2017 National Citizen Survey Summary
What is the National Citizen Survey (NCS)?
National Citizen Survey

- Solicited 1,500 Gilbert residents
- Survey collected data on the attitudes, satisfaction level, and behaviors of residents
- Benchmarks with peers & communities on national scale
- Allows trend observation over time
- Data delineated for northern & southern residents
National Citizen Survey

- Undertaken to measure the livability of Gilbert
- Measurements taken across three subject areas:
  1. Community Characteristics
  2. Governance
  3. Participation
- Within subject areas, eight (8) central themes:
  - Safety
  - Economy
  - Mobility
  - Recreation and Wellness
  - Natural Environment
  - Education & Enrichment
  - Built Environment
  - Community Engagement
How Stacks Up

National Citizen Survey
Across Three Platforms

- National Research Center Database
  500+ Communities

- Peer Communities
  15 Benchmark Communities

- Gilbert’s Past Performance
  2015 vs 2017
## When Compared to the NCS Database

<table>
<thead>
<tr>
<th></th>
<th>Lower</th>
<th>Similar</th>
<th>Higher/Much Higher</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Community Characteristics</strong></td>
<td>0%</td>
<td>29%</td>
<td>71%</td>
</tr>
<tr>
<td><strong>Governance</strong></td>
<td>0%</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td><strong>Participation</strong></td>
<td>5%</td>
<td>81%</td>
<td>14%</td>
</tr>
</tbody>
</table>

- **Community Characteristics** - What makes a community livable, attractive and a place where people want to be
- **Governance** - How well does Gilbert deliver services and meet the needs and expectations of its residents
- **Participation** - How connected are the Gilbert residents to the community and each other
When Compared to the NCS Database

**Community Characteristics**

Top Rankings (percent rated positively)
- A place to live (99%)
- A place to raise children (97%)
- Overall quality of life (97%)
- Overall image (96%)
- Overall feeling of safety (96%)

**Governance**

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

Comparison to national benchmark

<table>
<thead>
<tr>
<th>Service</th>
<th>Higher</th>
<th>Similar</th>
<th>Lower</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value of services for taxes paid</td>
<td>71%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall direction</td>
<td>87%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcoming citizen involvement</td>
<td>66%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confidence in Town government</td>
<td>77%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acting in the best interest of Gilbert</td>
<td>75%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Being honest</td>
<td>75%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Treating all residents fairly</td>
<td>78%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer service</td>
<td>89%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Services provided by the Federal Government</td>
<td>38%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
When Compared to Peer Communities

- Benchmark against 15 peer communities

**Gilbert**
- Ranked higher or similar in all categories
- Gilbert scored “much higher” for Overall image/reputation and as a place to raise children

**Peer Communities**
- **Local Comparisons**: Scottsdale, Peoria, Mesa, Tempe & Chandler
- **Outside Arizona**: Aurora, CO; Durham, NC; Fort Collins, CO; Fremont, CA; Henderson, NV; Irving, TX, Plano, TX; Reno, NV; Santa Clarita, CA; and Tacoma, WA
Total Top Ten Rankings – NCS Database

30

#1 – Variety of housing options
#1 – Cost of living

No. 1 Rankings – Peer Communities

38

#1 - Overall quality of life
#1 - Services provided by the Town of Gilbert
Trends Over Time

2017 Benchmarks vs 2015 benchmarks

- 132 available comparisons
- Improved in 6 areas, showed a decrease of ratings in 6 areas

**Increased:**
1. Employment opportunities
2. Mental health care
3. Confidence in town government
4. Used Gilbert Recreation Center
5. Participated in spiritual or religious activities and
6. Voted local election

**Decreased:**
1. Ease of walking
2. Traffic enforcement
3. Street repair
4. Traffic signal timing
5. Special events
6. Not under housing cost stress
Over the last 20 years, Gilbert has experienced tremendous growth.

Growth and investment are not always distributed evenly, but it is critical to survey all residents proportionately.

Populations in both the northern and the southern part of Gilbert were surveyed, using the Santan 202 Freeway as the dividing boundary.
## North and South Gilbert

<table>
<thead>
<tr>
<th>Percent Rating Positively</th>
<th>North Gilbert</th>
<th>South Gilbert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remain in Gilbert next 5 years</td>
<td>98%</td>
<td>91%</td>
</tr>
<tr>
<td>Recommend living in Gilbert</td>
<td>99%</td>
<td>96%</td>
</tr>
<tr>
<td>Ease of walking in Gilbert</td>
<td>80%</td>
<td>69%</td>
</tr>
<tr>
<td>Overall “built” environment</td>
<td>89%</td>
<td>80%</td>
</tr>
<tr>
<td>Opportunities to participate in community matters</td>
<td>77%</td>
<td>57%</td>
</tr>
<tr>
<td>Feeling of safety</td>
<td>89%</td>
<td>98%</td>
</tr>
<tr>
<td>Used Recreation centers at Gilbert park or facility</td>
<td>50%</td>
<td>36%</td>
</tr>
</tbody>
</table>

All residents agree that Gilbert offers a high quality of life, is clean, safe and a good place to raise children.
Next Steps

Assess Feedback:
▷ Pleased with overall quality of life
▷ Satisfied with the direction
▷ Feel Safe
▷ Recommend living here

Well-ranked Services:
▷ New development and housing options, economic activity, ease of transportation, public safety, recreation and wellness.

Areas requiring more attention:
▷ Public participation, special events and public transportation.
View the full survey:

www.gilbertaz.gov/departments/town-hall/resident-survey