

2019 City of Eloy Citizen Survey

Prepared for:

January 2020



Table of Contents

<u>Section:</u>	<u>Page:</u>
I. Executive Summary and Conclusions.....	3
A. Executive Summary	3
B. Conclusions	4
 II. Study Design and Sampling	 5
A. Background and Methodology	5
B. Geographic Survey Areas	7
C. Weighting Percentages.....	8
D. Respondent Demographics and Characteristics	9
 III. Survey Results.....	 10
A. Quality of Eloy’s Services and Characteristics	10
B. Resident Engagement with Eloy Communications, Services or Programs	12
C. Contact with Eloy.....	14
D. Priority of Eloy Services	16
E. City of Eloy Airport	18
F. Support for Tax Increase for Specific Issues.....	19
G. Perception of Crime and Safety	24
 IV. Appendix A Survey instrument.....	 26



I. Executive Summary and Conclusions

A. Executive Summary

The 2019 City of Eloy Citizen Survey was conducted by WestGroup Research. The purpose of the survey was to thoroughly and objectively measure City residents' attitudes and perceptions of life in Eloy and as well as their thoughts toward the City's priorities for the future. A total of 343 Eloy residents participated in the survey via telephone, web, or in-person interviews between November 27 and December 31, 2019. The study results have a margin of error of $\pm 5.4\%$ at the 95% confidence level.

The following highlights the overall findings of the survey.

- Public library services and the cemetery received the highest positive ratings from residents (83% and 87% excellent + good ratings). The lowest rated items were code compliance and street and sidewalk maintenance and repair (43% and 35% top two ratings, respectively).
- Nearly all respondents (95%) reported some type of past year engagement with the City through its communications, services or programs. Specifically, nearly nine in ten (87%) reported they engaged with the City via its website, social media or newsletter.
 - In the past year, City of Eloy residents were most likely to have visited a City park (75%) or read the newsletter included with City utility bills (70%) and least likely to have attended a local public meeting of some kind (22%).
- Overall, nearly six in ten residents reported having in-person or phone contact with an employee of the City of Eloy within the past year. A majority of residents who interacted with City of Eloy employees (76% to 90%) awarded ratings of "excellent" or "good" for courtesy, overall impression, responsiveness, knowledge, and responding to or resolving the issue.
- Residents were asked to assign a priority level of "very high," "high," "somewhat of a priority," "low," or "very low" to eight City services. The three highest ranked priorities were *road improvements* (79% very high + high priority), *resources for drug enforcement* (78%), and *improvements that maintain overall water quality and delivery* (74%).
- Most residents (89%) were aware of the airport in Eloy and six in ten indicated it was "very" (22%) or "somewhat" (38%) important for the City to maintain/expand the airport.
- A majority of residents (65% to 85%) indicated they support property tax increases to fund the six issues presented. Support was the strongest for funding *road improvements*



and improvements to maintain overall water quality and delivery (85% and 81% strongly + somewhat support).

- While one in four residents did not offer strong support for a tax increase to fund any of the five issues, 76% of residents *strongly supported* funding at least one initiative with property taxes and one in ten (9%) strongly supported all of them.
- More than nine in ten residents reported feeling “very” or “somewhat” safe in their neighborhood during the day (72% + 21%). Although still a majority, significantly fewer reported feeling safe at night (78%). Seven in ten (69%) feel safe from violent crime and two-thirds (66%) feel safe from property crimes in Eloy.

B. Conclusions

1. **Eloy residents are interested in and supportive of making the city a better place to live.** While it was a challenge to capture the attention of Eloy residents to complete the survey (the holiday timing may have impacted this), those who did respond showed a high level of engagement with the city along with strong support for additional taxes to make improvements in key city services. In fact, the level of support for additional taxes was higher than typically seen in similar citizen surveys conducted by WestGroup.
2. **Road and water maintenance and improvements are most important to residents.** These two issues stood out from the other issues evaluated as both were given high priority ratings and were strongly supported for tax increases to accomplish those improvements. Roads, in particular, also were given lower ratings for excellence than the other city areas evaluated.
3. **There was a high level of contact from study respondents with City of Eloy employees, much higher than seen in other cities.** Furthermore, City employees received very high ratings from these residents for the service and response they provided to these residents.
4. **While a majority of residents indicate they feel safe in Eloy, there are concerns about the need for stronger drug enforcement and protection from property crimes.** Improved drug enforcement was given high priority ratings by residents, on par with street and water improvements. Safety perceptions decline for after dark and the key areas of concern are property crime and violent crimes, perhaps linked to the desire for increased drug enforcement.



II. Study Design and Sampling

A. Background and Methodology

In October 2019, the City of Eloy selected WestGroup Research of Phoenix, Arizona, to conduct its first Citizen Survey in an effort to thoroughly and objectively measure its residents' attitudes and perceptions of life in Eloy and as well as their thoughts toward the City's priorities for the future.

Questionnaire design began with an in-person meeting between WestGroup staff and City staff. The overall study objectives were reviewed and an initial survey instrument was drafted. Several iterations of the survey instrument were developed before the teams decided to pretest the survey with residents to evaluate the survey flow and length. The pretest showed that the initial survey length exceeded the budget parameters, so the number of questions was reduced and the survey retested with an acceptable length. Once the telephone survey was finalized, an online version of the survey was also programmed. The final survey instrument is provided in Appendix A.

Once the survey instrument was finalized, data was collected by WestGroup Research via outbound and in-bound telephone, web, and in-person interviews between November 27 and December 31, 2019. Residents were initially contacted via a postcard inviting them to participate in the study. A total of 3,416 postcards were mailed to Eloy households, which represented the entire database of addresses for Eloy households that was available for purchase in November 2019. The postcard provided a brief description of the project and an invitation to complete the survey by phone or online at the provided web address. The postcard included a web link for the respondent to complete the survey online along with a unique code to ensure the survey was only completed once per address. The postcard also provided a local phone number to complete the survey by phone if they preferred. The intent was to gather 400 completed surveys to meet the margin of error of +/-5%, typically achieved for government surveys.

After the postcards were mailed, WGR interviewers began outbound telephone contact with sampled households. Approximately two weeks after data collection had started, the demographic distribution of respondents was evaluated for representativeness of the overall population. It was determined that there were under-represented populations within the sample, particularly from residents with a Hispanic origin as well as those under the age of 35. The decision was made to take several new approaches to reach these target populations. A team of WGR interviewers was sent to the annual Electric Light Parade in Eloy on December 14, and 63 interviews were completed with residents. In addition, the City of Eloy posted invitations to the survey in various social media locations, and made flyers available in city offices and the library.



At the end of the year, the decision was made to halt interviewing and process the data from the 343 completed surveys. Data were weighted to match the resident profile for gender and age provided to WGR by the City of Eloy. Ultimately, 165 surveys were completed by telephone, 115 were completed online, and 63 were conducted in-person in Eloy.

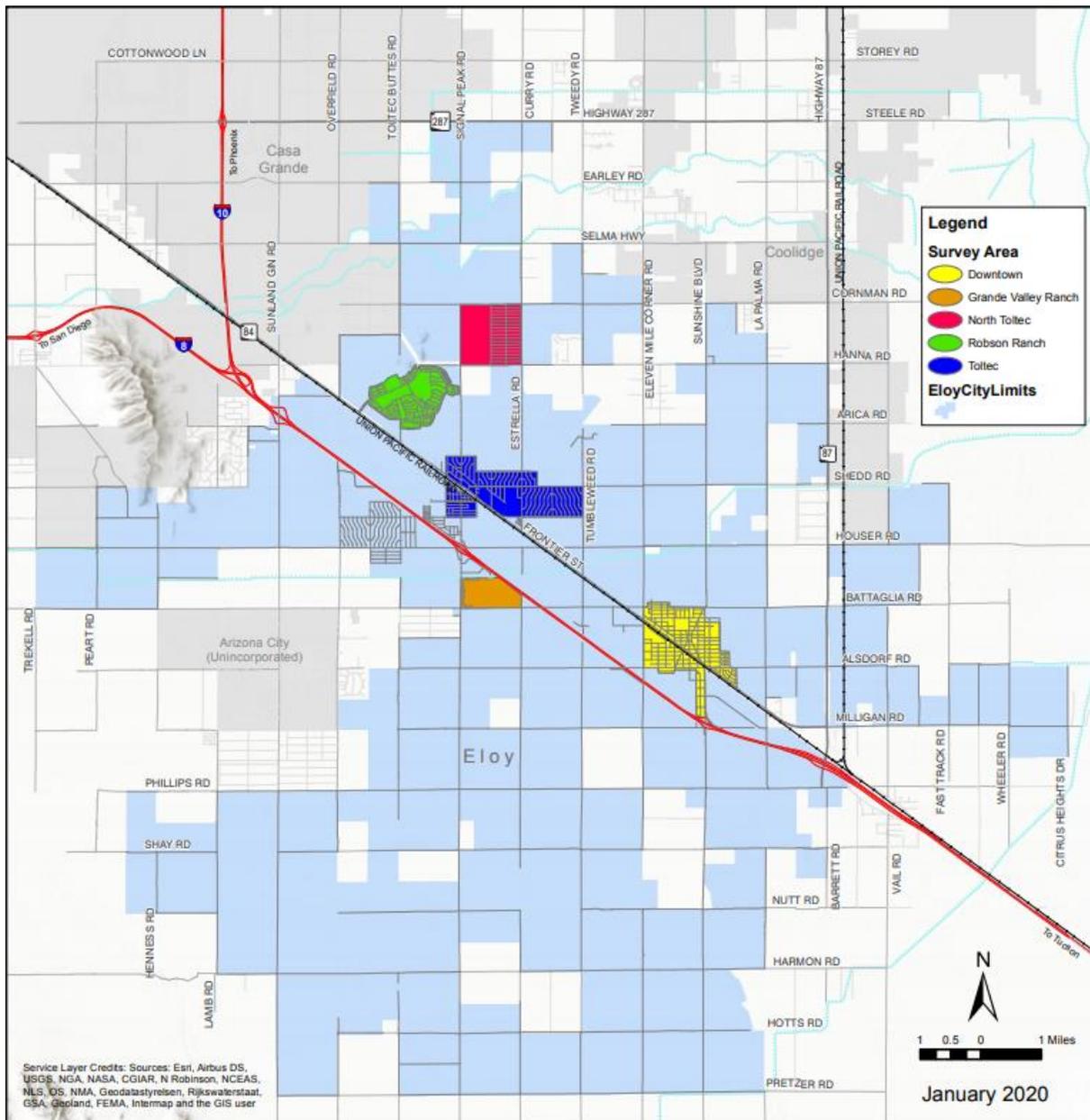
All residents were screened to ensure they lived in the City of Eloy in the 85131 zip code (a few exceptions were made for residents who contacted WGR indicating they lived within the Eloy city limits, but received their mail via post office in Casa Grande). The average interview length was 11 minutes. The total sample size of $n=343$ has a margin of error of $\pm 5.4\%$ at the 95% confidence level.



B. Geographic Survey Areas

Survey respondents were asked to select the community of their residence from the five areas shown below. Those who selected “other” and provided an open ended response were grouped with the nearest community. There were twelve (12) respondents who declined to provide this information and thus are excluded from any analysis by area.

Throughout the report, the results are presented and analyzed by these five geographic areas. The tables are color coded to correspond to the colors on this map for easy reference. Results that are statically significant different between areas are denoted by superscript letters which is explained underneath each data table.



C. Weighting Percentages

While every effort was made to target a representative sample of City of Eloy residents, low survey response rates (which are typical of data collection efforts overall and pronounced among certain demographic groups) combined with the challenge of a relatively small total City population to engage in the study, the targeted goal of 400 participating households was not achieved and some subgroups were not adequately represented in the sample (primarily those under the age of 45). As a result, the practice of post-stratification data weighting was employed. This allows the study findings to be reflective of actual the demographic composition of the City of Eloy and minimize the over or under-representation of some subpopulations. All percentages reported in the analysis are based on the weighted data.

The table below shows the sample percentage and the weighted percentages for comparison.

Table 1: Weighting Percentages

Characteristic	Non-weighted n=343	Weighted n=343
Gender		
Male	41%	50%
Female	57%	48%
Prefer not to answer	2%	2%
Age		
Under age 55	49%	72%
Age 55 and over	51%	28%



D. Respondent Demographics & Characteristics

The weighted data results in males and females being equally represented in the sample and the age of residents reflecting the makeup of the city overall. One-half of survey respondents reported being of Hispanic or Latino descent.

Nearly nine in ten (89%) respondents reported being full time Eloy residents and two-thirds own homes in Eloy. A slight majority (62%) have lived in the City of Eloy for more than ten years. While more than one-half reported being employed (57%), one in four were retired (25%).

Table 2: Survey Respondent Profile

Characteristic	Total n=343	Characteristic	Total n=343
Gender		Own or rent primary residence	
Male	50%	Own	66%
Female	48%	Rent	27%
Declined to Answer	2%	Don't know/declined	7%
Ethnicity*		Length of time in Eloy	
Latino/Hispanic	50%	5 years or less	19%
Caucasian/White	37%	6 to 10 years	16%
African American/Black	8%	11 to 20 years	18%
Native American	4%	More than 20 years	44%
Asian	<1%	Don't know/ Can't remember	1%
Other	<1%	Declined to answer	2%
Declined to answer	5%		
Age		Residency Status	
18 to 34 years	28%	Full-time	89%
35 to 54 years	44%	Part-time	5%
55 to 64 years	8%	Declined to answer	6%
65+	19%		
Declined to Answer	1%		
Employment		Location of Residence	
Employed	57%	Downtown or center of Eloy	51%
Retired	25%	Toltec	19%
Unemployed/ Looking for work	8%	Robson Ranch	16%
Unemployed/ Not looking for work	7%	Grande Valley Ranch	6%
Declined to answer	3%	North Toltec	5%
		Declined to Answer	3%

*Question was multi-response so total may not add up to exactly 100%

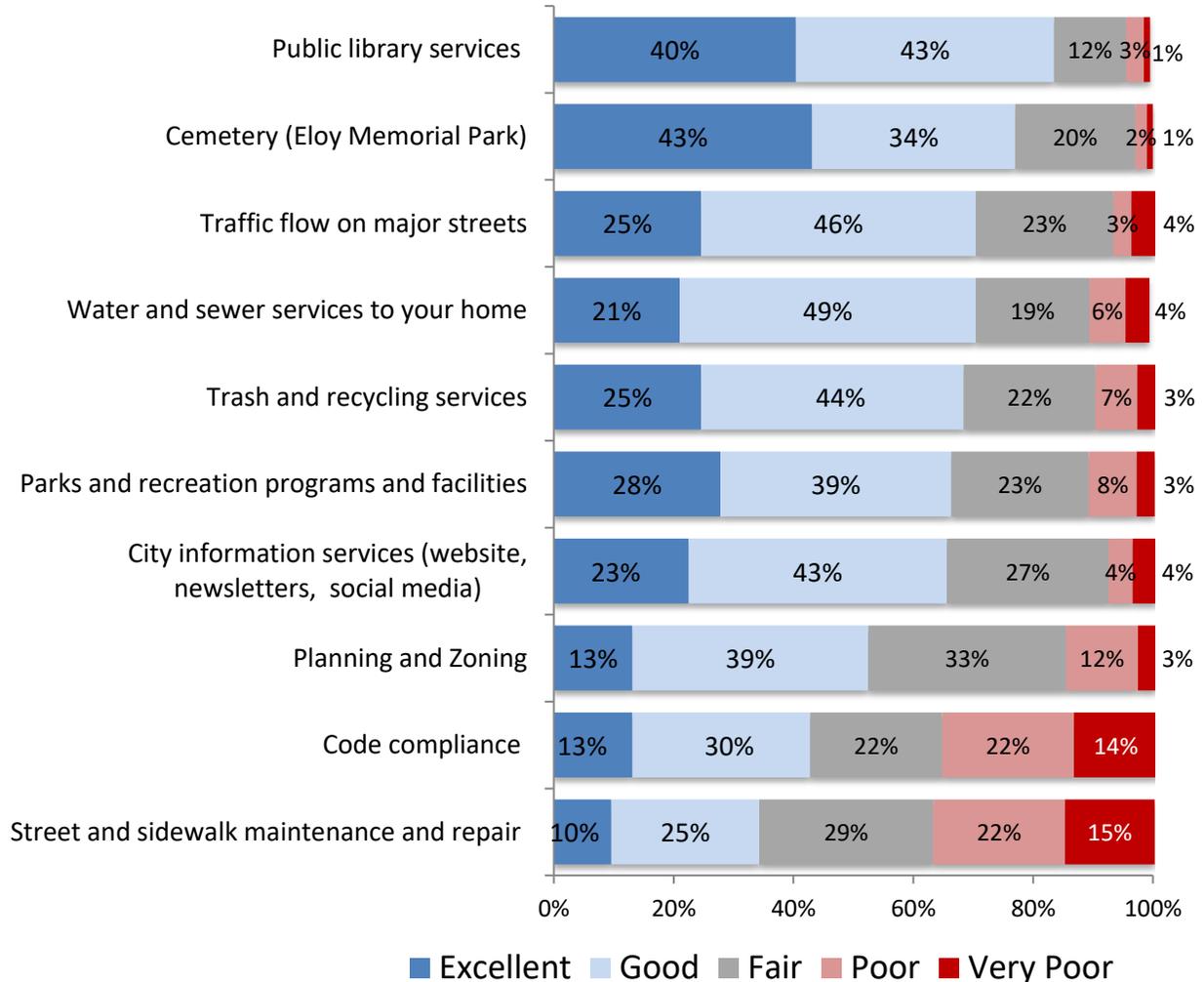


III. Survey Results

A. Quality of Eloy’s Services and Characteristics

Public library services and the cemetery received the highest proportion of “excellent” ratings (40% and 43%) from residents rating various services and characteristics of the City of Eloy. When the top two ratings are combined, over three-quarters of the residents surveyed awarded ratings of excellent or good to public library (83%) and cemetery (77%). A two-thirds or more majority (66% to 71%) gave high ratings to Eloy for traffic flow, water and sewer services, trash and recycling services, parks and recreation programs and facilities, and city information services. While one-half (52%) indicated high satisfaction with planning and zoning, fewer felt code compliance (43%) and street and sidewalk maintenance/repair (35%) were “excellent” or “good.” In fact, more than one-third of residents rated these two elements as “poor” or “very poor” compared to only 3% to 11% for other characteristics.

Chart 1: Respondents' Overall Quality Rating of City Services and Characteristics Among Those with an Opinion



Survey Question 1: Please rate the overall quality of each of the following characteristics as they relate to the City of Eloy as a whole.



Of note, homeowners were significantly less likely than renters to give high ratings to Eloy for code compliance (39% vs. 53%) and street and sidewalk maintenance/repair (30% vs. 46%). In addition, residents age 55 and older were significantly less likely than younger residents to indicate satisfaction with code compliance (30% excellent/good ratings vs. 45%).

Although there were variances in the proportion of top two ratings across areas, perceptions of overall quality was statistically consistent (within the margin of error) for seven of the ten services/characteristics. The three with statistically relevant differences are explained below.

North Toltec and Robson Ranch residents were most likely to give a high rating to *traffic flow on major streets* and were significantly more likely than Downtown Eloy residents to do so. Additionally, North Toltec residents also gave significantly higher ratings than Toltec and Grande Valley residents for *traffic flow*. Residents of Downtown Eloy were the least likely to give high ratings for *trash and recycling services* with only 57% rating it as “excellent” or “good” (compared to 74% to 92% for other areas). Finally, Robson Ranch residents were significantly more likely than residents in Downtown Eloy or Toltec to give high ratings to street and sidewalk maintenance and repair (48% vs. 33% and 26%, respectively).

**Table 3: Respondents’ Overall Quality Rating of City Services and Characteristics
Summary of Excellent + Good Ratings by Area**

Services and Characteristics	Total (n= 343)	Down- town (175) A	Toltec (66) B	Robson Ranch (55) C	Grande Valley (20) D	North Toltec (16) E
Public library services	83%	86%	87%	72%	66%	82%
Cemetery (AKA Eloy Memorial Park)	77%	77%	80%	72%	75%	89%
Traffic flow on major streets	71%	66%	72%	84% ^A	59%	96% ^{ABD}
Water and sewer services to your home	70%	70%	65%	80%	73%	78%
Trash and recycling services	68%	57%	74% ^A	90% ^{AB}	80%	93% ^A
Parks and recreation programs and facilities	66%	69%	62%	67%	61%	70%
City information services such as the website, newsletters, or social media	66%	68%	61%	63%	53%	82%
Planning and Zoning (location, zoning, permitting, design and placement of buildings)	52%	52%	57%	54%	52%	53%
Code compliance (weeds, abandoned vehicles /buildings, illegal signs, etc.)	43%	46% ^C	47%	30%	27%	40%
Street and sidewalk maintenance and repair	34%	33%	26%	48% ^{AB}	42%	42%

^{ABCDE} Indicates significantly higher percentage than the area indicated by the letter.

Survey Question 1: Please rate the overall quality of each of the following characteristics as they relate to the City of Eloy as a whole. (Options: Excellent, Good, Fair, Poor, Very Poor)

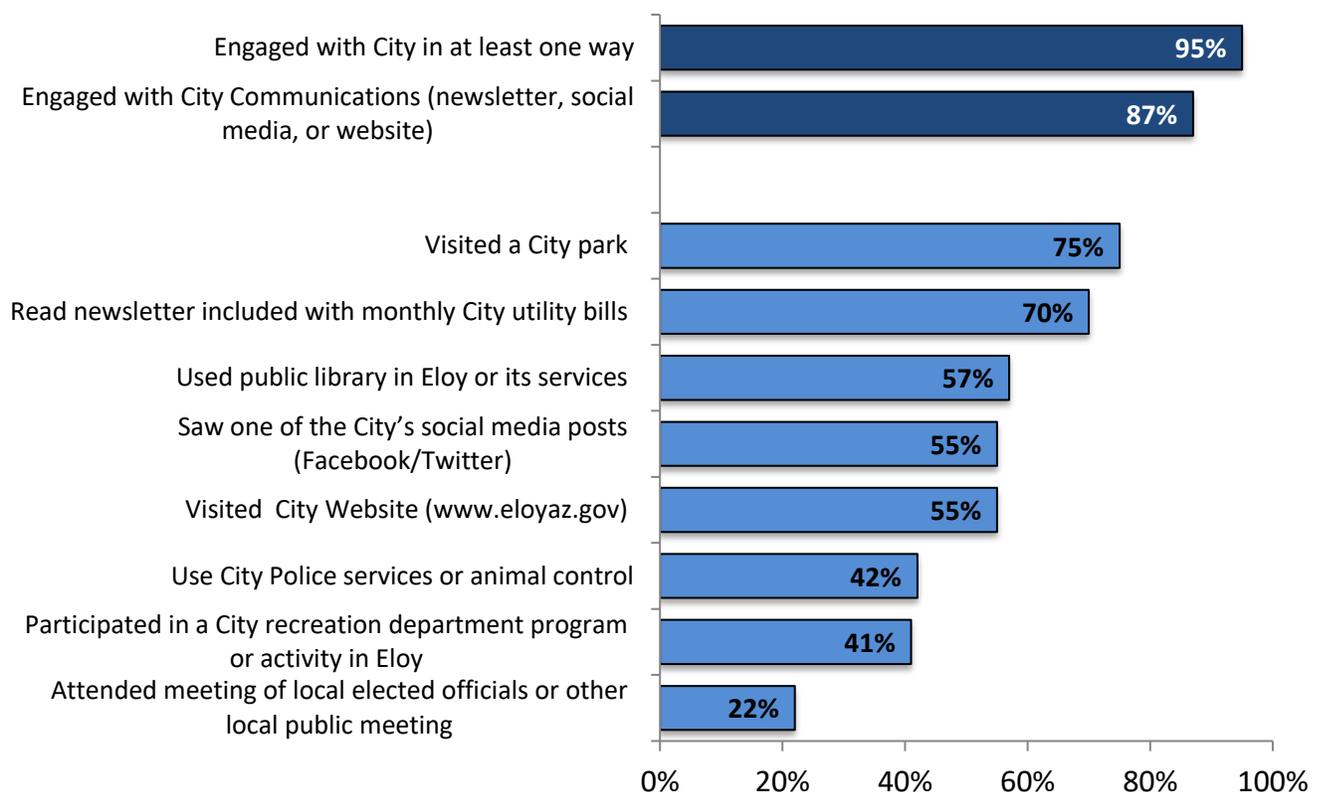


B. Resident Engagement with Eloy Communications, Services or Programs

Nearly all respondents (95%) reported engaging with the City within the past year in at least one of the eight ways listed. Nearly nine in ten had engaged with the City’s communication efforts in the past twelve months (87% had read the newsletter, engaged with a social media post or visited their website). Of note, support for property tax increases to fund specific initiatives tends to increase as the level of proactive resident engagement increases (i.e. excludes police services/animal control). (See details in Section F on pages 19-21).

In the past year, City of Eloy residents were most likely to have visited a City park (75%) or read the newsletter included with City utility bills (70%). Just over one-half of residents used Eloy’s public library or its services, saw a City social media post, or visited the City’s website in the past 12 months (55% to 57%). Somewhat fewer interacted with Eloy Police services or animal control (42%) or participated in a City recreation program or activity in Eloy (41%). More than one in five (22%) attended a local public meeting of some kind.

Chart 2: Respondent Engagement with City Communications, Services or Programs



Survey Question 2: *In the last 12 months, have you or other household members done any of the following?*
 Total n=343



With the exception of reading the newsletter or attending meetings, residents under age 55 were more likely to engage with all City communications, services and programs. Hispanic and other minority residents were significantly more likely than Caucasians to visit a City park, use the public library, and participate in a recreation program or activity. Renters were significantly more likely than homeowners to visit a park, use the library, and see a City social media post. Additionally, longtime residents were significantly more likely to visit a park or use the library than those who have lived in Eloy for less than ten years.

Women were significantly more likely than men to report engagement with the public library (67% vs. 49%), City social media posts (63% vs. 49%), and City recreation programs or activities in Eloy (51% vs. 31%).

With the exception of reading the newsletter or attending a public meeting, Robson Ranch residents were less likely than residents of other Eloy areas to engage with City communications, services and programs. Downtown residents were significantly more likely than Toltec residents to visit a City park or use the City library. Grande Valley residents were significantly less likely than residents of other areas to report reading the newsletter included with City utility bills.

Table 4: Resident Engagement with City Communications, Services and Programs By Area

Activities	Total (n= 343)	Down- town (175) A	Toltec (66) B	Robson Ranch (55) C	Grande Valley (20) D	North Toltec (16) E
Visited a City of Eloy park	75%	91% ^{BC}	73% ^C	28%	68% ^C	88% ^C
Read the newsletter that is included with the monthly City utility bills	70%	68% ^D	86% ^D	74% ^D	36%	84% ^D
Used the public library in Eloy or its services	57%	73% ^{BC}	48% ^C	16%	63% ^C	71% ^C
Saw one of the City's social media posts (Facebook/Twitter)	55%	66% ^C	60% ^C	20%	46% ^C	62% ^C
Visited the City of Eloy Web site (at www.elayaz.gov)	55%	61% ^C	59% ^C	38%	44%	60%
Use Eloy Police services or animal control	42%	48% ^C	53% ^C	16%	39%	41%
Participated in a City recreation department program or activity in Eloy	41%	47% ^C	47% ^C	17%	28%	40%
Attended a meeting of local elected officials or other local public meeting	22%	21%	19%	32%	21%	16%

^{ABCDE} Indicates significantly higher percentage than the area indicated by the letter.

Survey Question 2: In the last 12 months, have you or other household members done any of the following?



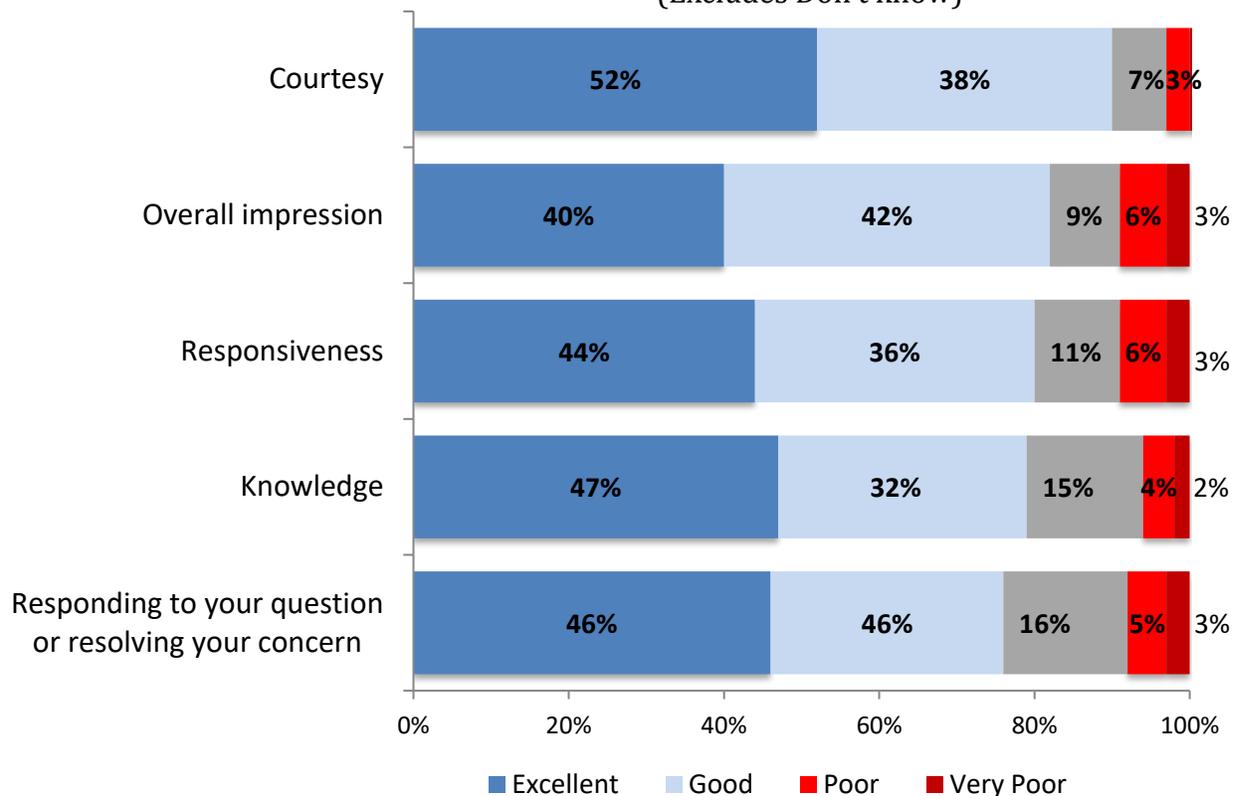
C. Contact and Evaluation of City of Eloy Employees

Overall, nearly six in ten residents (59%) reported having in-person or phone contact with an employee of the City of Eloy within the past year. North Toltec and Toltec residents were most likely to have had contact (76% and 67%, respectively) and were significantly more likely than Robson Ranch residents to have interacted with a City employee (48%).

A majority of residents who interacted with City of Eloy employees (76% to 90%) awarded ratings of “excellent” or “good” for courtesy, overall impression, responsiveness, knowledge, and responding to or resolving the issue. While more than four in five (82%) reported having a “good” (42%) or “excellent” (40%) *overall impression*, residents were most pleased with the courteousness of City employees -- 52% rated employee *courtesy* as “excellent.” Fewer than one in ten residents rated any of the employee attributes as poor or very poor (4% to 9%).

As shown in Table 4 on the following page, Robson Ranch residents gave City employees the highest ratings for the five attributes.

Chart 3: Respondents' Employee Attribute Ratings
Among those who Interacted with City Employees in Past Year
(Excludes Don't know)



Survey Question 4: Based on your recent contact(s), how would you rate City of Eloy employee(s) on ...?
Total n=201 (Those who had contact with a City employee in the past year.)



Robson Ranch residents awarded Eloy employees the highest ratings for all five attributes. They were significantly more likely than Downtown and Toltec residents to give ratings of excellent or good for most attributes.

Table 5: Respondent Ratings of Employee Attributes by Area
 Summary of Excellent + Good Ratings
 Among those who interacted with City employees and have an opinion

Attributes	Total (201)	Down- town (106) A	Toltec (45) B	Robson Ranch (26) C	Grande Valley (10) D	North Toltec (12) E
Courtesy	90%	87%	87%	97% ^A	96%	88%
Overall impression	82%	82%	76%	94% ^{ABE}	82%	65%
Responsiveness	80%	84%	68%	96% ^{AB}	66%	71%
Knowledge	79%	81%	72%	92% ^B	66%	71%
Responding to your question or resolving your concern	46%	78%	71%	88%	66%	65%

^{ABCDE} Indicates significantly higher percentage than the area indicated by the letter.

Survey Question 4: Based on your recent contact(s), how would you rate the City of Eloy employee(s) on ...?

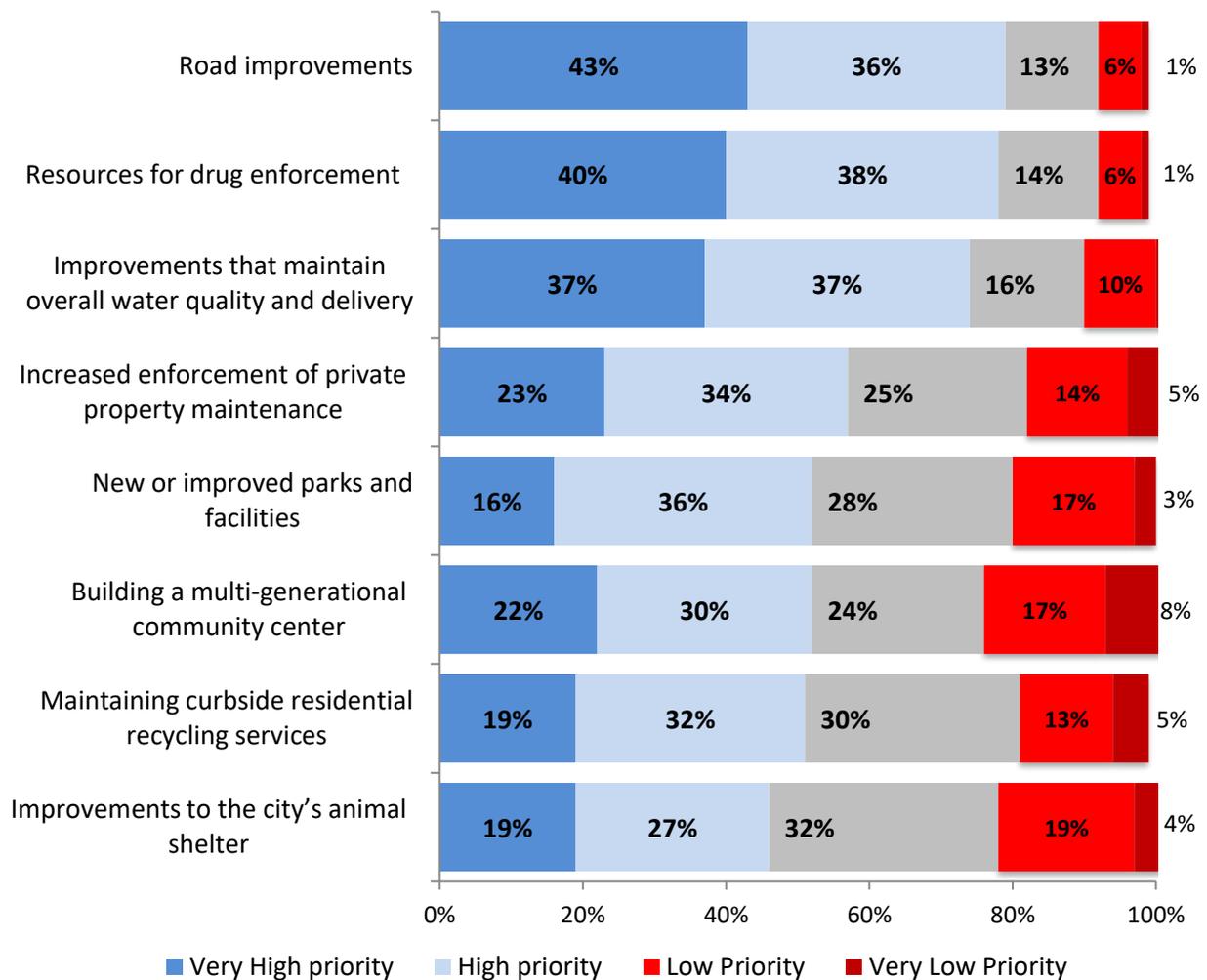
Total n=201 (Those who had contact with a City employee in the past year.)



D. Priority of Eloy Services

Residents were asked to assign a priority level of “very high,” “high,” “somewhat of a priority,” “low,” or “very low” to eight City services. High priority ratings ranged from 79% to 46% across the eight services. **The three highest ranked priorities were road improvements (79% very high + high), resources for drug enforcement (78%), and improvements that maintain overall water quality and delivery (74%).** Increased enforcement of private property maintenance was a distant fourth with 57% rating it as a very high or high priority for the City. Improvements to the City’s animal shelter received the lowest proportion of very/high + high priority” ratings (46%), however this was only five or six percentage points lower than the top two priority ratings for *maintaining curbside residential recycling services (51%), building a multi-generational community center (52%), and new or improved parks and facilities (52%).*

Chart 4: Respondents' Priority Ratings of City Services
Among Those with an Opinion



Survey Question 5: To what extent should each of the following be a priority for the city...?
Total n=299 to 333



North Toltec residents gave the highest priority ratings (52%-86%) for five of the eight services compared to the other four areas in the City of Eloy. Robson Ranch had the highest priority ratings for *improvements that maintain overall water quality and delivery* (83%) and *increased enforcement of private property maintenance* (65%) compared to the other four areas, while Downtown Eloy had the highest priority rating for *maintaining curbside residential recycling* (59%) services. Lastly, Robson Ranch residents indicated that *building a multi-generational community center* had a significantly lower priority for them compared to residents in all other areas in Eloy (25% vs. 42-67% other areas).

Table 6: Respondents' Priority of City Services by Area
Summary of Very High + High Priority by Area
Among Those with an Opinion

Services	Total (n= 343)	Down- town (175) A	Toltec (66) B	Robson Ranch (55) C	Grande Valley (20) D	North Toltec (16) E
Road improvements	79%	82%	79%	71%	71%	84%
Resources for drug enforcement	78%	82% ^C	79%	66%	72%	86%
Improvements that maintain overall water quality and delivery	74%	75%	63%	83% ^{BE}	78%	55%
Increased enforcement of private property maintenance	57%	64% ^{BD}	38%	65% ^{BD}	34%	50%
New or improved parks and facilities	52%	62% ^{BC}	40%	28%	47%	66% ^C
Building a multi-generational community center	52%	62% ^{BC}	42% ^C	25%	53% ^C	67% ^C
Maintaining CURBSIDE RESIDENTIAL recycling services	51%	59% ^{BE}	41%	51%	55%	28%
Improvements to the city's animal shelter	46%	48%	49%	36%	33%	52%

^{ABCDE} Indicates significantly higher percentage than the area indicated by the letter.

Survey Question 5: To what extent should each of the following be a priority for the city...?
Total n=299 to 333



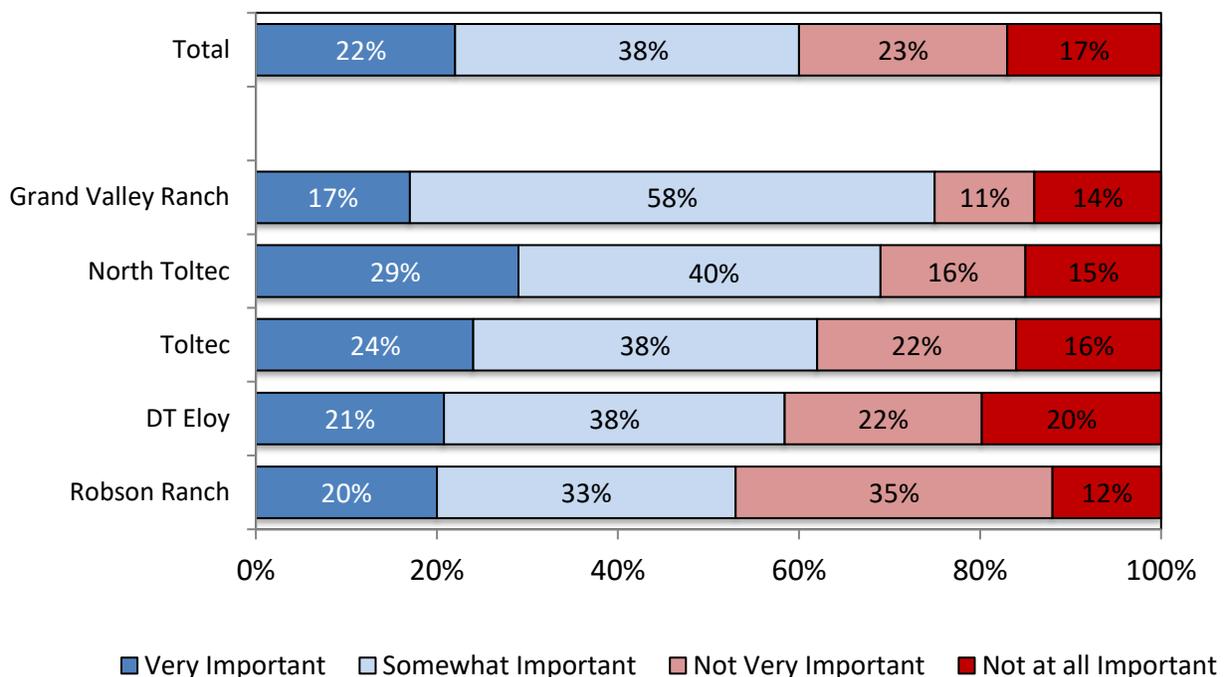
E. City of Eloy Airport – Awareness and Importance of Maintenance/Expansion

Most residents (89%) were aware of the airport in the City of Eloy. Of note, all North Toltec residents were aware of it compared to 74% to 95% for other areas. Homeowners were significantly more likely than renters to be aware of the airport (94% vs. 82%) and similarly, long-time residents were significantly more likely to be aware of it than those who have lived in Eloy for less than ten years (93% vs. 86%).

All residents, even those unaware of the airport, were asked how important they felt it was for the City to invest in the maintenance/expansion of the airport in Eloy.

Overall, six in ten residents rated it as “very” (38%) or “somewhat important” (22%) for the City to maintain/expand the airport. The perception that maintenance or expansion was *important* ranged between 53% in Robson Ranch to 75% for Grand Valley Ranch, however none of the differences were statistically meaningful. Long-time residents were significantly more likely than those who have lived in Eloy for fewer than ten years to feel it is important to maintain/expand the airport (66% vs. 48%).

Chart 5: Respondents' Perception of Importance of Airport Maintenance/Expansion
Among those with an Opinion



Survey Question 8b: How important do you feel it is for the City to invest in the maintenance / expansion of the airport in Eloy?
Total n= 328 (asked of all but excludes don't know responses)



F. Support for Property Tax Increase to Fund Specific Issues

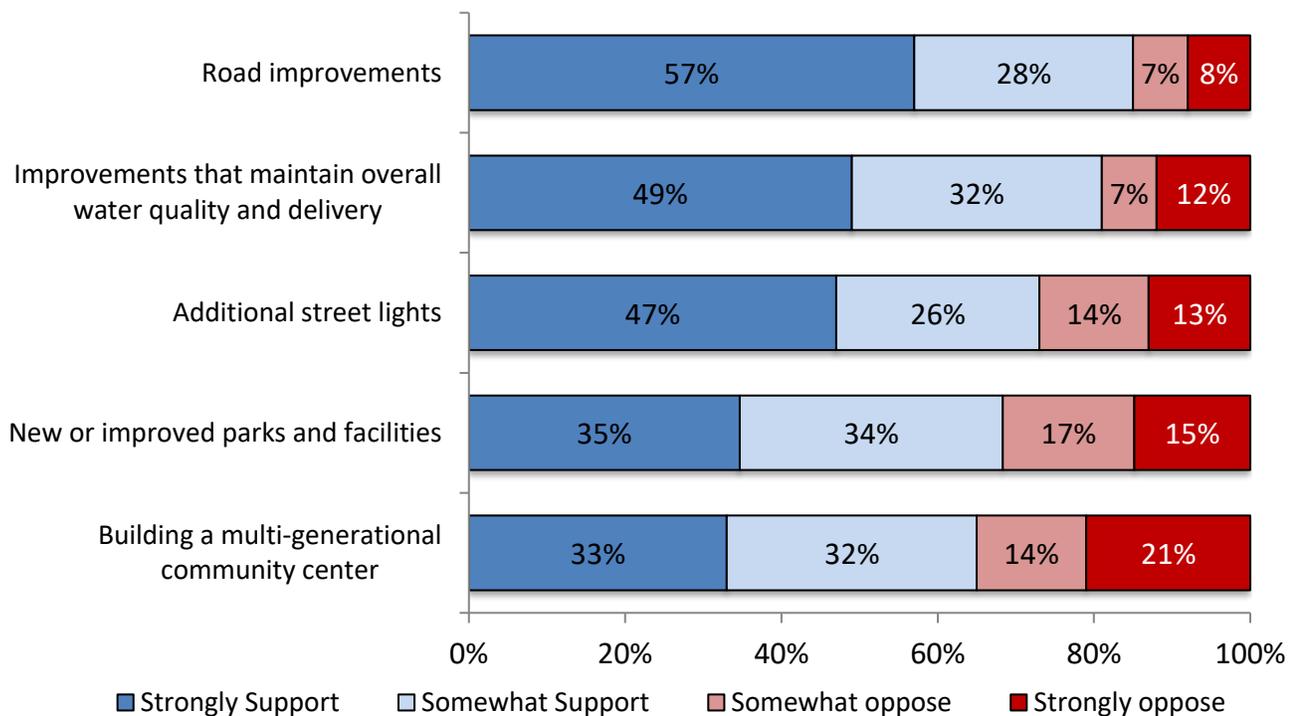
A majority of residents (65% to 85%) indicated they “strongly” or “somewhat” support property tax increases to fund all six issues presented.

Support was the strongest for *road improvements and improvements to maintain overall water quality and delivery* (85% and 81% strongly + somewhat support). Notably, more than one-half of residents indicated they “strongly support” property tax increases for *road improvements* and nearly one-half expressed strong support for tax increases to *improve water quality and delivery* (49%) and for *additional street lights* (47%).

Approximately two-thirds supported increasing property taxes to fund new or improved parks and facilities (68%) or to build a multi-generational community center (65%) with about one-third reporting they “strongly support” taxes for these purposes.

Of interest, three in four (76%) residents strongly supported funding at least one initiative with property taxes. The remaining 24% did not offer strong support for any of the issues. (Note: 9% strongly supported all of them).

Chart 6: Respondent Support of Property Tax Increases to Fund Specific Issues
Among those with an Opinion



Survey Question 6: To what extend would you support or oppose a property tax increase for... (Randomized)
Total n= 343 (asked of all but excludes don't know responses)



Women were significantly more likely than men to support funding *road improvements* (92% vs. 79%), *water quality and delivery* (87% vs. 76%), and *building a multi-generational community center* (77% vs. 53%) though property tax increases.

Residents under age 35, minority residents and renters were more likely than their comparative groups to support increasing property taxes to fund *street lights, parks and facilities*, and a *new community center*.

As shown below, Downtown and North Toltec residents were generally more supportive of increasing property taxes to fund all of the initiatives than those living in other Eloy areas. The differences that are statistically significant are indicated by the superscript letters.

**Table 7: Respondent Support of Property Tax Increases to Fund Specific Issues
By Area – Among those with an Opinion**
Summary of Strongly + Somewhat Support by Area

Services	Total (n= 343)	Down- town (175) A	Toltec (66) B	Robson Ranch (55) C	Grande Valley (20) D	North Toltec (16) E
Road improvements	85%	90% ^{CD}	83%	78%	62%	85%
Improvements that maintain overall water quality and delivery	81%	86% ^C	80%	69%	60%	87%
Additional street lights	73%	82% ^{CD}	69% ^C	51%	53%	96% ^{BCD}
New or improved parks and facilities	68%	76% ^{BC}	60%	50%	58%	80% ^C
Building a multi-generational community center	65%	78% ^{BC}	50%	38%	56%	87% ^{BCD}

^{ABCDE} Indicates significantly higher percentage than the area indicated by the letter.

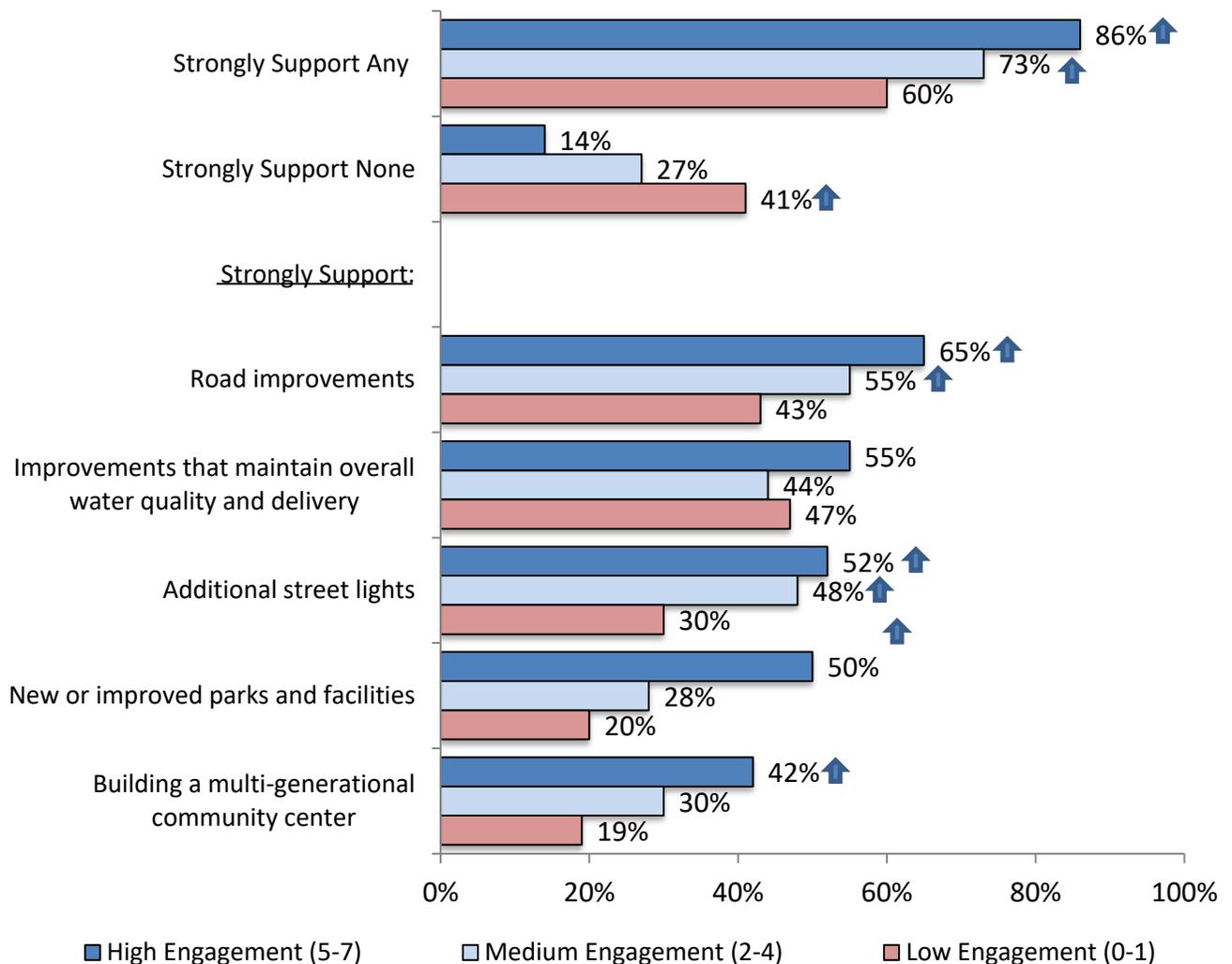
Survey Question 6: To what extent would you support or oppose a property tax increase for... (Randomized)



As previously mentioned, **strong support for raising property taxes generally increases as does the level of resident engagement.** Specifically, residents who indicated “high engagement” with the City (engaged with five or more of the seven proactive ways listed -parks, libraries, programs/activities, website, social media, newsletter, or attend a City meeting) were significantly more likely than those with “low engagement” (none/one point of interaction) to **strongly support** a tax increase to fund the initiatives. The exception was for improvements that maintain overall water quality and delivery which was highly supported regardless of resident engagement.

Whereas 86% of highly engaged residents **strongly support** funding at least one of the initiatives with a property tax increase, only 60% of those with low/no engagement do so. Residents with low or no engagement were significantly more likely to strongly support NONE of the five initiatives (41% vs. 14% of highly engaged residents).

Chart 7: Respondents who "Strongly Support" Property Tax Increases to fund Specific Issues by Resident Engagement Level
Among those with an Opinion



Survey Question 6: To what extent would you support or oppose a property tax increase for... (Randomized)

Three in four (76%) respondents “strongly support” increasing property taxes to fund at least one initiative. These supporters were more likely to be female, aged 35 to 54, Hispanic, employed, full time residents, who have lived in Eloy for more than 20 years.

The 24% of respondents who did not “strongly support” increasing property taxes to fund any of the five initiatives were most likely to be: male, 65 or older, Caucasian, retired, home owners, who have lived in Eloy for less than ten years.

Table 8a: Demographic Profiles of Respondents who” Strongly Support” Property Tax Increases to Support Specific Initiatives

	Strong Support Levels			“Strongly Support” Initiative				
	Support All (32) A	Support None (84) B	Support Any (259) C	Improved Roads (188)	Water quality & delivery (157)	More Street-lights (152)	New or Improved Parks (114)	Comm. Center (109)
Gender								
Male	35%	66%^{AC}	42%	37%	42%	39%	34%	33%
Female	65%^B	29%	57%^B	63%	57%	60%	67%	66%
Age								
18 to 34 years	32%	23%	30%	32%	31%	31%	45%	38%
35 to 54 years	57%^B	30%	49%^B	48%	47%	54%	50%	50%
55 to 64 years	2%	14%	6%	6%	6%	3%	2%	4%
65+	8%	31%^{AC}	15%	14%	16%	12%	3%	8%
Ethnicity								
Latino/ Hispanic	47%	34%	55%^B	54%	54%	54%	60%	65%
Caucasian	37%	48%^C	33%	31%	35%	31%	29%	23%
African Am/ Black	25%^B	5%	8%	11%	9%	12%	12%	14%
Native Amer.	4%	2%	4%	4%	4%	4%	4%	3%
Asian	4%	-	1%	1%	1%	1%	1%	1%

^{AB, BC} Indicates significantly higher percentage than the area indicated by the letter.

(Statistical comparisons are made for mutually exclusive groups only - All vs. None and None vs. Any)



Table 8b: Demographic Profiles of Respondents who “Strongly Support” Property Tax Increases to Support Specific Initiatives

	“Strongly” Support Levels			“Strongly Support” Initiative				
	Support All (32) A	Support None (84) B	Support Any (259) C	Improved Roads (188)	Water quality & delivery (157)	More Street-lights (152)	New or Improved Parks (114)	Comm. Center (109)
Employment Status								
Employed	73%^B	37%	63%^B	60%	65%	61%	75%	74%
Retired	8%	41%^{AC}	19%	18%	19%	18%	7%	8%
Unemployed/ seeking work	9%	4%	9%^B	13%	9%	10%	10%	10%
Unemployed/ not seeking	5%	11%	6%	7%	4%	8%	6%	4%
Residence								
Own	44%	72%^A	64%	60%	61%	57%	53%	60%
Rent	56%^B	18%	30%^B	34%	33%	38%	44%	36%
Length of Residency								
5 years or less	19%	28%	16%	13%	16%	16%	18%	15%
6 to 10 years	4%	19%^A	15%	14%	14%	14%	13%	11%
11 to 20 years	16%	17%	18%	17%	15%	15%	12%	17%
> 20 years	61%^B	27%	50%^B	56%	54%	53%	55%	55%
Residency Status								
Full-time	86%	79%	92%^B	91%	94%	93%	89%	89%
Part-time	14%	7%	5%	6%	5%	5%	7%	8%

^{AB, BC} Indicates significantly higher percentage than the area indicated by the letter.

(Statistical comparisons are made for mutually exclusive groups only - All vs. None and None vs. Any)



G. Perception of Crime and Safety

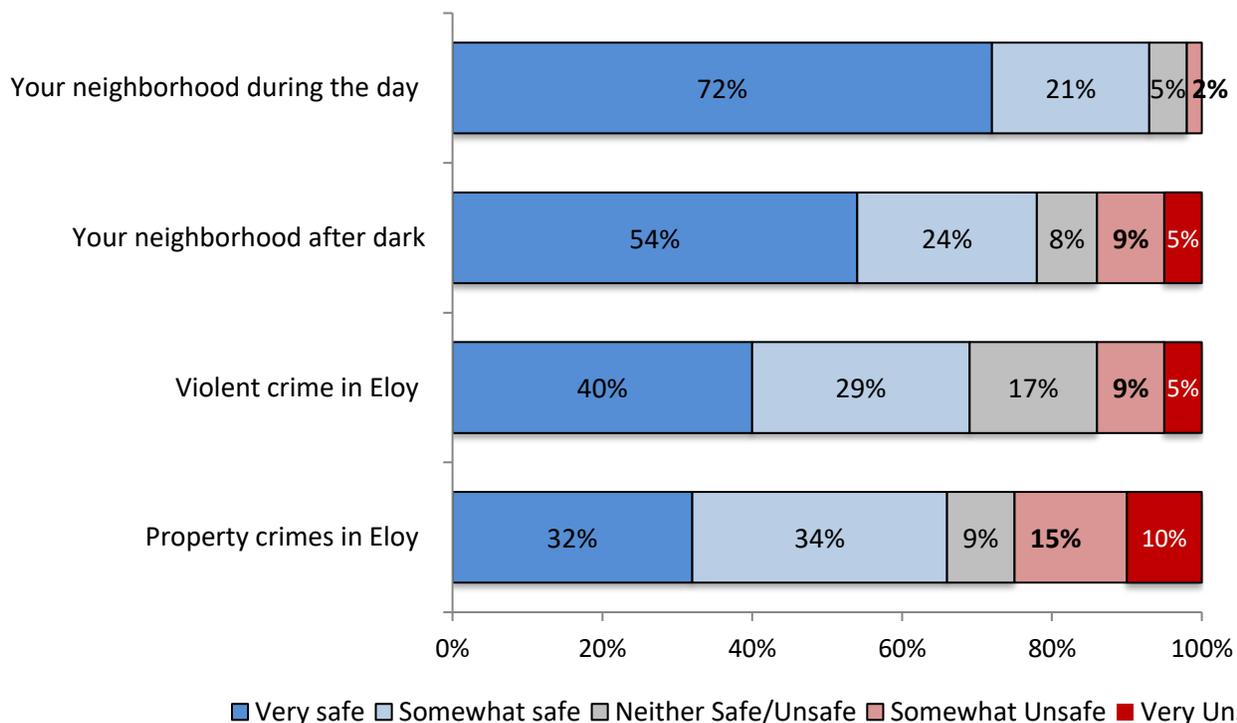
More than nine in ten (93%) Eloy residents reported feeling “very” or “somewhat” safe in their neighborhood during the day (72% + 21%). No one reported feeling “very unsafe” in their neighborhood during the day and only 2% reported feeling “somewhat unsafe.”

Although a majority rated their neighborhood as safe after dark (78%, including 54% who feel “very safe”), this was a significantly smaller proportion of residents than reported feeling safe during the day.

Seven in ten residents feel safe from violent crime in Eloy (40% very safe + 30% somewhat safe) and two-thirds feel safe from property crimes in Eloy (32% very safe + 35% somewhat safe). **Property crime in Eloy appears to be the area of greatest concern with one in four indicating they feel unsafe from burglary and theft (15% somewhat unsafe + 10% very unsafe vs. 2% to 15% very/somewhat unsafe rating for the other three scenarios).**

Interestingly, there were no differences in safety ratings by gender or ethnicity. The only notable difference in top two safety ratings by demographics were that residents age 55+, retirees, part time residents, and those who have resided in Eloy for less than ten years were significantly more likely to feel safe in their neighborhood at night than their comparative groups. See Tables 9a and 9b for a review by of safety ratings by area.

Chart 8: Respondents' Perception of City Safety: Somewhat or Very Safe
Among those with an Opinion



Survey Question 7: Next I want to ask you a few questions about crime and safety in your area. When it comes to [Randomized Attribute] would you say you feel...?
Total n=302-334



A review of “very safe” ratings by area reveals that Robson Ranch residents give higher safety ratings for all four scenarios than residents of other areas and particularly higher than those who live in Downtown Eloy and Toltec. The disparity is less pronounced for safety in their neighborhood during the day and violent crime when very safe + somewhat safe ratings are considered. However, Robson Ranch were significantly more likely than Downtown, Toltec, and Grande Valley residents to give a top two safety rating to their “neighborhood after dark.”

Table 9a: Respondents’ Perception of Crime and Safety by Area
Summary of Very Safe

Crime and Safety Scenarios	Total (n= 343)	Down- town (175) A	Toltec (66) B	Robson Ranch (55) C	Grande Valley (20) D	North Toltec (16) E
Your neighborhood during the day	72%	71%	61%	89%^{AB}	70%	75%
Your neighborhood after dark	54%	48%	49%	75%^{AB}	56%	62%
Violent crime in Eloy (such as rape, assault, robbery)	40%	42%	27%	51%^B	35%	33%
Property crimes in Eloy (such as burglary and theft)	32%	29%	31%	45%^A	24%	24%

^{ABCDE} Indicates significantly higher percentage than the area indicated by the letter.

Table 9b: Respondents’ Perception of Crime and Safety by Area
Summary of Very + Somewhat Safe

Crime and Safety Scenarios	Total (n= 343)	Down- town (175) A	Toltec (66) B	Robson Ranch (55) C	Grande Valley (20) D	North Toltec (16) E
Your neighborhood during the day	93%	93%	87%	97%	91%	90%
Your neighborhood after dark	78%	75%	73%	96%^{ABD}	74%	73%
Violent crime in Eloy (such as rape, assault, robbery)	70%	72%	63%	70%	64%	60%
Property crimes in Eloy (such as burglary and theft)	67%	62%	67%	79%^A	68%	70%

^{ABCDE} Indicates significantly higher percentage than the area indicated by the letter.

Survey Question 8: Next I want to ask you a few questions about crime and safety in your area.
When it comes to [Randomized Attribute] would you say you feel...?
Total n=302-334



Appendix A

Survey Questionnaire



2019 City of Eloy Citizen Survey

Hello, my name is _____. I'm calling on behalf of the City of Eloy from WestGroup Research. We're conducting a survey with City residents on a number of key questions and would like to include your opinions. All of your answers will be completely confidential. This is strictly for research purposes only and not a sales call. Are you 18 years of age or older?
(IF ASKED: The survey should take about 8 to 10 minutes)

(INTERVIEWER: If respondent is driving, schedule a callback)

(INTERVIEWER: Offer Spanish speaking respondents the option of completing the survey in Spanish. If no Spanish interviewer is immediately available schedule a callback)

SCREENING

- S1. May I please have your local zip code? _____ (ENTER 5 DIGIT ZIP CODE)
[IF NOT IN ZIP CODE 85131 TERMINATE]
- S2. Gender (INTERVIEWER: RECORD BY OBSERVATION)
1 Male
2 Female
- S3. And just to be sure we're getting an accurate representation of your area can you please tell me which of the following ranges includes your age?
1 18 to 34 years
2 35 to 54 years
3 55 to 64 years
4 65 years or older
5 Decline to Answer
- S4. Which of the following best describes your race or ethnic background?
1 Caucasian/White
2 African American/Black
3 Latino/Hispanic
4 Asian
5 Other
6 Decline to Answer
- S5. In which area OF ELOY do you live?
1 Downtown or center of Eloy
2 Robson Ranch
3 Toltec (OR)
4 NORTH TOLTEC
5 Grande Valley Estates
6 Other
7 Decline to Answer



MAIN QUESTIONNAIRE

Q1. Please rate the overall quality of each of the following characteristics as they relate to the City of Eloy as a whole. How would you rate [INSERT FIRST ITEM]? Would you say it is: Excellent, Good, Fair, Poor, or Very Poor? (INTERVIEWER: Ask for each item repeating scale as necessary) [RANDOMIZE LIST]

- 5 Excellent
- 4 Good
- 3 Fair
- 2 Poor
- 1 Very Poor
- 6 Don't Know (DON'T READ)
- 7 Not Applicable (DON'T READ)

- a. Street and sidewalk maintenance and repair
- b. Water and sewer services to your home
- c. Parks and recreation programs and facilities
- d. Code compliance (weeds, abandoned vehicles or buildings, illegal signs, etc)
- e. Public library services
- f. City-information services such as the website, newsletters, or social media
- g. Planning and Zoning (location, zoning, permitting, design and placement of buildings)
- h. Trash and recycling services
- i. Cemetery (AKA Eloy Memorial Park)

Q2. In the last 12 months, have you or other household members done any of following? [RANDOMIZE]

- 1. Yes
 - 2. No
 - 3. Don't know
- a. Used the public library in Eloy or its services
 - b. Participated in a City recreation department program or activity in Eloy
 - c. Visited a City of Eloy park
 - d. Attended a meeting of local elected officials or other local public meeting
 - e. Read the newsletter that is included with the monthly City utility bills
 - f. Saw one of the City's social media posts (Facebook/Twitter)
 - g. Visited the City of Eloy Web site (at www.elayaz.gov)
 - h. Use Eloy Police services or animal control



Q3. Have you had any in-person or phone contact with an employee of the City of Eloy within the last 12 months? This would include parks and recreation employees, utility service employees, receptionists, planners, building inspectors, police, or any other City employees.

- 1 Yes
- 2 No
- 3 Don't Know/Can't Remember (DON'T READ)

[IF Q2=1/YES]

Q4. Based on your recent contact(s), how would you rate the City of Eloy employee(s) on [INSERT FIRST ITEM] [RANDOMIZE]

- 5 Excellent
- 4 Good
- 3 Fair
- 2 Poor
- 1 Very Poor
- 6 Don't Know (DON'T READ)
- 7 DON'T READ: No recent contact – SKIP TO Q8.

- a Knowledge
- b Responsiveness
- c Courtesy
- d Responding to your question or resolving your concern
- e Overall impression

Q5. To what extent should each of the following be a priority for the city...? (INTERVIEWER: Read each item and then ask: *should this be a* very high priority, high priority, somewhat of a priority, low priority or a very low priority for the City) [RANDOMIZE]

- 5 Very High priority
- 4 High priority
- 3 Somewhat of a priority
- 2 Low priority
- 1 Very Low priority
- 6 Don't Know (DON'T READ)

- a. Road improvements
- b. Increased enforcement of private property maintenance
- c. New or improved parks and facilities
- d. Improvements that maintain overall water quality and delivery
- e. Building a multi-generational community center
- f. Resources for drug enforcement
- g. Maintaining CURBSIDE RESIDENTIAL recycling services
- h. Improvements to the city's animal shelter



- Q6. To what extent would you support or oppose a **property** tax increase for...? (INTERVIEWER: Read each item and then ask: *is that somewhat or strongly support/oppose*) [RANDOMIZE]
1. Strongly support
 2. Somewhat support
 3. Somewhat oppose
 4. Strongly oppose
 5. Don't Know (DON'T READ)
- a. Road improvements
 - b. New or improved parks and facilities
 - c. Building a multi-generational community center
- Q7. Next I want to ask you a few questions about crime and safety in your area. When it comes to [INSERT FIRST ITEM] would you say you feel Very Safe, Somewhat Safe, Neither Safe nor Unsafe, Somewhat Unsafe, or Very Unsafe? (INTERVIEWER: Ask for each item repeating scale as necessary) [RANDOMIZE]
- 1 Very Safe
 - 2 Somewhat Safe
 - 3 Neither Safe nor Unsafe
 - 4 Somewhat Unsafe
 - 5 Very Unsafe
 - 6 Don't Know (DON'T READ)
- a. Violent crime in Eloy (such as rape, assault, robbery)
 - b. Property crimes in Eloy (such as burglary and theft)
 - c. Your neighborhood during the day
 - d. Your neighborhood after dark
- Q8. Are you aware that there is an airport in the City of Eloy?
1. Yes
 2. No
 3. Don't know
- Q8B. How important do you feel it is for the City to invest in the maintenance /expansion of the airport in Eloy? Would you say it is....
1. Very important
 2. Somewhat important
 3. Not very important
 4. Not at all important
 5. Don't know



DEMOGRAPHICS

We have just a few more questions that we will use to classify survey respondents. IF NECESSARY: Please remember that all of your answers are confidential. These are the same questions your household answered recently for the U. S. Census, and they are not meant to be personal.

- D1. How many years have you lived in Eloy?
- 1 5 years or less
 - 2 6 to 10 years
 - 3 11 to 20 years
 - 4 More than 20 years
 - 5 Don't Know/Can't Remember (DON'T READ)
 - 6 Decline to Answer (DON'T READ)
- D2. Do you rent or own your primary residence?
- 1 Rent
 - 2 Own
 - 3 Don't Know (DON'T READ)
 - 4 Decline to Answer (DON'T READ)
- D3. Are you currently...(READ LIST)
- 1 Employed
 - 2 Unemployed and looking for work
 - 3 Unemployed and not looking for work
 - 4 Retired
 - 5 Decline to Answer (DON'T KNOW)
- D4. Are you a full-time or part-time resident in the City of Eloy?
- 1 Full-time
 - 2 Part-time
 - 3 Decline to Answer (DON'T KNOW)

Thank you very much for your time!

