

# THE NCS<sup>TM</sup>

## The National Community Survey<sup>TM</sup>

### Scottsdale, AZ

#### *Community Livability Report*

#### 2020



POWERED BY POLCO

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# About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Scottsdale. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents' opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement



The Community Livability Report provides the opinions of a representative sample of 328 residents of the City of Scottsdale. The margin of error around any reported percentage is 5% for all respondents and the response rate for the 2020 survey was 21%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

# Overview of Results

## Residents continue to experience a high quality of life with sense of community on the rise

As in 2018, nearly all survey respondents reported their overall quality of life and Scottsdale as a place to live as excellent or good; a similar percentage offered these high ratings to the overall image or reputation of Scottsdale. Further, nearly all residents reported that they were likely to remain in Scottsdale for the next five years and were likely recommend living in Scottsdale. All aforementioned ratings were higher than those found in comparison communities. About two-thirds of survey respondents offered positive evaluations to the sense of community in Scottsdale, a rating which increased in 2020 compared to 2018.

## Most residents appreciate their local governance and leadership and offer high evaluations to the value of services for taxes paid

A majority of residents offered positive evaluations to the various listed aspects of Scottsdale's local governance and leadership with as many as 8 in 10 positively rating the overall customer service of Scottsdale employees, quality of services provided by the City and public information services. While ratings were generally similar to the national averages, the rating for the value of services for the taxes paid to Scottsdale not only eclipsed the national average but also improved since 2018.

## While economic outlook declined since 2018, ratings of the local economy remain strong

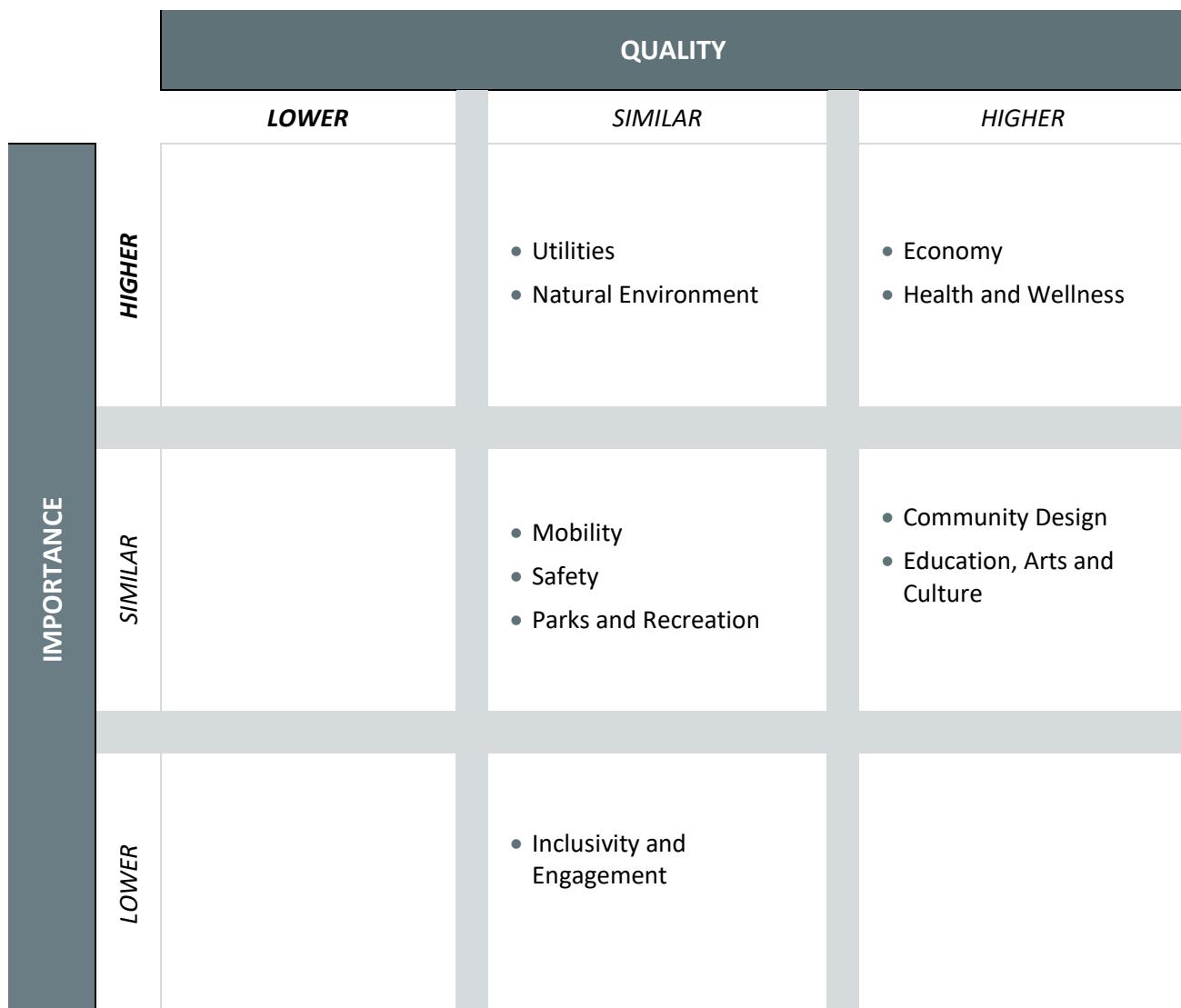
Nearly all aspects of community livability and services related to the economy were rated positively by at least a majority of residents and were rated higher than the national comparisons. The top-rated aspects had more than 9 in 10 residents offering positive ratings including Scottsdale as a place to visit and as a place to work, shopping opportunities and the overall quality of business and service establishments. Further, the rating for the overall quality of business and service establishments increased in 2020 compared to 2018. However, residents were feeling less optimistic as fewer residents in 2020 compared to 2018 reported feeling that the economy would have a positive impact on their household income.

## Affordability in Scottsdale could be a focus area

While aspects related to affordability in the community tend to be rated similarly to the national averages, they tended to be the lowest rated among all listed survey ratings. About 3 in 10 Scottsdale residents offered a positive rating to the availability of affordable quality housing, and fewer than half gave positive marks to the cost of living. About 6 in 10 gave positive marks to the availability of affordable quality childcare/preschool. This could be a potential area of focus.

# Facets of Livability

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation and strategic planning areas. When competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what facets are deemed most important to residents' quality of life, but which among the most important are perceived to be of relatively lower quality in your community. It is these facets of community livability – more important facets perceived as being of lower quality – to which attention needs to be paid first.



**FIGURE 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY**

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall economic health of Scottsdale	↑	↔	90%
Overall quality of the transportation system in Scottsdale	↔	↓	72%
Overall design or layout of Scottsdale's residential and commercial areas	↑	↔	85%
Overall quality of the utility infrastructure in Scottsdale	↔	*	84%
Overall feeling of safety in Scottsdale	↔	↔	89%
Overall quality of natural environment in Scottsdale	↔	↔	87%
Overall quality of parks and recreation opportunities	↔	*	90%
Overall health and wellness opportunities in Scottsdale	↑	↔	83%
Overall opportunities for education, culture, and the arts	↑	↔	82%
Residents' connection and engagement with their community	↔	*	63%

**FIGURE 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY**

Percent essential or very important	Comparison to benchmark	2018 to 2020	2020 rating
Overall economic health of Scottsdale	↑	↔	94%
Overall quality of the transportation system in Scottsdale	↔	↓	74%
Overall design or layout of Scottsdale's residential and commercial areas	↔	↔	79%
Overall quality of the utility infrastructure in Scottsdale	↑	*	91%
Overall feeling of safety in Scottsdale	↔	↔	93%
Overall quality of natural environment in Scottsdale	↑	↔	89%
Overall quality of parks and recreation opportunities	↔	*	87%
Overall health and wellness opportunities in Scottsdale	↑	↔	83%
Overall opportunities for education, culture, and the arts	↔	↓	75%
Residents' connection and engagement with their community	↓	↓	69%

**Legend**

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

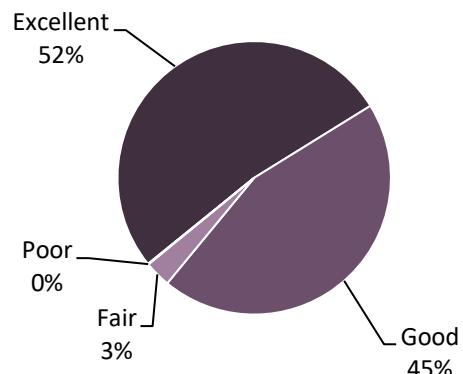
\* Not available

# Quality of Life

*Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.*

FIGURE 3: QUALITY OF LIFE IN SCOTTSDALE

## OVERALL QUALITY OF LIFE IN SCOTTSDALE



COMPARISON TO  
NATIONAL  
BENCHMARK

- Higher
- Similar
- Lower

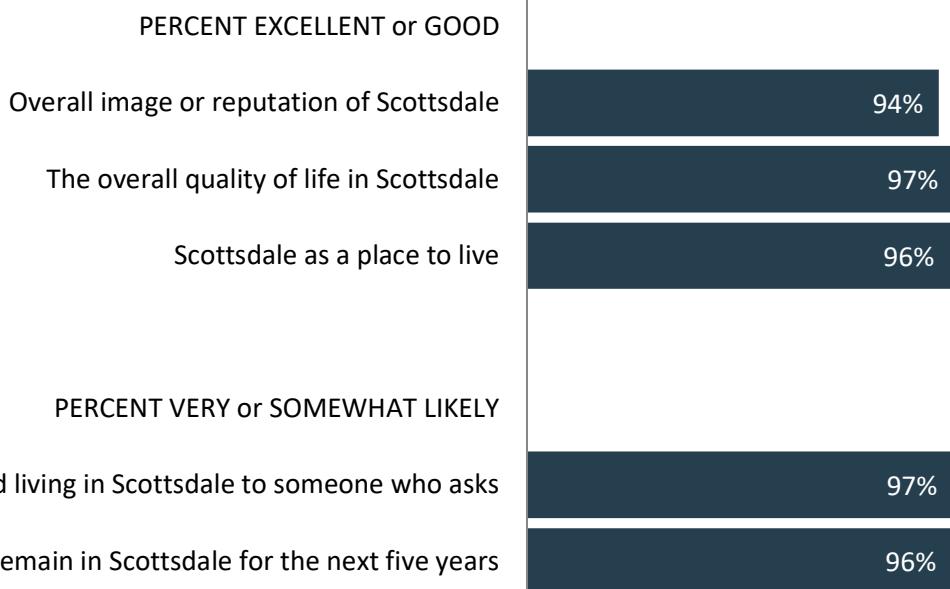


FIGURE 4: QUALITY OF LIFE IN SCOTTSDALE - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall image or reputation of Scottsdale	↑↑	↔	94%
The overall quality of life in Scottsdale	↑	↔	97%
Scottsdale as a place to live	↑	↔	96%

FIGURE 5: RECOMMEND SCOTTSDALE - SUMMARY

Percent very or somewhat likely	Comparison to benchmark	2018 to 2020	2020 rating
Recommend living in Scottsdale to someone who asks	↑	↔	97%
Remain in Scottsdale for the next five years	↑	↔	96%

### Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

\* Not available

# Governance

*Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.*

OVERALL CONFIDENCE IN SCOTTSDALE GOVERNMENT

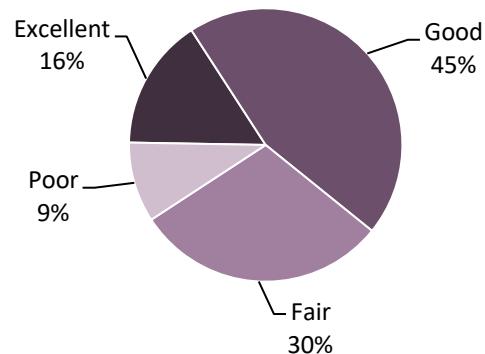
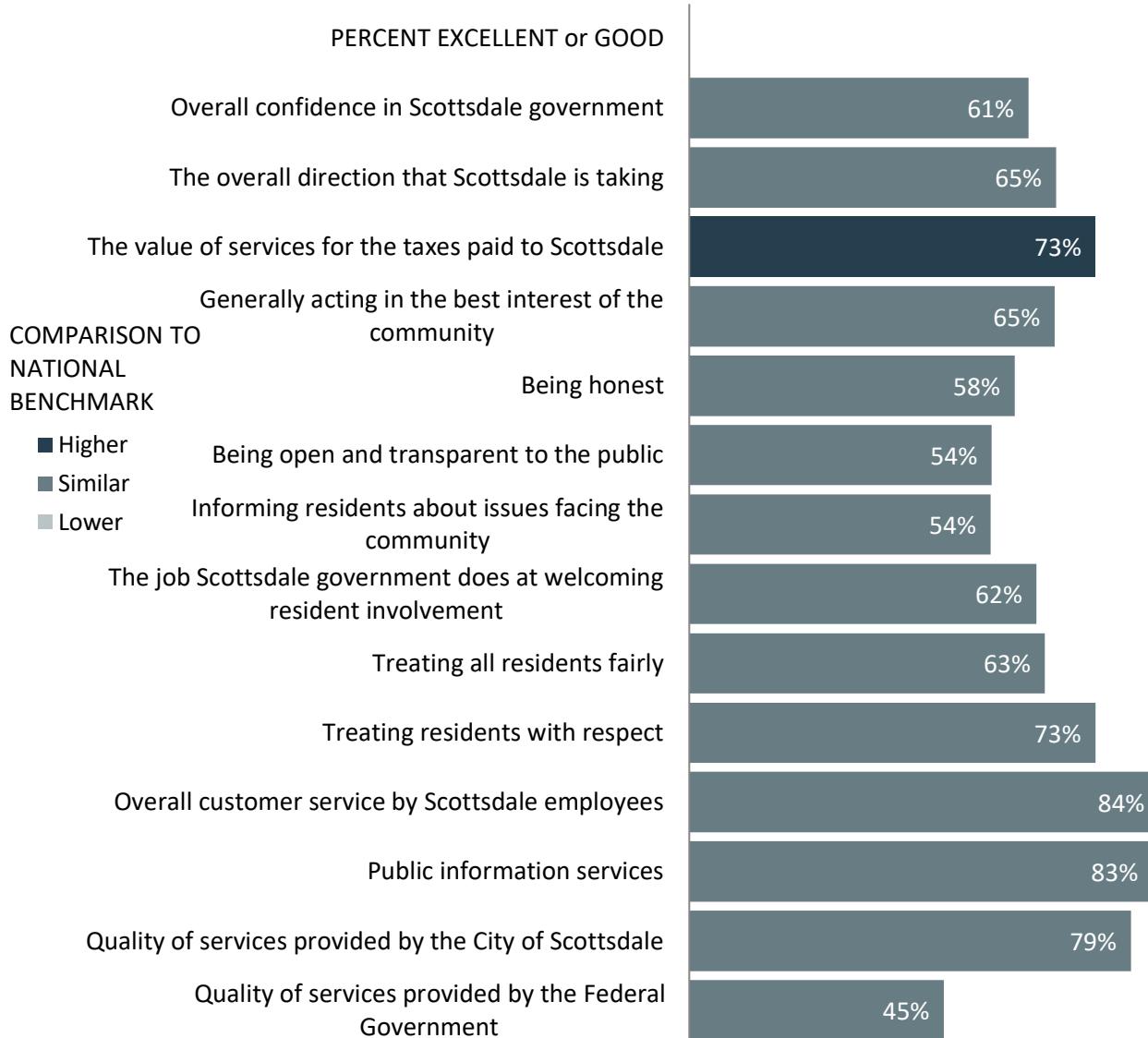


FIGURE 6: GOVERNMENT PERFORMANCE AND SERVICES



**FIGURE 7: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY**

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall confidence in Scottsdale government	↔	↔	61%
The overall direction that Scottsdale is taking	↔	↔	65%
The value of services for the taxes paid to Scottsdale	↑	↑	73%
Generally acting in the best interest of the community	↔	↔	65%
Being honest	↔	↔	58%
Being open and transparent to the public	↔	*	54%
Informing residents about issues facing the community	↔	*	54%
The job Scottsdale government does at welcoming resident involvement	↔	↔	62%
Treating all residents fairly	↔	↔	63%
Treating residents with respect	↔	*	73%
Overall customer service by Scottsdale employees	↔	↔	84%
Public information services	↔	↔	83%
Quality of services provided by the City of Scottsdale	↔	↔	79%
Quality of services provided by the Federal Government	↔	↔	45%

**Legend**

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

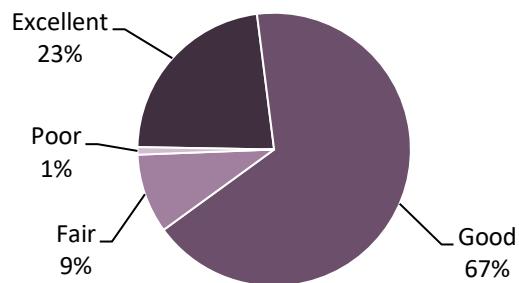
↓↓ Much lower

\* Not available

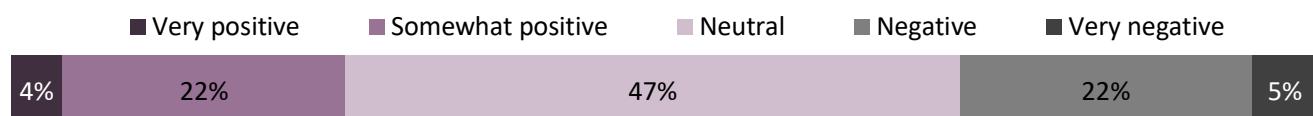
# Economy

*Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.*

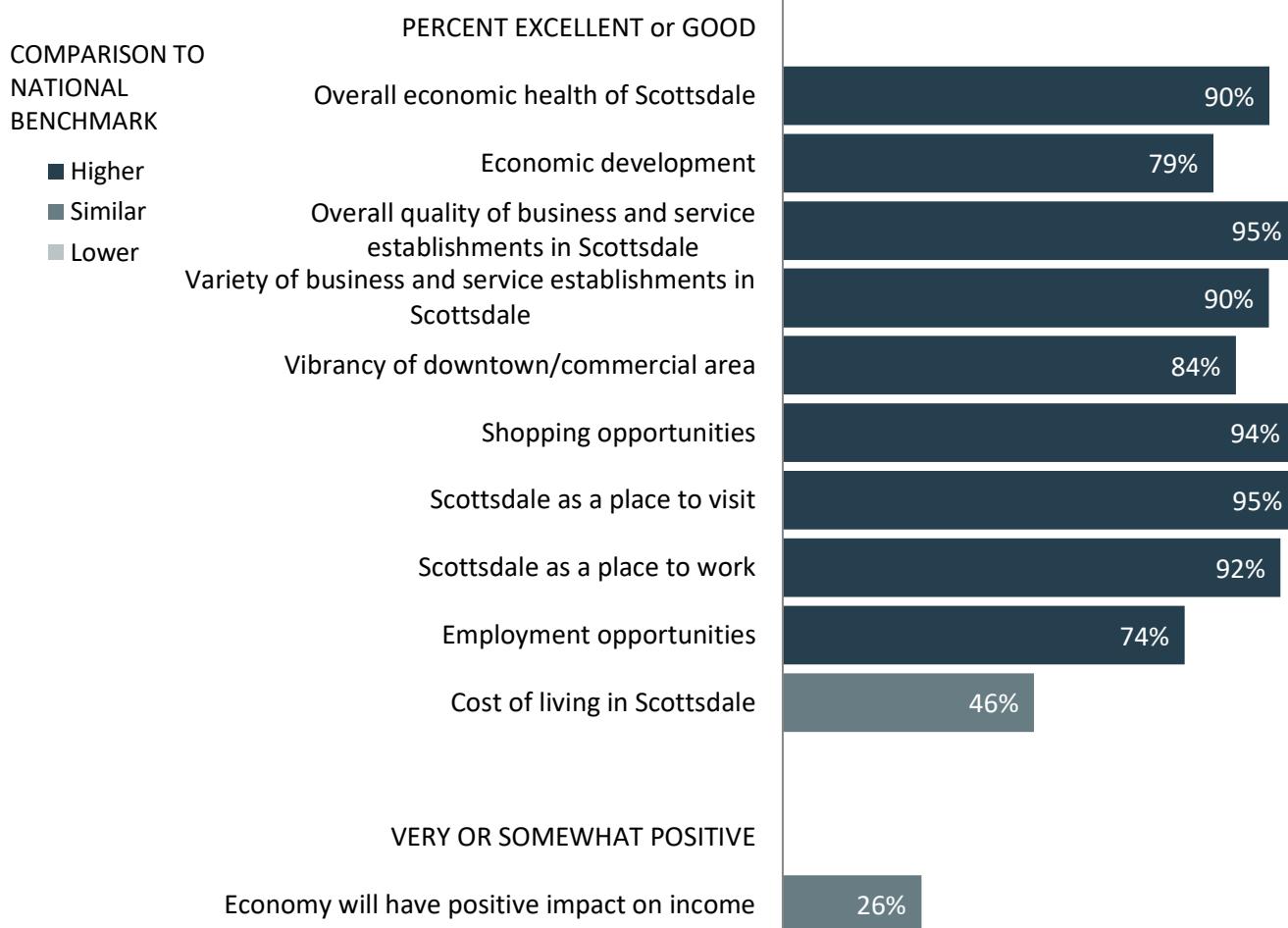
## OVERALL ECONOMIC HEALTH OF SCOTTSDALE



**What impact, if any, do you think the economy will have on your family income in the next 6 months?**



**FIGURE 8: ECONOMIC HEALTH**



**FIGURE 9: ECONOMIC HEALTH - SUMMARY**

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall economic health of Scottsdale	↑	↔	90%
Economic development	↑	↔	80%
Overall quality of business and service establishments in Scottsdale	↑↑	↑	95%
Variety of business and service establishments in Scottsdale	↑↑	*	90%
Vibrancy of downtown/commercial area	↑↑	↔	90%
Shopping opportunities	↑↑	↔	95%
Scottsdale as a place to visit	↑↑	↔	95%
Scottsdale as a place to work	↑↑	↔	92%
Employment opportunities	↑	↔	74%
Cost of living in Scottsdale	↔	↔	47%

**FIGURE 10: ECONOMIC IMPACT - SUMMARY**

Percent very or somewhat positive	Comparison to benchmark	2018 to 2020	2020 rating
Economy will have positive impact on income	↔	↓	25%

**Legend**

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

\* Not available

# Mobility

*The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.*

## OVERALL QUALITY OF THE TRANSPORTATION SYSTEM IN SCOTTSDALE

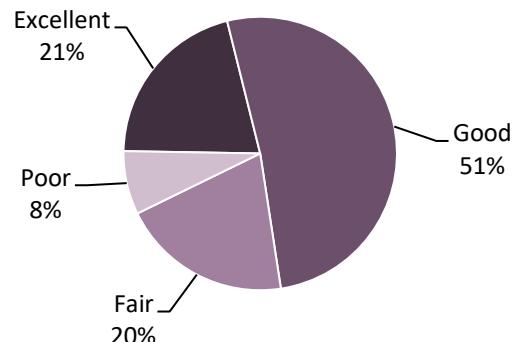


FIGURE 11: MOBILITY IN SCOTTSDALE

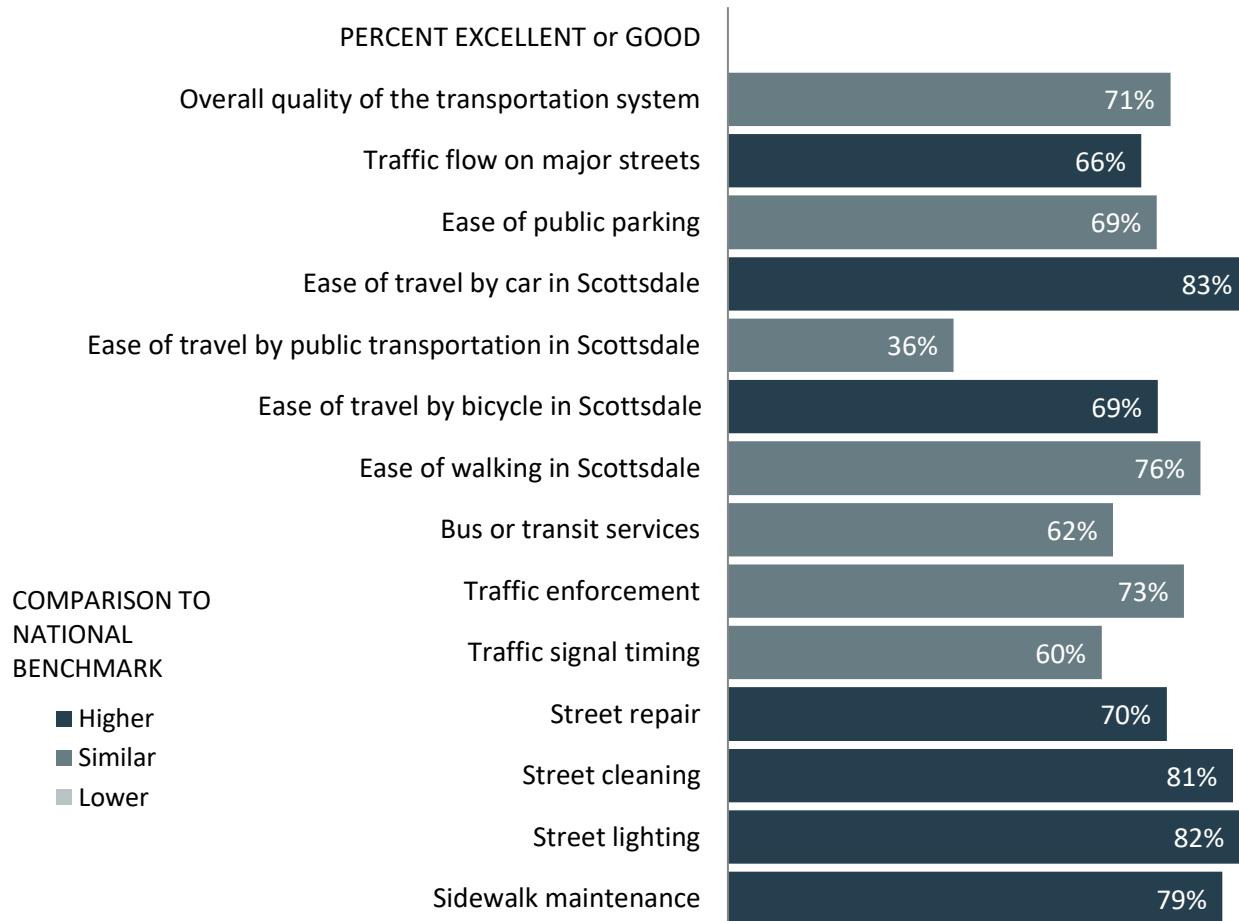
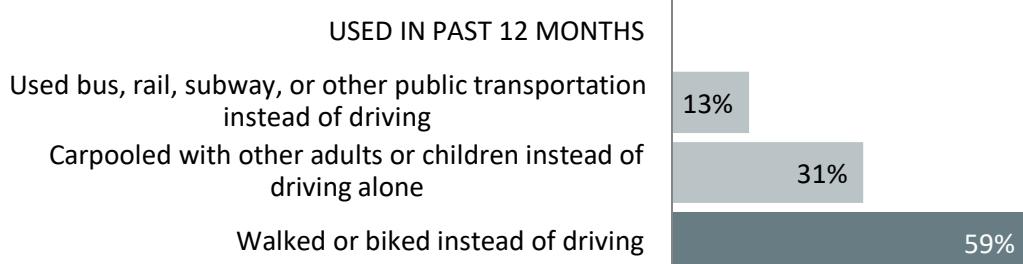


FIGURE 12: USE OF ALTERNATIVE TRANSPORTATION MODES



**FIGURE 13: MOBILITY IN SCOTTSDALE - SUMMARY**

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall quality of the transportation system in Scottsdale	↔	↓	72%
Traffic flow on major streets	↑	↑	66%
Ease of travel by car in Scottsdale	↑	↑	84%
Ease of travel by public transportation in Scottsdale	↔	↔	37%
Ease of travel by bicycle in Scottsdale	↑	↔	69%
Ease of walking in Scottsdale	↔	↔	76%
Ease of public parking	↔	↔	68%
Bus or transit services	↔	↔	62%
Traffic enforcement	↔	↔	73%
Traffic signal timing	↔	↔	60%
Street repair	↑	↔	69%
Street cleaning	↑	↔	81%
Street lighting	↑	↑	83%
Sidewalk maintenance	↑	↔	79%

**FIGURE 14: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY**

Percent who did this in past 12 months	Comparison to benchmark	2018 to 2020	2020 rating
Used bus, rail, subway, or other public transportation instead of driving	↓	↔	13%
Carpooled with other adults or children instead of driving alone	↓	↓	31%
Walked or biked instead of driving	↔	↔	59%

**Legend**

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

\* Not available



# Community Design

*A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.*

OVERALL DESIGN OR LAYOUT OF SCOTTSDALE'S RESIDENTIAL AND COMMERCIAL AREAS

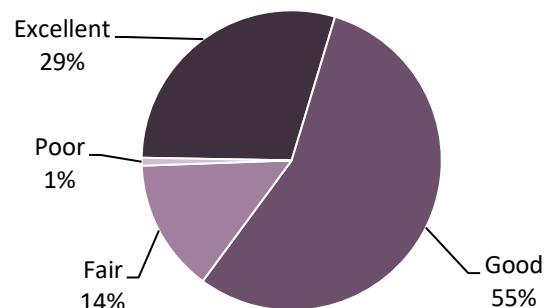
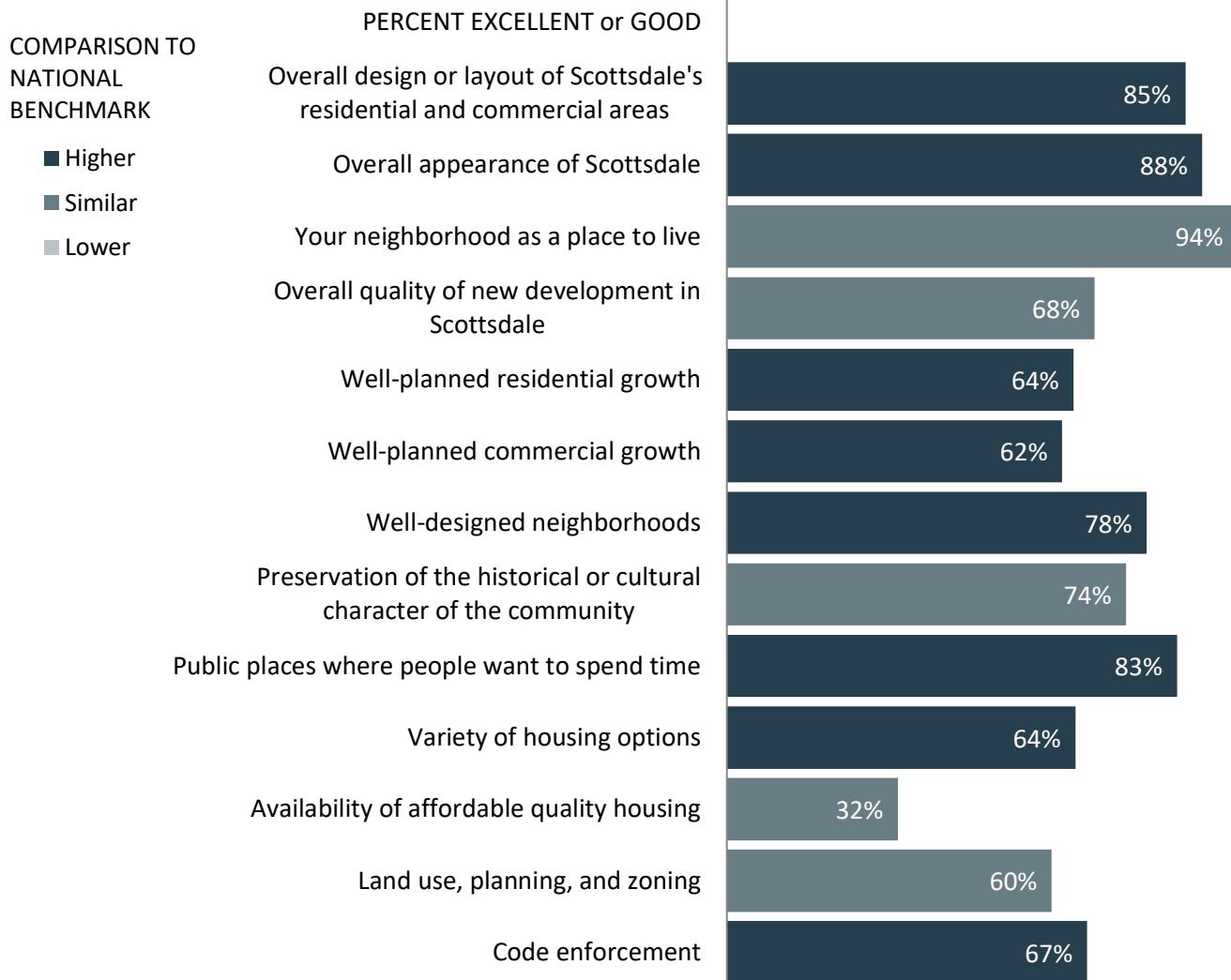


FIGURE 15: COMMUNITY DESIGN



**FIGURE 16: COMMUNITY DESIGN - SUMMARY**

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall design or layout of Scottsdale's residential and commercial areas	↑	↔	85%
Overall appearance of Scottsdale	↑	↔	88%
Your neighborhood as a place to live	↔	↔	94%
Overall quality of new development in Scottsdale	↔	↔	68%
Well-planned residential growth	↑	*	64%
Well-planned commercial growth	↑	*	62%
Well-designed neighborhoods	↑	*	78%
Preservation of the historical or cultural character of the community	↔	*	74%
Public places where people want to spend time	↑	↔	83%
Variety of housing options	↑	↔	64%
Availability of affordable quality housing	↔	↔	32%
Land use, planning, and zoning	↔	↑	60%
Code enforcement	↑	↔	67%

**Legend**

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

\* Not available

# Utilities

*Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.*

FIGURE 17: UTILITES

## OVERALL QUALITY OF THE UTILITY INFRASTRUCTURE IN SCOTTSDALE

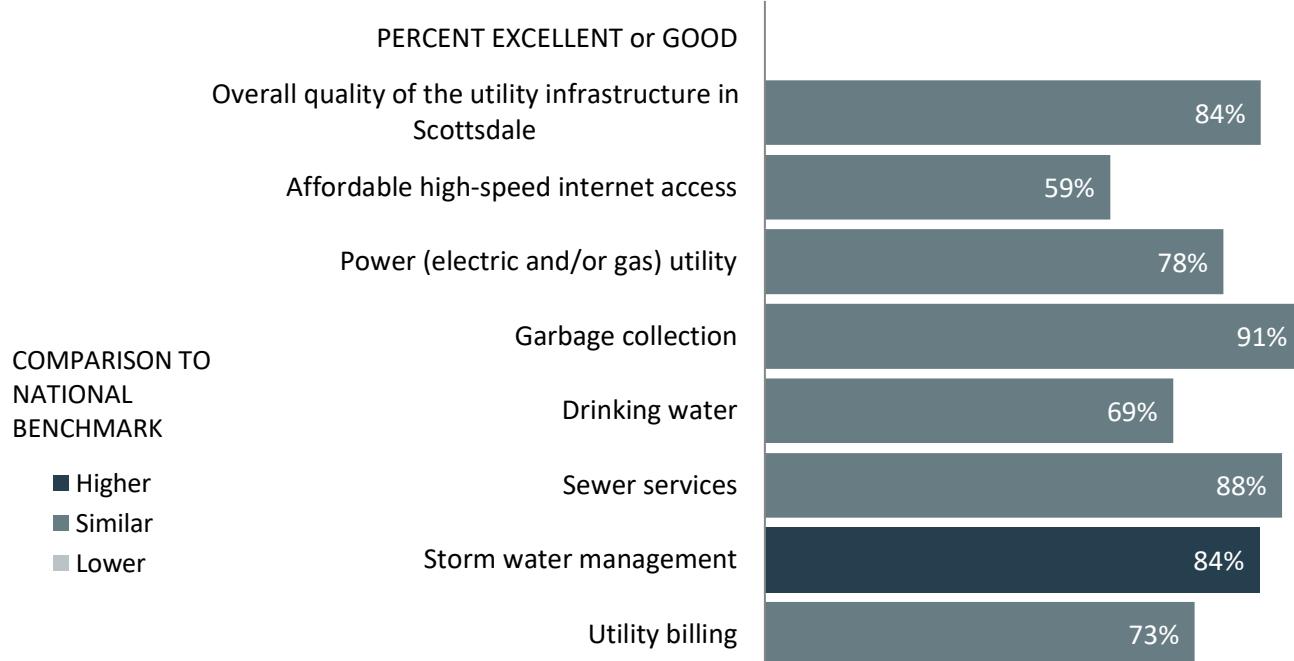
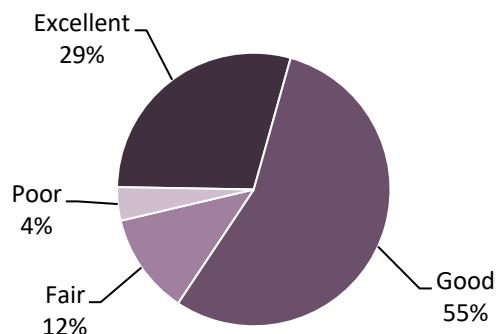


FIGURE 18: UTILITES - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall quality of the utility infrastructure in Scottsdale	↔	*	84%
Affordable high-speed internet access	↔	*	59%
Power (electric and/or gas) utility	↔	*	78%
Garbage collection	↔	↔	91%
Drinking water	↔	↔	69%
Sewer services	↔	↑	88%
Storm water management	↑	↑	84%
Utility billing	↔	↔	73%

### Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

\* Not available

# Safety

*Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.*

## OVERALL FEELING OF SAFETY IN SCOTTSDALE

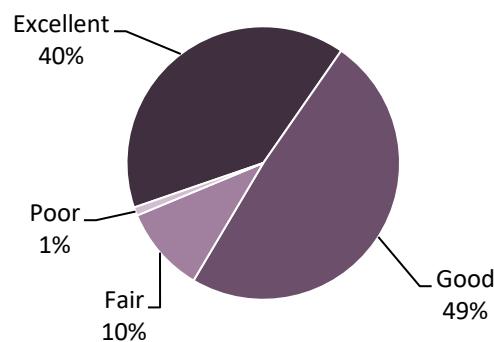
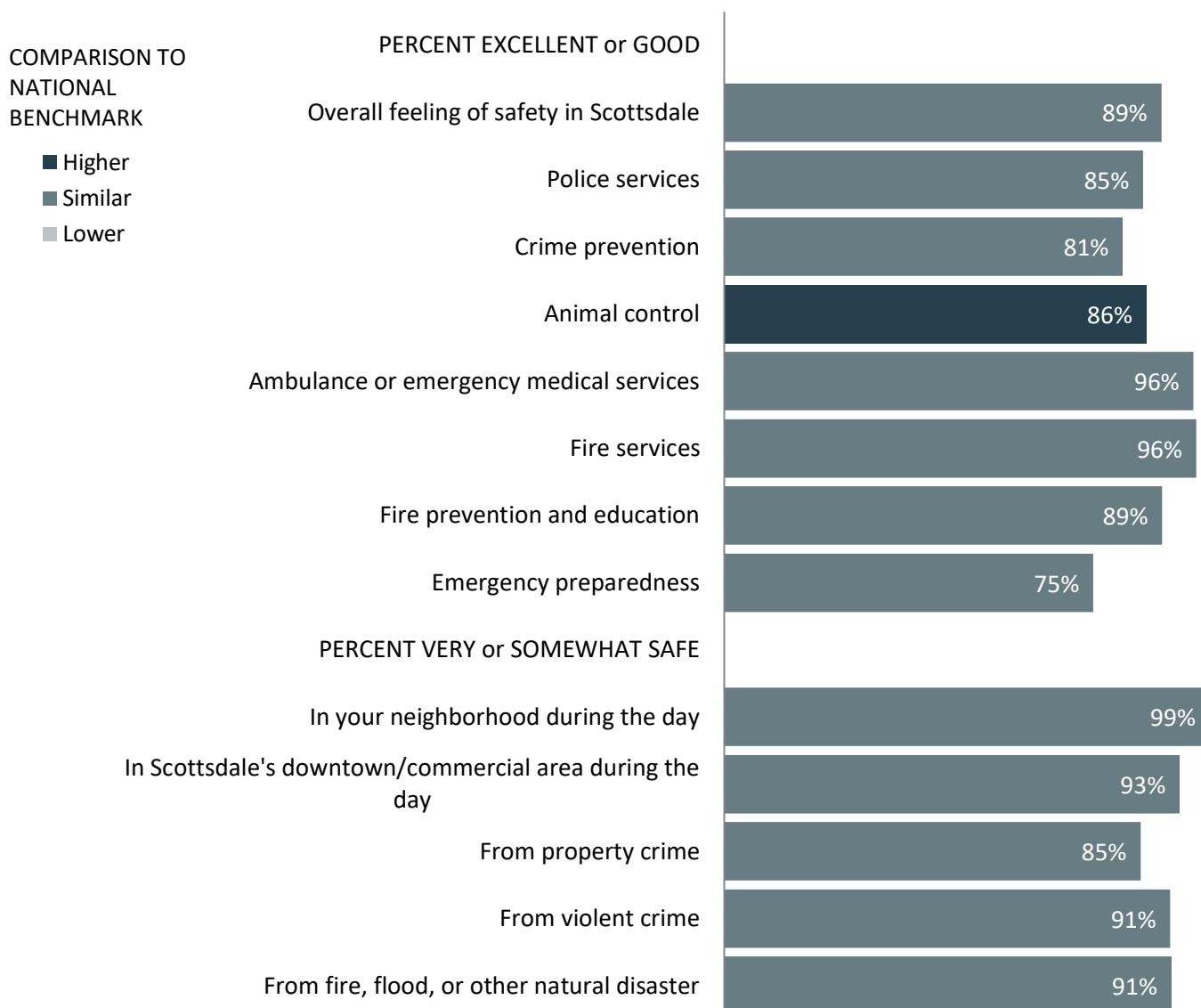


FIGURE 19: SAFETY IN SCOTTSDALE



**FIGURE 20: SAFETY-RELATED SERVICES - SUMMARY**

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall feeling of safety in Scottsdale	↔	↔	89%
Police services	↔	↔	85%
Crime prevention	↔	↔	81%
Animal control	↑	↑	86%
Ambulance or emergency medical services	↔	↔	96%
Fire services	↔	↔	96%
Fire prevention and education	↔	↔	89%
Emergency preparedness	↔	↑	75%

**FIGURE 21: FEELINGS OF SAFETY- SUMMARY**

Percent who feel very or somewhat safe	Comparison to benchmark	2018 to 2020	2020 rating
In your neighborhood during the day	↔	↔	99%
In Scottsdale's downtown/commercial area during the day	↔	↔	93%
From property crime	↔	*	85%
From violent crime	↔	*	91%
From fire, flood, or other natural disaster	↔	*	91%

**Legend**

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

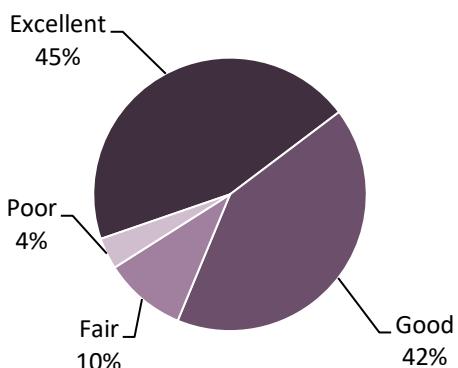
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\* Not available

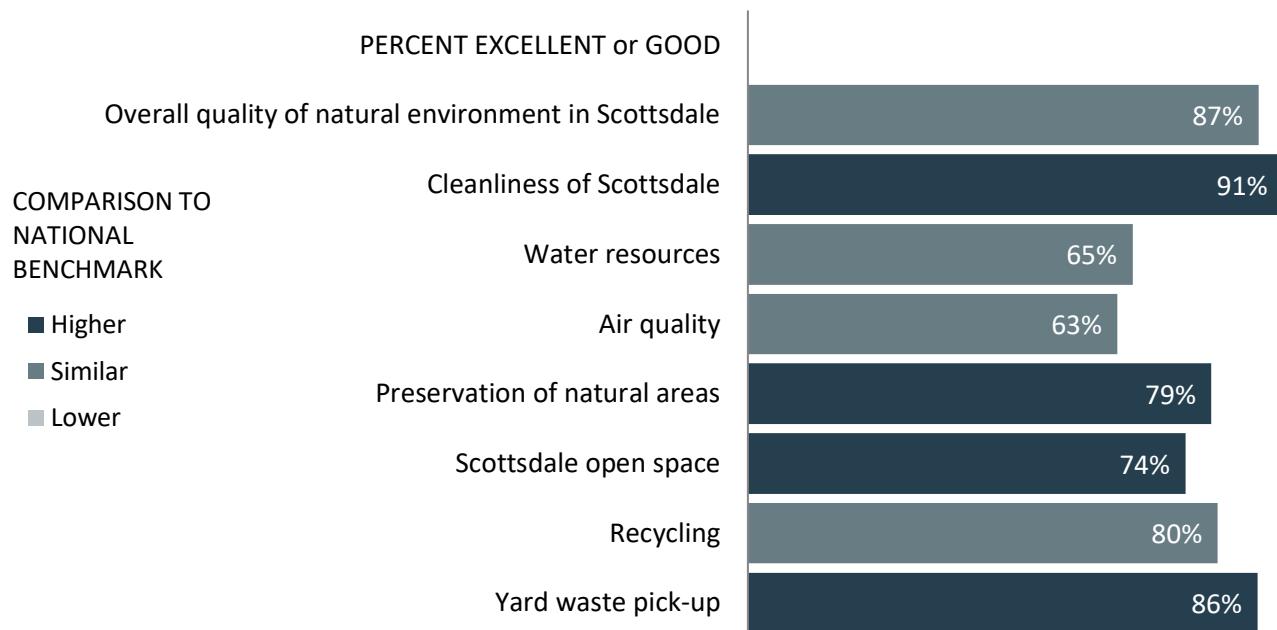
# Natural Environment

*The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.*

## OVERALL QUALITY OF NATURAL ENVIRONMENT IN SCOTTSDALE



**FIGURE 22: NATURAL ENVIRONMENT**



**FIGURE 23: NATURAL ENVIRONMENT - SUMMARY**

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall quality of natural environment in Scottsdale	↔	↔	87%
Cleanliness of Scottsdale	↑	↔	91%
Water resources	↔	*	65%
Air quality	↔	↔	63%
Preservation of natural areas	↑	↔	79%
Scottsdale open space	↑	↓	74%
Recycling	↔	↔	80%
Yard waste pick-up	↑	↔	86%

### Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

\* Not available

# Parks and Recreation

*"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."*

- National Recreation and Park Association

## OVERALL QUALITY OF PARKS AND RECREATION OPPORTUNITIES IN SCOTTSDALE

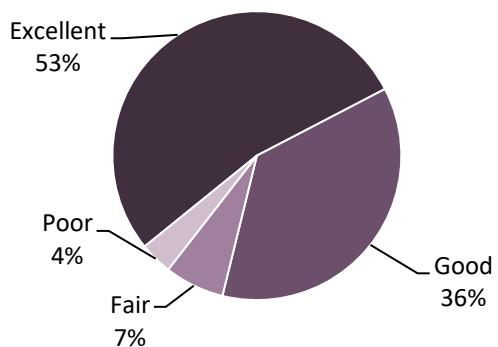


FIGURE 24: PARKS AND RECREATION



FIGURE 25: PARKS AND RECREATION - SUMMARY

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall quality of parks and recreation opportunities	↔	*	90%
Availability of paths and walking trails	↑	↔	86%
City parks	↔	↔	92%
Recreational opportunities	↑	↔	86%
Recreation programs or classes	↑	↔	88%
Recreation centers or facilities	↑	↔	89%
Fitness opportunities	↑	↔	87%

### Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

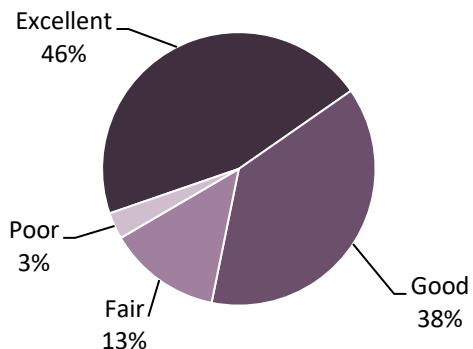
↓↓ Much lower

\* Not available

# Health and Wellness

*The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.*

HEALTH AND WELLNESS OPPORTUNITIES IN SCOTTSDALE



Would you say that your health in general is:

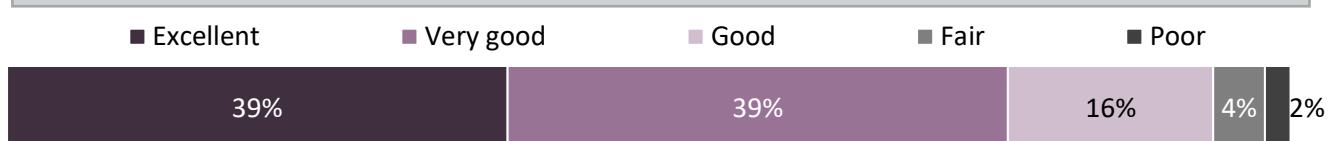


FIGURE 26: HEALTH AND WELLNESS

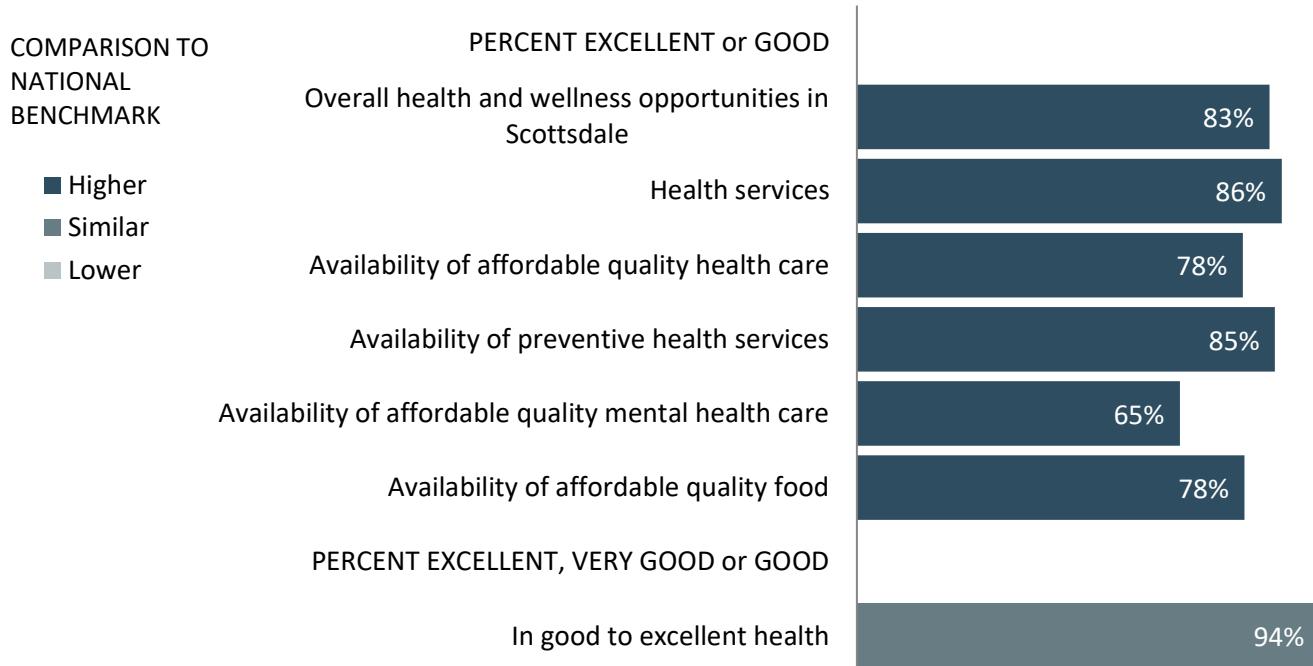


FIGURE 27: HEALTH AND WELLNESS - SUMMARY

The National Community Survey™ – Community Livability Report

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>2018 to 2020</b>	<b>2020 rating</b>
Overall health and wellness opportunities in Scottsdale	↑	↔	83%
Health services	↑	*	86%
Availability of affordable quality health care	↑	↔	78%
Availability of preventive health services	↑	↔	85%
Availability of affordable quality mental health care	↑	↔	65%
Availability of affordable quality food	↑	↔	78%

**FIGURE 28: PERSONAL HEALTH - SUMMARY**

	<b>Comparison to benchmark</b>	<b>2018 to 2020</b>	<b>2020 rating</b>
In good to excellent health	↔	↔	94%

**Legend**

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

\* Not available

# Education, Arts, and Culture

*Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.*

## OVERALL OPPORTUNITIES FOR EDUCATION, CULTURE, AND THE ARTS IN SCOTTSDALE

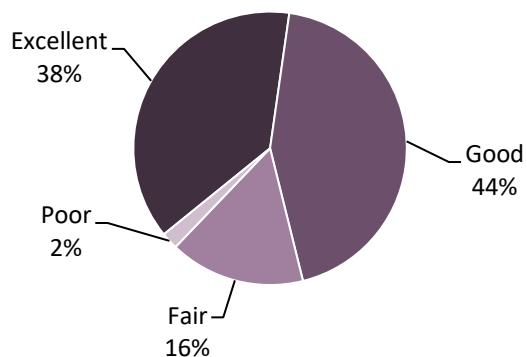
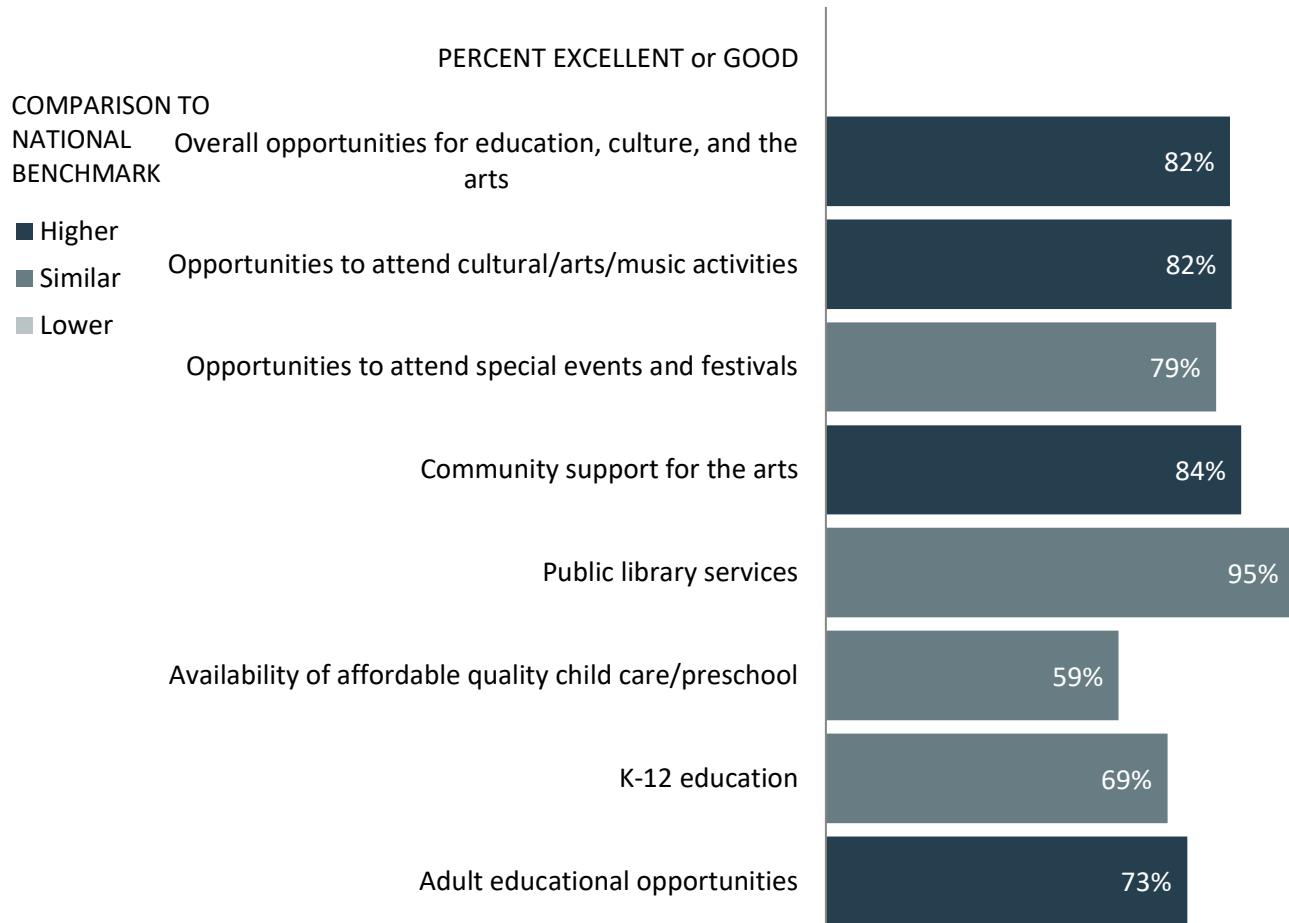


FIGURE 29: EDUCATION, ARTS AND CULTURE



**FIGURE 30: EDUCATION, ARTS AND CULTURE - SUMMARY**

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Overall opportunities for education, culture, and the arts	↑	↔	82%
Opportunities to attend cultural/arts/music activities	↑	↔	82%
Opportunities to attend special events and festivals	↔	↔	79%
Community support for the arts	↑↑	*	84%
Public library services	↔	↔	95%
Availability of affordable quality child care/preschool	↔	↔	59%
K-12 education	↔	↔	69%
Adult educational opportunities	↑	↔	73%

**Legend**

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

\* Not available

# Inclusivity and Engagement

*Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.*

## RESIDENTS' CONNECTION AND ENGAGEMENT WITH THEIR COMMUNITY

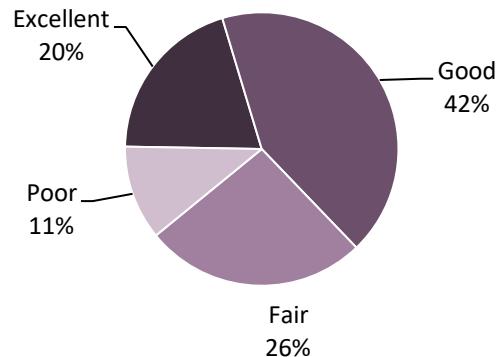
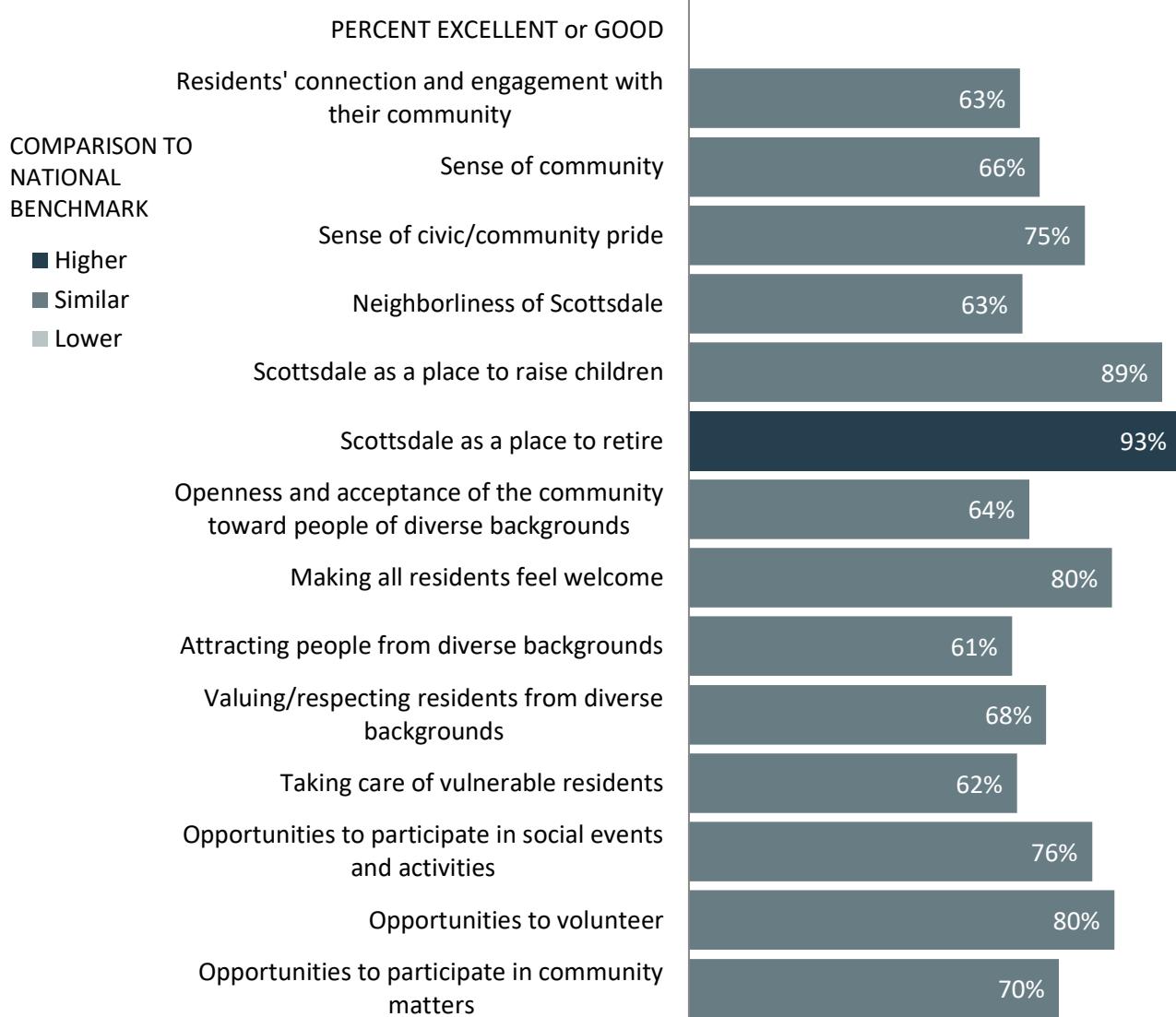


FIGURE 31: INCLUSIVITY AND ENGAGEMENT



**FIGURE 32: INCLUSIVITY AND ENGAGEMENT - SUMMARY**

Percent excellent or good	Comparison to benchmark	2018 to 2020	2020 rating
Residents' connection and engagement with their community	↔	*	63%
Sense of community	↔	↑	66%
Sense of civic/community pride	↔	*	75%
Neighborliness of Scottsdale	↔	↔	63%
Scottsdale as a place to raise children	↔	↔	89%
Scottsdale as a place to retire	↑↑	↔	93%
Openness and acceptance of the community toward people of diverse backgrounds	↔	↑	64%
Making all residents feel welcome	↔	*	80%
Attracting people from diverse backgrounds	↔	*	61%
Valuing/respecting residents from diverse backgrounds	↔	*	68%
Taking care of vulnerable residents	↔	*	62%
Opportunities to participate in social events and activities	↔	↔	76%
Opportunities to volunteer	↔	↔	80%
Opportunities to participate in community matters	↔	↔	70%

**Legend**

↑↑ Much higher

↑ Higher

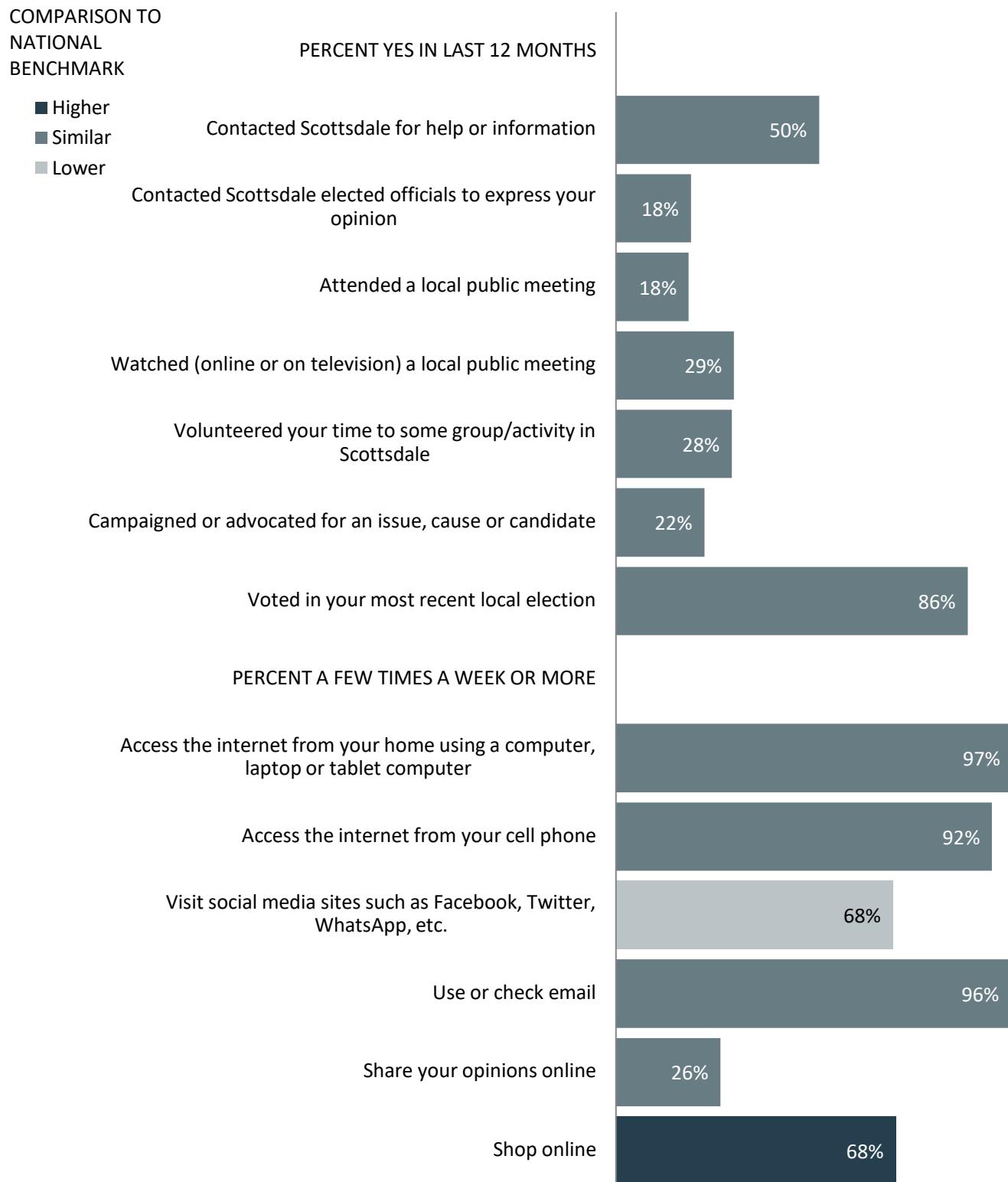
↔ Similar

↓ Lower

↓↓ Much lower

\* Not available

**FIGURE 33: RESIDENTS' PARTICIPATION LEVELS**



**FIGURE 34: RESIDENTS' PARTICIPATION IN LAST 12 MONTHS- SUMMARY**

Percent who had done each in last 12 months	Comparison to benchmark	2018 to 2020	2020 rating
Contacted Scottsdale for help or information	↔	↑	50%
Contacted Scottsdale elected officials to express your opinion	↔	↔	18%
Attended a local public meeting	↔	↔	18%
Watched (online or on television) a local public meeting	↔	↔	29%
Volunteered your time to some group/activity in Scottsdale	↔	↔	28%
Campaigned or advocated for an issue, cause or candidate	↔	↓	22%
Voted in your most recent local election	↔	↑	86%

**FIGURE 35: RESIDENTS' GENERAL USE OF TECHNOLOGY- SUMMARY**

Percent who report doing each at least a few times a week	Comparison to benchmark	2018 to 2020	2020 rating
Access the internet from your home using a computer, laptop or tablet computer	↔	*	97%
Access the internet from your cell phone	↔	*	92%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	↓	*	68%
Use or check email	↔	*	96%
Share your opinions online	↔	*	26%
Shop online	↑	*	68%

**Legend**

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

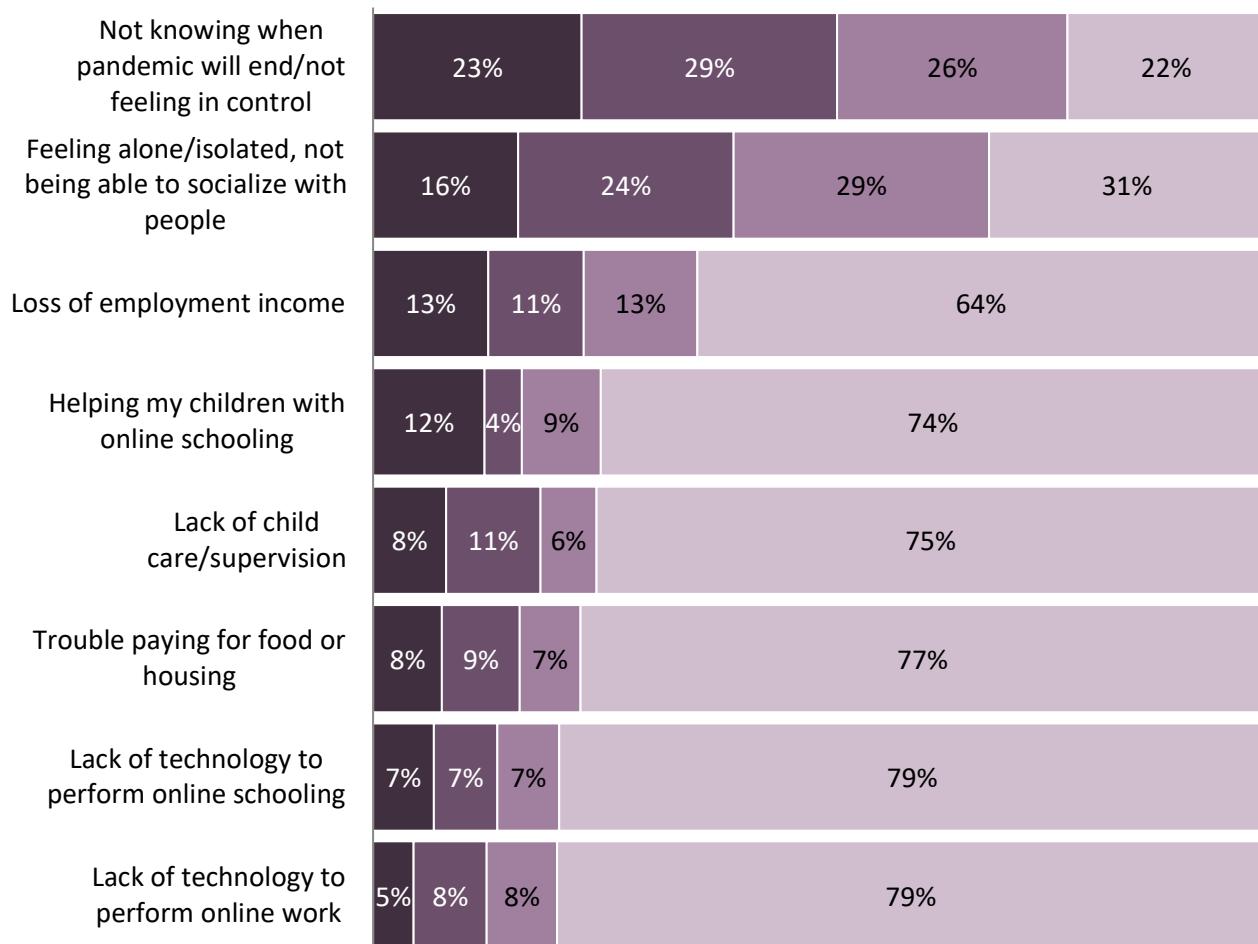
\* Not available

# Special Topics

**FIGURE 36: PROBLEMS DUE TO COVID-19**

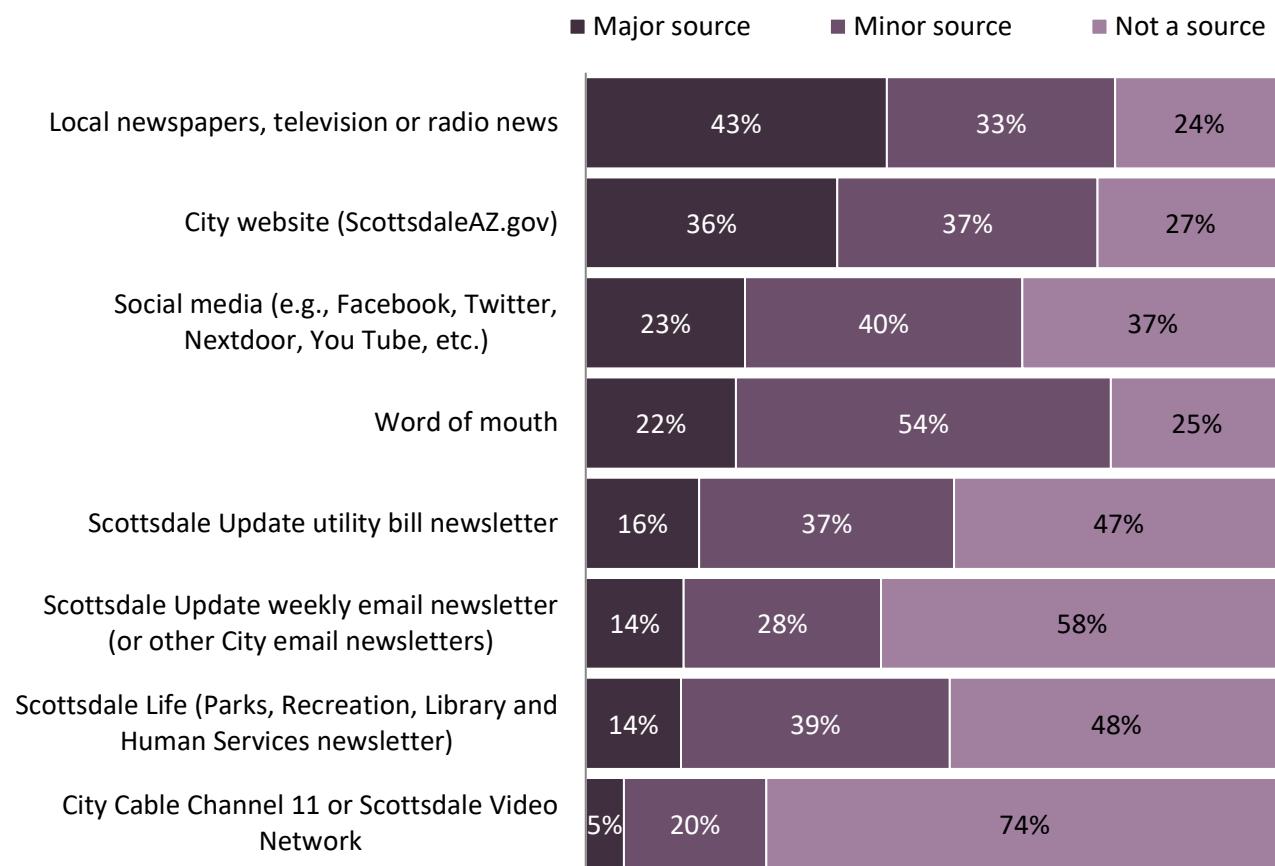
*We know the COVID-19 pandemic is challenging in many ways. Please rate how much of a problem, if at all, the following are for your household CURRENTLY.*

■ Major problem   ■ Moderate problem   ■ Minor problem   ■ Not a problem



### FIGURE 37: INFORMATION SOURCES

*Please indicate if each of the following is a major source, minor source or not a source of information for you about the City of Scottsdale and its activities:*



### FIGURE 38: WATER CONSERVATION

*To what extent do you agree or disagree with each of the following statements?*

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree

