

THE NCSTM
The National Citizen SurveyTM

Paradise Valley, AZ
Community Livability Report

2016



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The NCS™ is presented by NRC in collaboration with ICMA.

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About

The National Citizen Survey™ (The NCS) report is about the “livability” of Paradise Valley. The phrase “livable community” is used here to evoke 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.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

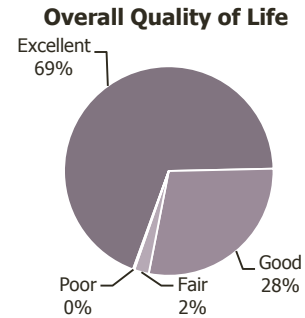
The Community Livability Report provides the opinions of a representative sample of 523 residents of the Town of Paradise Valley. The margin of error around any reported percentage is 4% for the entire sample. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.



Quality of Life in Paradise Valley

Almost all residents rated the quality of life in Paradise Valley as excellent or good. This rating was higher than the national benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.



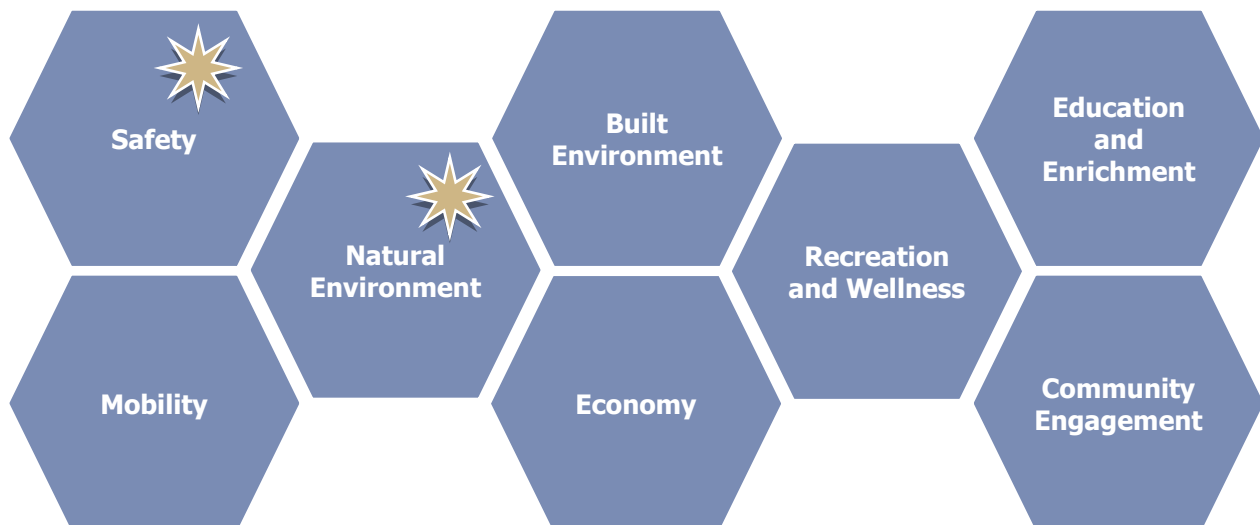
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Safety and Natural Environment as priorities for the Paradise Valley community in the coming two years. Paradise Valley residents gave favorable ratings to both of these facets of community. Ratings for all facets were positive and similar to other communities. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Paradise Valley’s unique questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

- * Most important



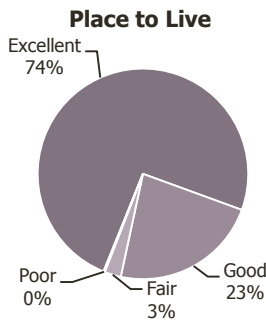
Community Characteristics

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

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Paradise Valley, 97% rated the Town as an excellent or good place to live. Respondents' ratings of Paradise Valley as a place to live were higher than ratings in other communities across the nation.

In addition to rating the Town as a place to live, respondents rated several aspects of community quality including Paradise Valley as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Paradise Valley and its overall appearance. Almost all residents gave favorable ratings to the overall image and appearance of Paradise Valley, to their neighborhoods as places to live and to Paradise Valley as a place to retire. These ratings were higher than the national benchmarks.

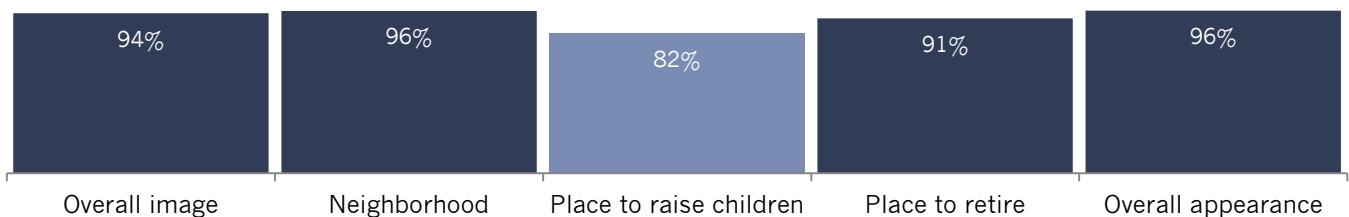
Delving deeper into Community Characteristics (see Figure 1 on next page), survey respondents rated over 30 features of the community within the eight facets of Community Livability. Overall, most aspects were similar to other communities and were given positive ratings by a majority of respondents. Several aspects of Safety, Mobility, Natural Environment and Economy were rated higher than the benchmarks. Around 9 in 10 residents gave positive ratings to the overall feelings of safety in Paradise Valley, the overall ease of travel, travel by car, overall economic health and Paradise Valley as a place to visit, all of which were awarded higher marks than those seen in comparison communities. Travel by public transportation was the only aspect that was rated below the national benchmark. Within Natural Environment, more than 9 in 10 respondents rated Paradise Valley's overall natural environment and cleanliness as excellent or good, both ratings higher than the benchmarks. Ratings for Built Environment, Recreation and Wellness, Education and Enrichment and Community Engagement were rated positively by nearly half of respondents and were generally similar to benchmark comparisons.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



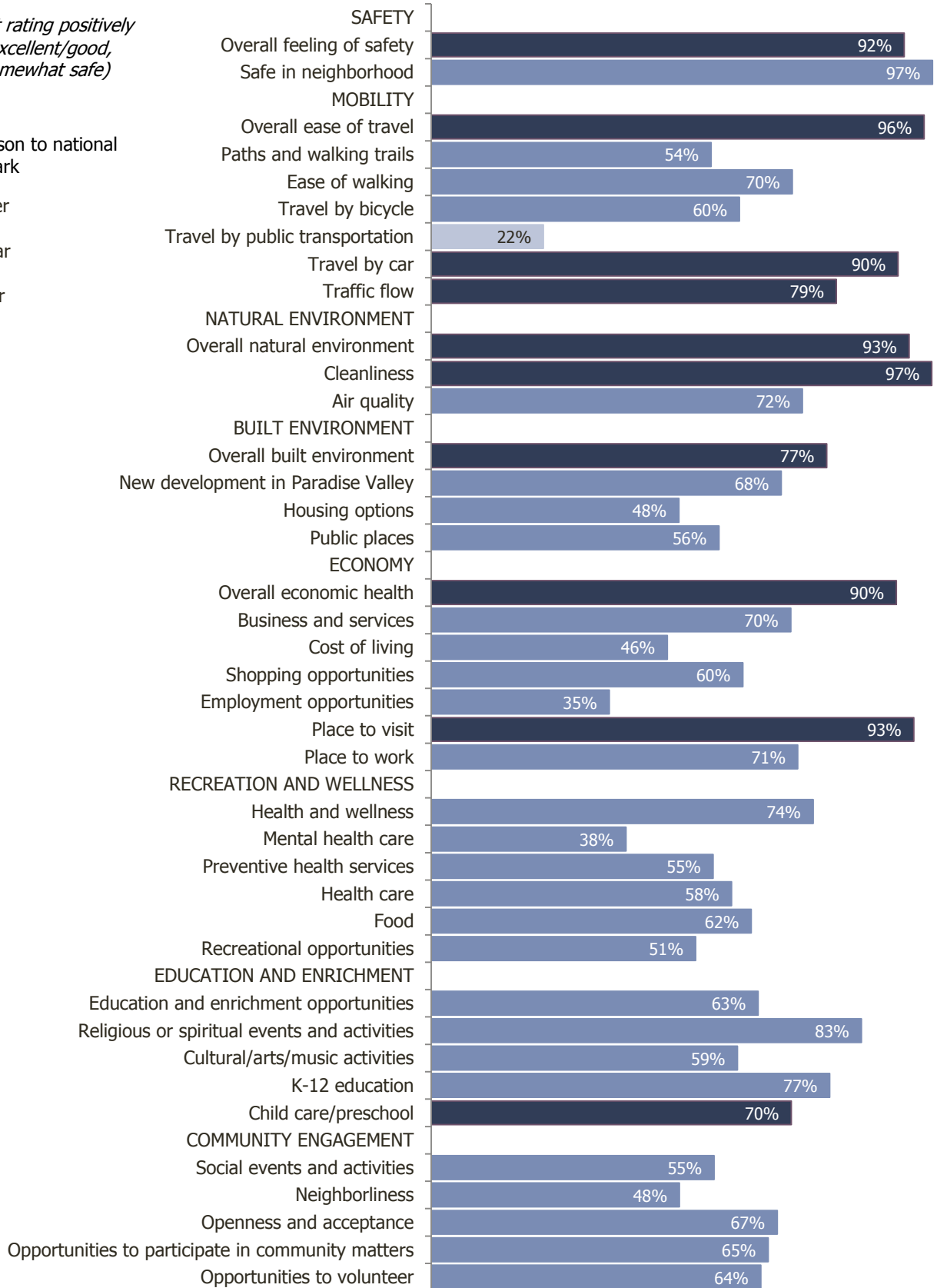
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Figure 1: Aspects of Community Characteristics

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



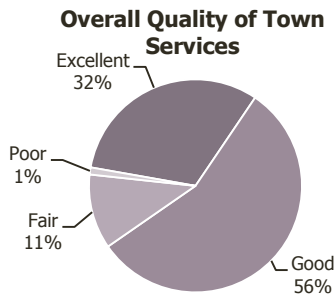
Governance

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

The overall quality of the services provided by Paradise Valley as well as the manner in which these services are provided are a key component of how residents rate their quality of life. The quality of services provided by Paradise Valley was rated positively by nearly 9 in 10 respondents, a rating higher than the national benchmark. About one-third gave positive ratings to the services provided by the Federal Government; this rating was similar to those given in communities across the nation.

Survey respondents also rated various aspects of Paradise Valley’s leadership and governance. About 7 in 10 or more rated the Town’s overall direction, acting in the best interest of Paradise Valley, being honest and treating all residents fairly as excellent or good. About 87% of residents positively rated the customer service provided by Paradise Valley’s employees. Around two-thirds of respondents gave positive ratings to the value of services for taxes paid and their confidence in Town government; both of these ratings were higher than the national benchmarks.

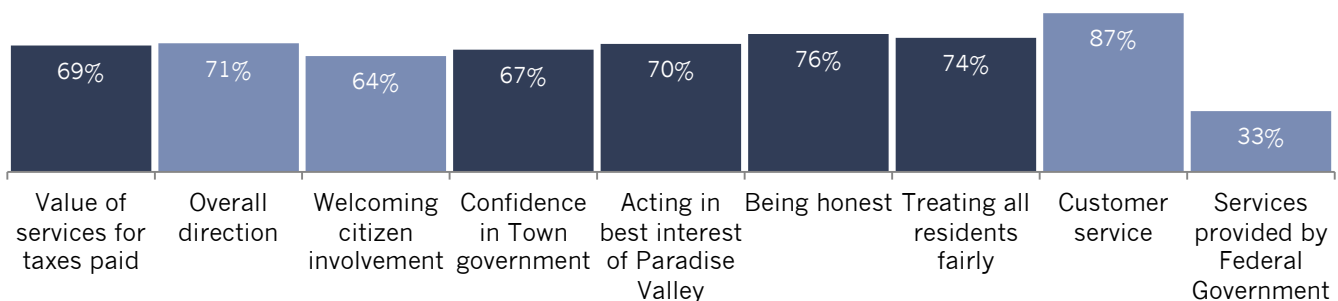
Respondents evaluated 30 individual services and amenities available in Paradise Valley (see Figure 2 on next page). Nearly all aspects of Governance were rated as excellent or good by a majority of respondents and were similar to or higher than the national benchmark. Within the facet of Safety, a vast majority of residents rated Paradise Valley’s police (94%) and crime prevention (86%) as excellent or good; these ratings were higher than the national benchmarks. Several aspects of Mobility, including traffic enforcement, street repair, street cleaning and sidewalk maintenance received higher ratings than in comparison communities. All aspects of Natural Environment and Built Environment received ratings that were generally favorable and similar to the national benchmark with the exception of yard waste pick-up, which received ratings lower than the national benchmark. Recreation and Wellness, Education and Enrichment and Community Engagement aspects were given positive ratings by at least half of respondents and were similar to marks seen in comparison communities.



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

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



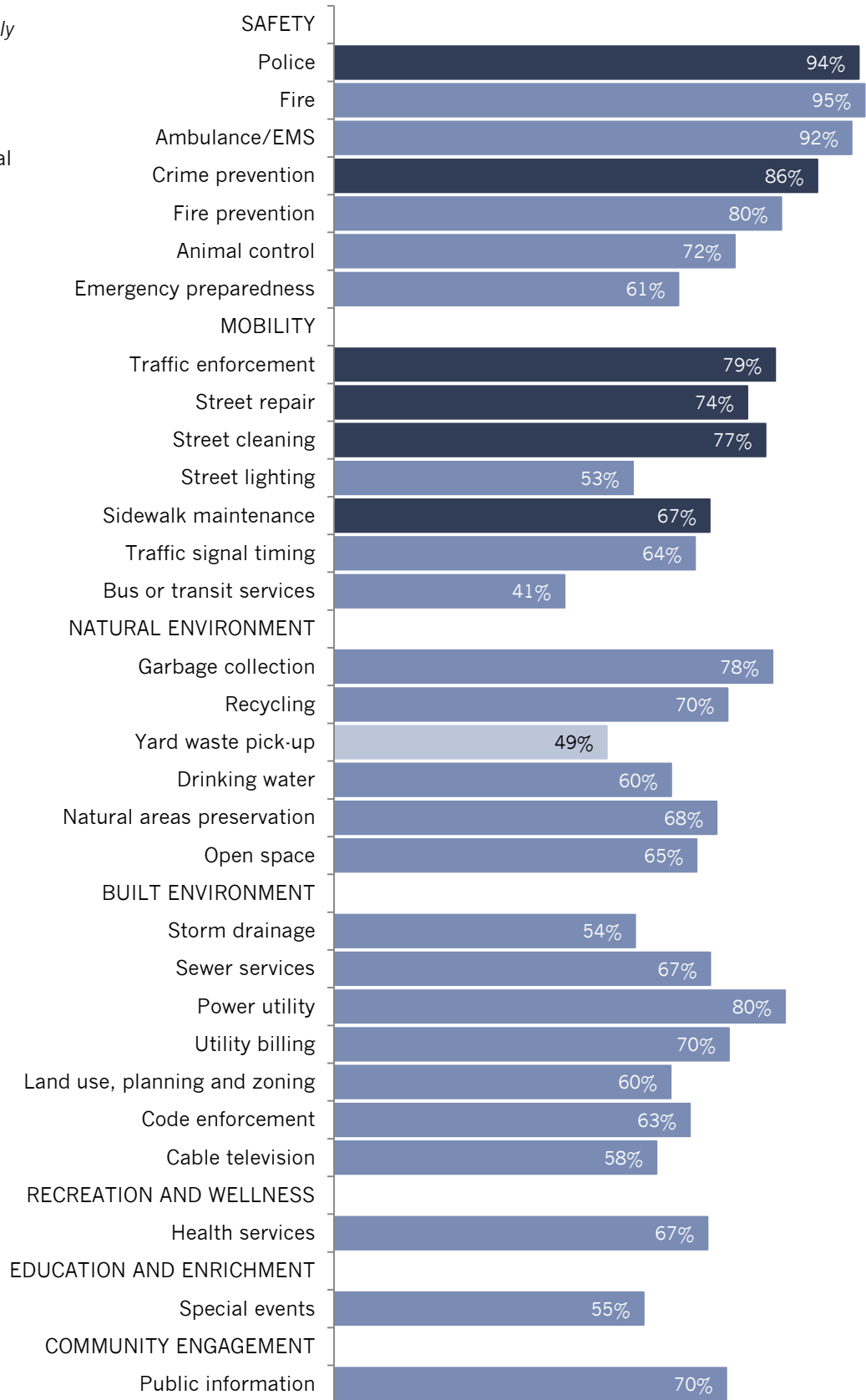
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Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower

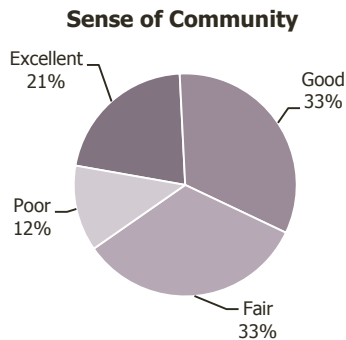


Participation

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

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. The overall sense of community in Paradise Valley received positive ratings about half of survey respondents. Nearly all residents were likely to recommend living in Paradise Valley and remain in the town for the next five years; these ratings were higher than other communities across the nation. About half reported they had contacted a Town employee, a level similar to those reported in other communities.

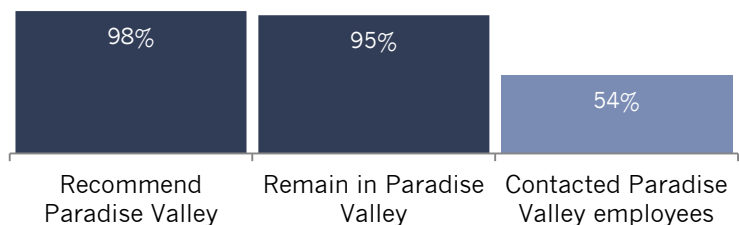
The survey included 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all (see Figure 3 on next page). Levels of Participation tended to be mixed across the different facets, but overall reported Participation rates were similar to those in comparison communities. Within the facet of Safety, about 8 in 10 survey respondents had not reported a crime, about 9 in 10 had not been the victim of a crime and only 2 in 10 had stocked supplies for an emergency (a level lower than the national benchmark). Within Mobility, only about 6% of residents reported that they had used public transportation instead of driving, a rate lower than the national benchmark. About 9 in 10 residents reported that they were NOT under housing cost stress, a level that was higher than in other communities. Nearly three-quarters of residents reported that they had purchased goods or services in Paradise Valley and less than one-third reported that they work in the Town; these rates were lower than in comparison communities. Within the facet of Recreation and Wellness, more than 8 in 10 residents reported that they ate fruits and vegetables, participated in moderate or vigorous physical activity and were in very good to excellent health, the latter of which was a higher rate than the national benchmarks. Rates of Participation in Community Engagement were mixed. Around 1 in 10 residents reported having watched a local public meeting while more than 9 in 10 reported that they had voted in local elections; the rate for meeting attendance was lower than the national benchmark while the rate for voting was higher.



Percent rating positively
(e.g., very/somewhat likely,
yes)

Comparison to national
benchmark

■ Higher ■ Similar ■ Lower



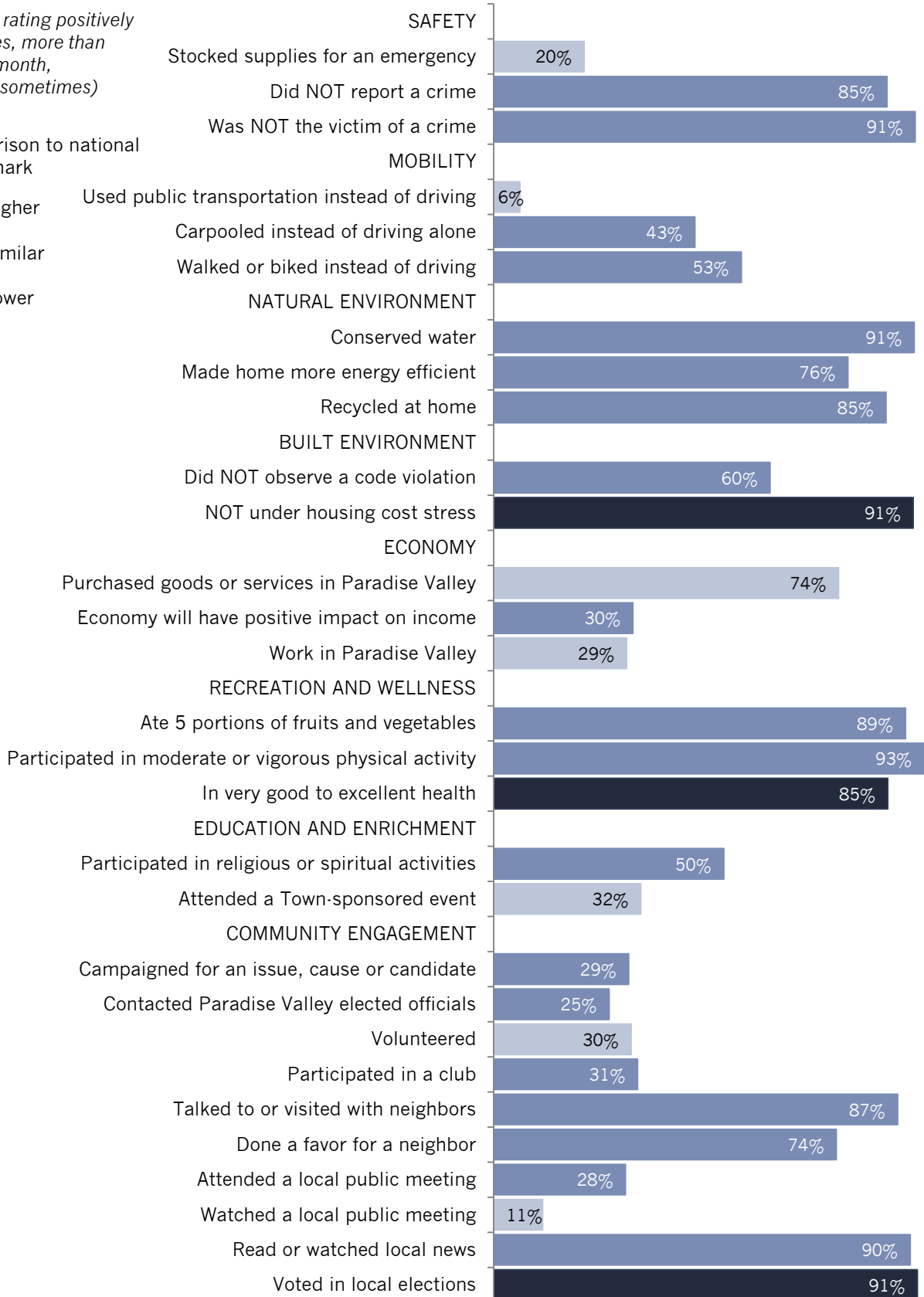
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower

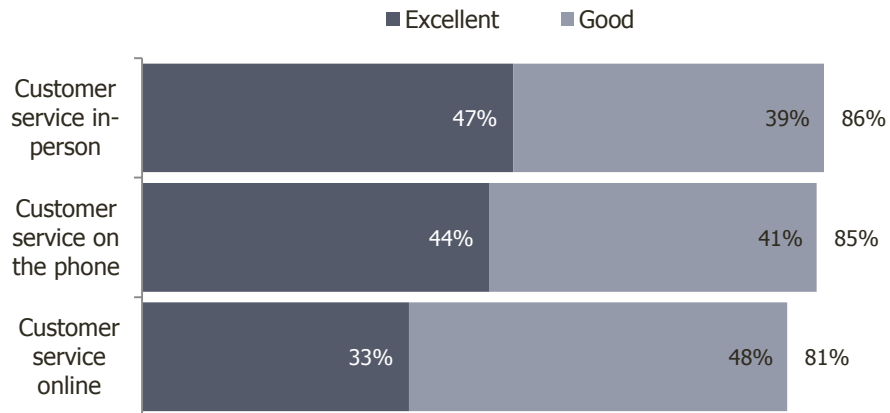


Special Topics

The Town of Paradise Valley included one question of special interest on The NCS. The question asked residents to rate the quality of Town customer service as delineated by three types: in-person, on the phone and online. About 4 in 5 rated all customer service as excellent or good.

Figure 4: Overall Quality of Town Customer Service

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.

Almost all survey respondents rated the overall quality of Paradise Valley and the town as a place to live as excellent or good; these ratings were higher than those seen in comparison communities across the nation. Assessments for features that enhance quality of life, such as Paradise Valley as place to retire, and the overall appearance and image of town were given positive ratings by at least 4 in 5 respondents, marks higher than the national benchmark comparisons. More than half of respondents positively rated Paradise Valley's sense of community, and over 9 in 10 would recommend Paradise Valley as a place to live and remain in the community in the next five years.

Safety was rated positively and is important to residents.

Paradise Valley residents identified Safety as one of the most important focus areas for the community. Safety services such as police, fire, ambulance/EMS and crime and fire prevention were all rated highly by more than 80% of residents. Ratings for police and crime prevention were higher than those seen in communities across the nation. Almost all residents said they felt safe in their neighborhood and had a positive overall feeling of safety in Paradise Valley. Additionally, 91% of participants reported they were NOT the victim of a crime in the last 12 months.

Paradise Valley's Natural Environment is a valued community asset.

Natural Environment was identified as another facet most important to residents' quality of life. More than 90% of residents rated the overall natural environment in Paradise Valley as well as its cleanliness as excellent or good; these ratings were higher than ratings given in other communities across the nation. Residents gave positive ratings to garbage collection, recycling, natural areas preservation and open space. Within the pillar of Participation, more than 8 in 10 residents reported that they had conserved water and recycled at home.