survey



Questions

