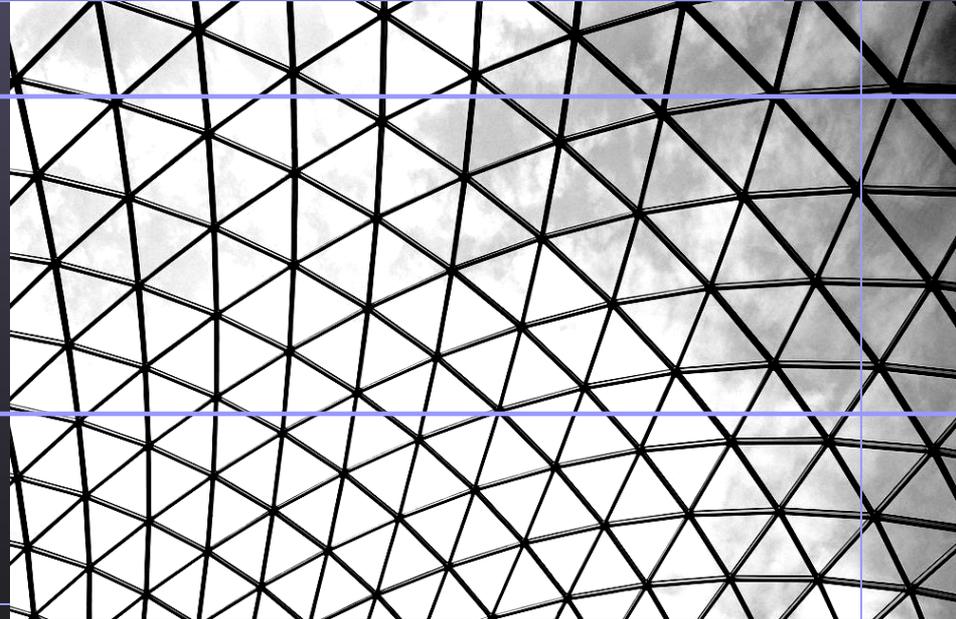




The National Citizen Survey™

# Casa Grande, Arizona

**Summary of Findings**  
**May 17, 2010**



# The National Citizen Survey™ (The NCS) Background

- ▶ ICMA/NRC initiative
  - ▲ Turnkey omnibus citizen survey service
  - ▲ Over 200 participants in The NCS in over 40 states
  - ▲ Over 500 jurisdictions in full database



# Uses of Survey Results



# Study Background and Methods

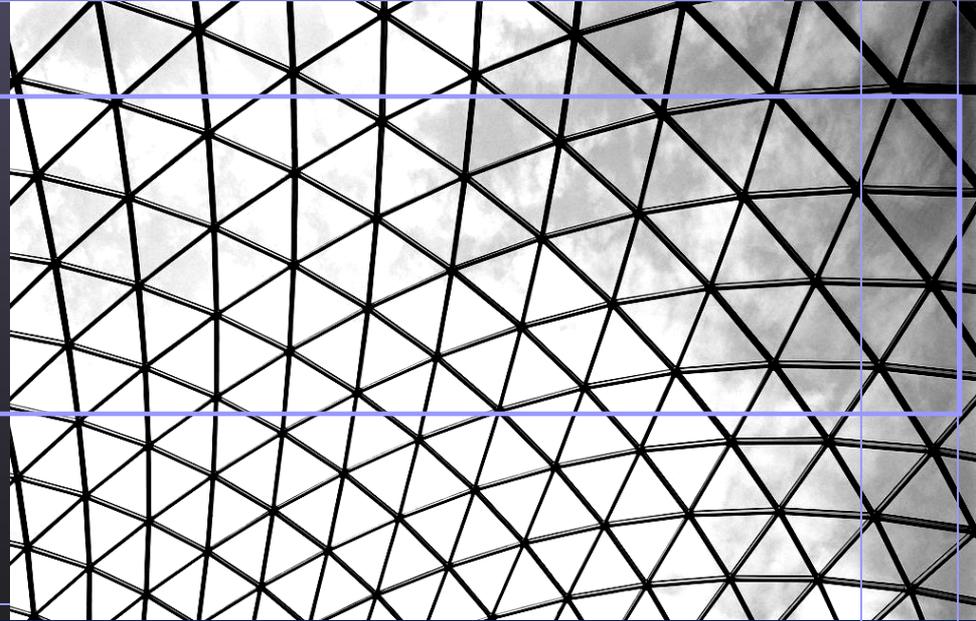
## 2010 Survey:

- ▶ Multi-contact mailed survey
- ▶ Representative sample of 3,000 residents and households
  - ▲ 816 surveys returned; 31% response rate
- ▶ 3% margin of error
- ▶ Data statistically weighted to reflect population



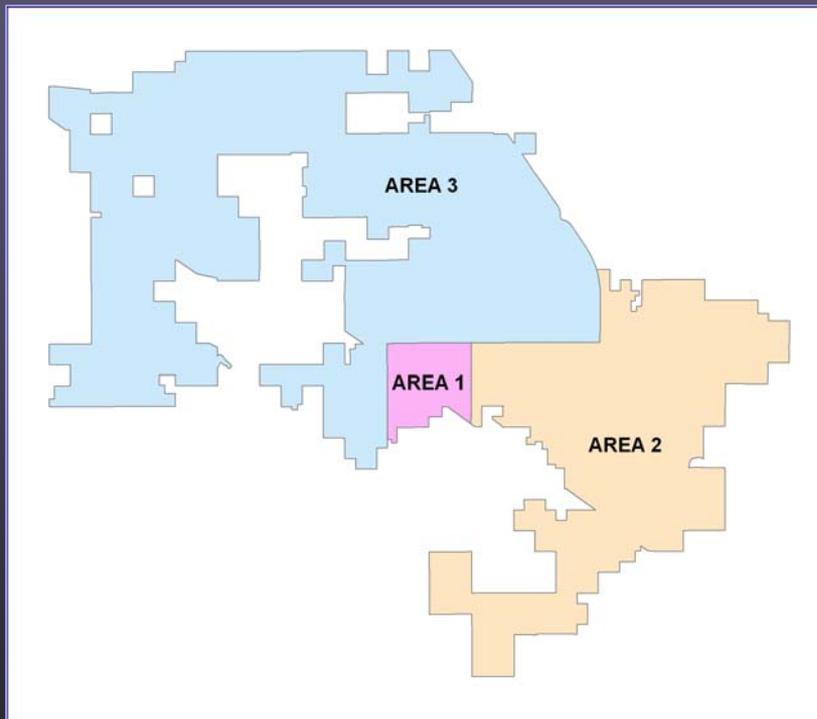
# The National Citizen Survey™

## Subgroup comparisons



# Subgroup Comparisons

- ▶ Geographic subgroup comparison areas



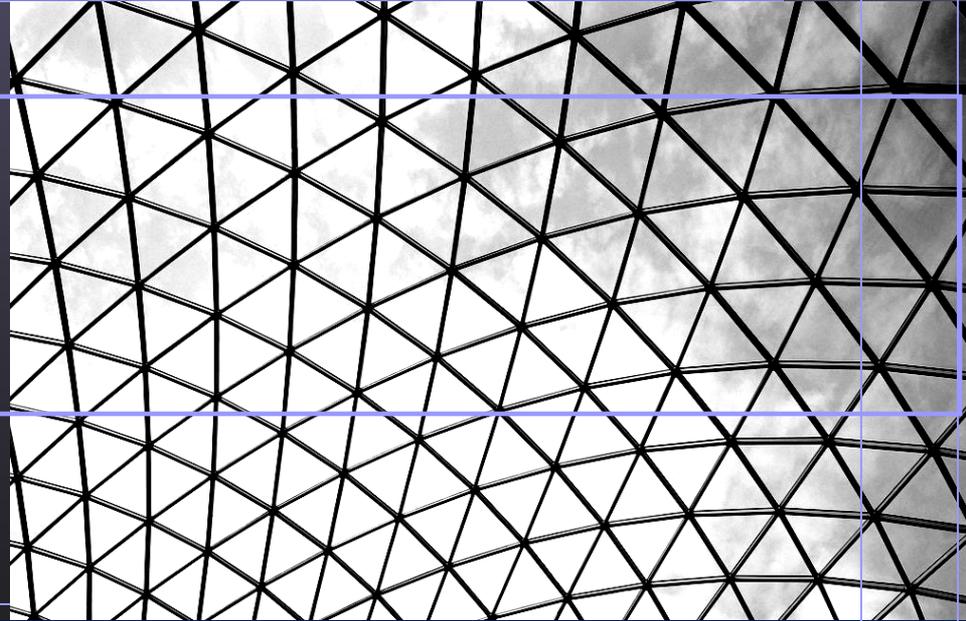
- ▶ Demographic subgroup comparison variables:

- ▲ Number of years in Casa Grande
- ▲ Type of housing unit
- ▲ Race of respondent
- ▲ Age of respondent



# The National Citizen Survey™

## Community Ratings



# Overall Quality of Community



<b>Casa Grande as a place to live</b>		<b>70%</b>
<b>Neighborhood as a place to live</b>		<b>70%</b>
<b>Overall quality of life in Casa Grande</b>		<b>62%</b>

Percent "excellent" or "good"

**Would recommend living in Casa Grande to someone who asks**

**74%**

**Remain in Casa Grande for the next five years**

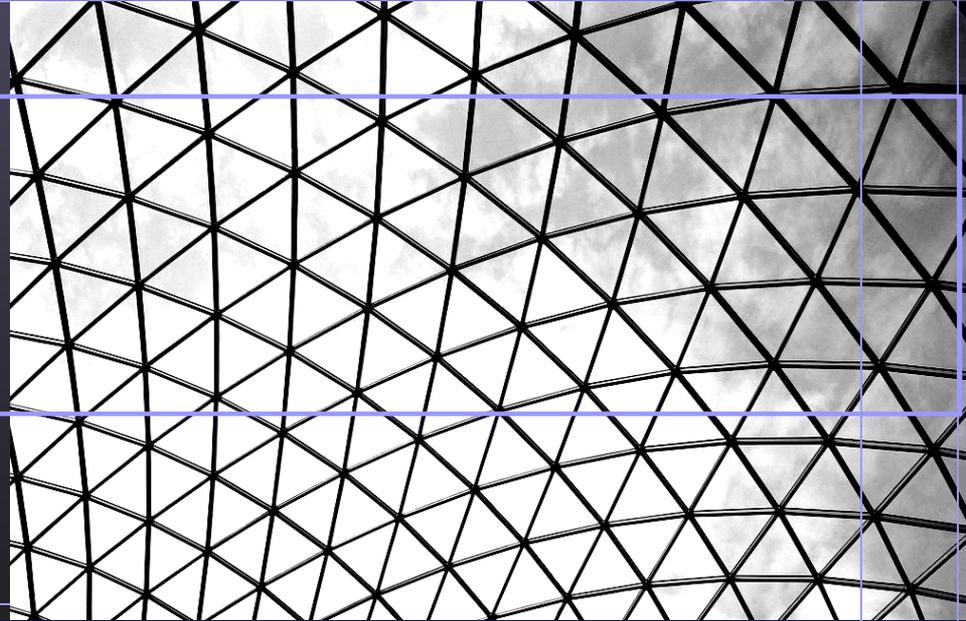
**77%**

= Compared to 2007



# The National Citizen Survey™

## Community Design



# Transportation

**Ease of car travel**

**47%**

**Ease of walking**

**46%**

**Ease of  
bicycle travel**

**39%**

**Availability of paths  
and walking trails**

**30%**

**Traffic flow  
on major streets**

**30%**

Percent "excellent" or "good"



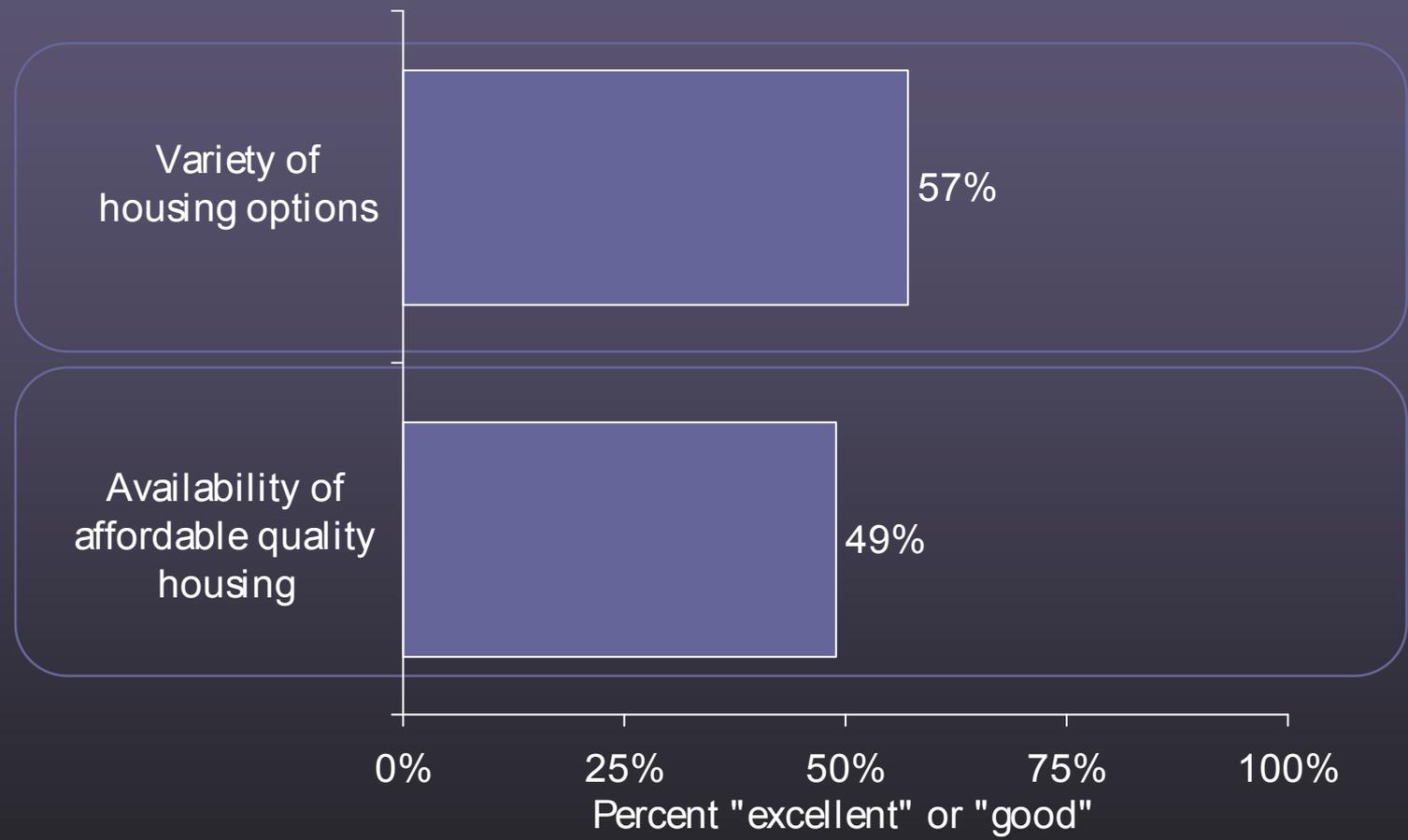
# Transportation Services



   = Compared to 2007

Percent "excellent" or "good"

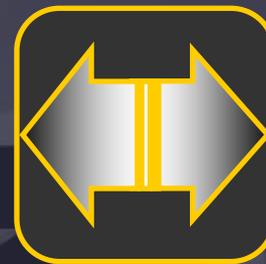
# Housing



# Built Environment

# 55%

felt the quality of new development in Casa Grande was “excellent” or “good”



# 46%

felt the overall appearance of Casa Grande was “excellent” or “good”

   = Compared to 2007

# Economic Sustainability

**Shopping opportunities**

**66%**

**Overall quality of businesses  
and service establishments**

**54%**

**Casa Grande as a  
place to work**



**40%**

**Employment opportunities**

**18%**

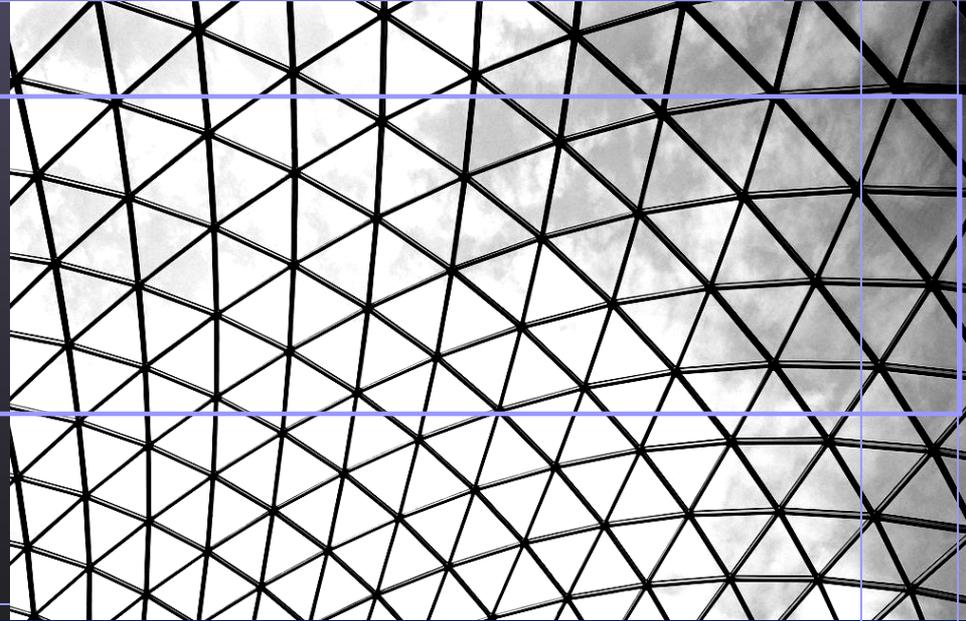
Percent “excellent” or “good”

   = Compared to 2007

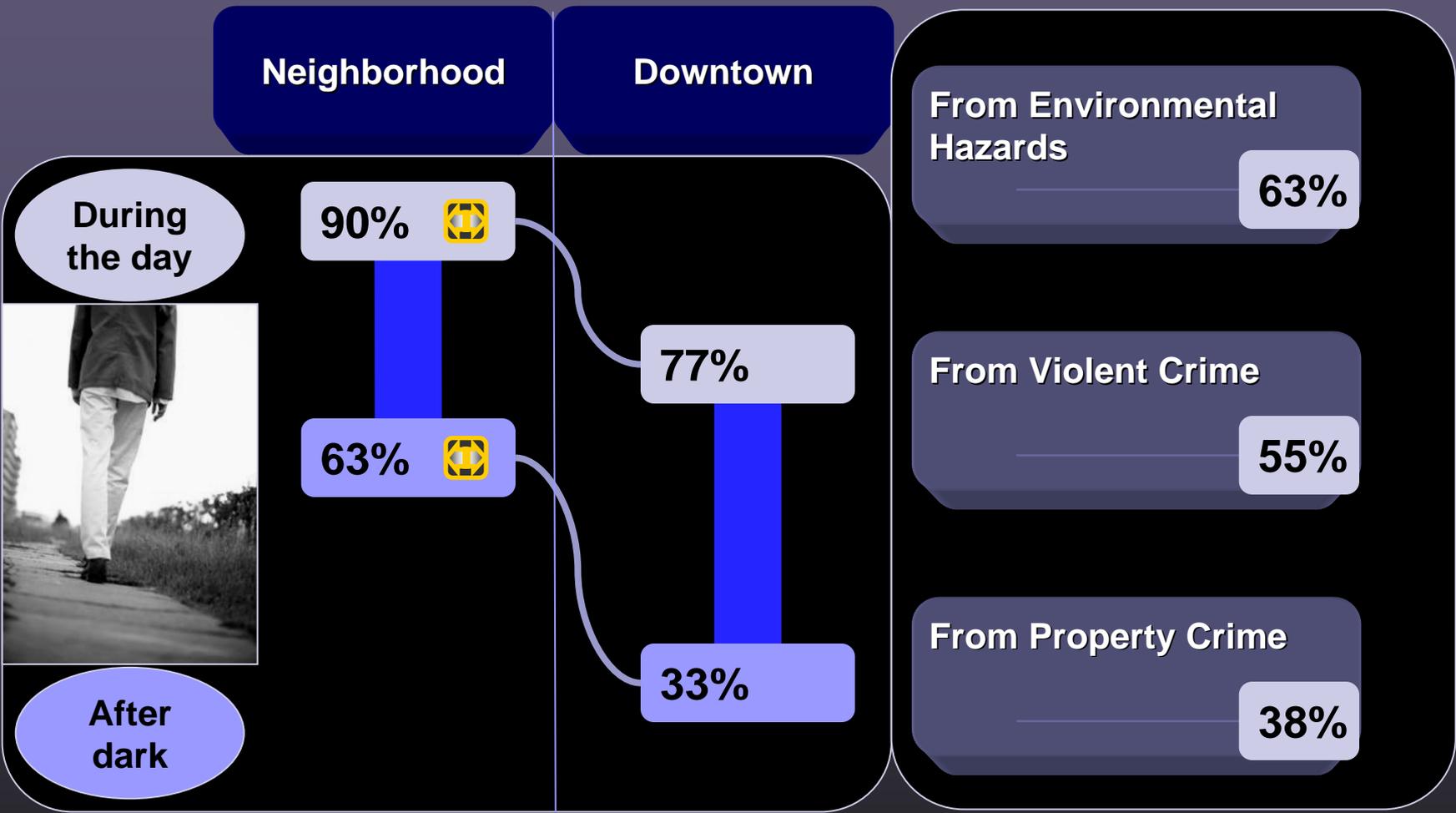


# The National Citizen Survey™

## Public Safety



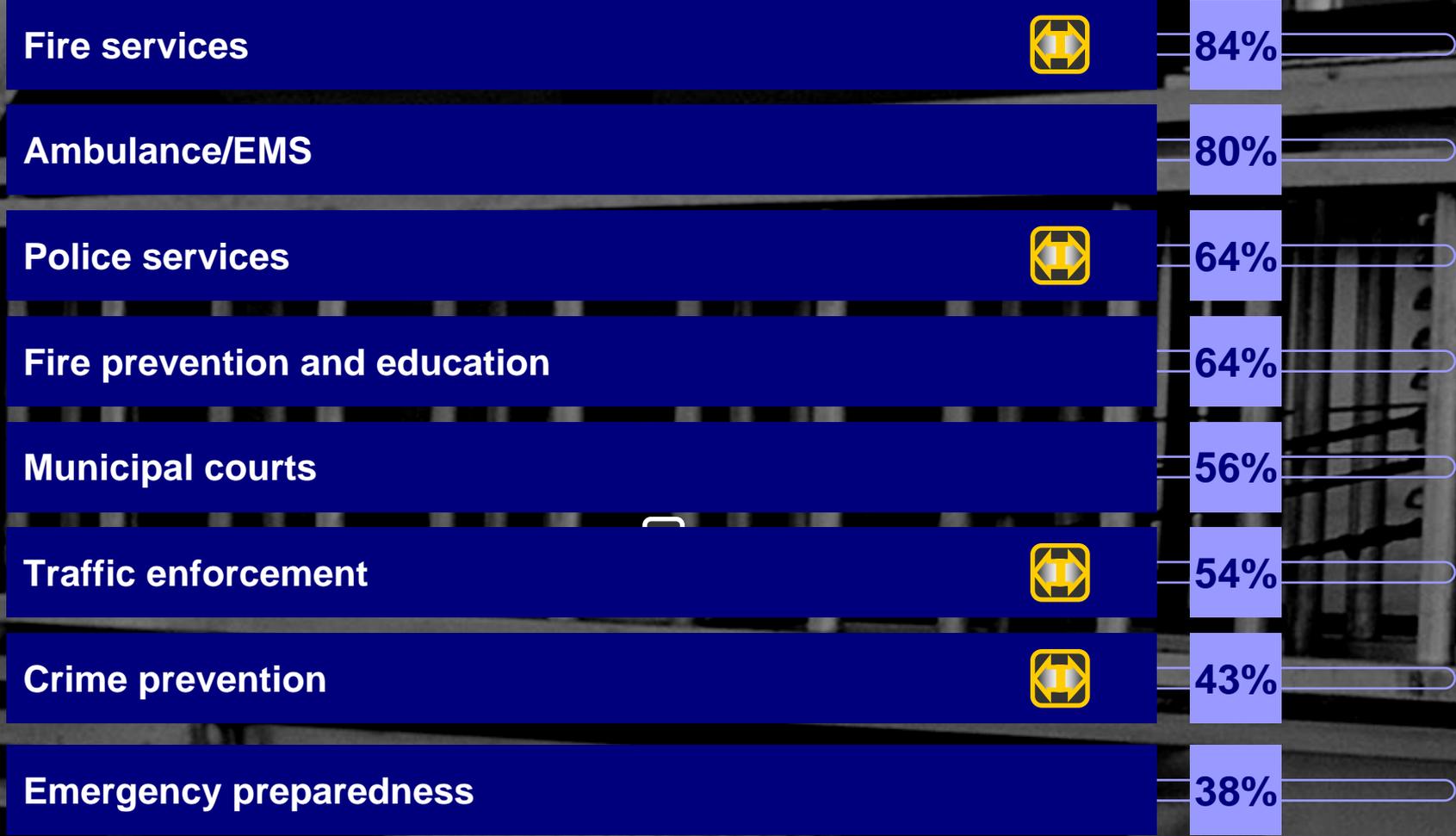
# Public Safety



Felt "very" or "somewhat" safe

= Compared to 2007

# Safety Services



   = Compared to 2007

Percent "excellent" or "good"

# Environmental Sustainability

**Air quality**

**53%**

**Quality of overall natural environment**

**50%**

**Cleanliness of Casa Grande**

**45%**

**Preservation of natural areas such as open space,  
farmlands and greenbelts**

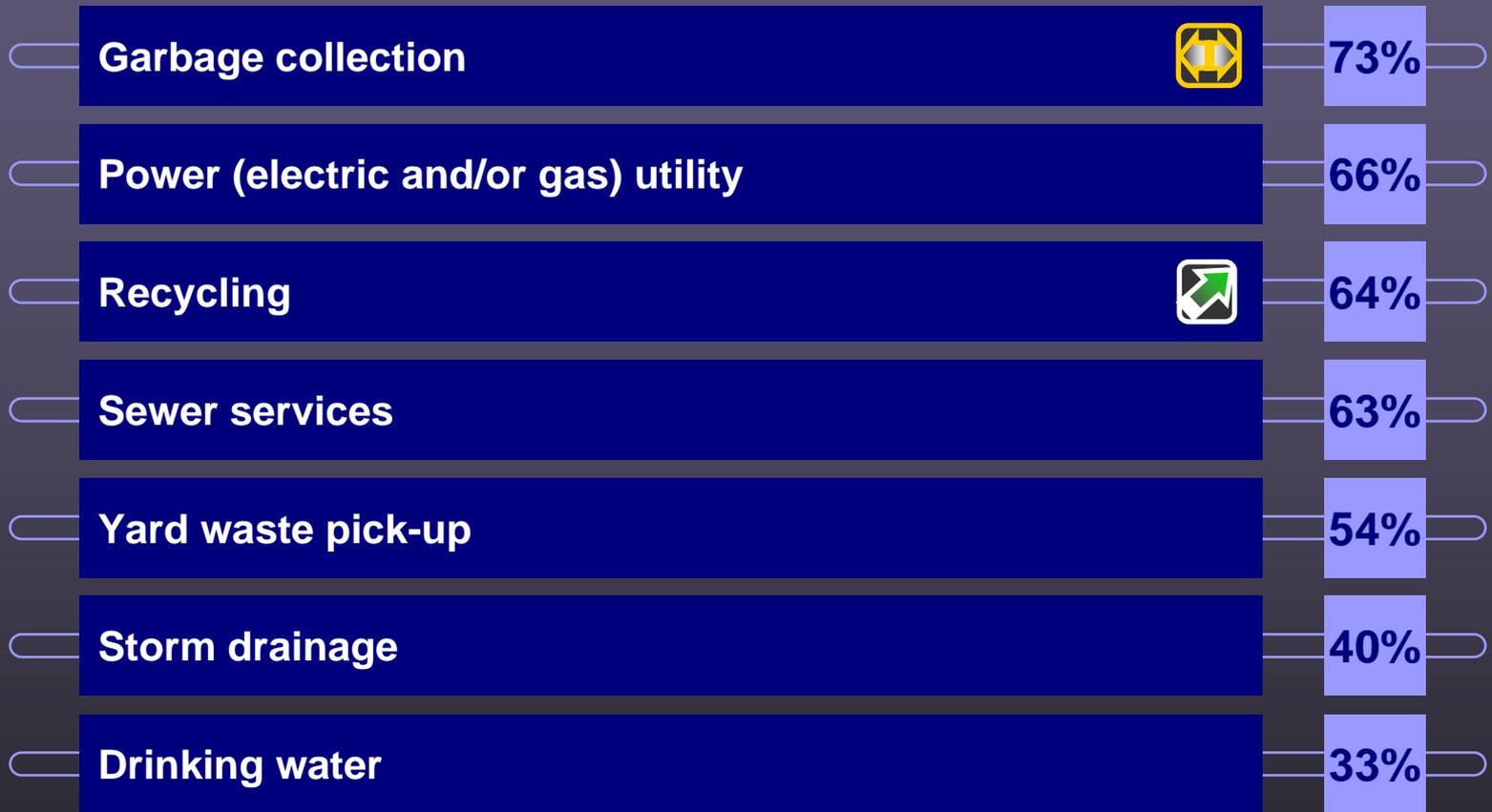
**39%**

Percent "excellent" or "good"

**70%**

Recycled used paper, cans or bottles from home at  
least once in the prior 12 months

# Utilities

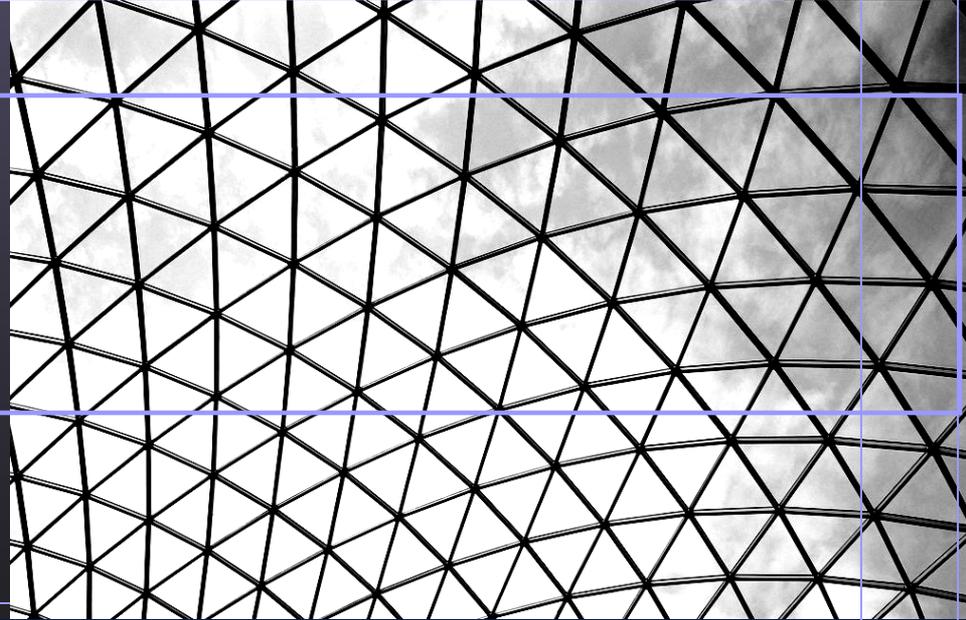


= Compared to 2007



# The National Citizen Survey™

## Recreation and Wellness



# Parks and Recreation

City parks



62%

Recreation programs or classes

56%

Recreation centers or facilities

52%

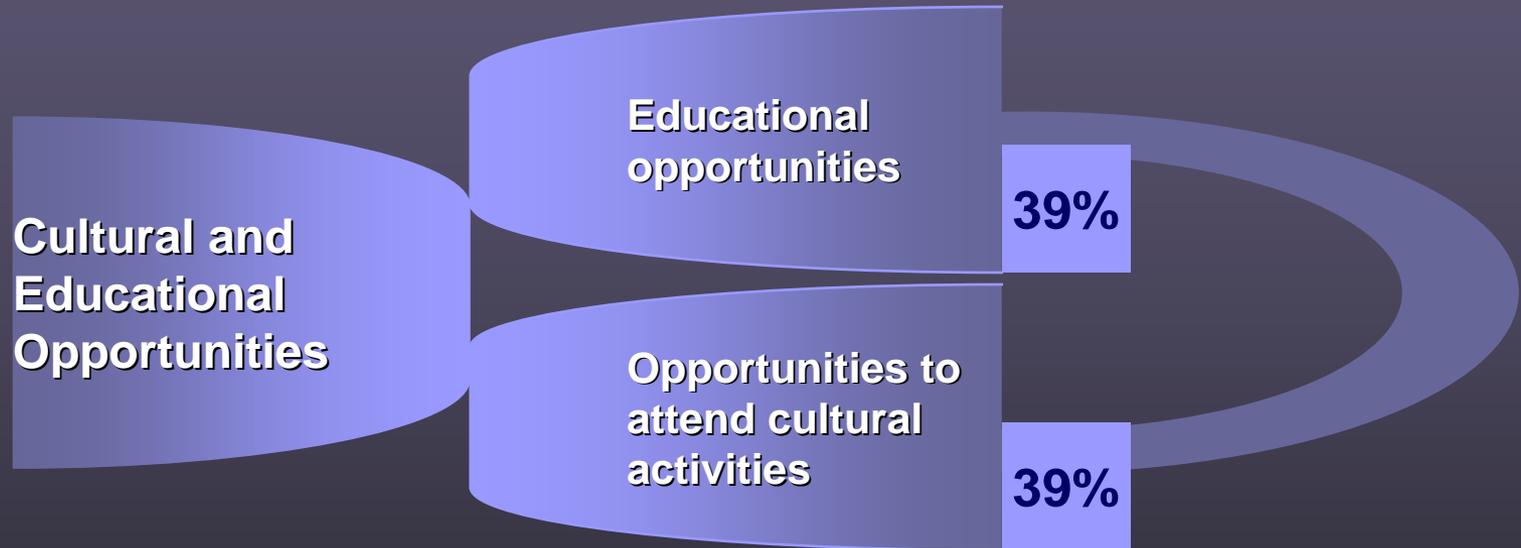
38%

rated recreation opportunities  
“excellent” or “good”

   = Compared to 2007

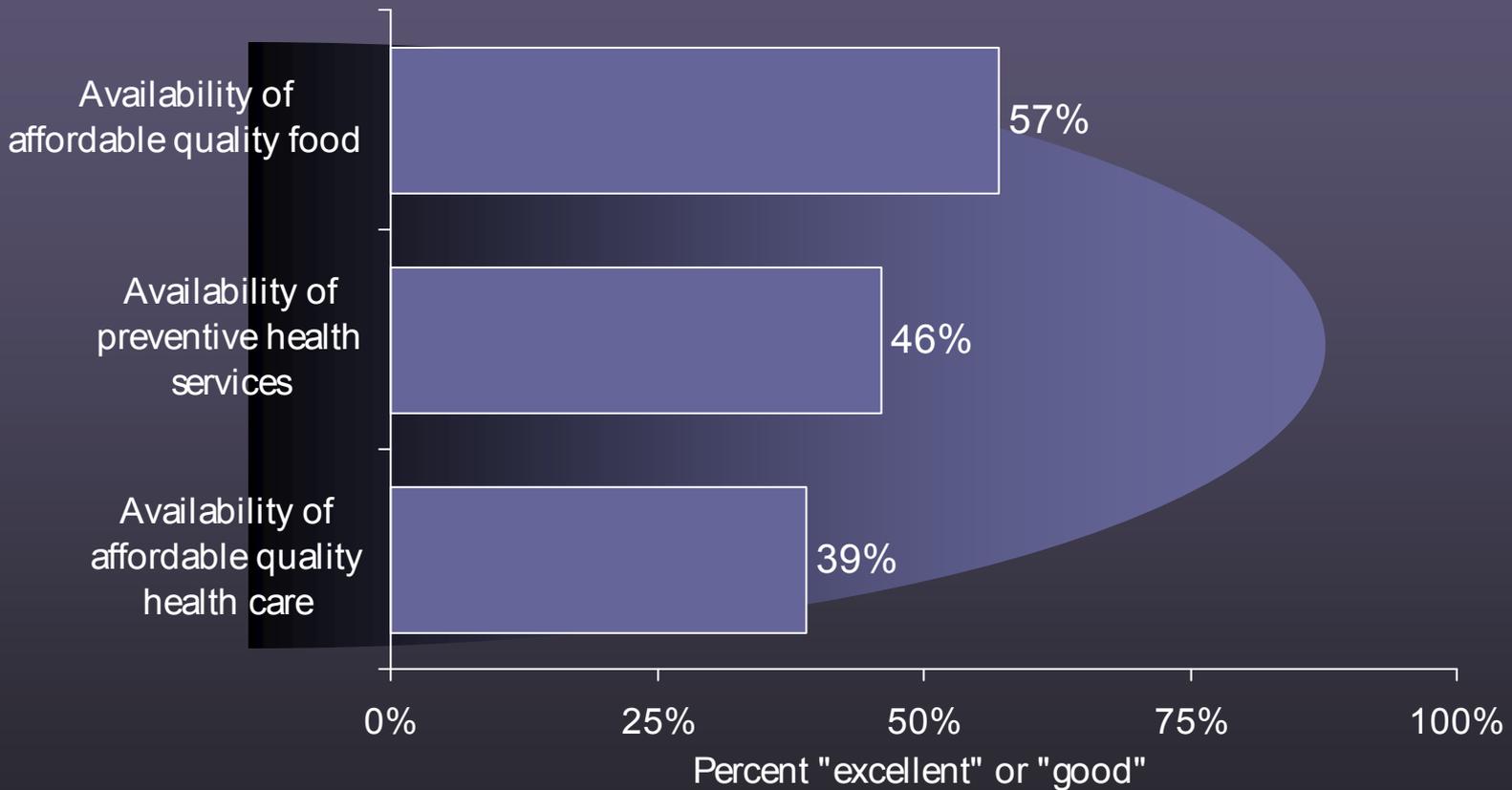
Percent “excellent” or “good”

# Culture, Arts and Education



Percent "excellent" or "good"

# Health and Wellness





# The National Citizen Survey™

## Community and Civic Engagement



# Community Inclusiveness

Casa Grande as a place to retire



69%

Openness and acceptance of the community toward people of diverse backgrounds

52%

Sense of community

51%

Casa Grande as a place to raise children



49%

Availability of affordable quality child care

32%

Percent “excellent” or “good”

= Compared to 2007

# Civic Activity



Percent "excellent" or "good"



# Public Trust

**The overall direction that Casa Grande is taking**

**51%**

**Overall image or reputation of Casa Grande**

**42%**

**Value of services for the taxes paid to Casa Grande**

**42%**

**Job Casa Grande government does at welcoming citizen involvement**

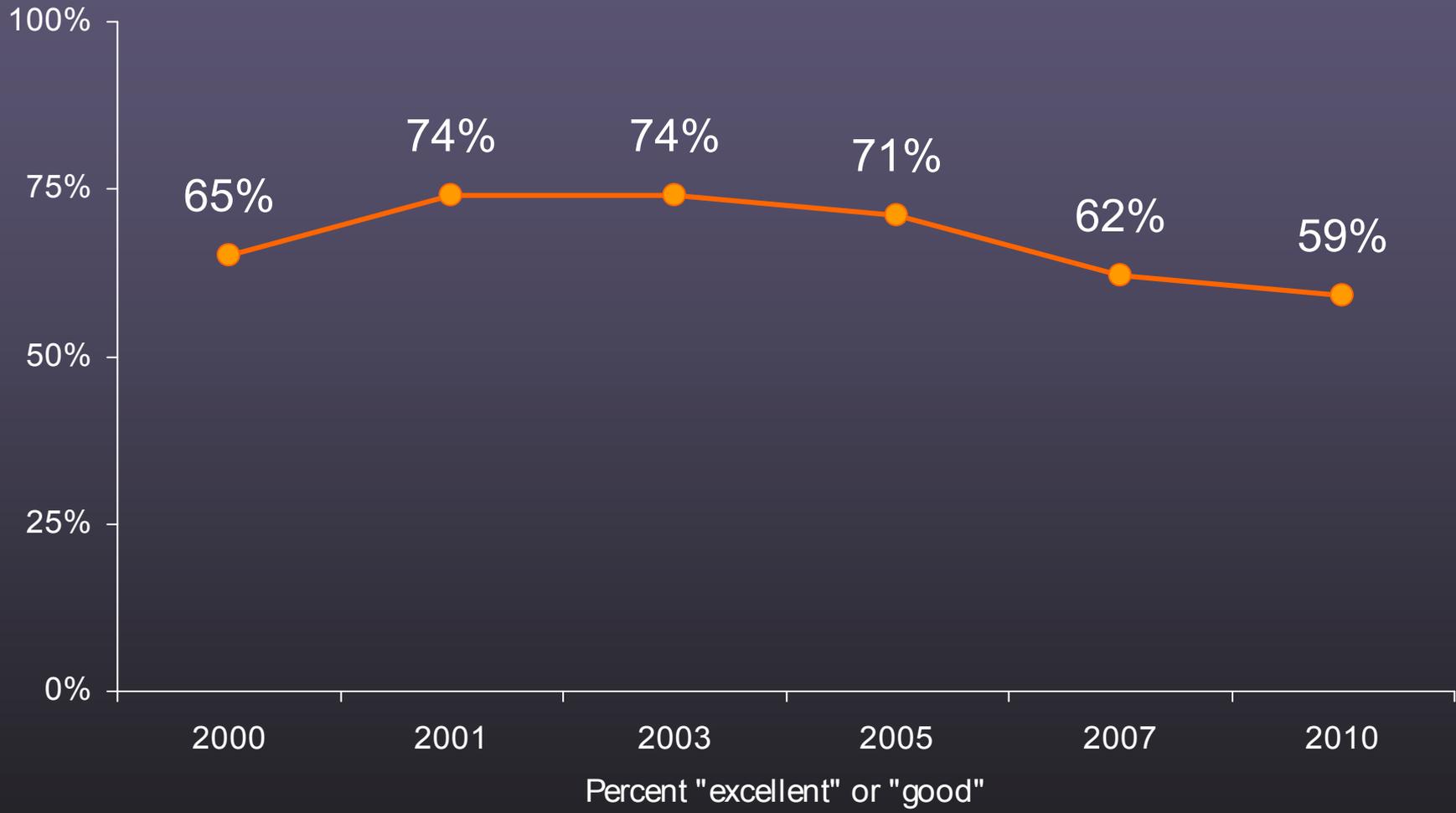
**41%**

**Job Casa Grande government does at listening to citizens**

**36%**

Percent “excellent” or “good”

# Overall Quality of Services by Year



# Services Provided by Casa Grande

## Ratings of Services Provided by Local, State and Federal Governments

Percent  
“excellent” or  
“good”

Services provided by the City of Casa Grande

59%

Services provided by Pinal  
County Government

47%

Services provided by the Federal Government

40%

Services provided by the State Government

34%

# City of Casa Grande Employees



<b>Courtesy</b>		<b>79%</b>
<b>Knowledge</b>		<b>77%</b>
<b>Overall impression</b>		<b>76%</b>
<b>Responsiveness</b>		<b>73%</b>

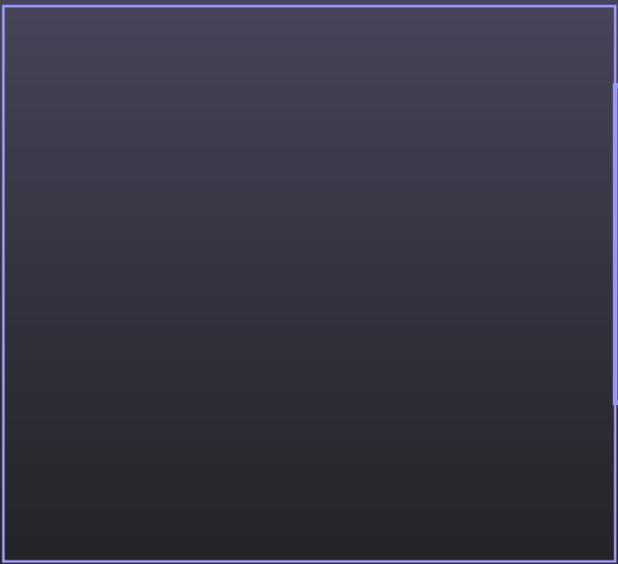
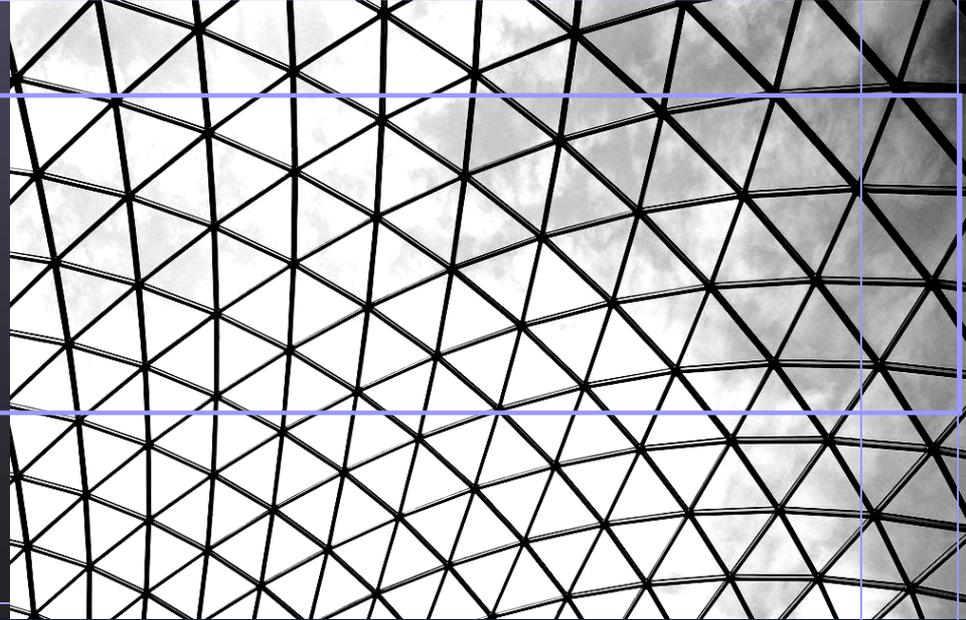
Percent "excellent" or "good"

   = Compared to 2007



# The National Citizen Survey™

## From Data to Action



# Resident priorities

Trendline data

National  
Benchmark  
Comparisons

“Key Drivers”

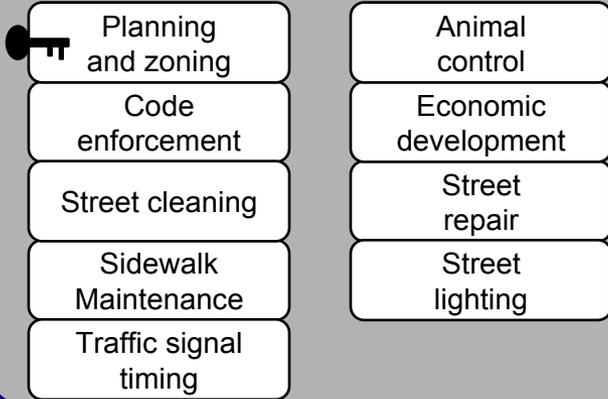


## Key Driver Analysis (KDA)

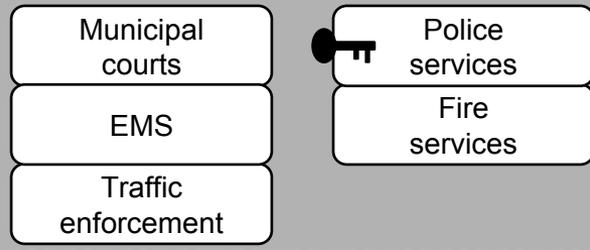
- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”

# Casa Grande Action Chart™

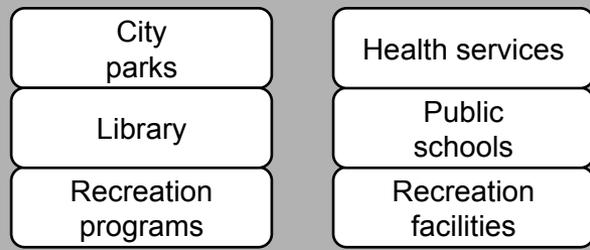
## Community Design



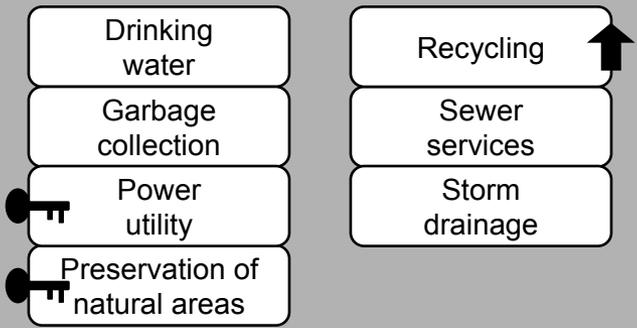
## Public Safety



## Recreation and Wellness



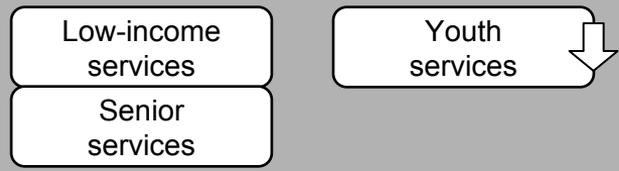
## Environmental Sustainability



## Civic Engagement



## Community Inclusiveness



### Legend

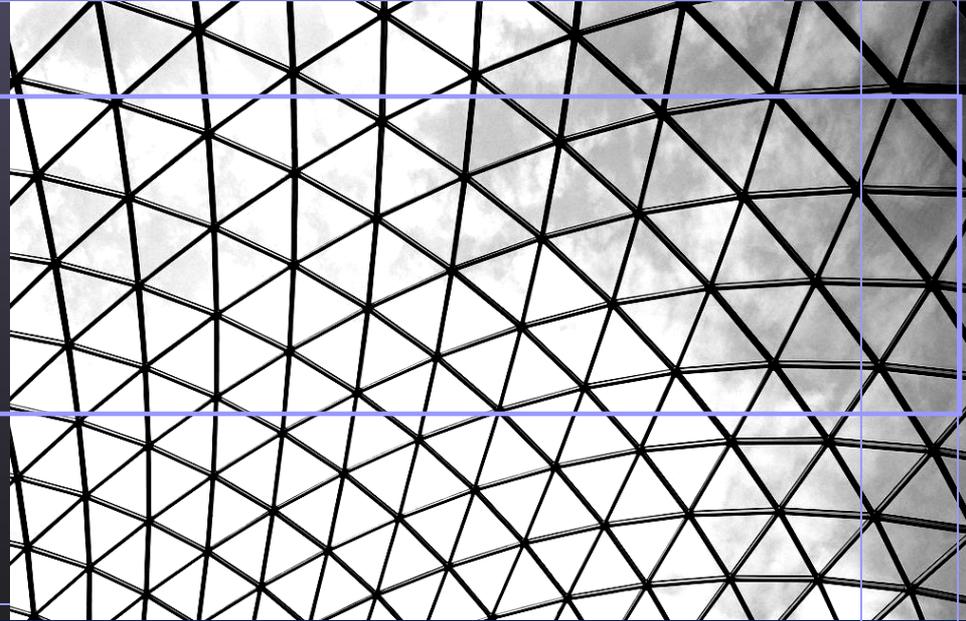
Key Driver  
 Rating increase  
 Rating decrease

Overall Quality of City of Casa Grande Services



# The National Citizen Survey™

## Custom Questions



# In Their Own Words

What are the three primary reasons that you live in Casa Grande?

*I Have a good Job here, Small town, Family lives here.*

*Family, Feel safe, Like living in Casa Grande.*

*Not a big city, Less traffic, Country living.*

# Policy questions

**Please indicate to what extent you would support or oppose a half-cent sales tax increase to fund expanded services in each of the following areas:**

**Percent “strongly” or “somewhat” support**

**Road maintenance/improvements**

**79%**

**Recreational facilities/center**

**67%**

**Park development**

**65%**

**Performing arts**

**59%**

**Please indicate how likely or unlikely would you or other household members be to use a neighborhood circulator bus service for residential areas that connect to local destinations such as:**

**Percent “very” or “somewhat” likely**

**Shopping areas/Mall**

**58%**

**Medical facilities**

**55%**

**Downtown**

**52%**

**Recreation centers or other city facilities**

**51%**

**Schools**

**50%**

**Other neighborhoods**

**42%**



# Conclusions

## Areas to Celebrate

- ▶ Fire
- ▶ EMS
- ▶ Shopping opportunities
- ▶ Recycling
- ▶ Casa Grande as a place to retire
- ▶ Employee responsiveness

## Areas to Improve

- ▶ Public safety
- ▶ Preservation of natural areas
- ▶ Recreation opportunities
- ▶ Street repair
- ▶ Employment opportunities
- ▶ Cleanliness and appearance
- ▶ Drinking water
- ▶ Cultural and education opportunities



# The National Citizen Survey™

Questions?





# The National Citizen Survey™

Thank you!

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[www.n-r-c.com](http://www.n-r-c.com)

