

# The National Citizen Survey™

## Scottsdale, AZ

Dashboard Summary of  
Findings

2014

# 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 summarizes Scottsdale’s performance in the eight facets of community livability with the “General” rating as a summary of results from the overarching questions not shown within any of the eight facets. The “Overall” represents the community pillar in its entirety (the eight facets and general).

By summarizing resident ratings across the eight facets and three pillars of a livable community, a picture of Scottsdale’s community livability emerges. Below, the color of each community facet summarizes how residents rated each of the pillars that support it – Community Characteristics, Governance and Participation. When most ratings were higher than the benchmark, the color 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 general, across each facet and within each pillar, Scottsdale’s ratings tended to be a mix of similar or higher when compared to other communities across the nation. Ratings for facets within Participation were similar while a majority of facets within Community Characteristics were higher than in comparison communities. Governance received a majority of similar ratings for facets with a few receiving higher ratings (Mobility, Economy and Recreation and Wellness). This information can be helpful in identifying the areas that merit more attention.

Figure 1: Dashboard Summary

	Community Characteristics			Governance			Participation		
	Higher	Similar	Lower	Higher	Similar	Lower	Higher	Similar	Lower
Overall	36	17	0	14	29	0	3	26	6
General	6	1	0	0	3	0	2	0	1
Safety	1	2	0	1	6	0	0	2	1
Mobility	3	5	0	4	3	0	0	2	1
Natural Environment	2	1	0	2	4	0	0	3	0
Built Environment	4	1	0	2	4	0	0	2	0
Economy	7	1	0	1	0	0	1	2	0
Recreation and Wellness	7	0	0	3	0	0	0	5	1
Education and Enrichment	5	1	0	0	2	0	0	1	0
Community Engagement	1	5	0	1	7	0	0	9	2

Legend	
	Higher
	Similar
	Lower
	Not available

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Figure 2: Detailed Dashboard

	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
General	Overall appearance	↔	↑	96%	Customer service	↔	↔	80%	Recommend Scottsdale	↔	↑	96%
	Overall quality of life	↔	↑	98%	Services provided by Scottsdale	↔	↔	87%	Remain in Scottsdale	↔	↑	94%
	Place to retire	↔	↑↑	91%	Services provided by the Federal Government	↓	↔	34%	Contacted Scottsdale employees	↓	↓	39%
	Place to raise children	↔	↔	92%								
	Place to live	↔	↑	98%								
	Neighborhood	↔	↑	93%								
	Overall image	↔	↑	91%								
Safety	Overall feeling of safety	*	↑	94%	Police	↔	↔	90%	Was NOT the victim of a crime	↔	↔	90%
	Safe in neighborhood	↔	↔	97%	Crime prevention	↔	↑	87%	Did NOT report a crime	*	↔	85%
	Safe downtown/commercial area	↔	↔	97%	Fire	↔	↔	97%	Stocked supplies for an emergency	*	↓	18%
					Fire prevention	↔	↔	88%				
					Ambulance/EMS	↔	↔	97%				
					Emergency preparedness	↑	↔	71%				
Mobility	Traffic flow	↔	↔	62%	Traffic enforcement	↔	↔	76%	Carpooled instead of driving alone	*	↔	45%
	Travel by car	↔	↔	76%	Street repair	↔	↑	66%	Walked or biked instead of driving	*	↔	55%
	Travel by bicycle	↔	↑	69%	Street cleaning	↔	↑	76%	Used public transportation instead of driving	*	↓	18%
	Ease of walking	↑	↑	85%	Street lighting	↔	↑	77%				
	Travel by public transportation	↑	↔	40%	Sidewalk maintenance	↔	↑	75%				
	Overall ease travel	*	↔	87%	Traffic signal timing	↔	↔	60%				
	Public parking	*	↔	65%	Bus or transit services	↔	↔	56%				
	Paths and walking trails	↔	↑↑	89%								
Natural Environment	Overall natural environment	↔	↑	89%	Garbage collection	↔	↔	89%	Recycled at home	↔	↔	89%
	Air quality	↔	↔	63%	Recycling	↔	↔	81%	Conserved water	*	↔	85%
	Cleanliness	↔	↑	91%	Yard waste pick-up	↓	↔	76%	Made home more energy efficient	*	↔	79%
					Drinking water	↔	↔	59%				
					Open space	*	↑↑	95%				
Built Environment	New development in Scottsdale	↔	↑	78%	Natural areas preservation	↔	↑	78%	NOT experiencing housing cost stress	↔	↔	74%
	Affordable quality housing	*	↔	49%	Sewer services	↔	↔	84%	Did NOT observe a code violation	*	↔	58%
	Housing options	↔	↑	71%	Storm drainage	↔	↔	69%				
	Overall built environment	*	↑	81%	Utility billing	*	↔	79%				
	Public places	*	↑	88%	Land use, planning and zoning	↑	↑	70%				
					Code enforcement	↔	↑	74%				
				Cable television	↔	↔	64%					

Legend

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

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	Community Characteristics	Trend	Benchmark	Percent positive	Governance	Trend	Benchmark	Percent positive	Participation	Trend	Benchmark	Percent positive
Economy	Overall economic health	*	↑	82%	Economic development	↑	↑	72%	Economy will have positive impact on income	↑	↑	34%
	Shopping opportunities	↔	↑↑	96%					Purchased goods or services in Scottsdale	*	↔	100%
	Employment opportunities	↑	↑↑	67%					Work in Scottsdale	*	↔	41%
	Place to visit	*	↑↑	94%								
	Cost of living	*	↔	52%								
	Vibrant downtown/commercial area	*	↑↑	85%								
	Place to work	↔	↑↑	86%								
Recreation and Wellness	Business and services	↔	↑	89%								
	Fitness opportunities	*	↑	89%	City parks	↔	↑	95%	In very good to excellent health	*	↔	72%
	Recreational opportunities	↔	↑	89%	Recreation centers	↔	↑	93%	Used Scottsdale recreation centers	↔	↔	66%
	Health care	*	↑	78%	Recreation programs	↔	↑	91%	Visited a City park	↔	↔	82%
	Food	*	↑	81%					Ate 5 portions of fruits and vegetables	*	↔	86%
	Mental health care	*	↑	61%					Participated in moderate or vigorous physical activity	*	↔	90%
	Health and wellness	*	↑	92%								
Education and Enrichment	Preventive health services	*	↑	83%								
	K-12 education	↔	↔	77%	Public libraries	↔	↔	94%	Used Scottsdale public libraries	↓	↓	60%
	Cultural/arts/music activities	↔	↑↑	88%	Special events	*	↔	81%	Participated in religious or spiritual activities	↓	↔	42%
	Child care/preschool	*	↑	63%								
	Religious or spiritual events and activities	↔	↑	92%								
	Adult education	*	↑	76%								
Community Engagement	Overall education and enrichment	*	↑	82%								
	Opportunities to participate in community matters	↔	↔	66%	Public information	↔	↔	82%	Voted in local elections	↔	↔	84%
	Opportunities to volunteer	↔	↔	79%	Overall direction	↔	↔	72%	Talked to or visited with neighbors	*	↔	88%
	Sense of community	↔	↔	54%	Value of services for taxes paid	↔	↑	70%	Attended a local public meeting	↔	↓	15%
	Openness and acceptance	↔	↔	58%	Welcoming citizen involvement	↔	↔	52%	Watched a local public meeting	↓	↓	20%
	Social events and activities	↔	↑	81%	Confidence in City government	*	↔	59%	Volunteered	↓	↔	37%
	Neighborliness	*	↔	58%	Acting in the best interest of Scottsdale	*	↔	60%	Participated in a club	↔	↔	31%
					Being honest	*	↔	53%	Campaigned for an issue, cause or candidate	*	↔	21%
					Treating all residents fairly	*	↔	57%	Contacted Scottsdale elected officials	*	↔	11%
									Attended a City-sponsored event	*	↔	46%
								Read or watched local news	*	↔	82%	
								Done a favor for a neighbor	*	↔	76%	

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available