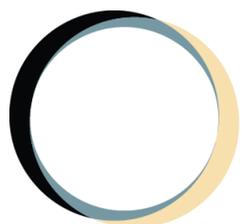


THE NCSTM
The National Citizen SurveyTM

Surprise, AZ

Trends over Time

2015



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. 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). This report discusses trends over time, comparing the 2015 ratings for the City of Surprise to its previous survey results in 2010 and 2012. Additional reports and technical appendices are available under separate cover.

Trend data for Surprise represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than eight percentage points between the 2012 and 2015 surveys, otherwise the comparison between 2012 and 2015 are noted as being "similar." Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Surprise for 2015 generally remained stable or increased. Of the 91 items for which comparisons were available, 58 items were rated similarly in 2012 and 2015, seven items showed a decrease in ratings and 26 showed an increase in ratings. Notable trends over time included the following:

- Ratings for 2015 within the pillar of Community Characteristics tended to be similar to or higher than 2012 ratings. While ratings for new development in Surprise (within the facet of Built Environment) and opportunities to participate in community matters (within the facet of Community Engagement) decreased since 2012, ratings increased for nine other aspects of Community Characteristics. These included traffic flow and ease of travel by car within the facet of Mobility, quality of overall natural environment and air quality within Natural Environment, shopping opportunities and quality of business and service establishments within Economy, availability of affordable quality health care and availability of preventive health services within Recreation and Wellness and availability of affordable quality child care/preschool within Education and Enrichment.
- Many aspects of Governance increased in ratings from 2012 to 2015. These included aspects of Safety (crime prevention, fire services, fire prevention, ambulance/EMS services and emergency preparedness), Mobility (street lighting, traffic signal timing and bus or transit services), Natural Environment (drinking water and natural areas preservation), Built Environment (land use, planning and zoning and code enforcement), Economy (economic development), Recreation and Wellness (health services), Education and Enrichment (public libraries) and Community Engagement (the overall direction that Surprise is taking and the value of services for taxes paid). Only one aspect of Governance, storm water drainage, decreased since 2012.
- Most rates of Participation remained stable from 2012 to 2015, although the proportion of respondents who had visited a City park, watched a local public meeting or volunteered decreased since 2012. The rating for the sense of community in Surprise also decreased since 2012.

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Table 1: Community Characteristics General

	Percent rating positively (e.g., excellent/good)			2015 rating compared to 2012	Comparison to benchmark		
	2010	2012	2015		2010	2012	2015
Overall quality of life	87%	86%	85%	Similar	Higher	Higher	Similar
Overall image	73%	70%	76%	Similar	Higher	Similar	Similar
Place to live	90%	90%	89%	Similar	Higher	Higher	Similar
Neighborhood	87%	88%	85%	Similar	Much higher	Higher	Similar
Place to raise children	80%	82%	75%	Similar	Similar	Similar	Similar
Place to retire	80%	85%	86%	Similar	Much higher	Much higher	Higher
Overall appearance	81%	87%	88%	Similar	Much higher	Much higher	Higher

Table 2: Community Characteristics by Facet

		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2015 rating compared to 2012	Comparison to benchmark		
		2010	2012	2015		2010	2012	2015
Safety	Overall feeling of safety	NA	NA	88%	NA	NA	NA	Similar
	Safe in neighborhood	92%	92%	93%	Similar	Similar	Similar	Similar
	Safe downtown/commercial area	86%	88%	94%	Similar	Similar	Similar	Similar
Mobility	Overall ease of travel	NA	NA	72%	NA	NA	NA	Similar
	Paths and walking trails	51%	58%	58%	Similar	Lower	Similar	Similar
	Ease of walking	58%	68%	68%	Similar	Similar	Higher	Similar
	Travel by bicycle	43%	44%	51%	Similar	Similar	Similar	Similar
	Travel by public transportation	NA	NA	27%	NA	NA	NA	Lower
	Travel by car	40%	51%	67%	Higher	Much lower	Lower	Similar
	Public parking	NA	NA	74%	NA	NA	NA	Higher
	Traffic flow	29%	36%	46%	Higher	Much lower	Lower	Similar
Natural Environment	Overall natural environment	68%	65%	80%	Higher	Similar	Lower	Similar
	Cleanliness	86%	92%	88%	Similar	Much higher	Much higher	Higher
	Air quality	62%	57%	68%	Higher	Lower	Much lower	Similar
Built Environment	Overall built environment	NA	NA	81%	NA	NA	NA	Higher
	New development in Surprise	70%	67%	58%	Lower	Much higher	Much higher	Similar
	Affordable quality housing	71%	69%	76%	Similar	Much higher	Much higher	Higher
	Housing options	77%	77%	78%	Similar	Much higher	Much higher	Higher
	Public places	NA	NA	69%	NA	NA	NA	Similar

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		Percent rating positively (e.g., excellent/good, very/somewhat safe)			2015 rating compared to 2012	Comparison to benchmark		
		2010	2012	2015		2010	2012	2015
Economy	Overall economic health	NA	NA	69%	NA	NA	NA	Similar
	Vibrant downtown/commercial area	NA	NA	54%	NA	NA	NA	Similar
	Business and services	65%	57%	67%	Higher	Similar	Similar	Similar
	Cost of living	NA	NA	69%	NA	NA	NA	Higher
	Shopping opportunities	51%	49%	60%	Higher	Similar	Similar	Similar
	Employment opportunities	23%	24%	31%	Similar	Much lower	Lower	Similar
	Place to visit	NA	NA	66%	NA	NA	NA	Similar
	Place to work	51%	55%	59%	Similar	Lower	Lower	Similar
Recreation and Wellness	Health and wellness	NA	NA	80%	NA	NA	NA	Similar
	Mental health care	NA	NA	55%	NA	NA	NA	Similar
	Preventive health services	69%	61%	76%	Higher	Much higher	Higher	Similar
	Health care	67%	54%	78%	Higher	Much higher	Higher	Similar
	Food	75%	68%	72%	Similar	Much higher	Similar	Similar
	Recreational opportunities	71%	65%	67%	Similar	Higher	Similar	Similar
Education and Enrichment	Fitness opportunities	NA	NA	65%	NA	NA	NA	Similar
	Religious or spiritual events and activities	80%	78%	79%	Similar	Similar	Similar	Similar
	Cultural/arts/music activities	39%	42%	47%	Similar	Much lower	Much lower	Similar
	Adult education	NA	NA	44%	NA	NA	NA	Similar
	K-12 education	58%	51%	57%	Similar	Lower	Much lower	Lower
Community Engagement	Child care/preschool	57%	41%	58%	Higher	Much higher	Similar	Similar
	Social events and activities	62%	62%	59%	Similar	Similar	Similar	Similar
	Neighborliness	NA	NA	60%	NA	NA	NA	Similar
	Openness and acceptance	79%	71%	71%	Similar	Much higher	Much higher	Similar
	Opportunities to participate in community matters	63%	74%	63%	Lower	Similar	Much higher	Similar
	Opportunities to volunteer	74%	80%	73%	Similar	Similar	Higher	Similar

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Table 3: Governance General

	Percent rating positively (e.g., excellent/good)			2015 rating compared to 2012	Comparison to benchmark		
	2010	2012	2015		2010	2012	2015
Services provided by Surprise	75%	81%	81%	Similar	Similar	Higher	Similar
Customer service	82%	88%	82%	Similar	Much higher	Much higher	Similar
Value of services for taxes paid	56%	53%	66%	Higher	Higher	Similar	Similar
Overall direction	58%	59%	73%	Higher	Higher	Similar	Similar
Welcoming citizen involvement	52%	56%	58%	Similar	Higher	Higher	Similar
Confidence in City government	NA	NA	65%	NA	NA	NA	Similar
Acting in the best interest of Surprise	NA	NA	63%	NA	NA	NA	Similar
Being honest	NA	NA	63%	NA	NA	NA	Similar
Treating all residents fairly	NA	NA	67%	NA	NA	NA	Similar
Services provided by the Federal Government	38%	38%	35%	Similar	Lower	Similar	Similar

Table 4: Governance by Facet

		Percent rating positively (e.g., excellent/good)			2015 rating compared to 2012	Comparison to benchmark		
		2010	2012	2015		2010	2012	2015
Safety	Police	82%	81%	89%	Similar	Higher	Higher	Similar
	Fire	94%	88%	98%	Higher	Higher	Similar	Similar
	Ambulance/EMS	91%	85%	95%	Higher	Similar	Similar	Similar
	Crime prevention	73%	68%	85%	Higher	Higher	Similar	Similar
	Fire prevention	80%	71%	88%	Higher	Higher	Similar	Similar
	Animal control	69%	71%	74%	Similar	Much higher	Higher	Similar
	Emergency preparedness	56%	41%	69%	Higher	Similar	Much lower	Similar
Mobility	Traffic enforcement	69%	71%	66%	Similar	Higher	Similar	Similar
	Street repair	44%	63%	66%	Similar	Similar	Much higher	Higher
	Street cleaning	76%	78%	83%	Similar	Much higher	Much higher	Higher
	Street lighting	69%	75%	84%	Higher	Much higher	Much higher	Higher
	Sidewalk maintenance	68%	76%	82%	Similar	Much higher	Much higher	Higher
	Traffic signal timing	47%	53%	62%	Higher	Similar	Similar	Similar
	Bus or transit services	23%	17%	33%	Higher	Much lower	Much lower	Lower
Natural Environment	Garbage collection	92%	91%	93%	Similar	Much higher	Much higher	Similar
	Recycling	86%	90%	87%	Similar	Much higher	Much higher	Similar
	Yard waste pick-up	72%	71%	77%	Similar	Similar	Similar	Similar
	Drinking water	63%	54%	66%	Higher	Similar	Much lower	Similar
	Natural areas preservation	59%	53%	63%	Higher	Similar	Much lower	Similar
Built Environment	Storm drainage	63%	83%	74%	Lower	Higher	Much higher	Similar
	Sewer services	77%	86%	84%	Similar	Higher	Much higher	Similar
	Power utility	80%	78%	84%	Similar	Higher	Similar	Similar
	Utility billing	NA	NA	66%	NA	NA	NA	Similar

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		Percent rating positively (e.g., excellent/good)			2015 rating compared to 2012	Comparison to benchmark		
		2010	2012	2015		2010	2012	2015
Economy	Land use, planning and zoning	54%	45%	57%	Higher	Much higher	Similar	Similar
	Code enforcement	49%	53%	61%	Higher	Higher	Higher	Similar
	Cable television	72%	60%	65%	Similar	Much higher	Much higher	Similar
Economy	Economic development	44%	49%	65%	Higher	Similar	Higher	Similar
Recreation and Wellness	City parks	80%	78%	85%	Similar	Higher	Similar	Similar
	Recreation programs	75%	75%	77%	Similar	Higher	Higher	Similar
	Recreation centers	79%	80%	78%	Similar	Much higher	Higher	Similar
	Health services	72%	72%	82%	Higher	Much higher	Much higher	Similar
Education and Enrichment	Special events	NA	NA	74%	NA	NA	NA	Similar
Education and Enrichment	Public libraries	85%	80%	88%	Higher	Higher	Similar	Similar
Community Engagement	Public information	72%	76%	81%	Similar	Much higher	Much higher	Similar

Table 5: Participation General

	Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2015 rating compared to 2012	Comparison to benchmark		
	2010	2012	2015		2010	2012	2015
Sense of community	68%	73%	61%	Lower	Similar	Higher	Similar
Recommend Surprise	90%	93%	88%	Similar	Higher	Much higher	Similar
Remain in Surprise	88%	94%	89%	Similar	Higher	Much higher	Similar
Contacted Surprise employees	44%	40%	46%	Similar	Much lower	Much lower	Similar

Table 6: Participation by Facet

		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2015 rating compared to 2012	Comparison to benchmark		
		2010	2012	2015		2010	2012	2015
Safety	Stocked supplies for an emergency	NA	NA	23%	NA	NA	NA	Lower
	Did NOT report a crime	NA	NA	85%	NA	NA	NA	Similar
	Was NOT the victim of a crime	93%	93%	92%	Similar	Much higher	Much higher	Similar
Mobility	Used public transportation instead of driving	NA	NA	7%	NA	NA	NA	Much lower
	Carpooled instead of driving alone	NA	NA	38%	NA	NA	NA	Similar
	Walked or biked instead of driving	NA	NA	43%	NA	NA	NA	Lower
Natural Environment	Conserved water	NA	NA	91%	NA	NA	NA	Similar
	Made home more energy efficient	NA	NA	77%	NA	NA	NA	Similar
	Recycled at home	90%	97%	93%	Similar	Much higher	Much higher	Similar
Built Environment	Did NOT observe a code violation	NA	NA	50%	NA	NA	NA	Similar
	NOT under housing cost stress	63%	74%	71%	Similar	Similar	Much higher	Similar

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		Percent rating positively (e.g., always/sometimes, more than once a month, yes)			2015 rating compared to 2012	Comparison to benchmark		
		2010	2012	2015		2010	2012	2015
Economy	Purchased goods or services in Surprise	NA	NA	99%	NA	NA	NA	Similar
	Economy will have positive impact on income	13%	26%	26%	Similar	Lower	Much higher	Similar
	Work in Surprise	NA	NA	30%	NA	NA	NA	Lower
Recreation and Wellness	Used Surprise recreation centers	57%	60%	59%	Similar	Similar	Higher	Similar
	Visited a City park	81%	83%	73%	Lower	Lower	Lower	Similar
	Ate 5 portions of fruits and vegetables	NA	NA	86%	NA	NA	NA	Similar
	Participated in moderate or vigorous physical activity	NA	NA	88%	NA	NA	NA	Similar
Education and Enrichment	In very good to excellent health	NA	NA	63%	NA	NA	NA	Similar
	Used Surprise public libraries	70%	74%	67%	Similar	Similar	Similar	Similar
	Participated in religious or spiritual activities	46%	57%	50%	Similar	Much lower	Higher	Similar
Community Engagement	Attended a City-sponsored event	NA	NA	45%	NA	NA	NA	Similar
	Campaigned for an issue, cause or candidate	NA	NA	12%	NA	NA	NA	Similar
	Contacted Surprise elected officials	NA	NA	11%	NA	NA	NA	Similar
	Volunteered	30%	38%	24%	Lower	Much lower	Much lower	Lower
	Participated in a club	24%	21%	21%	Similar	Much lower	Much lower	Similar
	Talked to or visited with neighbors	NA	NA	91%	NA	NA	NA	Similar
	Done a favor for a neighbor	NA	NA	78%	NA	NA	NA	Similar
	Attended a local public meeting	21%	20%	18%	Similar	Much lower	Much lower	Similar
	Watched a local public meeting	46%	41%	24%	Lower	Similar	Similar	Similar
	Voted in local elections	81%	74%	82%	Similar	Higher	Similar	Similar