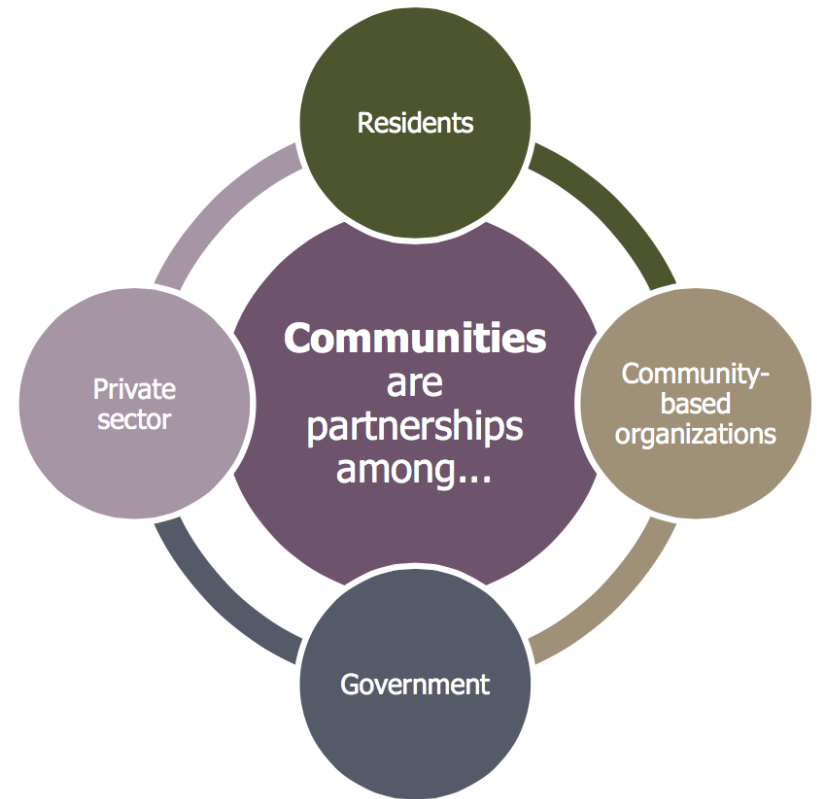

Community Livability Report a.k.a. Citizen Survey

Presentation by Kevin Burke, Town Manager



About the Survey

- National Citizens Survey (NCS) tested the “livability” of Paradise Valley
- NCS captures residents’ opinions in three pillars:
 1. Community Characteristics
 2. Governance
 3. Participation
- 523 residents completed the survey
- 4% margin of error



About the Survey

- Town residents received survey via mail
- 523 residents took the survey
- Awareness built through the mailer, emails, Town's Web site and social media

**Attention Paradise Valley Residents:
YOUR INPUT IS NEEDED!**

paradise valley^{AZ}

The Town of Paradise Valley is asking residents to participate in **The National Citizen Survey™**. Your household **MAY** be selected to participate, so please be on the lookout for the survey in your mailbox this week!

The National Citizen Survey™ is designed to provide a baseline of how town government is serving residents, to gauge perceptions of the town and to make comparisons with peer cities and towns.



THE NCS™
The National Citizen Survey™

paradise valley^{AZ}

As you may be aware, the Town of Paradise Valley recently sent out The National Citizen Survey™ (The NCS™) to a random and scientific sample of Paradise Valley households.

We are happy to report that feedback from town residents has been outstanding. These survey responses will help us improve the Town and our ability to serve you.

If you were one of the random households to receive the survey we encourage your participation! Please fill out and submit the survey this week as we are beginning to analysis process.

For those of you who did not receive a survey in the mail, we are giving town residents the opportunity to take the survey online. Please [click here](#) to take the online survey.

If you have any questions, please contact us at 480-948-7411.

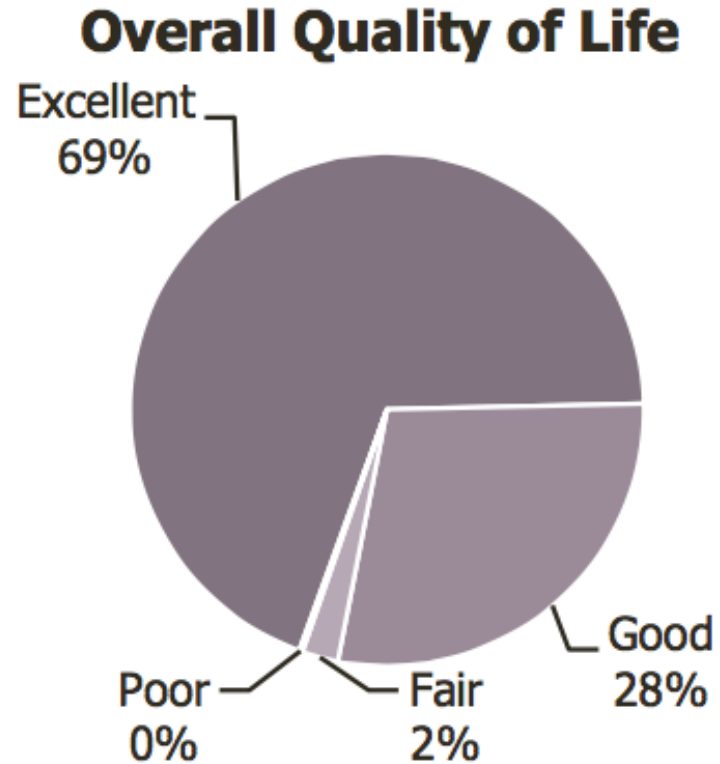
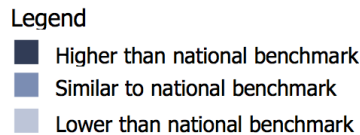
About the Survey

- The National Citizen Survey
- Three Benchmarks
 - National (N=500+)
 - Arizona (N=15)
 - Communities with annual household income \$120,000+ (N=14)

National Benchmark Database Characteristics	
Population	
Less than 10,000	10%
10,000 to 24,999	24%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

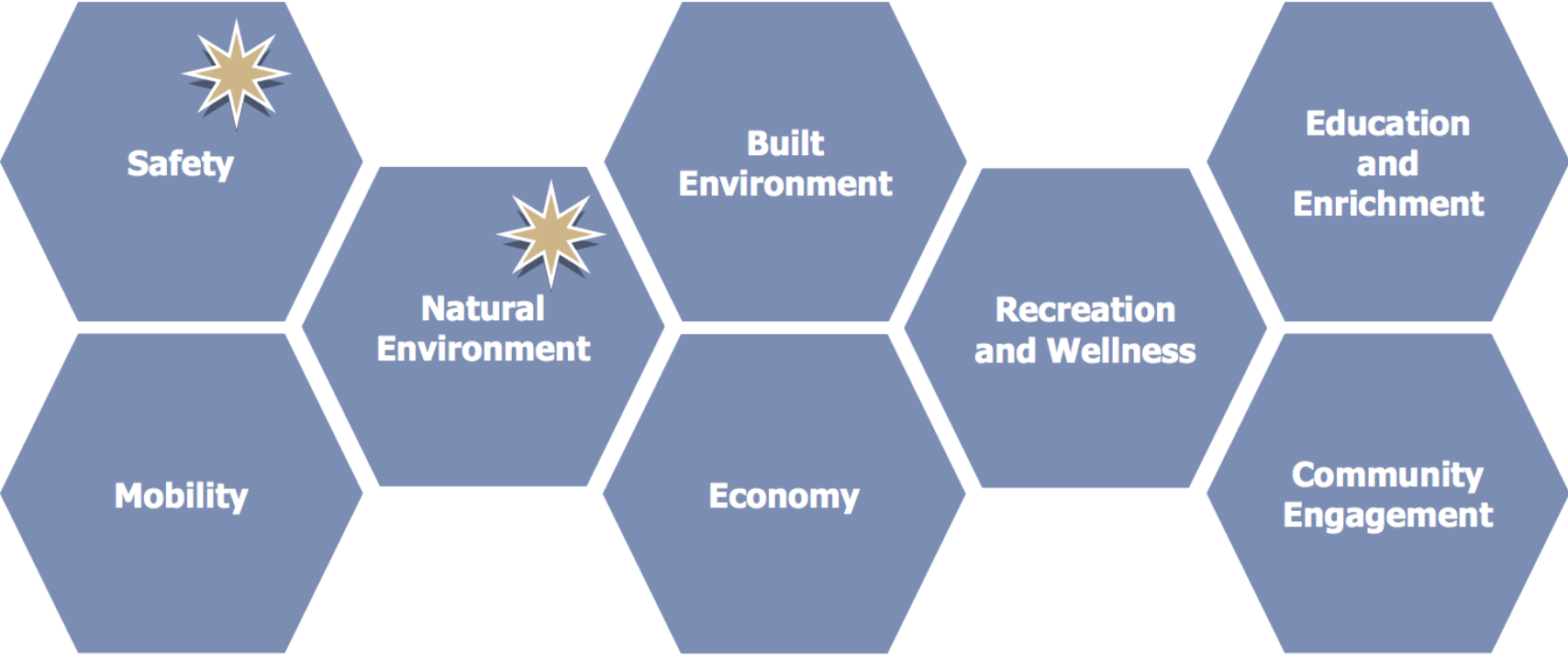
Quality of Live in Paradise Valley


- 97% or almost all residents rated quality of life as excellent or good
- Rating is:
 - #2 in Nation
 - #1 in AZ
 - #1 among High Income Communities



Quality of Live in Paradise Valley

8 Facets of Community

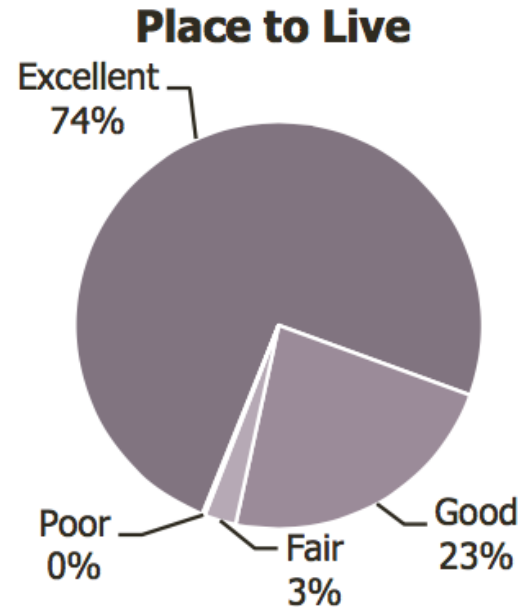


 Most important

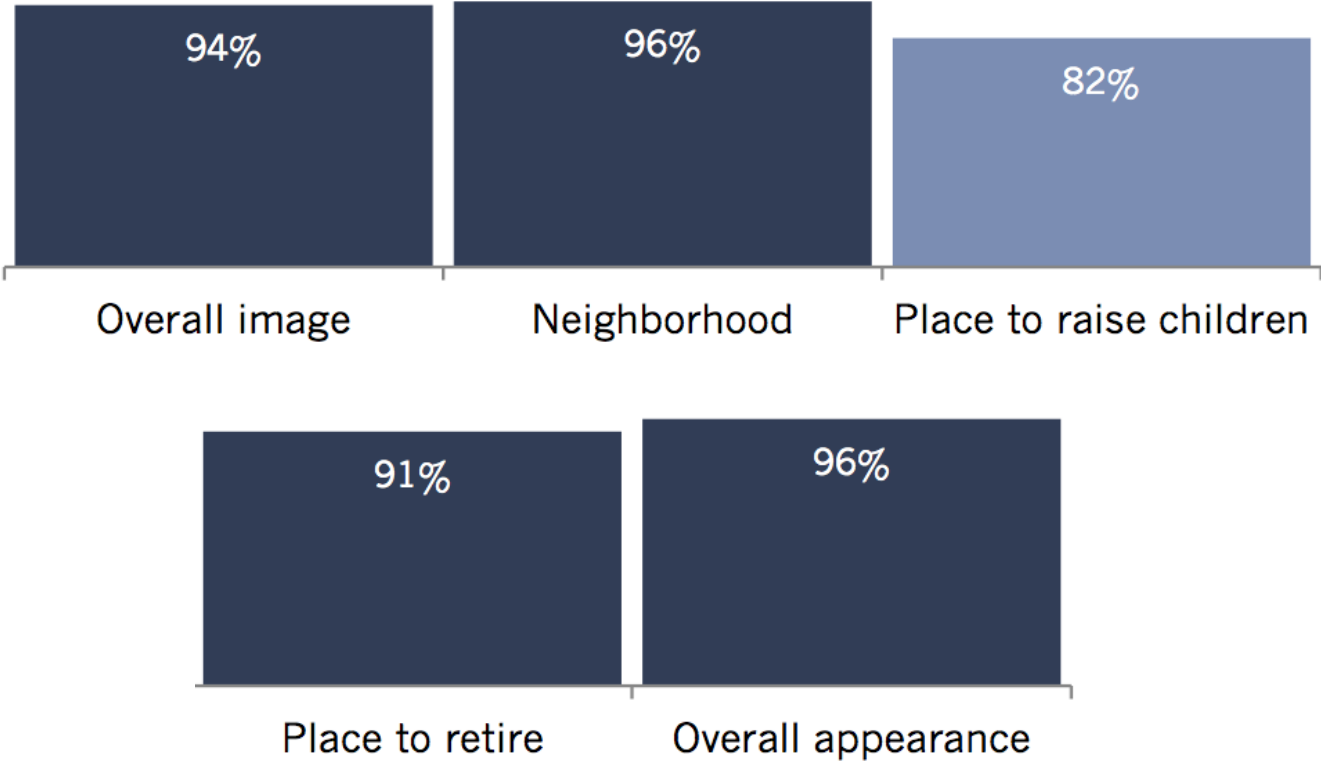
Community Characteristics

What makes a community livable, attractive and a place where people want to be?

- Almost all residents gave favorable ratings to:
 - Overall image and reputation
 - #4 Nationally, #1 AZ, #1 Income
 - Neighborhoods as a place to live
 - #2 Nationally, #1 AZ, #1 Income
 - Place to retire
 - #2 Nationally, #1 AZ, #1 Income



Community Characteristics



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

- Higher
- Similar
- Lower

Aspects of Community Characteristics

Safety



Comparison to national benchmark

- Higher
- Similar
- Lower

Percent rating positively (e.g., excellent/good, very/somewhat safe)

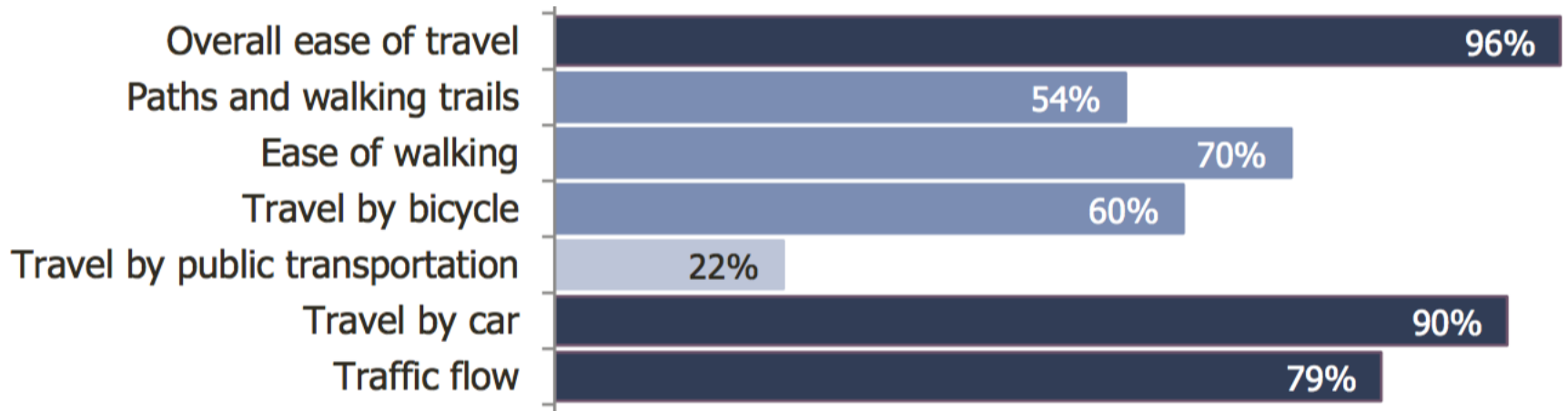
Ranked:

- #52 National*
- #3 in Arizona*
- #3 Among High Income*

Communities

Aspects of Community Characteristics

Mobility



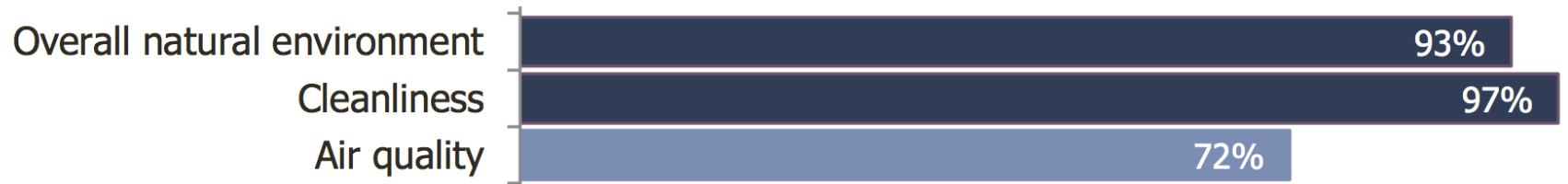
Comparison to national benchmark

- Higher
- Similar
- Lower

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Aspects of Community Characteristics

Natural Environment



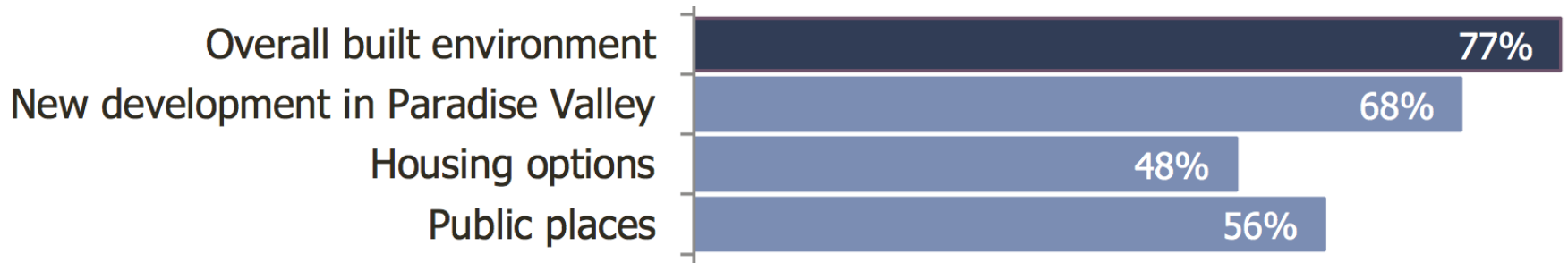
Comparison to national benchmark

- Higher
- Similar
- Lower

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Aspects of Community Characteristics

Built Environment



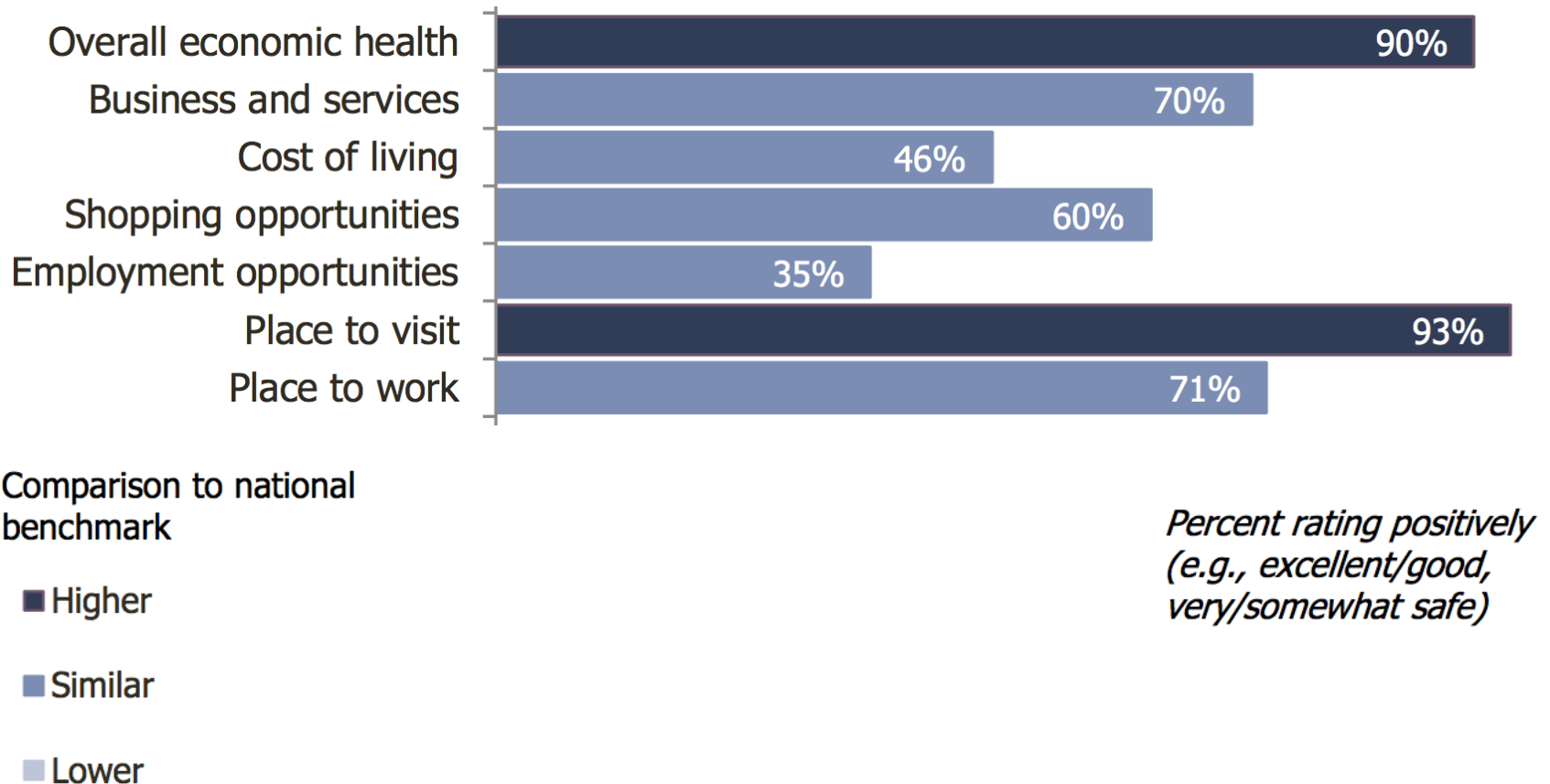
Comparison to national benchmark

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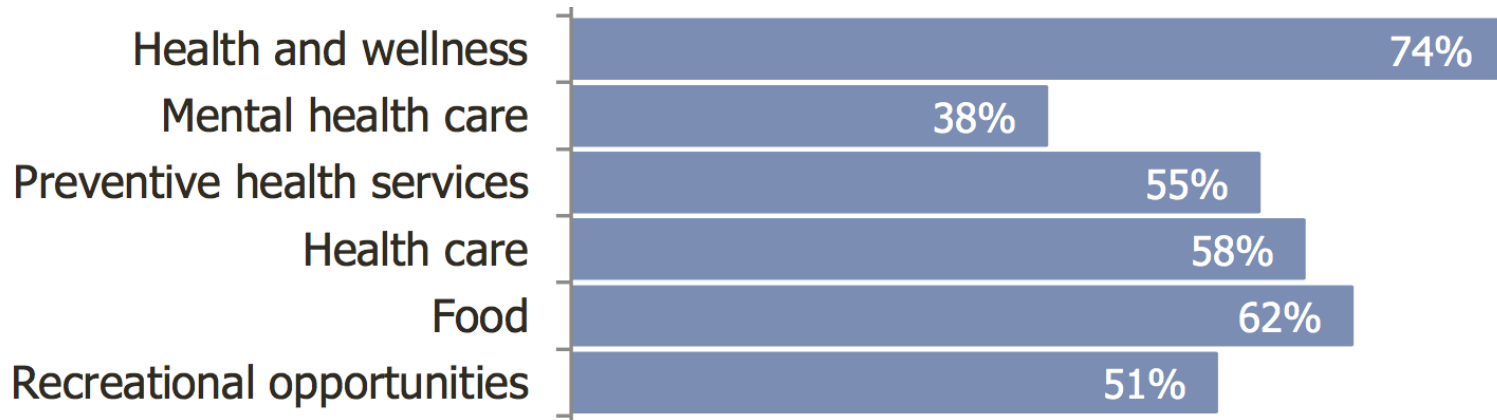
Aspects of Community Characteristics

Economy



Aspects of Community Characteristics

Recreation and Wellness



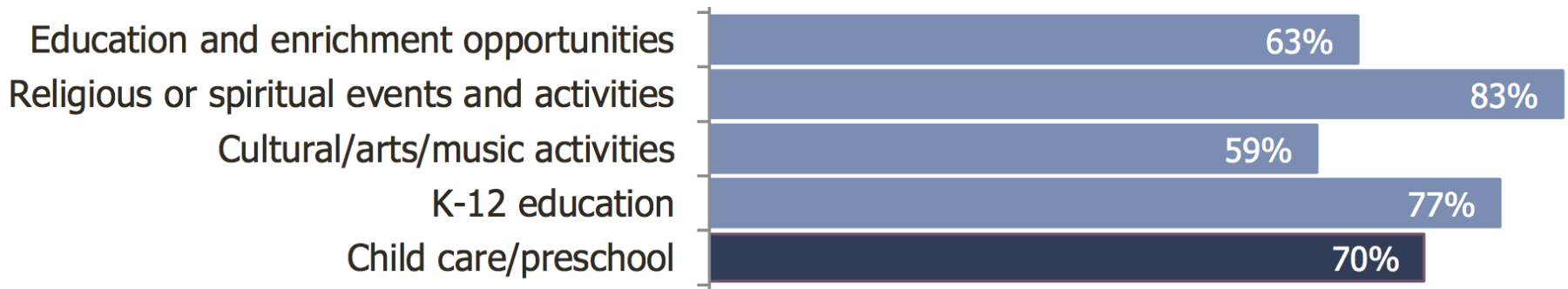
Comparison to national benchmark

- Higher
- Similar
- Lower

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Aspects of Community Characteristics

Education and Enrichment



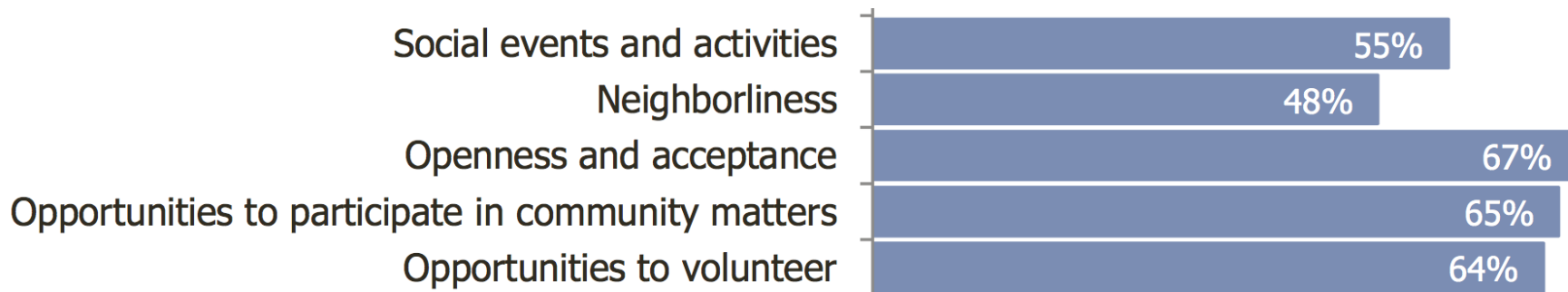
Comparison to national benchmark

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- Similar
- Lower

*Percent rating positively
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Aspects of Community Characteristics

Community Engagement



Comparison to national benchmark

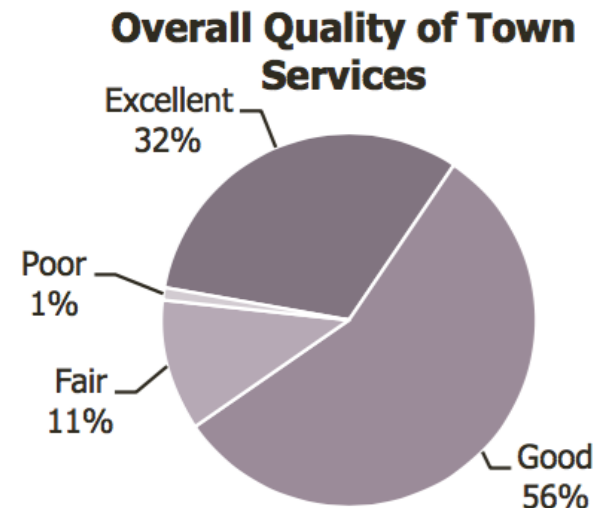
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*Percent rating positively
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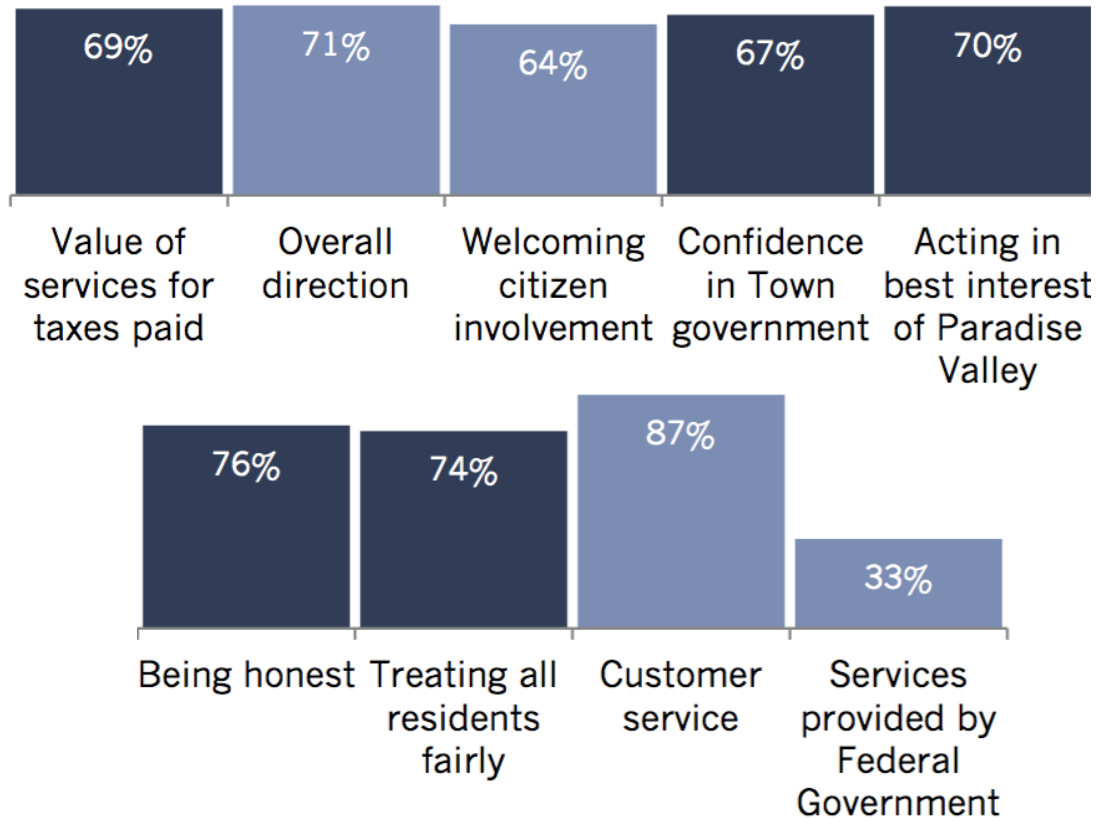
Governance

How well does the government of Paradise Valley meet the needs and expectations of its residents?

- 9 out of 10 residents rated quality of service positively
- By comparison, 1/3 give the Federal Government a positive rating
- 7 out of 10 said the overall direction acting in the best interest Town, being honest and treating all residents as excellent or good
- 87% positive rating for customer service
- Two-Thirds positive rating for value of services for taxes paid confidence in Town government
(both ratings higher than national benchmarks)



Governance



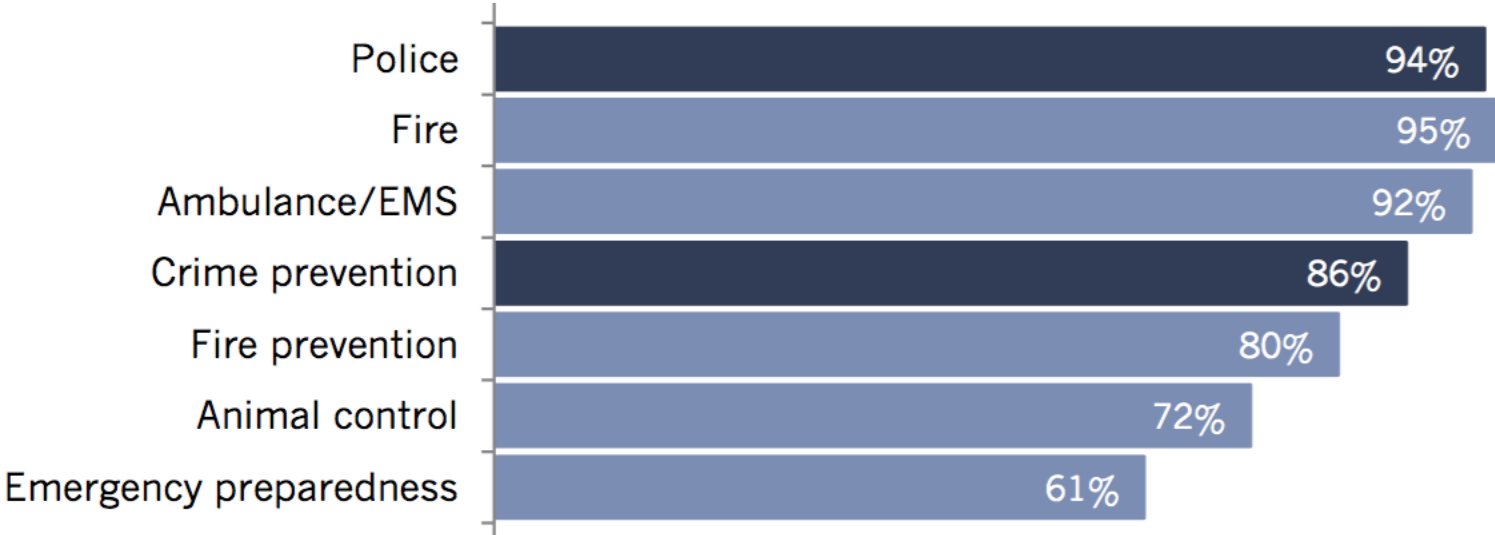
Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

■ Higher ■ Similar ■ Lower

Aspects of Governance

Safety



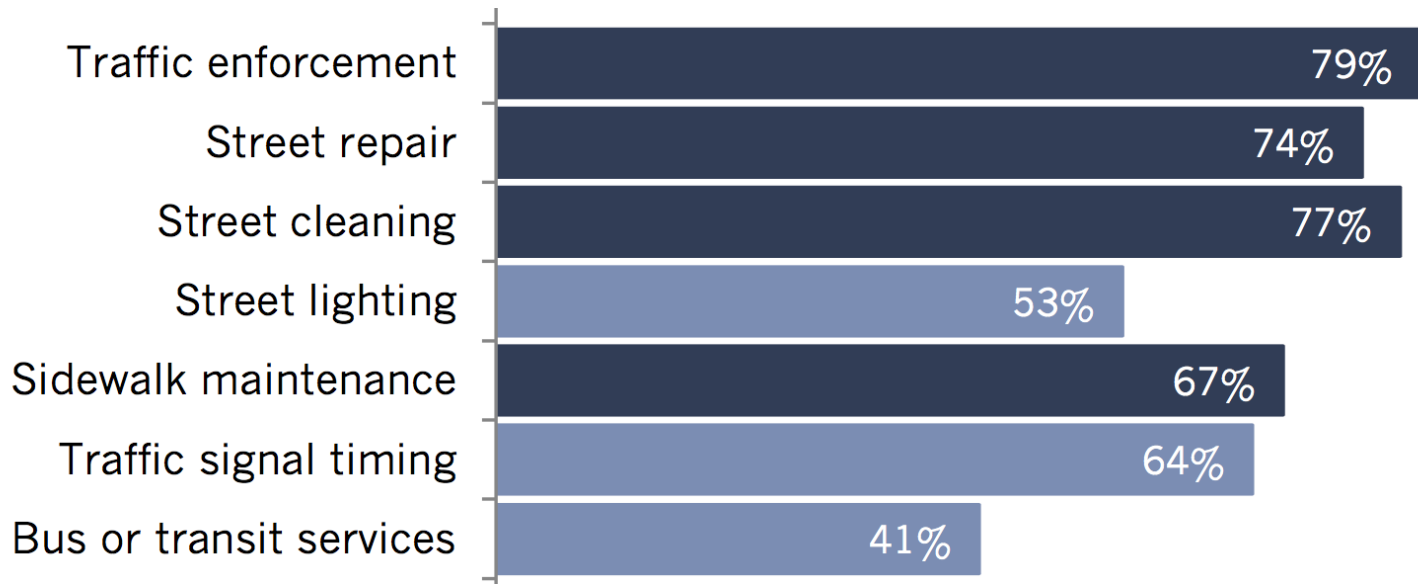
Comparison to national benchmark

- Higher
- Similar
- Lower

Percent rating positively (e.g., excellent/good, very/somewhat safe)

Aspects of Governance

Mobility



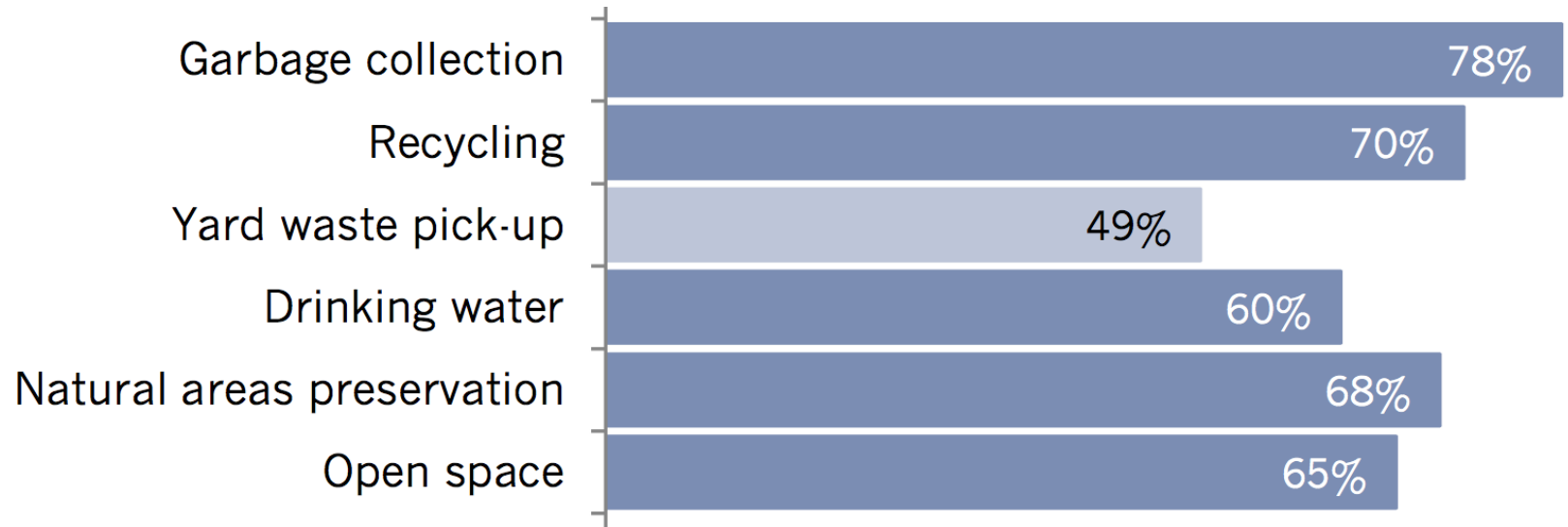
Comparison to national benchmark

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- Similar
- Lower

Percent rating positively (e.g., excellent/good, very/somewhat safe)

Aspects of Governance

Natural Environment



Comparison to national benchmark

■ Higher

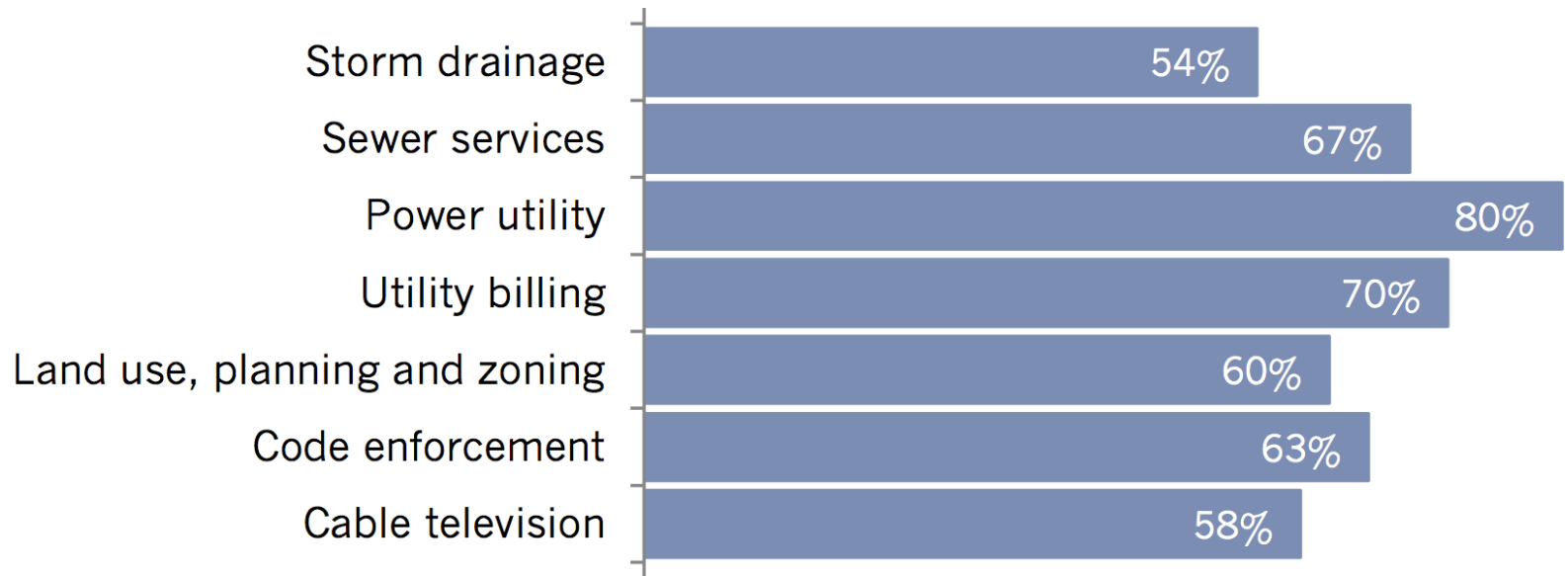
■ Similar

■ Lower

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Aspects of Governance

Built Environment



Comparison to national benchmark

■ Higher

■ Similar

■ Lower

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Aspects of Governance

Recreation and Wellness



Comparison to national benchmark

- Higher
- Similar
- Lower

*Percent rating positively
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Aspects of Governance

Education and Enrichment



Comparison to national benchmark

- Higher
- Similar
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Aspects of Governance

Community Engagement



Comparison to national benchmark

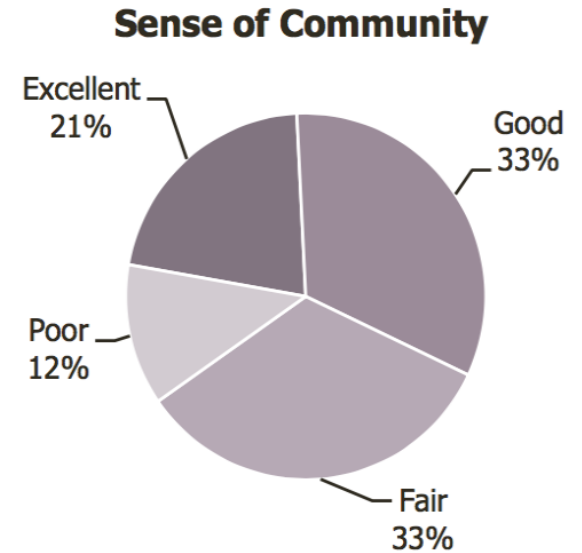
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Participation

Are the residents of Paradise Valley connected to the community and each other?

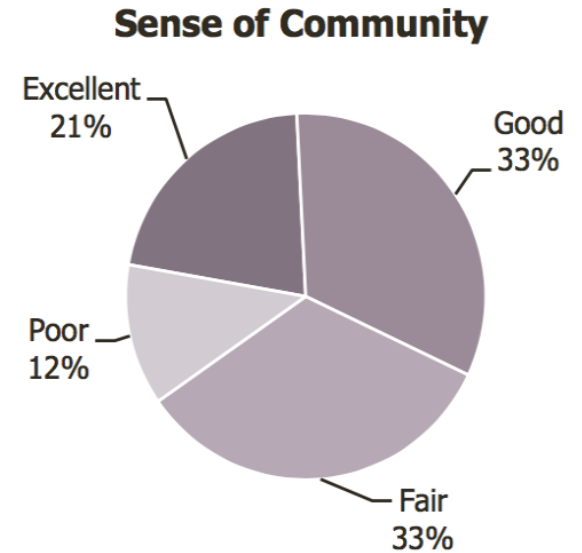
- 51% had a positive sense of community
- Nearly all residents would recommend the Town and plan to remain here for the next 5 years
- About half have contacted a Town employee, similar to other communities
- 8 in 10 said they had not reported a crime, 9 in 10 had not been the victim of a crime
- 9 in 10 reported they **were not under housing distress**



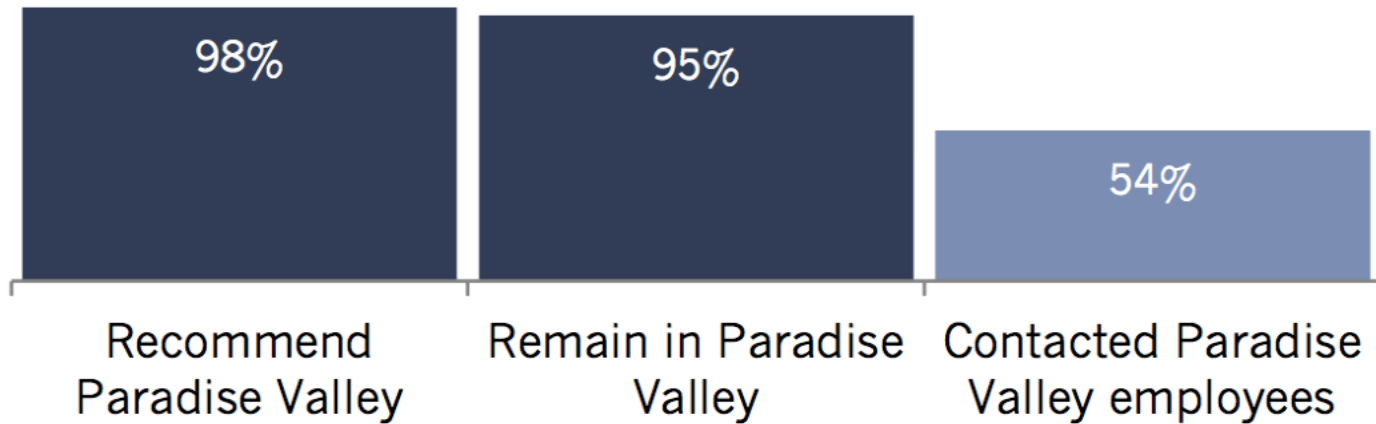
Participation

Are the residents of Paradise Valley connected to the community and each other?

- 8 in 10 reported moderate or vigorous exercise and excellent health
- 9 in 10 reported to have voted in local elections, higher than national benchmarks
- 1 in 10 reported having watched a local public meeting, lower than national benchmarks



Participation



Percent rating positively (e.g., excellent/good)

Comparison to national benchmark

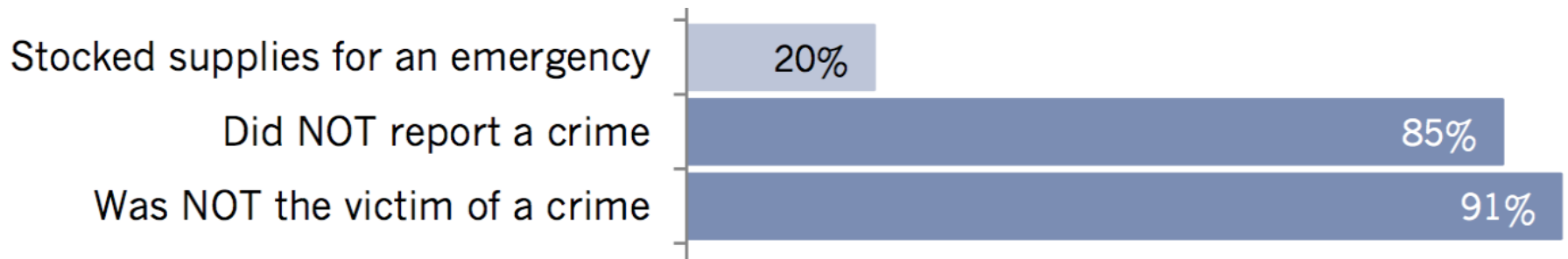
■ Higher

■ Similar

■ Lower

Aspects of Participation

Safety



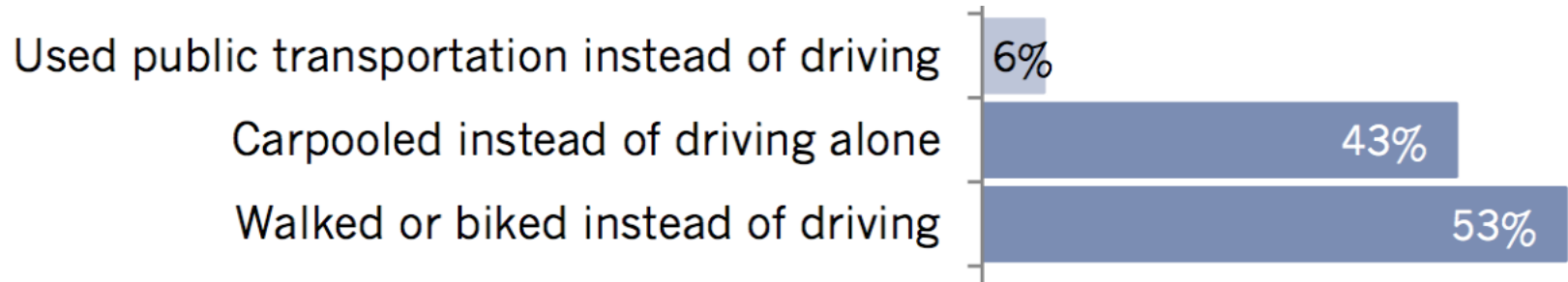
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Aspects of Participation

Mobility



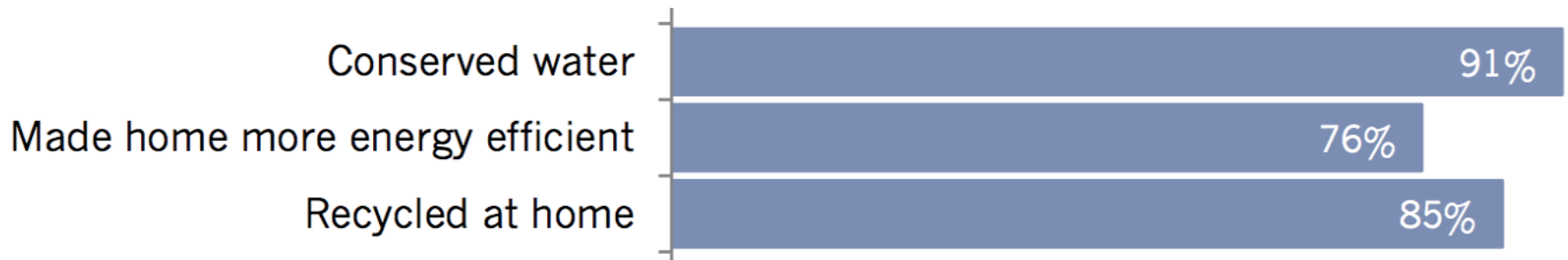
Comparison to national benchmark

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Aspects of Participation

Natural Environment



Comparison to national benchmark

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Aspects of Participation

Built Environment



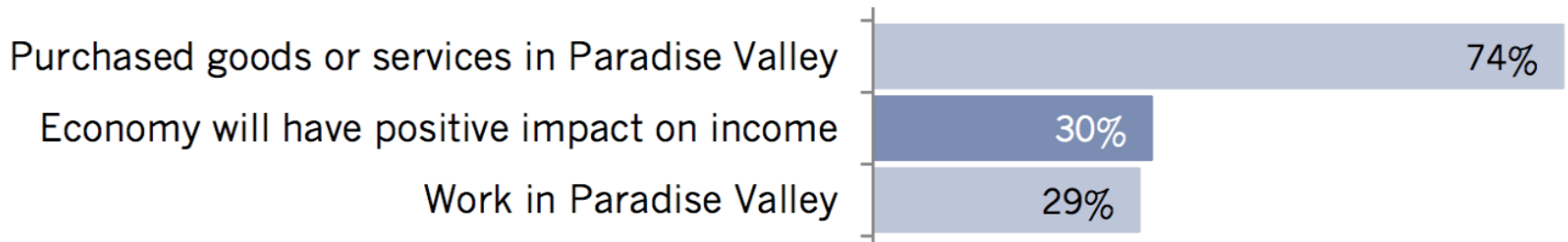
Comparison to national benchmark

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Aspects of Participation

Economy



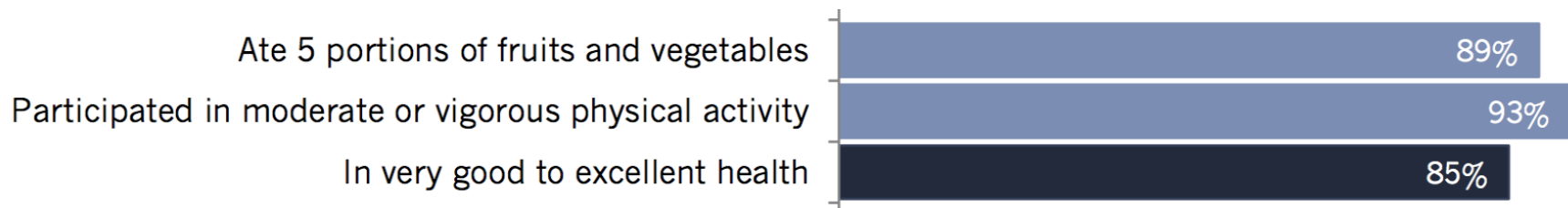
Comparison to national benchmark

- Higher
- Similar
- Lower

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Aspects of Participation

Recreation and Wellness



Comparison to national benchmark

- Higher
- Similar
- Lower

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Aspects of Participation

Education and Enrichment

Participated in religious or spiritual activities

50%

Attended a Town-sponsored event

32%

Comparison to national benchmark

■ Higher

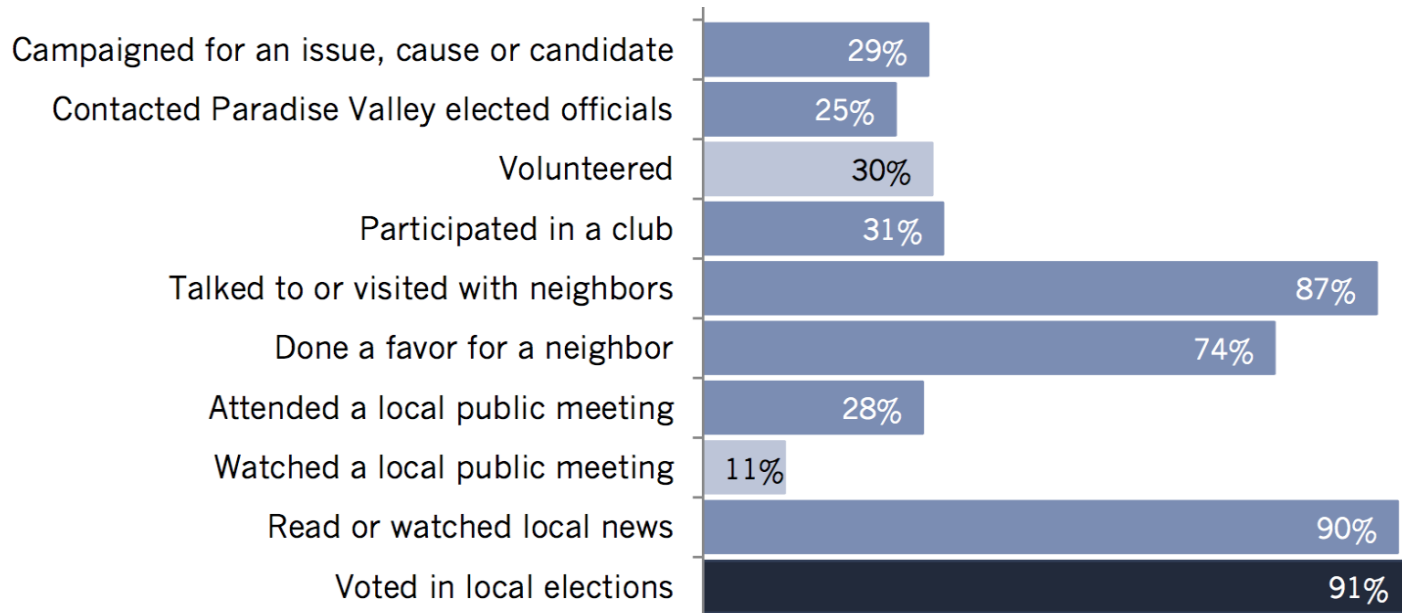
■ Similar

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Aspects of Participation

Community Engagement



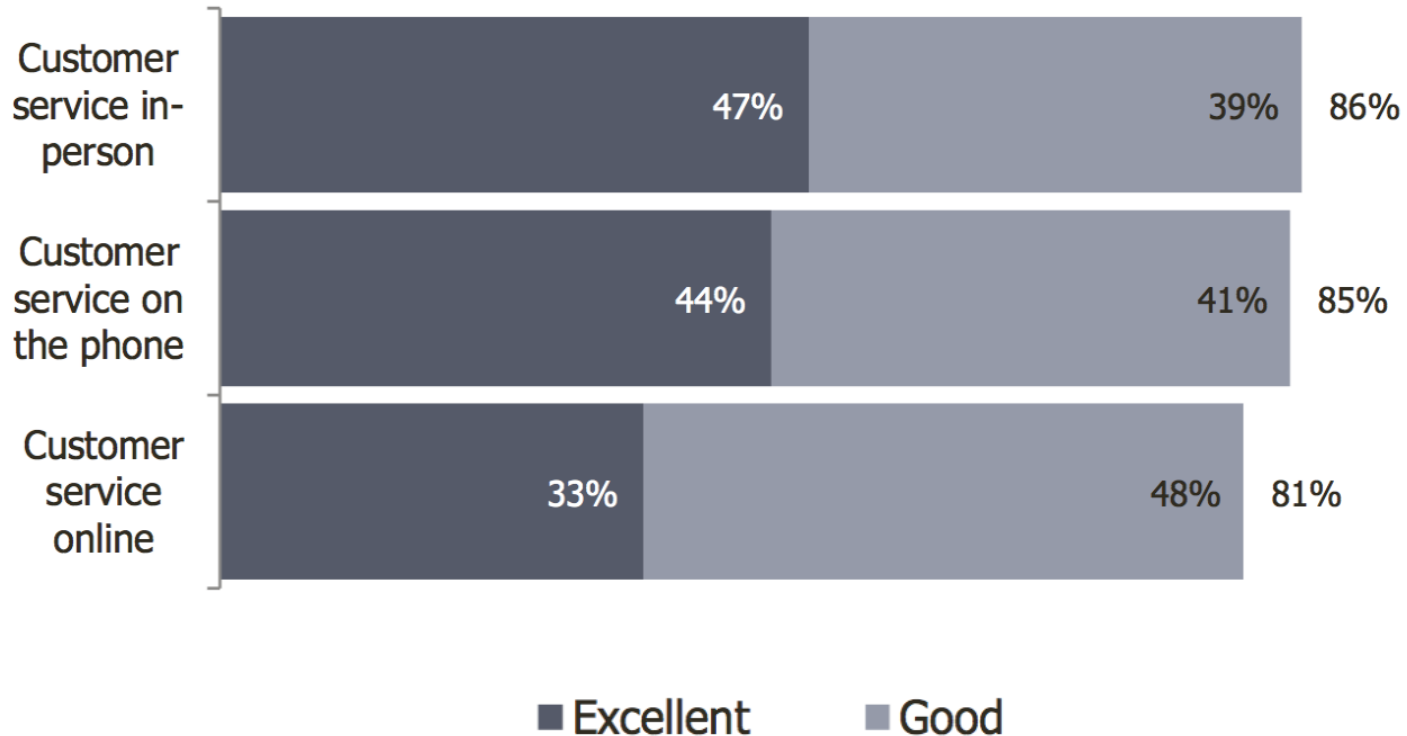
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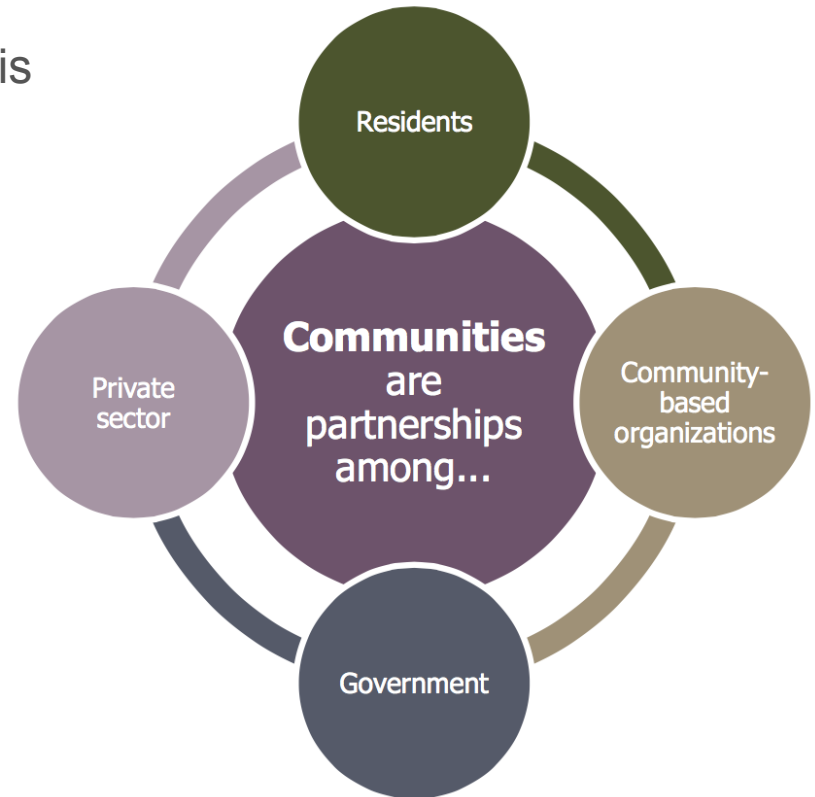
Special Topic

Please rate each of the following types of customer service provided by the Town of Paradise Valley.



Conclusions

- Paradise Valley is a great place to live.
- Safety was rated positively and is important to residents.
- Paradise Valley's Natural Environment is a valued community asset.



Thank you

