Polco National Research Center

THE NCS™
THE NATIONAL COMMUNITY SURVEY™

Results for Glendale, AZ 2023 National Community Survey™

Polco

Civic Communication & Analytics Platform

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

Questions about our product?

Visit **www.polco.us** to learn

more

National Research Center

Advanced Survey Science & Performance Analytics

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

Exclusive partners of:

ICMA   NLC NATIONAL LEAGUE OF CITIES

Role of Resident Surveys in Local Governance

Monitor trends in resident opinion
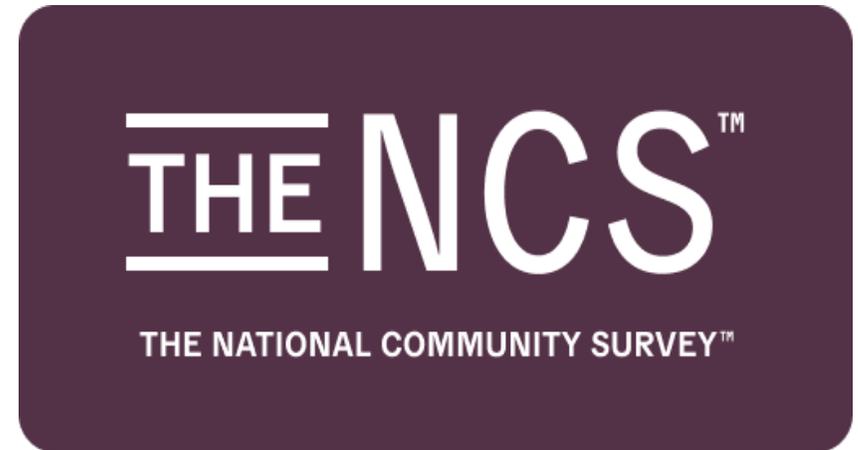
Measure government performance

Inform budget, land use, strategic planning decisions

Benchmarking to other communities

Facets of Community Livability

The National Community Survey™ in Glendale

The NCS™ for Glendale, AZ

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

Polco's Benchmarking Database
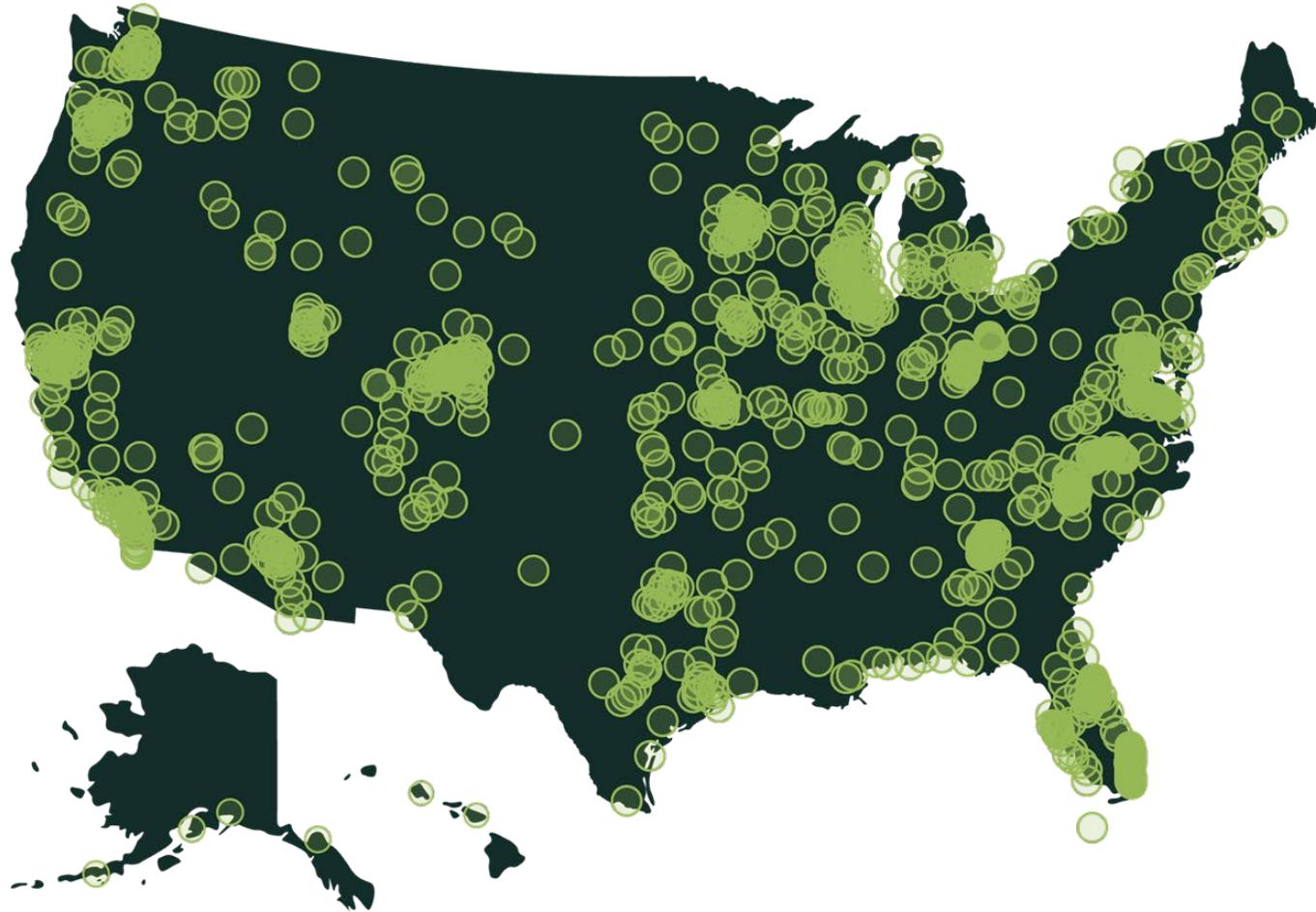
More than **500** comparison communities across the nation.

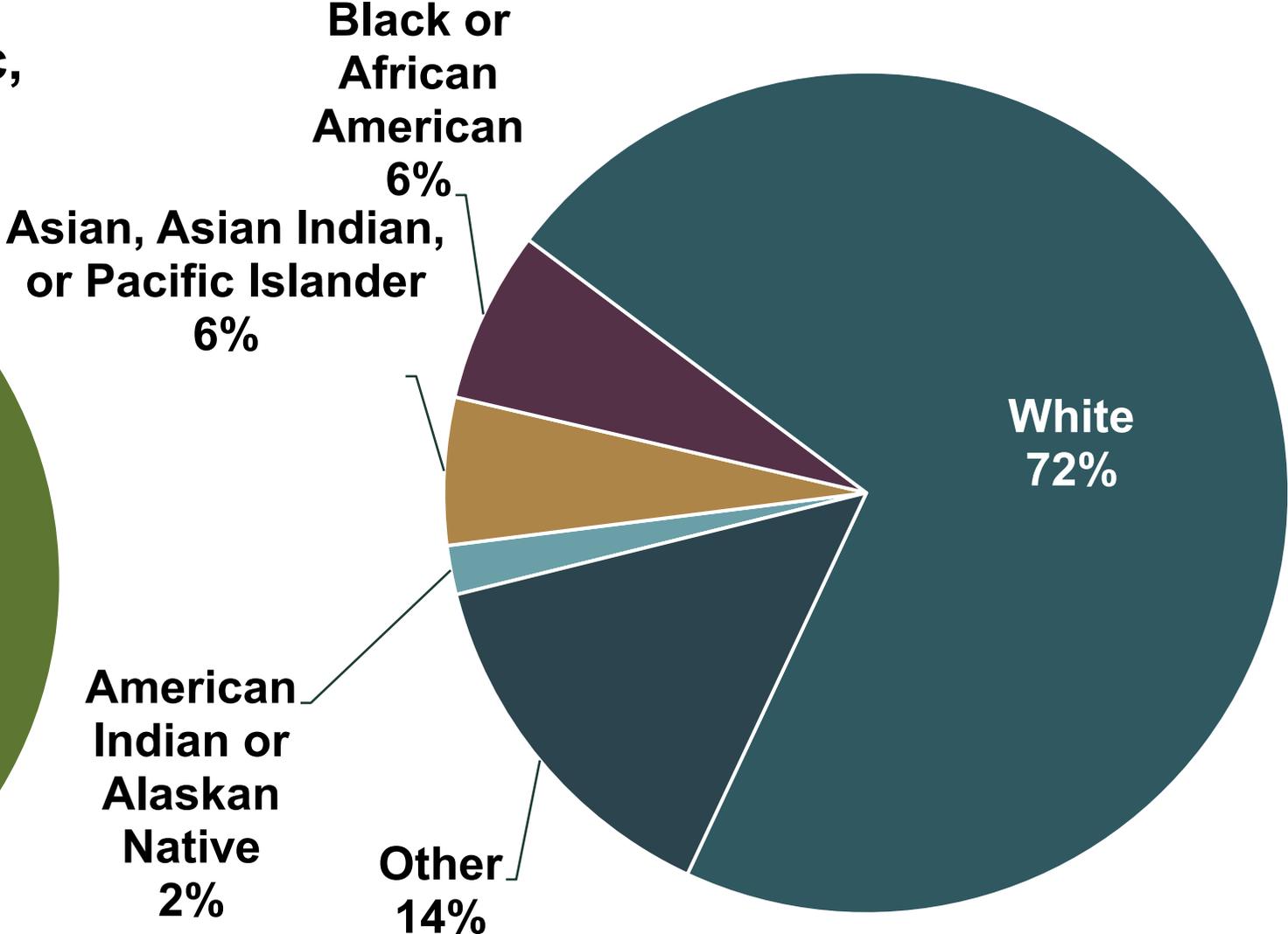Representing the opinions of more than **50 million** residents.
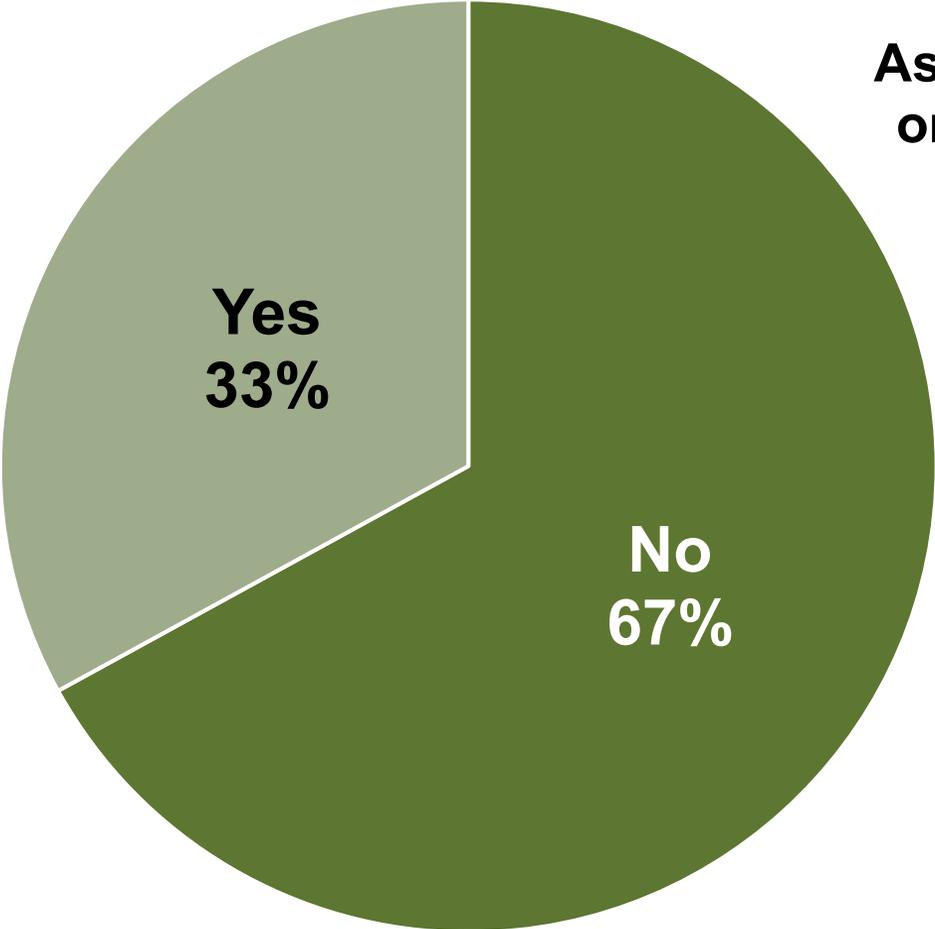
Overview of Survey Results

Who took the survey? (Race and Ethnicity)

Are you Spanish, Hispanic, or Latino?

Yes 33%
No 67%

Black or African American 6%
Asian, Asian Indian, or Pacific Islander 6%
White 72%
American Indian or Alaskan Native 2%
Other 14%

Who took the survey? (Household Income)
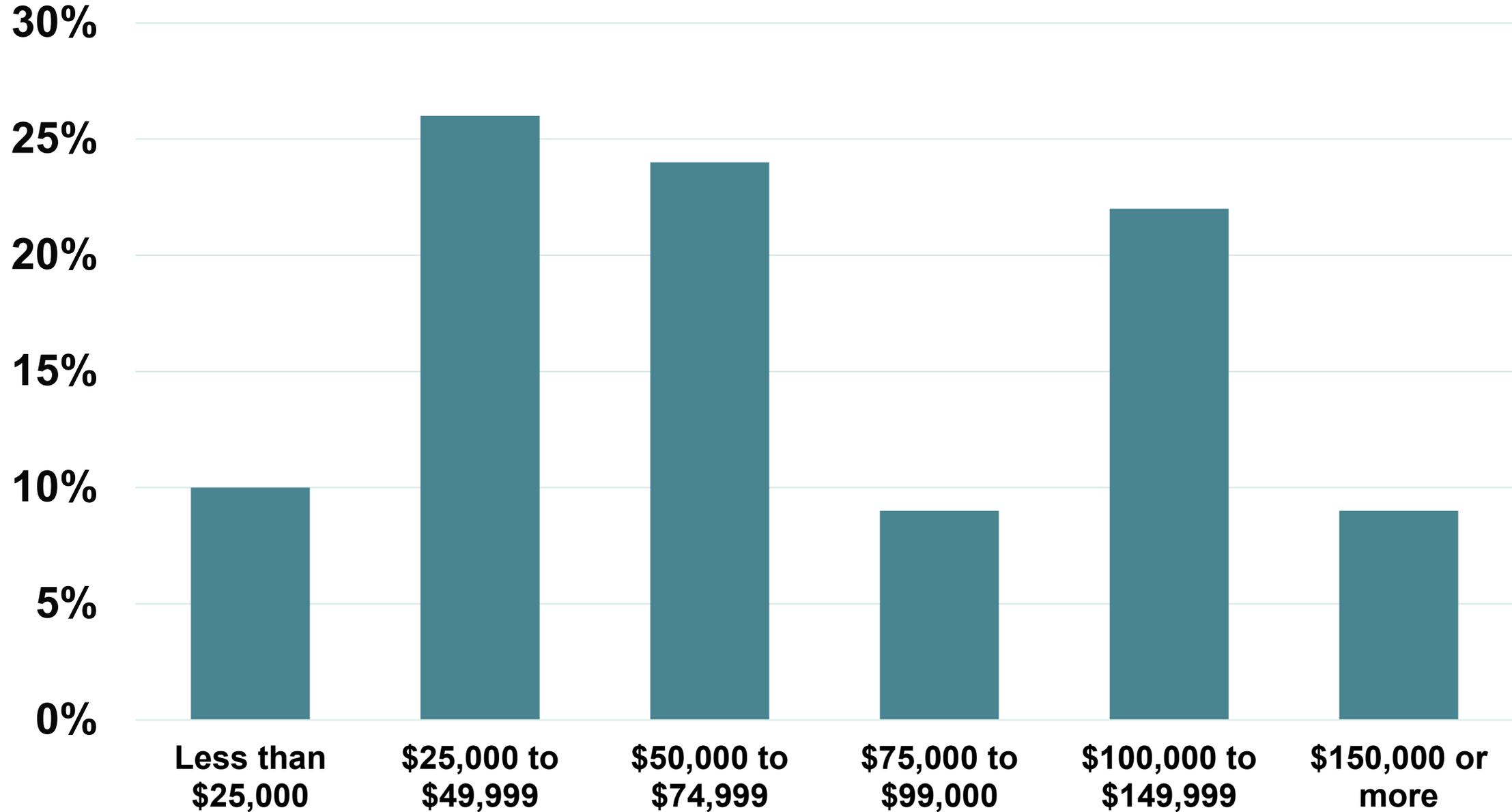
Who took the survey? (Gender)
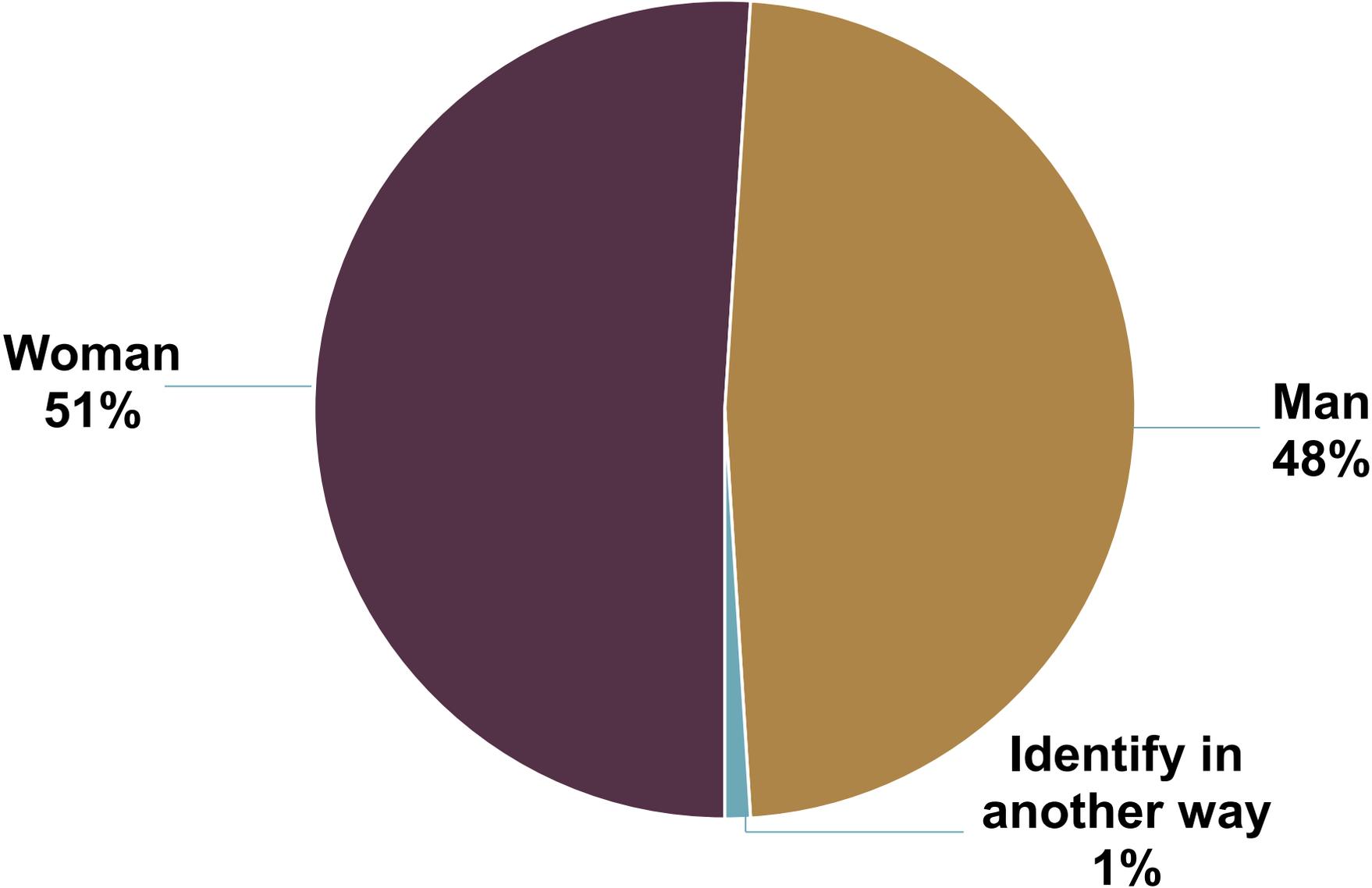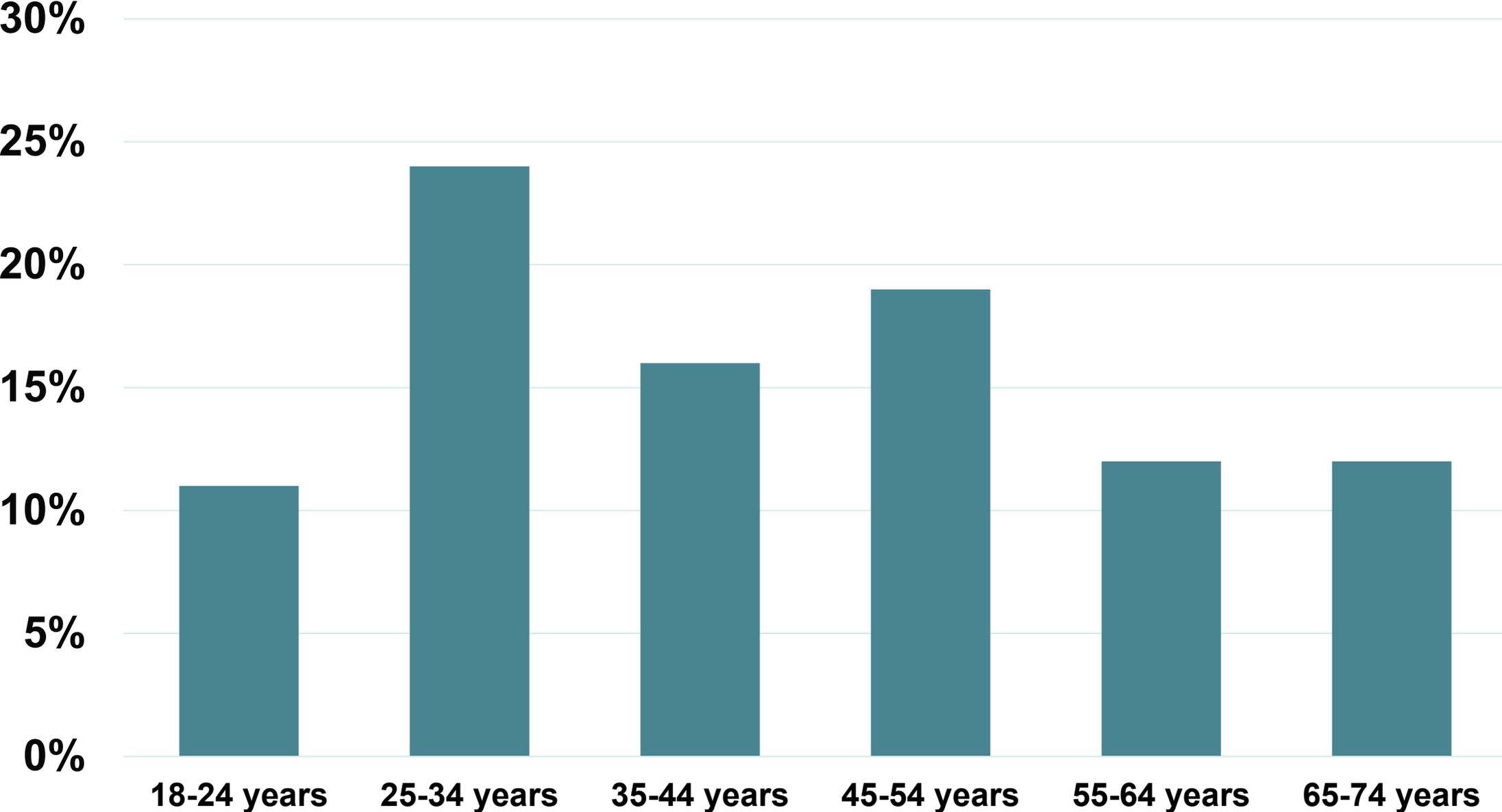
Facets of Community Livability: Quality

PERCENT EXCELLENT or GOOD

COMPARISON TO NATIONAL BENCHMARK:
- ■ Higher
- ■ Similar
- ■ Lower

Facet	Percent
Overall economic health	49%
Overall quality of the transportation system	45%
Overall design or layout of residential and commercial areas	59%
Overall quality of the utility infrastructure	67%
Overall feeling of safety	44%
Overall quality of natural environment	45%
Overall quality of parks and recreation opportunities	52%
Overall health and wellness opportunities	56%
Overall opportunities for education, culture, and the arts	46%
Residents' connection and engagement with their community	32%

Facets of Community Livability: Importance

COMPARISON TO NATIONAL BENCHMARK:

- ■ Higher
- ■ Similar
- ■ Lower

PERCENT ESSENTIAL OR VERY IMPORTANT

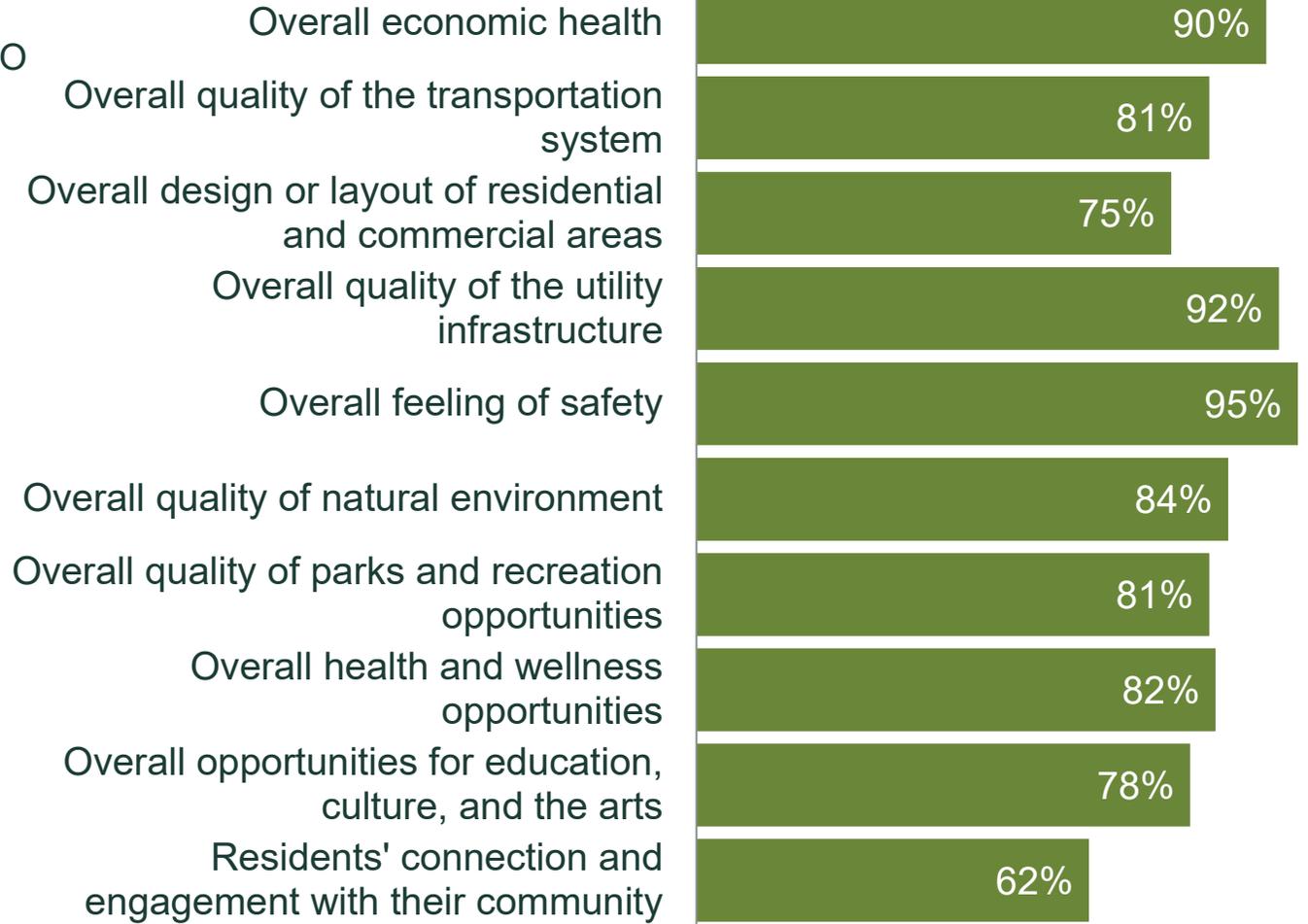| Category	Percent
Overall economic health	90%
Overall quality of the transportation system	81%
Overall design or layout of residential and commercial areas	75%
Overall quality of the utility infrastructure	92%
Overall feeling of safety	95%
Overall quality of natural environment	84%
Overall quality of parks and recreation opportunities	81%
Overall health and wellness opportunities	82%
Overall opportunities for education, culture, and the arts	78%
Residents' connection and engagement with their community	62%

Balancing Quality and Importance

Comparisons to National Benchmarks

0 received **more positive** ratings

76 received **similar** ratings

46 received **more negative** ratings
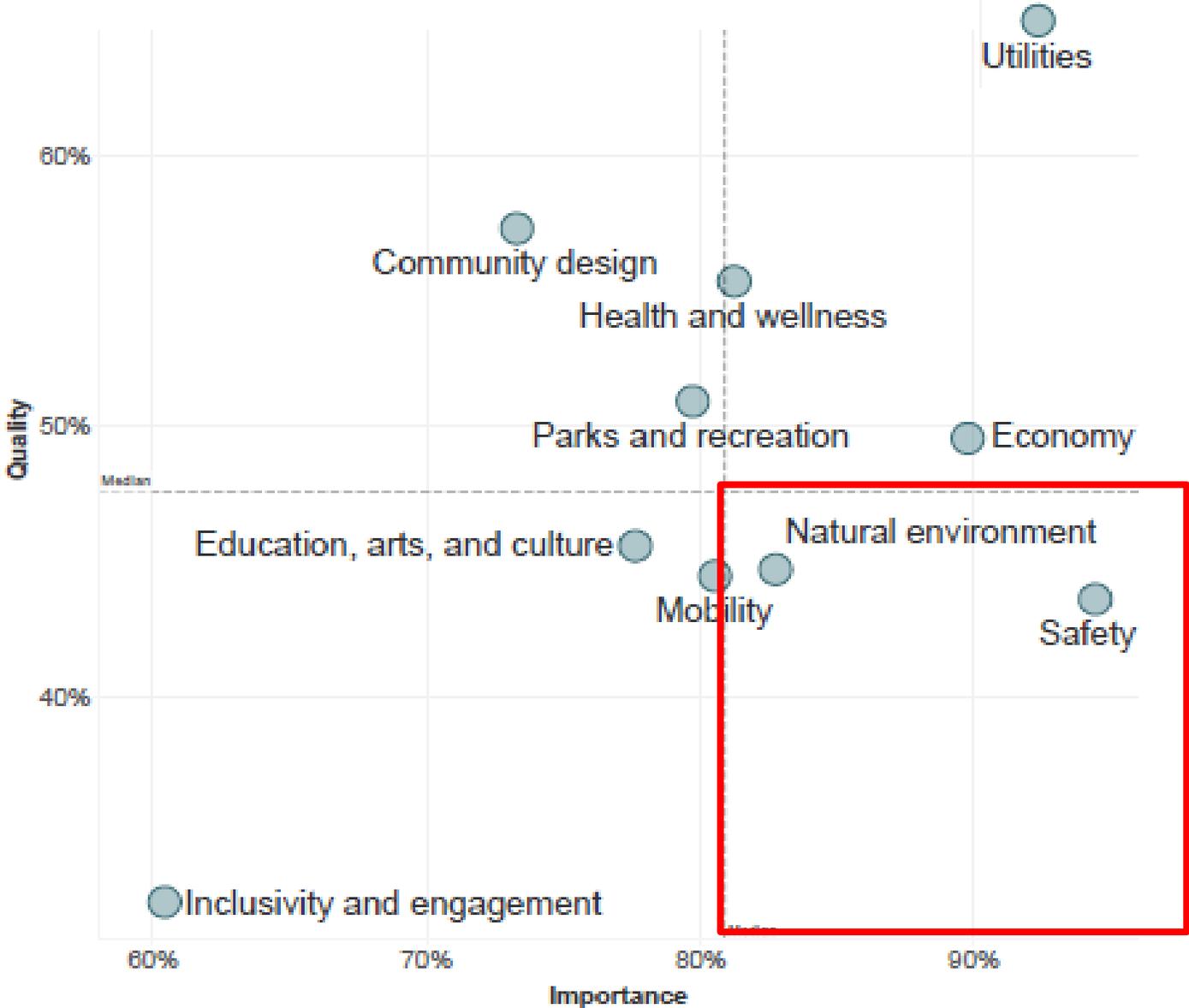
Comparisons to Communities in AZ, NM, NV, and UT

5 received **more positive** ratings

93 received **similar** ratings

24 received **more negative** ratings
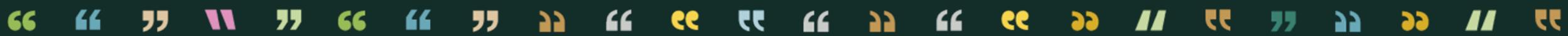
Key Findings

Key Finding #1

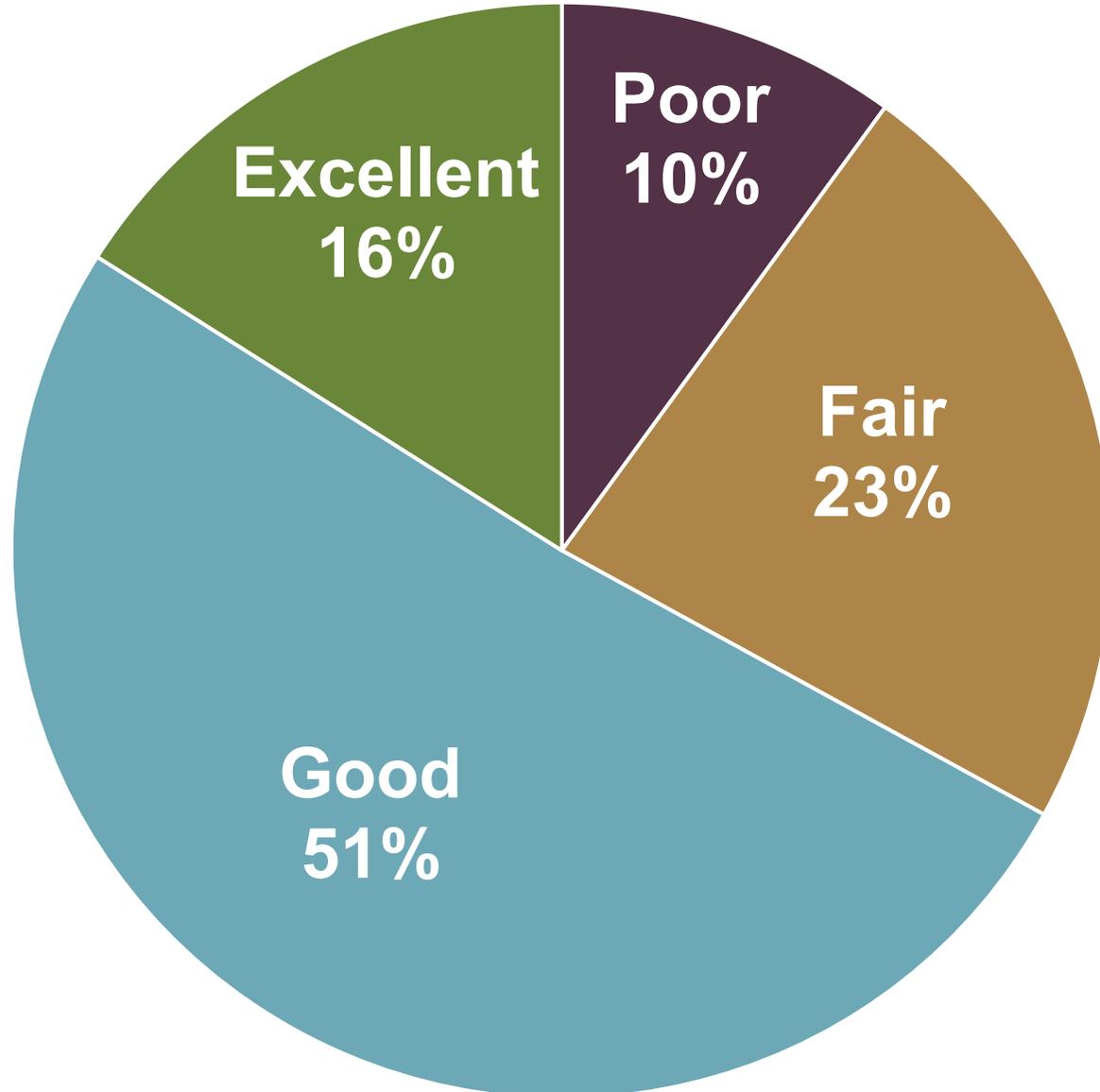**Utilities are a top priority and a strength of the Glendale community.**
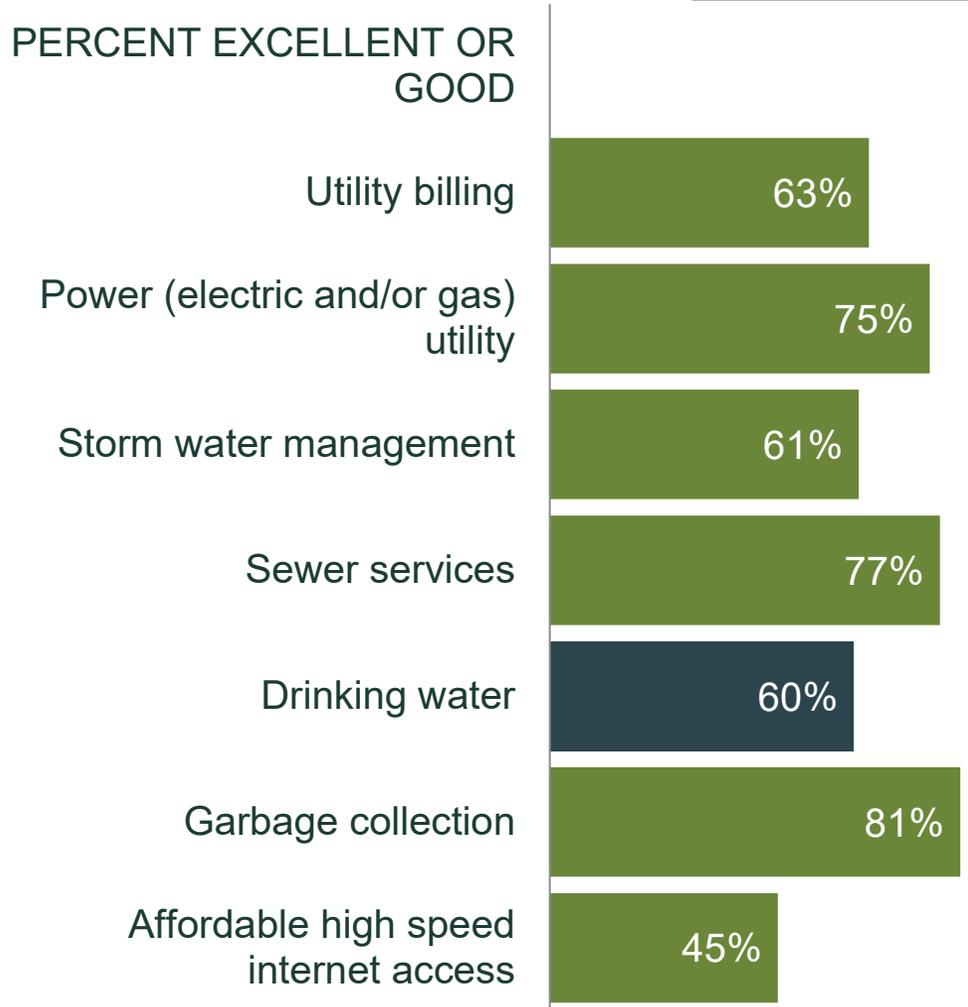
Overall quality of the utility infrastructure in Glendale

Utilities (National vs Regional Benchmarks)

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

PERCENT EXCELLENT OR GOOD

Service	
Utility billing	63%
Power (electric and/or gas) utility	75%
Storm water management	61%
Sewer services	77%
Drinking water	60%
Garbage collection	81%
Affordable high speed internet access	45%

COMPARISON TO BENCHMARK:

- Higher
- Similar
- Lower

PERCENT EXCELLENT OR GOOD

Service	
Utility billing	63%
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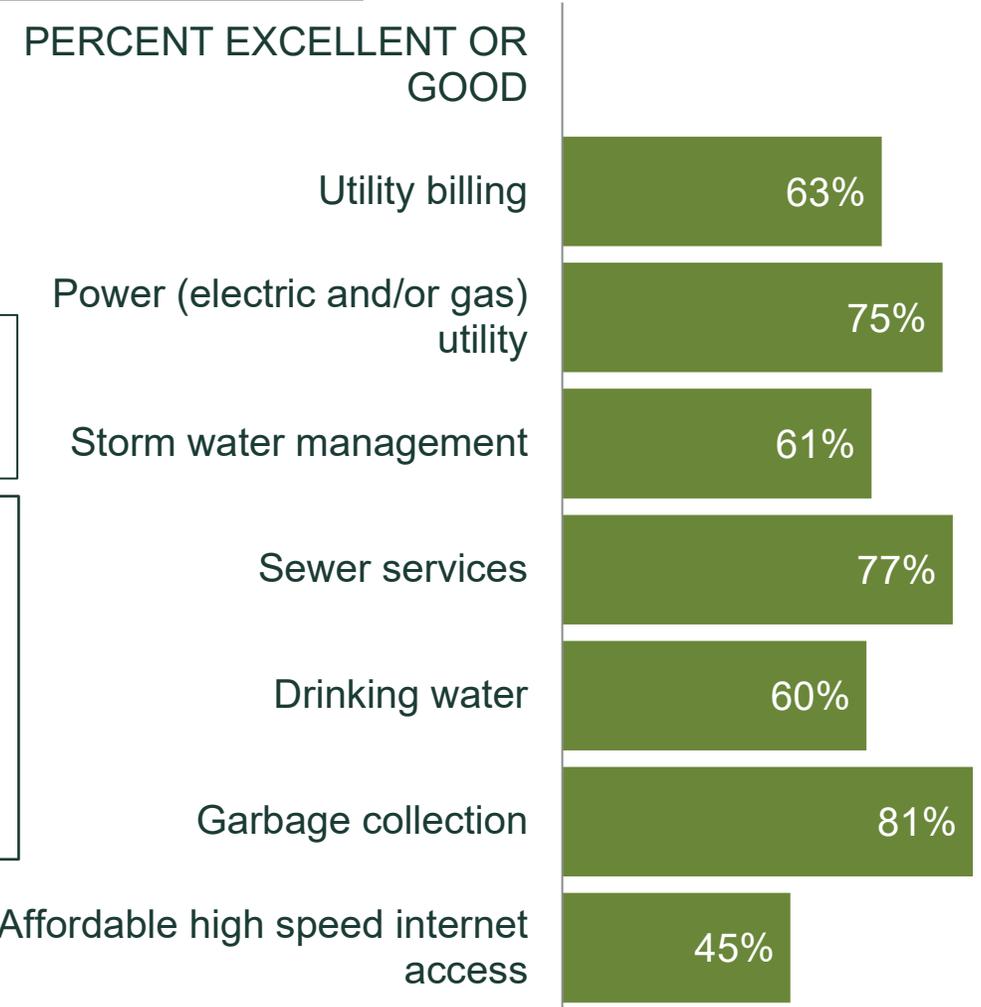
Key Finding #2

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

Safety Services in Glendale

(Percent Excellent or Good)

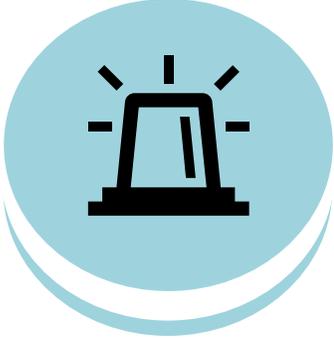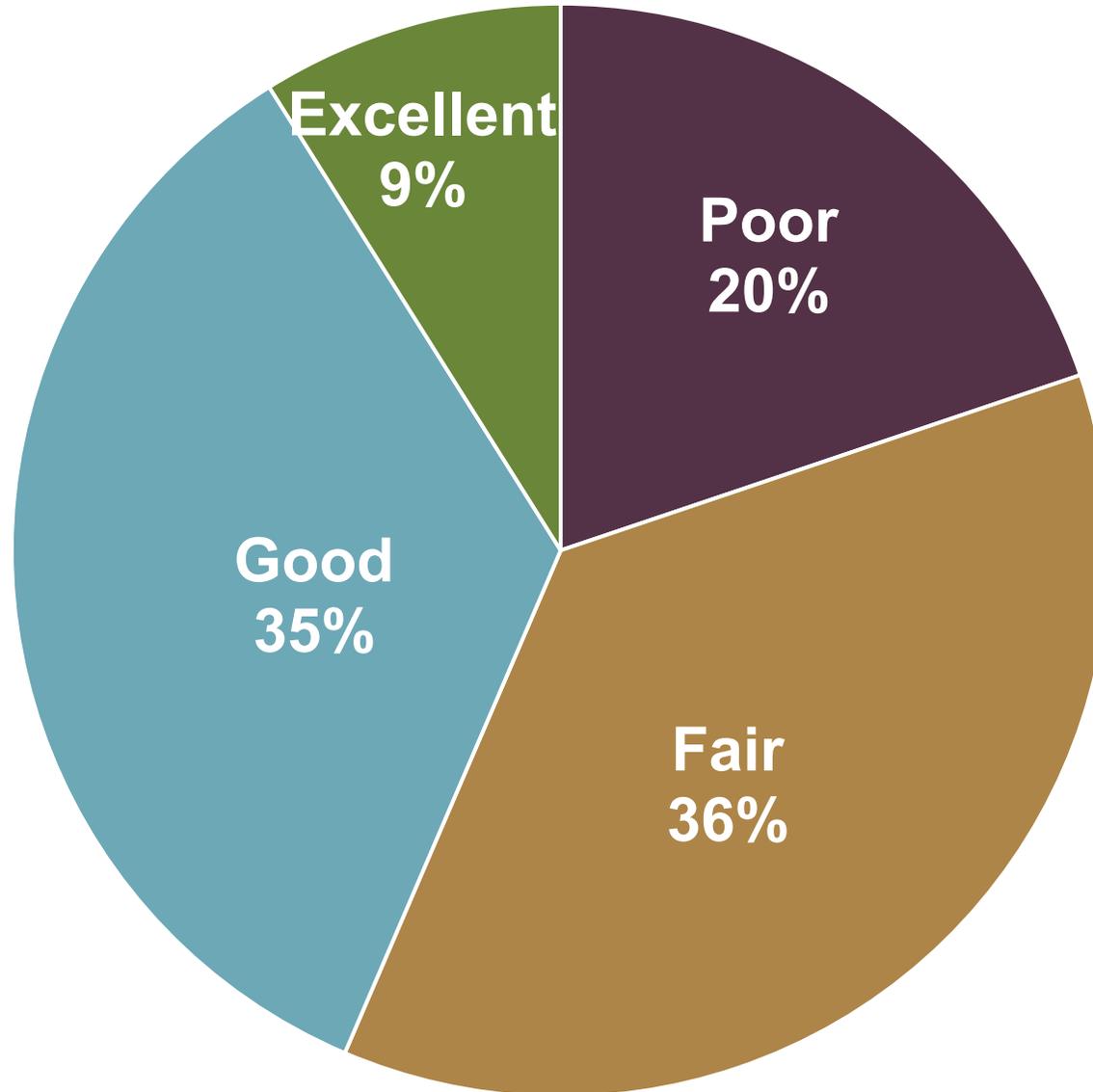| 84%	65%	63%	54%	45%
Fire services	Police services	Fire prevention/ education	Emergency preparedness	Crime prevention

Overall feeling of safety in Glendale

Safety (National vs Regional Benchmarks)

Please rate how safe or unsafe you feel:

PERCENT VERY OR SOMEWHAT SAFE

In your neighborhood during the day	79%
In Glendale's commercial areas during the day	74%
From property crime	53%
From violent crime	54%
From fire, flood, or natural disaster	88%

COMPARISON TO BENCHMARK:

- ■ Higher
- ■ Similar
- ■ Lower

PERCENT VERY OR SOMEWHAT SAFE

In your neighborhood during the day	79%
In Glendale's commercial areas during the day	74%
From property crime	53%
From violent crime	54%
From fire, flood, or natural disaster	88%

Key Finding #3

Survey participants are pleased with mobility in Glendale but identify opportunities for additional focus.
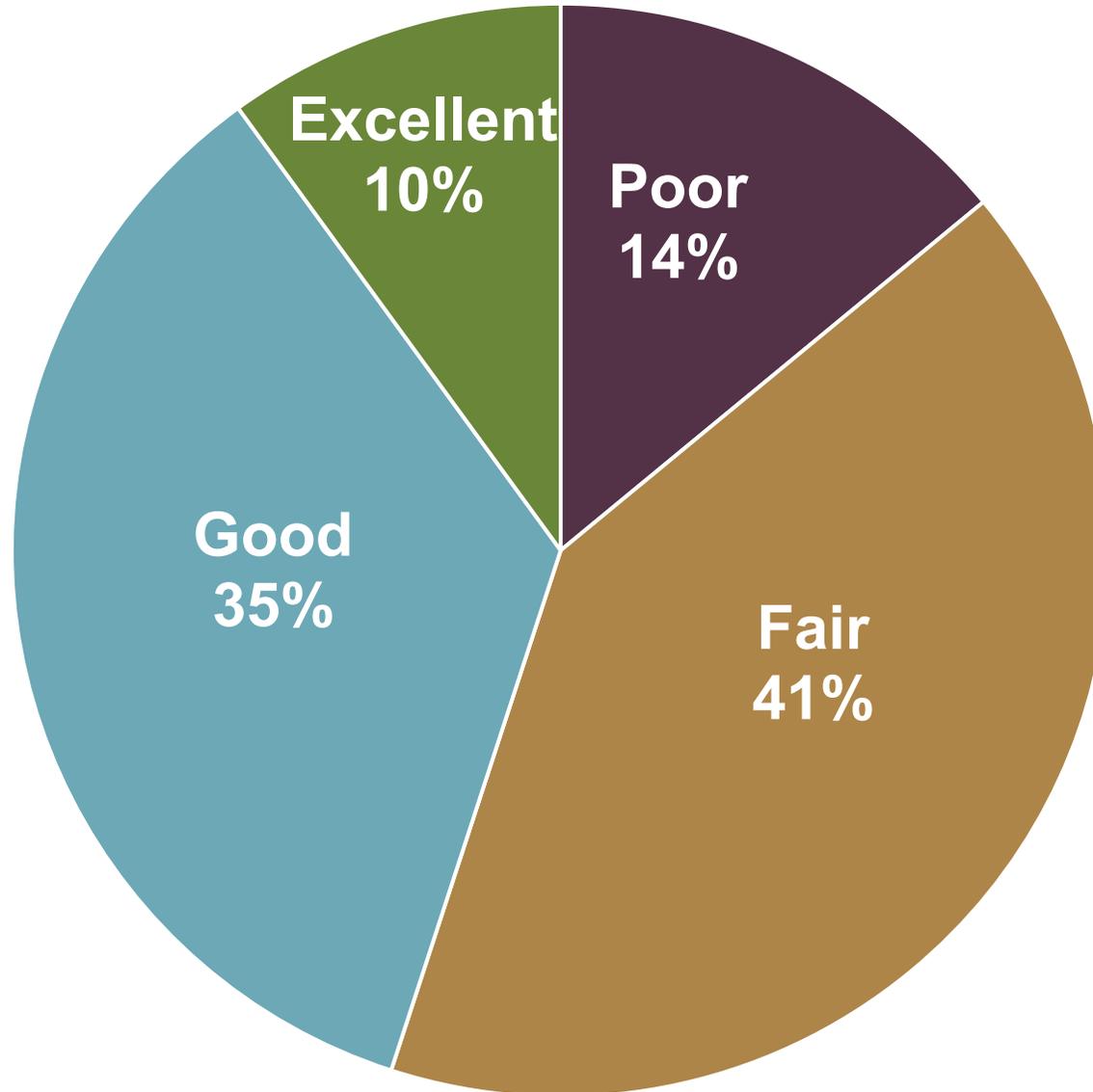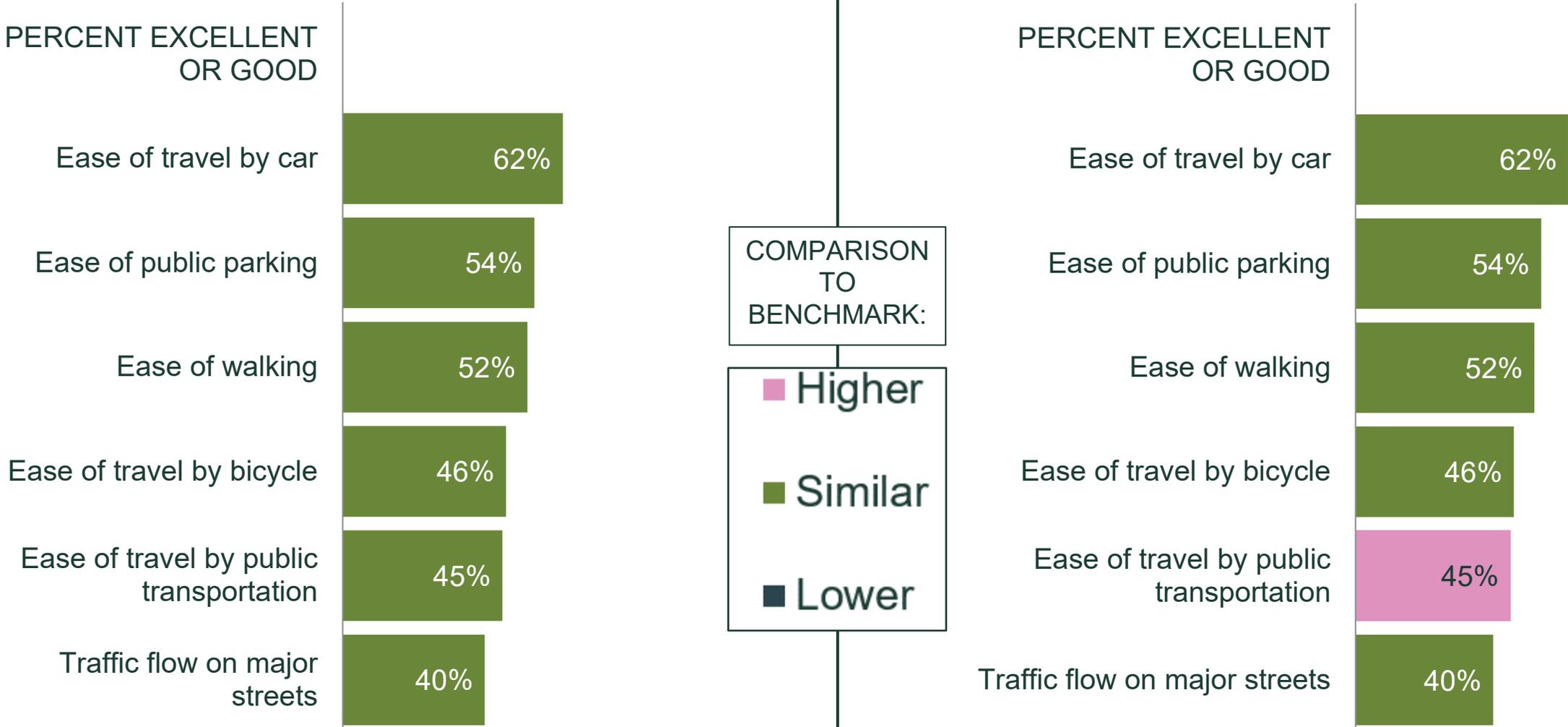
Overall quality of the transportation system in Glendale

Mobility (National vs Regional Benchmarks)

Please rate each of the following in the Glendale community:

PERCENT EXCELLENT OR GOOD

Ease of travel by car	62%
Ease of public parking	54%
Ease of walking	52%
Ease of travel by bicycle	46%
Ease of travel by public transportation	45%
Traffic flow on major streets	40%

COMPARISON TO BENCHMARK:
- Higher
- Similar
- Lower

PERCENT EXCELLENT OR GOOD

Ease of travel by car	62%
Ease of public parking	54%
Ease of walking	52%
Ease of travel by bicycle	46%
Ease of travel by public transportation	45%
Traffic flow on major streets	40%

Mobility (National vs Regional Benchmarks)

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

PERCENT EXCELLENT OR GOOD

Service	National
Street lighting	58%
Bus or transit services	50%
Sidewalk maintenance	47%
Traffic enforcement	47%
Street cleaning	46%
Traffic signal timing	42%
Street repair	30%

COMPARISON TO BENCHMARK:
- Higher
- Similar
- Lower

PERCENT EXCELLENT OR GOOD

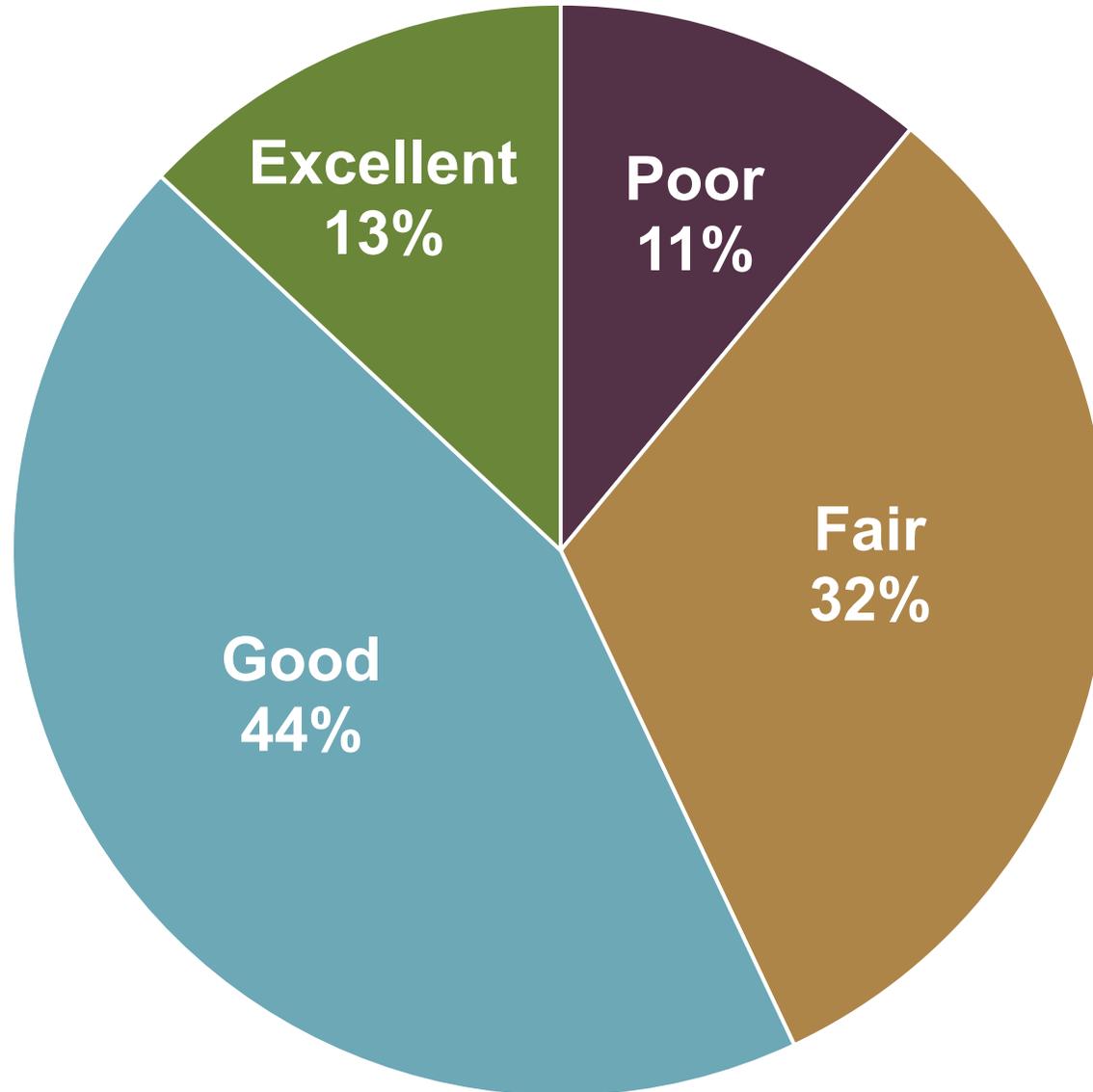| Service	Regional
Street lighting	58%
Bus or transit services	50%
Sidewalk maintenance	47%
Traffic enforcement	47%
Street cleaning	46%
Traffic signal timing	42%
Street repair	30%

Residents appreciate the community design of Glendale.

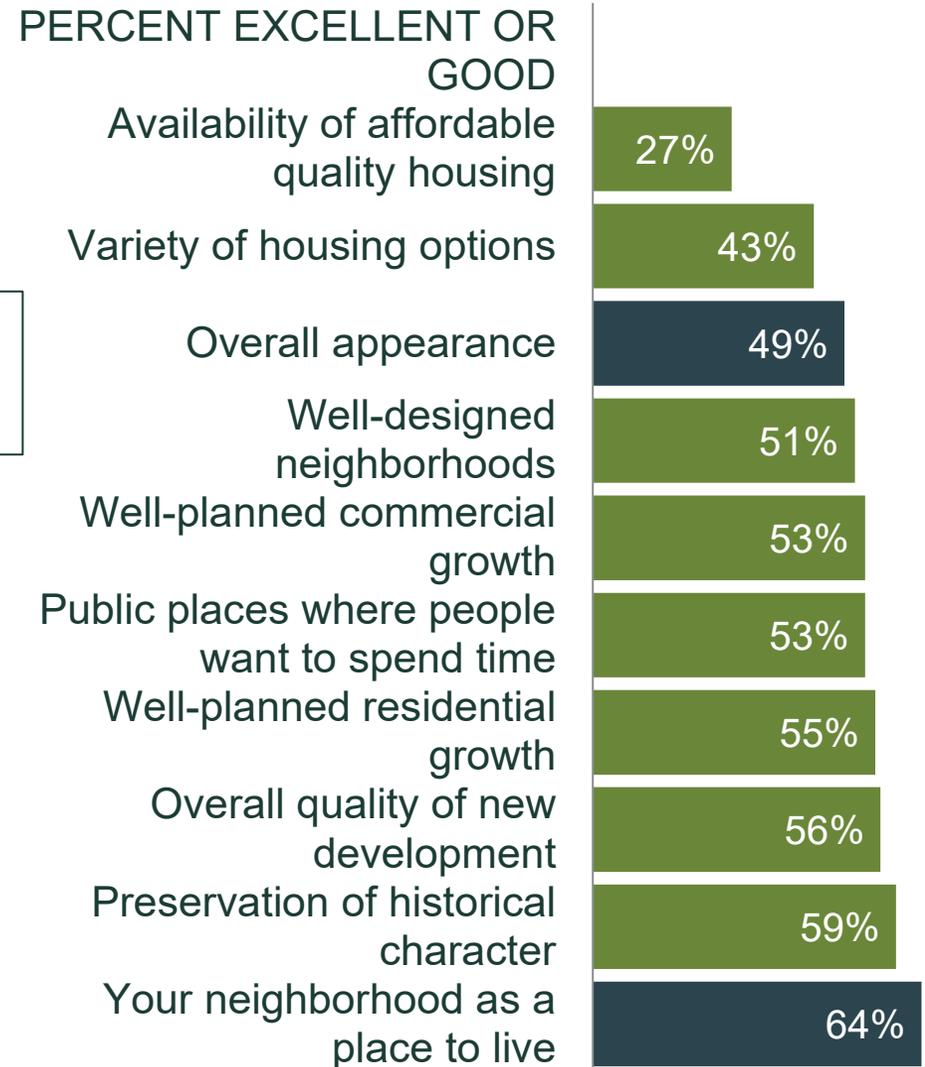# Overall design or layout of Glendale's residential and commercial areas

Community Design (National vs Regional Benchmarks)

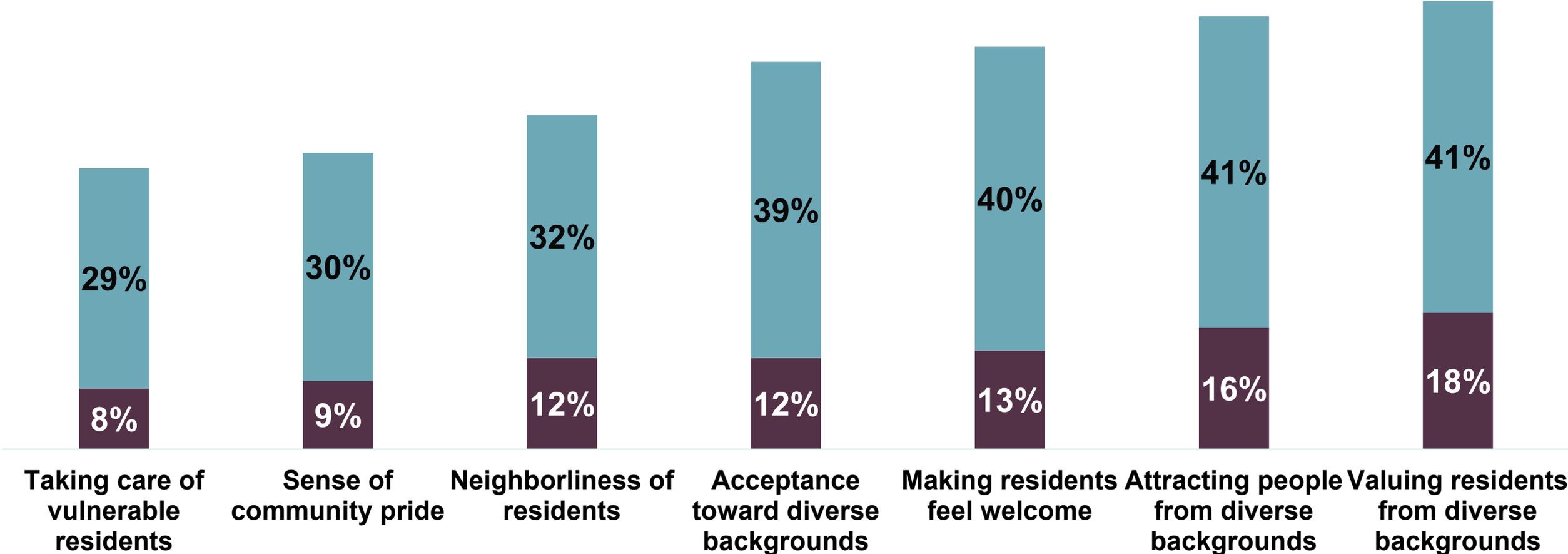Please rate the quality of each of the following services in Glendale:

PERCENT EXCELLENT OR GOOD

Service	National
Availability of affordable quality housing	27%
Variety of housing options	43%
Overall appearance	49%
Well-designed neighborhoods	51%
Well-planned commercial growth	52%
Public places where people want to spend time	53%
Well-planned residential growth	54%
Overall quality of new development	56%
Preservation of historical character	58%
Your neighborhood as a place to live	64%

COMPARISON TO BENCHMARK:

PERCENT EXCELLENT OR GOOD

Service	Regional
Availability of affordable quality housing	27%
Variety of housing options	43%
Overall appearance	49%
Well-designed neighborhoods	51%
Well-planned commercial growth	53%
Public places where people want to spend time	53%
Well-planned residential growth	55%
Overall quality of new development	56%
Preservation of historical character	59%
Your neighborhood as a place to live	64%

Focus Area: Inclusivity and Engagement

■ Good
■ Excellent

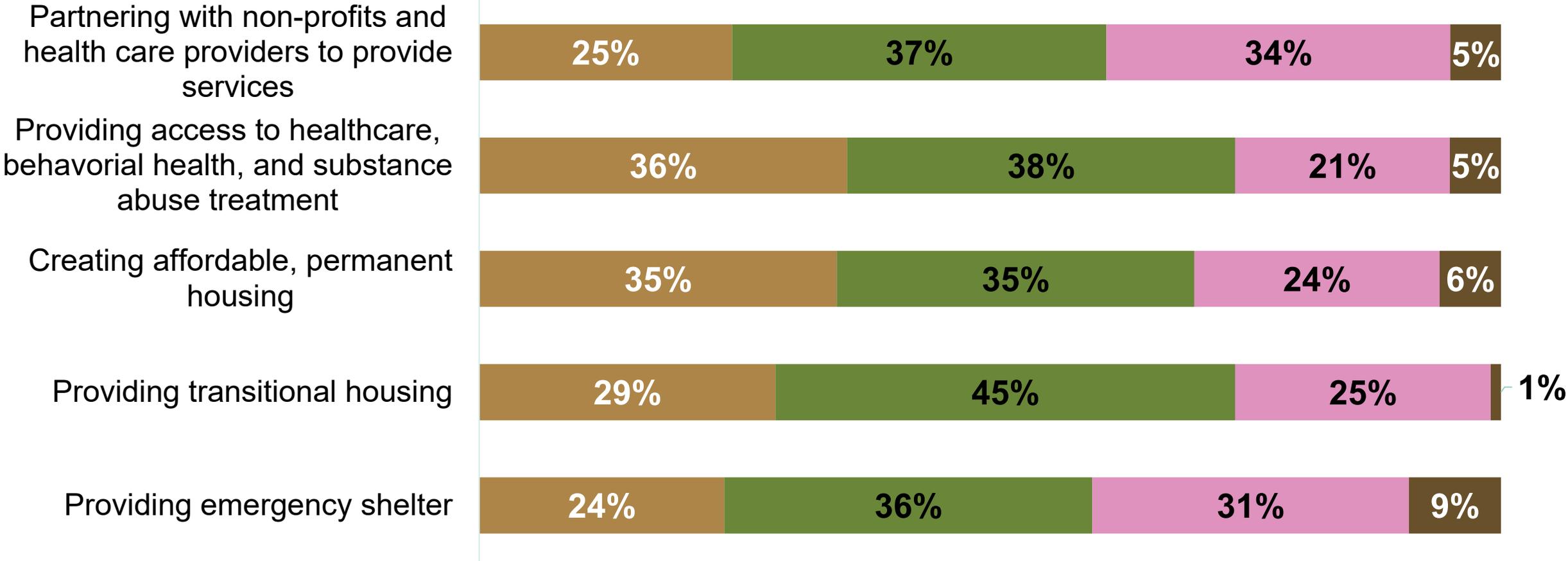|	Excellent	Good
Taking care of vulnerable residents	8%	29%
Sense of community pride	9%	30%
Neighborliness of residents	12%	32%
Acceptance toward diverse backgrounds	12%	39%
Making residents feel welcome	13%	40%
Attracting people from diverse backgrounds	16%	41%
Valuing residents from diverse backgrounds	18%	41%

Additional Special Topics

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

	Essential	Very important	Somewhat important	Not at all important
Increasing revenue to support City services	25%	37%	34%	5%
Assist households in conserving water	36%	38%	21%	5%
Improving City apps and websites for mobile use	35%	35%	24%	6%
Increasing public awareness of City news and alerts	29%	45%	25%	1%
Positively marketing the City	24%	36%	31%	9%
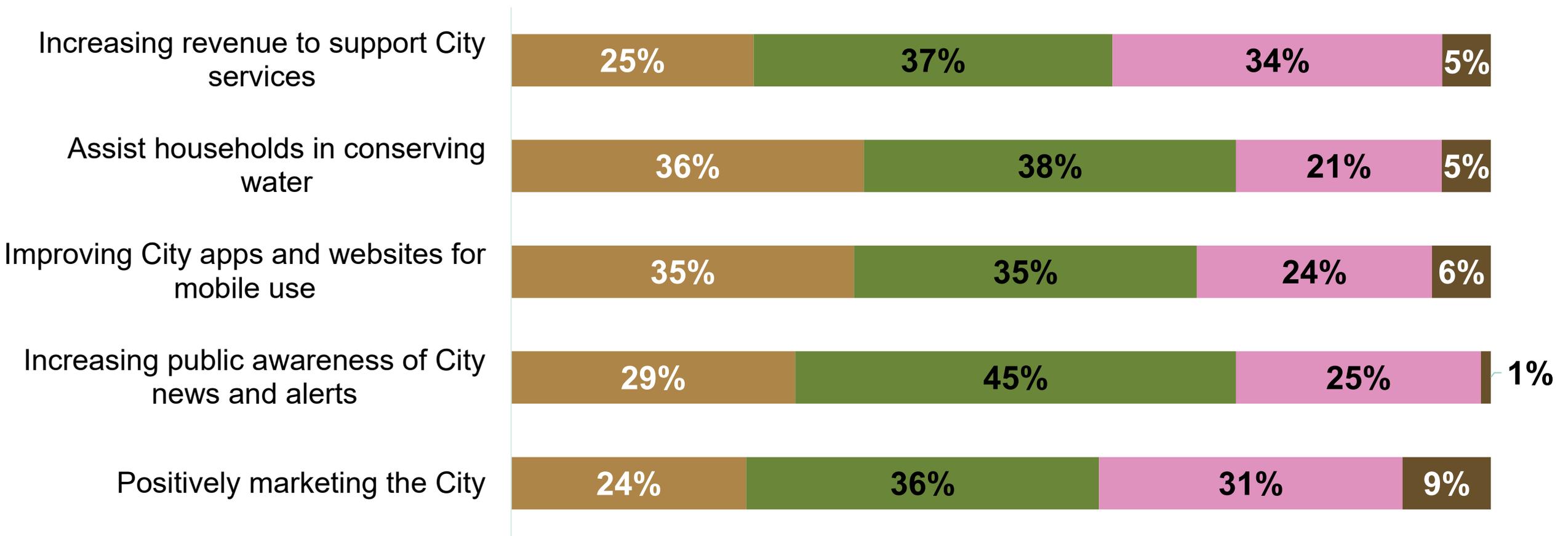
Please indicate how important, if at all, it is for the City of Glendale to consider in addressing homelessness.

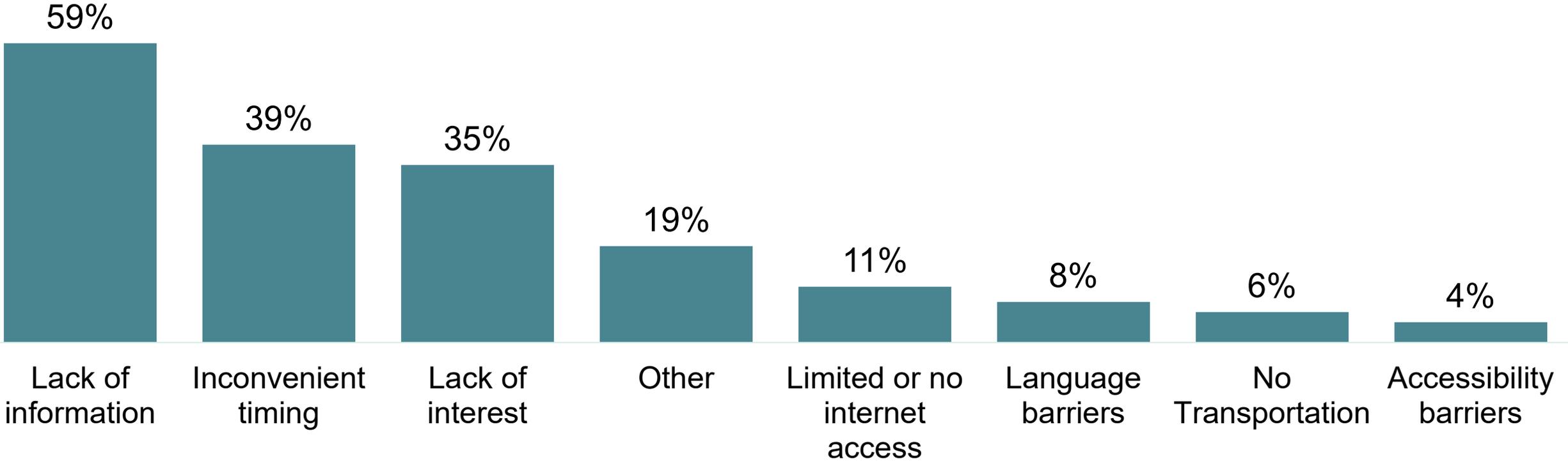|	Essential	Very important	Somewhat important	Not at all important
Partnering with non-profits and health care providers to provide services	25%	37%	34%	5%
Providing access to healthcare, behavorial health, and substance abuse treatment	36%	38%	21%	5%
Creating affordable, permanent housing	35%	35%	24%	6%
Providing transitional housing	29%	45%	25%	1%
Providing emergency shelter	24%	36%	31%	9%

Summary of Conclusions

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

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

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

- Residents appreciate the community design of Glendale.
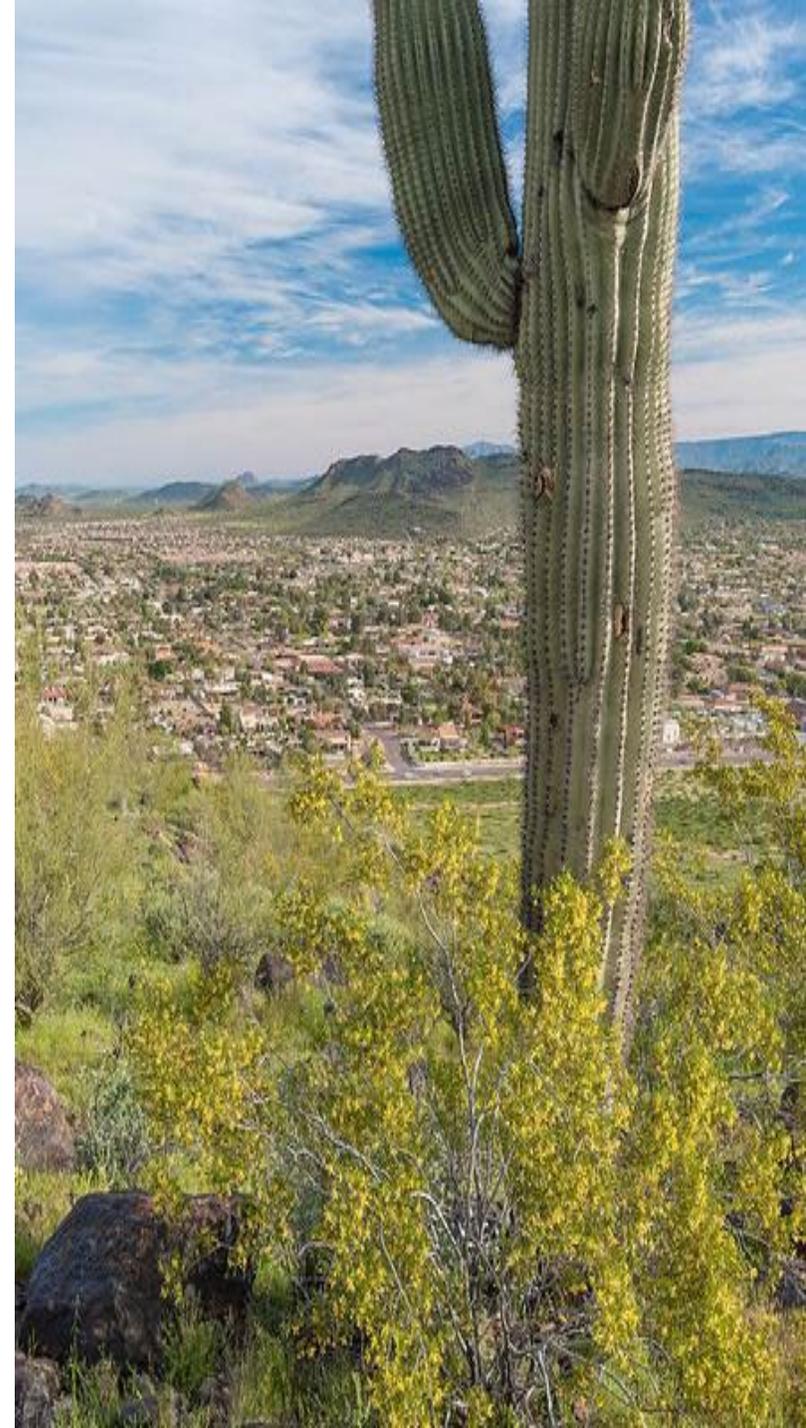
Digging Deeper with Department Heads (Upcoming)

- Review Survey Highlights
- Debrief Survey Results
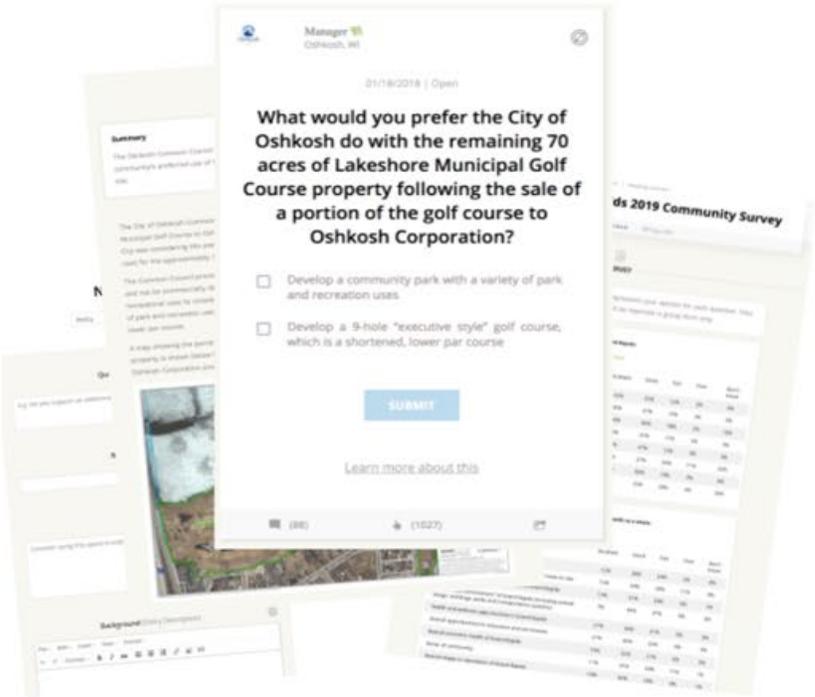- Identify Focus Areas and Strategies
- Model a Process for 2023 and Beyond

Continue Resident Engagement on Polco

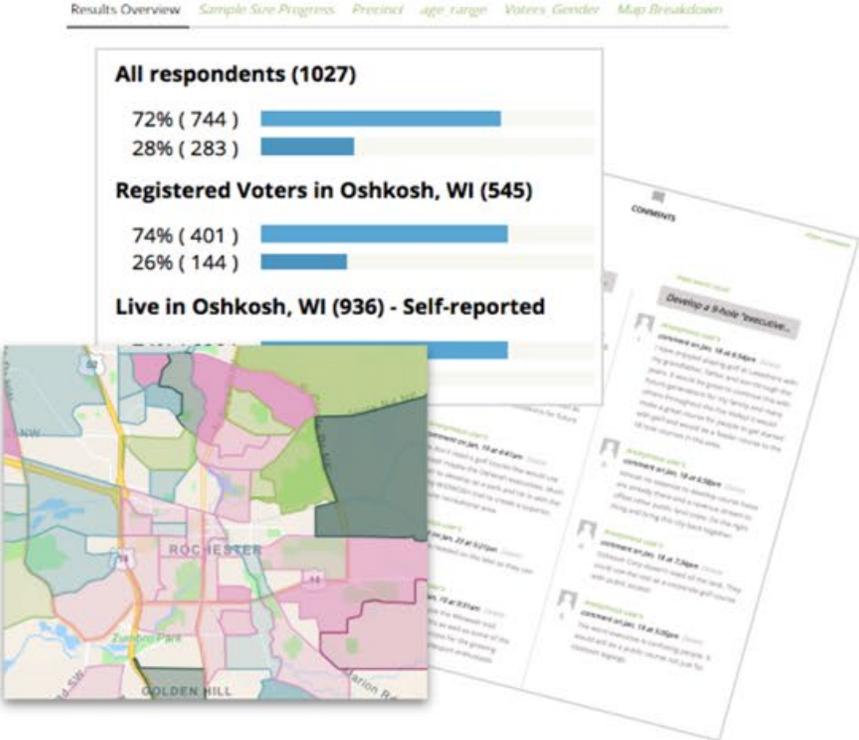Don't let the community input and dialogue conclude with the survey.

Post

Share

Analyze

- Library of professional civic content
- Easily post custom surveys & polls

- Representative samples of households
- Accumulating residents on digital panels

- Maps, trendlines and dashboards
- Advanced benchmarking analyses

Polco Performance Dashboards
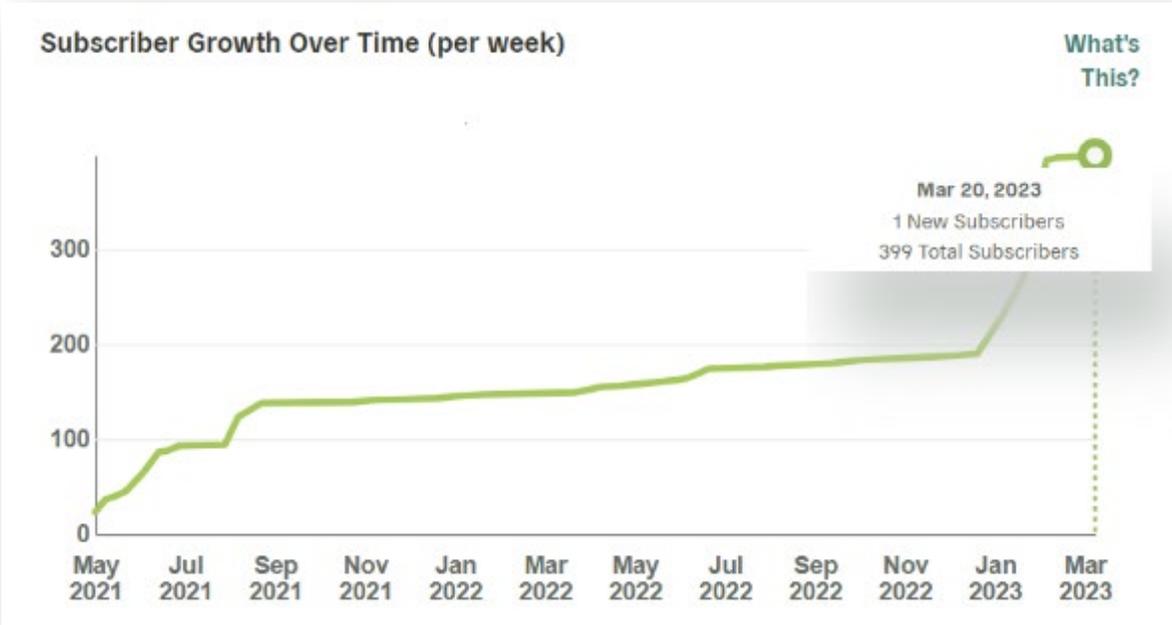

More participation

More informed participation

Better balanced participation

Good government

Data driven performance management

Save staff time and effort

Polco

Participants

TRACK

Overview

Economy

Land Use

Community Health

Community Connection

Education, Arts & Culture

ENGAGEMENT

Participants

Content

Outreach

Polco Library

Residence of verified subscribers as reported by voter registration records

Subscriber Growth Over Time (per week)

What's This?

Mar 20, 2023
1 New Subscribers
399 Total Subscribers

300

200

100

0

May 2021 · Jul 2021 · Sep 2021 · Nov 2021 · Jan 2022 · Mar 2022 · May 2022 · Jul 2022 · Sep 2022 · Nov 2022 · Jan 2023 · Mar 2023

Total Responses　　　What's This?

399

UNCHANGED

in the last 30 days

Questions?

Thank you!

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joe@polco.us

Polco **NRC**