Goodyear Community Assessment 2019

Acknowledgements

The city of Goodyear would like to thank the residents and community organizations that helped to guide and support the assessment process.

Goodyear would also like to thank the Goodyear Community Center, Goodyear City Hall, Adelante Healthcare Goodyear, Estrella Foothills High School and Enroute Coffee and Tea House for sharing their facilities to conduct community engagement sessions.

CITY OF Goodyear

PINNACLE PREVENTION

Growing healthy families and communities.

The 2019 City of Goodyear Community Assessment was prepared and authored by Pinnacle Prevention.

Table of Contents

I. Introduction 1
- a. The Role of Community Assessments in Addressing Needs 1
- b. How to Use This Report 1

II. Summary of Key Findings and Recommendations 2
- a. Elements of a Healthy Community 2
- b. Community Strengths 3
- c. Concerns and Opportunities 3
- d. Recommended Priorities for Action 3
- e. Impact/Effort Matrix 4

III. About the City of Goodyear 5
- a. Geographic profile 5
- b. Demographic profile 5
  - i. Population Growth 6
  - ii. Race, Ethnicity and Primary Language 6
  - iii. Age 7
  - iv. Household Characteristics 7
  - v. Veterans 8
  - vi. Household Income 8
  - vii. People Living with Disabilities 9
  - viii. Disconnected Youth 9
  - ix. School Districts 10

IV. Assessment Methodology 11
- a. Community-Based Participatory Research (CBPR) 12
- b. Data Limitations and Information Gaps 12

V. Community Indicators 13
- a. Elements of a Healthy Community 13
- b. Healthy Environment 13
  - i. Community Safety 13
    - 1. Overall Sense of Safety 13
    - 2. Talked to or Visited with Neighbors 13
    - 3. Violent Crime 13
    - 4. Property Crime 13
  - ii. Environmental Quality 14
    - 1. Air Quality – Respiratory Hazard Index 14
    - 2. Number of city policies that address environmental quality 14
  - iii. Social and Cultural Cohesion 14
    - 1. Opportunities to Participate in Community Matters 14
    - 2. Linguistic Isolation 14
    - 3. Suicide 14

iv. Healthy Community Design 15
1. Driving Alone to Work 15
2. Map of Bike Routes 15
c. Access to Services and Amenities 16
i. Access to Care 16
1. Mental Health and Health Care Access 16
2. Uninsured Population 16
ii. Quality Affordable Food 16
1. Access to Healthy Foods 16
2. Participation in SNAP 16
iii. Transportation Options 17
1. Map of Transit Routes 17
2. Walkability Index 18
3. Transportation Cost Burden 18
4. Long Commute 18
iv. Affordable Quality Housing 18
1. Housing Cost Burden 18
2. Median Rent 18
3. Home Ownership 18
v. Parks and Recreation Opportunities 19
1. Number and Map of Parks 19
d. Equity Across the Community 20
i. Social Justice 20
1. Income Inequality 20
ii. Economic Opportunity 21
1. Where Goodyear Residents Work 21
2. Where People Working in Goodyear Live 22
3. Children Living in Poverty 22
4. People in Poverty Also Working Full Time 22
5. Unemployment 22
iii. Educational Opportunity 23
1. Educational Attainment 23
2. Nursery and Preschool Enrollment 23
3. Childcare Sites and Capacity 23

VI. Stakeholder Input 24
a. Focus Groups 24
b. Key Informant Interviews 29

VII. Appendices 32

I Goodyear Community Assessment

Introduction

The Community Assessment describes the health and well-being of residents living in the city of Goodyear. The assessment is an analysis of both quantitative and qualitative data to determine the strengths and needs of the community. The assessment is designed to aid in prioritizing and planning the use of resources for community investments and grantmaking.

The Role of Community Assessments in Identifying Needs and Opportunities

There is no prescribed methodology for cities to determine the most effective and impactful community investment strategies. The city of Goodyear elected to utilize the Vitalyst Health Foundation Elements of a Healthy Community as a framework to inform priorities for investing in nonprofits serving the city of Goodyear. Utilizing this framework models the approach taken by county health departments accredited by the Public Health Accreditation Board to determine the needs of the community in an unbiased manner. This assessment considers input from individuals who represent the broad interests of the community served, including those with knowledge of public health, education, and public safety. The result is a comprehensive summary of leading issues important to Goodyear's quality of life.

How to Use This Report

This report provides a comprehensive look at the health and well-being of the community and its residents and identifies potential areas of focus for the city and community organizations to invest resources that will achieve the greatest impact on Goodyear residents' quality of life. Indicators and feedback from the community were compiled, and the key findings and recommendations in this report can be used to inform how city officials invest in the community. The recommended priority areas for focus can be used by both the city itself and by community partners who work with and are funded by the city.

Key findings and recommendations should be considered within the context of the community indicators and stakeholder input. Community indicators and stakeholder input are presented separately because they reflect two different methods for understanding aspects of the community. They are brought together to comprehensively inform the key findings and recommended priority areas.

II Summary of Key Findings and Recommendations

This assessment was completed through a systematic analysis of secondary data and qualitative data from engagement with community members to learn their perspectives and experiences. Key findings are summarized as follows:

Elements of a Healthy Community

- **Access to Health Care and Coverage:** Access to care indicators show a small uninsured population and that more than half of survey respondents are happy with their health care and mental health care services that are available to them.
- **Affordable Quality Housing:** Affordable quality housing indicators show that the housing cost burden is similar to that of the average Maricopa County resident, with renters being disproportionately burdened by excessive housing costs in Goodyear and across Maricopa County.
- **Community Safety:** Community safety indicators show that Goodyear is comparatively safer than Arizona as a whole state.
- **Economic Opportunity:** Economic opportunity indicators show that Goodyear residents work as far away as North Phoenix, North Scottsdale, Tempe, and Ahwatukee. One in 10 children in Goodyear lives in poverty and one in 10 people living in poverty in Goodyear work full time. Unemployment in Goodyear is lower than in Maricopa County as a whole.
- **Educational Opportunity:** Educational opportunity indicators show that Goodyear residents have similar educational attainment rates to that of Maricopa County residents, about half of three- and four-year-olds are enrolled in a nursery school or preschool and there is capacity to serve about half of children birth to aged four in local childcare facilities in Goodyear.
- **Environmental Quality:** Environmental indicators show the city of Goodyear has an air-quality respiratory hazard index slightly higher than the Maricopa County average, yet it is still below the acceptable risk for adverse health effects.
- **Healthy Community Design:** Healthy community design indicators show a lack of public transportation options and a lower walkability index than Maricopa County as a whole.
- **Parks and Recreational Opportunities:** Parks and recreation opportunities indicators show that Goodyear has 19 city and regional parks that are spread across the city and a network of Home Owners Association (HOA) maintained parks.
- **Quality Affordable Food:** Quality affordable food indicators show almost half of Goodyear residents have limited access to healthy foods. Supplemental Nutrition Assistance Program (SNAP) participation in the city is lower than the Maricopa County average and is trending downwards.
- **Social and Cultural Cohesion:** Social and cultural cohesion indicators show low rates of linguistic isolation and most survey respondents feel they have opportunities to participate and engage in the community.
- **Social Justice:** Social justice indicators show that in Goodyear, residents experience less income inequality than across Maricopa County.
- **Transportation Options:** Transportation options indicators show Goodyear residents have a higher transportation cost burden than the average Maricopa County resident and almost half of the workforce living in Goodyear has a long commute.

Community Strengths

- A strong sense of community safety was expressed by both key informants and focus groups participants.
- Stakeholders identified access to parks and open spaces as an important asset in the community and expressed excitement about the upcoming park developments.
- Key informants identified supportive elected officials and city leaders as a strength in the community.

Concerns and Opportunities

- Both focus group participants and key informant interview stakeholders identified a lack of transportation options as a key issue in the community.
- Lack of social justice, such as efforts to address historical trauma, racism, and issues adversely affecting socially disadvantaged groups, and a lack of diversity were identified in both focus groups and key informant interviews as key concerns in the city of Goodyear.
- A lack of access to specialty health care services, specifically behavioral and mental health care, was identified as an opportunity for improvement by focus group participants and key informant interview stakeholders.
- A lack of affordable housing was identified as a concern by key informants.

Recommended Priorities for Action

Community Services

Expand services (including prevention services) available in the community with a focus on services that are specifically designed to meet the needs of minority populations, people in crisis or at risk of being in crisis, and the homeless

- Partner with community organizations that support these identified priority populations within Goodyear
- Consider partnership proposals that use an innovative approach to bring services into the community to meet people where they live, work, and play; either through permanent physical spaces or mobile service delivery.

Community Spaces to Foster Social and Cultural Cohesion

In the general city plan, include more community spaces that create space and opportunities for children and youths; support and grow local culture.

- This recommendation can be implemented in the new parks and recreation developments currently underway. Promotion of the new facilities should consider engaging children and youths to maximize their use of the space once completed and consider how events and activities in these spaces can build a sense of culture within Goodyear. All community spaces should also consider inclusive design principles that offer choice for individuals of all abilities.

Mental Health Care

Identify innovative solutions to bring more mental health care services into Goodyear with an initial focus on supporting efforts in schools to link students to care

- Support schools and community partners in their efforts to link students to mental health care providers.

Regional Solutions

Recognize resident mobility across city borders when planning community investment, allowing for a regional approach by some service providers, when appropriate, to expand the variety and options of available services

- Consider partnerships with community organizations and neighboring cities to address needs on a regional level. For example, it may be more effective to work across school districts to increase access to mental health-care for students than working only with schools located within Goodyear.
- Support community investment that considers both the residents of Goodyear and the workforce in Goodyear that may not live within the city boundaries

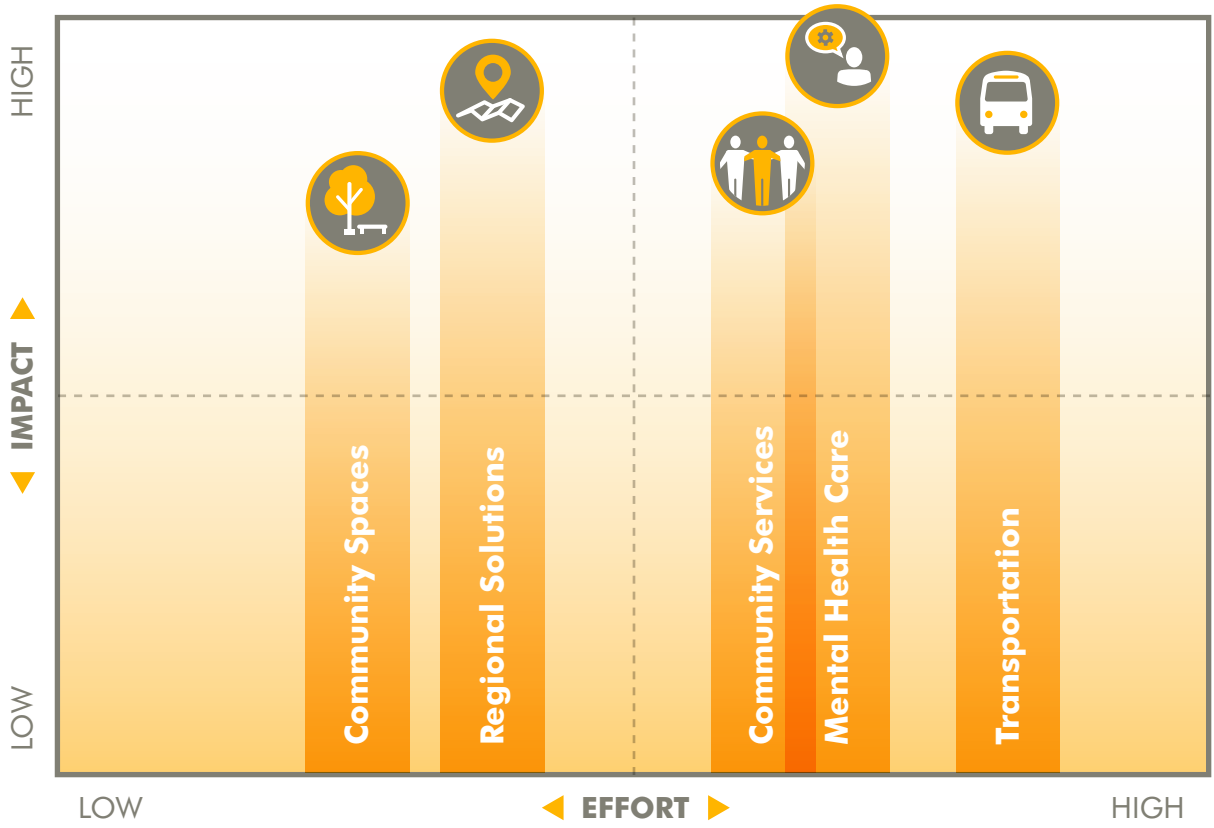
Transportation

Invest in innovative transportation solutions, with an initial focus on supporting residents who have challenges with transportation to meet their health care needs.

- Pilot programs are currently being implemented within the city, including at Adelante Healthcare. By supporting this and other pilot programs, the city can accelerate the development of a more robust transportation system that meets the needs of residents.
- Continue to work with MAG and Valley Metro to advocate for additional bus routes within the city of Goodyear that service residential areas of the city

Impact/Effort Matrix

The following impact and effort matrix illustrates the estimated relative impact and effort of each of the recommended areas of focus. Both relative effort and relative impact are estimated. In the context of this report, estimates of effort and impact consider the current activities underway in the community and an estimate of the resources and time required. However, they do not consider the full extent of funding and resources the city has available to dedicate to each area.



About the City of Goodyear

Geographic Profile

The city of Goodyear covers 247 square miles located in Maricopa County, Arizona, which is approximately 19 miles west of the city of Phoenix.[1] Goodyear contains Estrella Mountain Regional Park; nearby cities include Avondale, Buckeye, Litchfield Park, and Glendale. The city stretches from just north of the I-10 corridor south to run adjacent to the North Maricopa Mountains Wilderness Area.

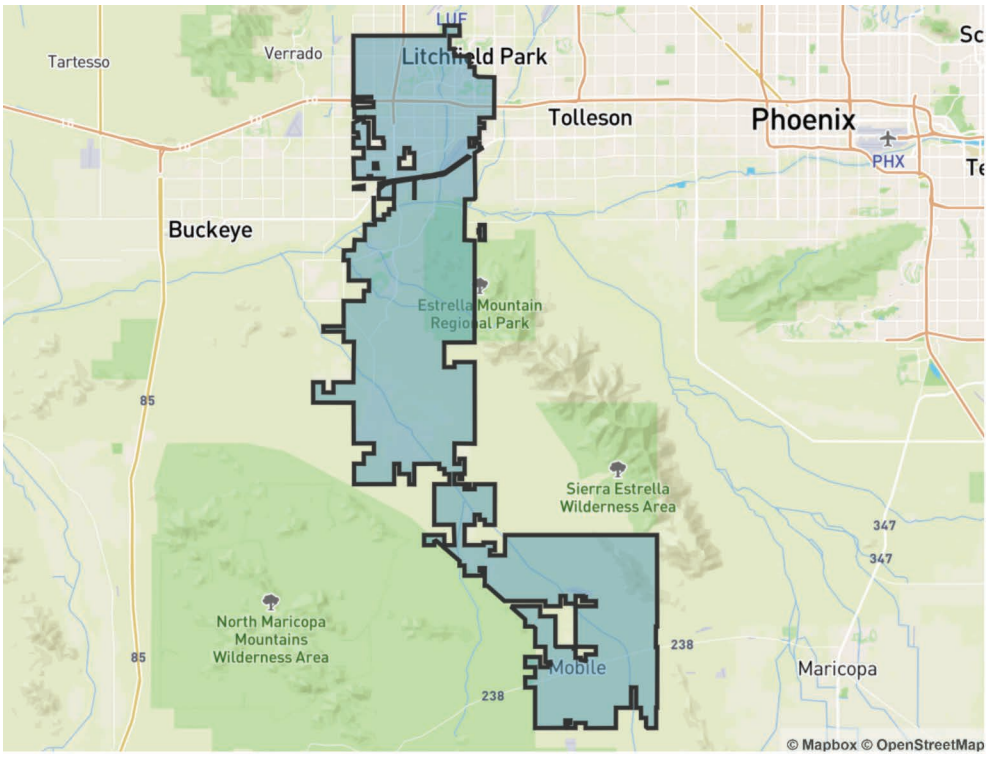


Figure 1: Map outlining Goodyear city boundaries

Most of the land in Goodyear is currently open space, including parks, wilderness and wildlife areas (35.6%), and vacant land (42.3%). Agricultural land accounts for 9.5% of land in Goodyear; 6.7% is currently residential land, of which 6.5% is single-family housing and 0.2% is multifamily housing.[2]

Demographic Profile

As of July 2019, the city of Goodyear is home to approximately 88,870 people and has seen consistent population growth over the last 30 years.[3] This trend in growth is expected to continue as the city expands residential developments and businesses.

Population Growth

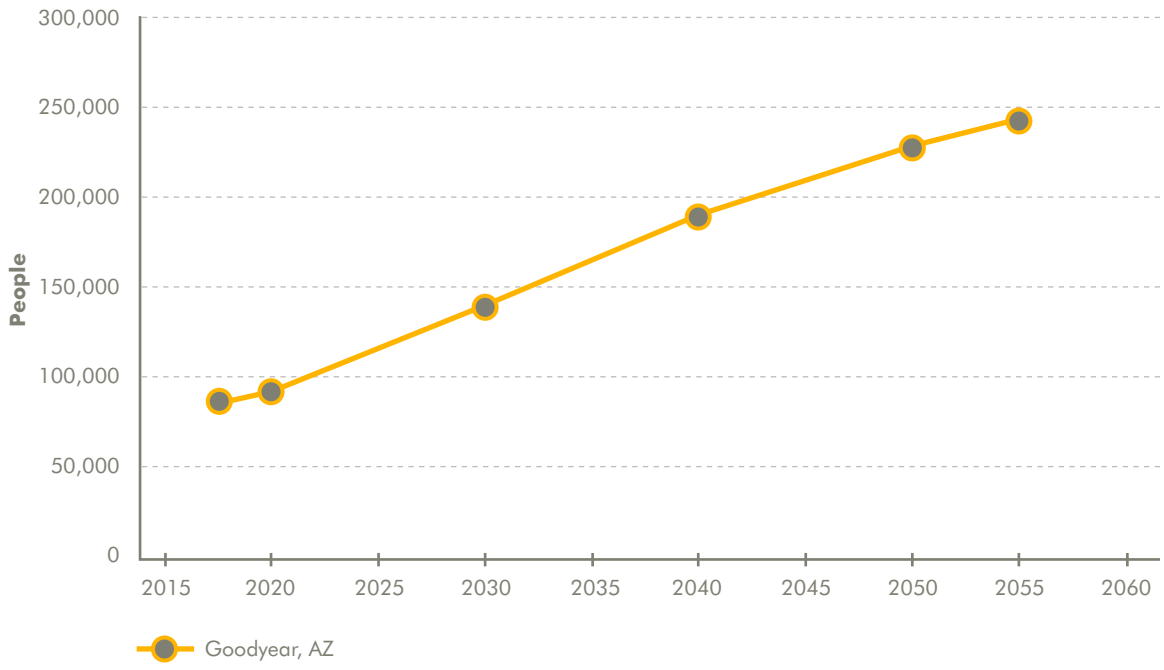


Figure 2: Graphic representation of Goodyear population growth with projection to 2055[4]

Race, Ethnicity and Primary Language

The race of the population in Goodyear is predominately White (75.2%) with the remaining 24.8% being Black (8.9%), Asian (4.8%), two or more races (4.8%), some other race (4.7%), American Indian (1.2%), and Native Hawaiian (0.3%). The ethnicity of residents in Goodyear is predominantly not Hispanic (72.5%). A similar racial/ethnic distribution is seen across the state of Arizona.[5] The languages predominantly spoken at home in Goodyear are English (78.5%) and Spanish (15.1%). Other languages spoken as the primary language in the home include Asian-Pacific Islander languages and other Indo-European languages.[6]

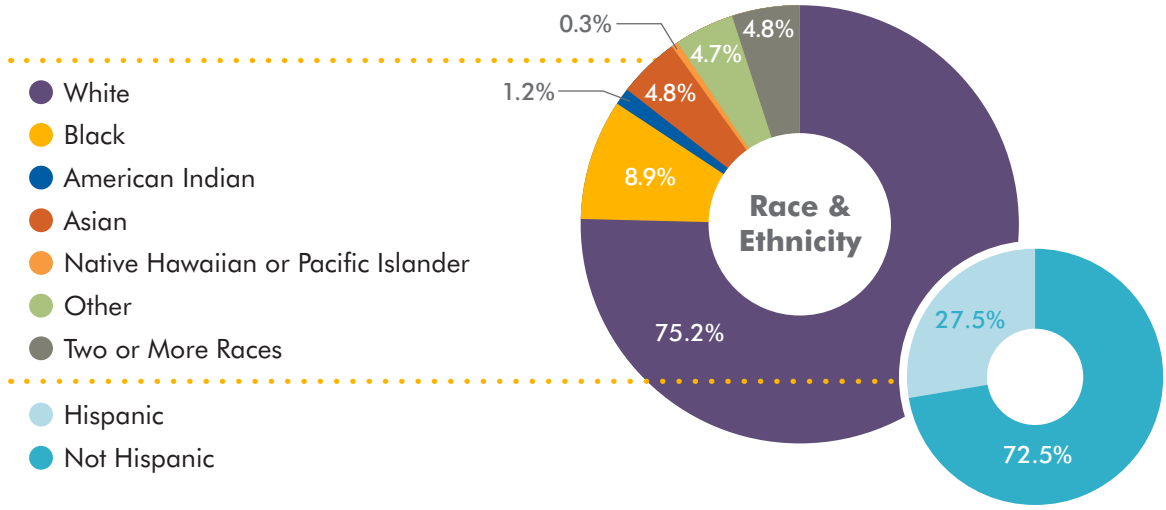


Figure 3: Graphic representation displaying race and ethnicity of Goodyear residents[7]

Age

The age of residents of Goodyear is similar to that of the state of Arizona, with the largest segment of the population being the 35 to 44 years old age group. There are 4,967 children under age five and 10,915 seniors aged 65 and older living in Goodyear.[8]

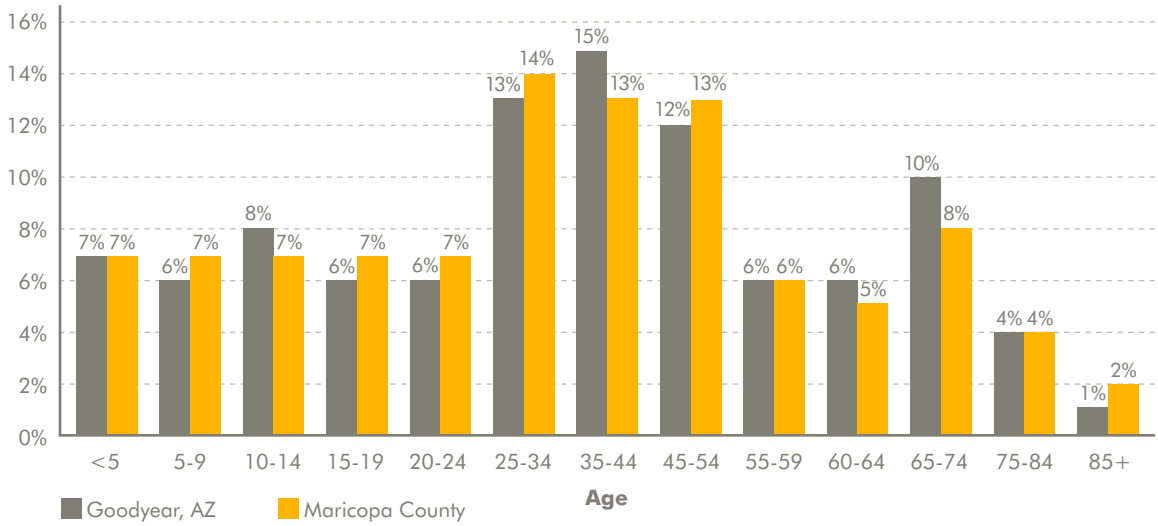


Figure 4: Age profile representing residents of Goodyear and Maricopa County[9]

Most people in Goodyear live close to the I-10 corridor and are somewhat divided by age. The density of people age 19 and under and people age 35 to 44 is highest in the areas close to and just south of the I-10 corridor. The density of people age 65 and over in Goodyear is highest close to and just north of the I-10 corridor. One census block group (north of the I-10 and east of the 303) has the highest concentration of people age 65 and older and very low concentration of people age 19 and under or age 35 to 44. This block group includes the PebbleCreek neighborhood.

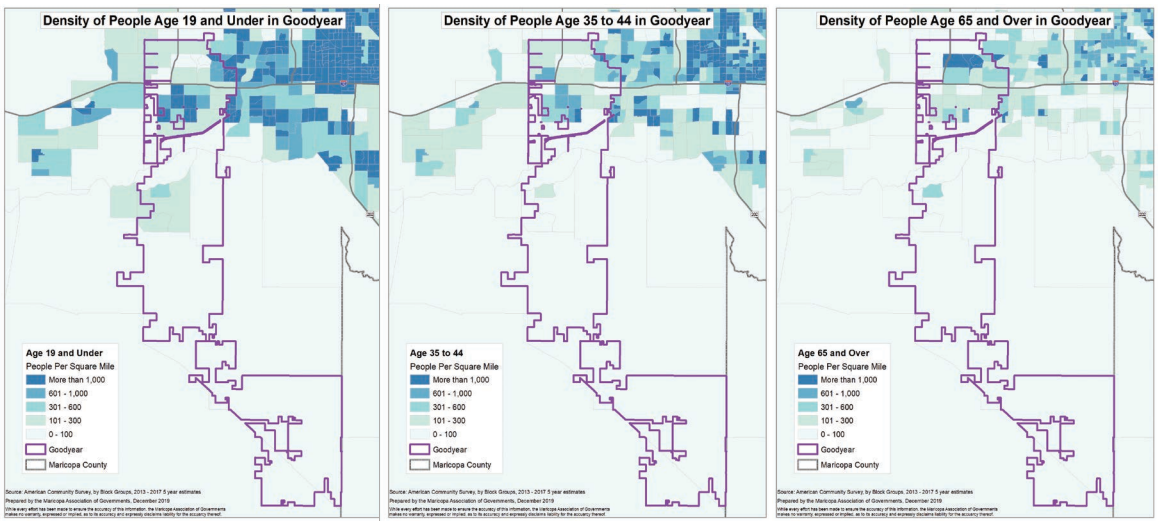


Figure 5: Mapped representations of density of age groups (19 and under, 35 to 44, 65 and over) across and around Goodyear by census block group[10]

Household Characteristics

There are approximately 18,700 family households with children in the city of Goodyear, with 2,119 of those households with children headed by a single female and 1,098 headed by a single male. There are 1,261 children living in a grandparent's household in Goodyear. Along with families with children, there are also 4,120 people living alone, about 1,433 (35%) of whom are seniors aged 65 and older.[11]

Veterans

Figure 6: Graphic displaying total veteran population and proportion in the city of Goodyear

Household Income

The federal poverty level is updated annually and is included in the process of determining eligiblity for various federal assistance programs. A person who is living with a household income below 100% of the federal poverty level is said to be living in poverty. A person who is living in a household at 200% of the federal poverty level or below is said to be living in poverty or near poverty. A household that is at 200% of the federal poverty level has a household income that is two times the income that would put them right at the poverty level.

Table 1: 2017 Federal poverty level guidelines are displayed by household size

Persons in Household	2017 Federal Poverty Level
1	$12,060
2	$16,240
3	$20,420
4	$24,600
5	$28,780
6	$32,960
7	$37,140
8	$41,320

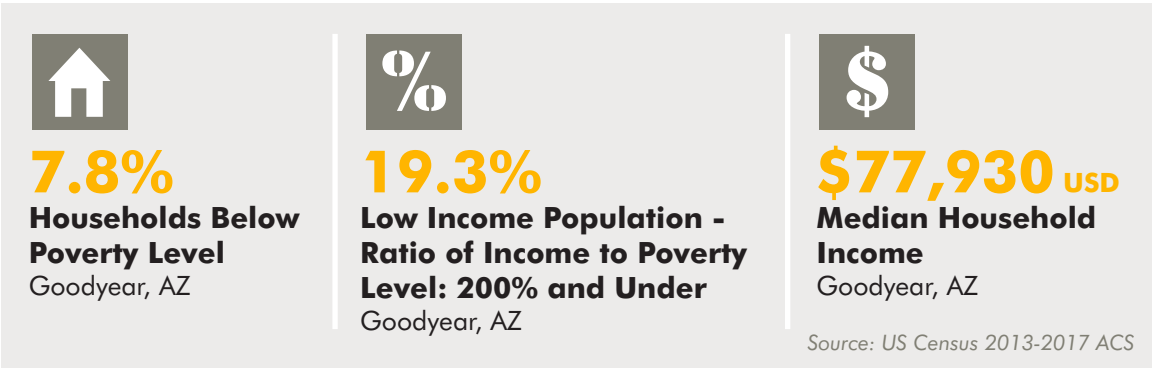


Figure 7: Selected income and poverty indicators are displayed for residents of the city of Goodyear

People Living with Disabilities

Within Goodyear there are approximately 5,800 residents living with a disability, representing 8.1% of the population. This census data captures people living with a disability who are aged five years or older and defines a disability as "a condition that substantially limits one or more basic physical activities, such as walking, climbing stairs, reaching, lifting, or carrying." The map below illustrates the spread of this population across the census blocks that intersect the city. The largest proportions of people living with disabilities in the region are in and around the Estrella neighborhood and further north near the I-10 corridor.

In addition, there are 43 individuals with developmental disabilities with mailing addresses in Goodyear who have an active case with the Arizona Department of Economic Security Division of Developmental Disabilities.

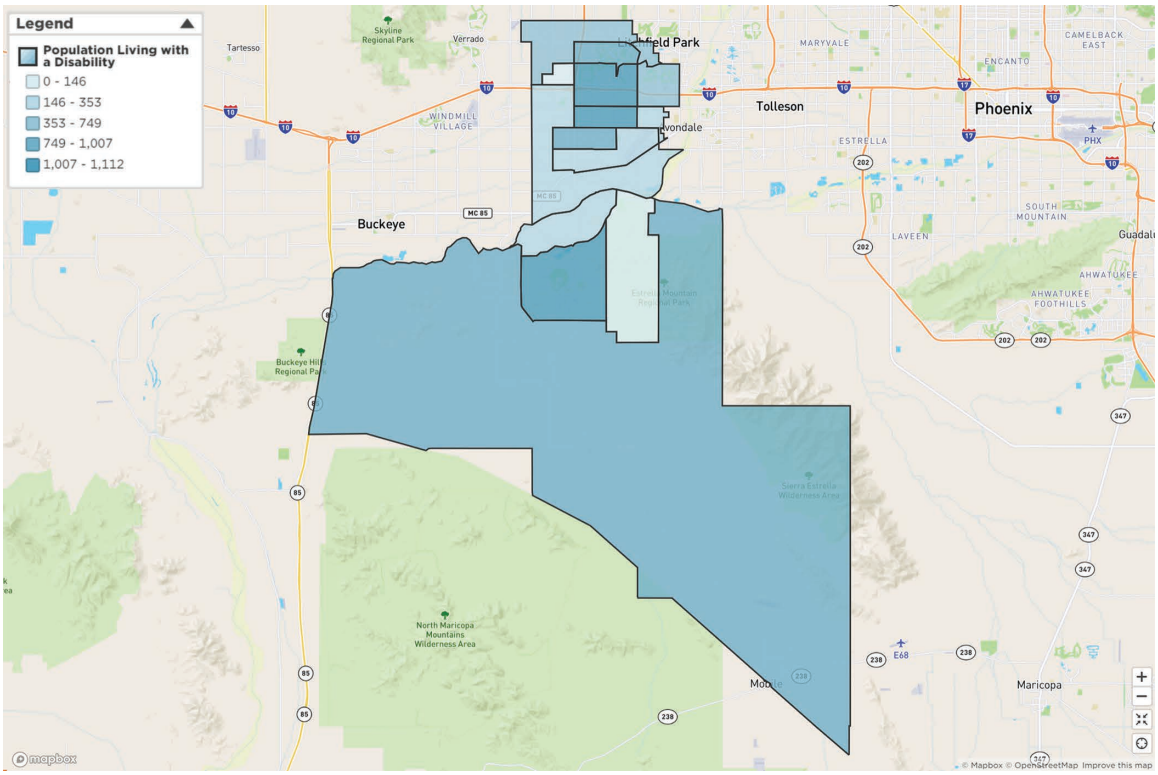


Figure 8: The number of residents living with a disability in census tracts that intersect the city of Goodyear[12]

Disconnected Youth

The number of young people between the ages of 16 and 24 who are neither enrolled in school nor employed in the workforce is considered a representation of disconnected youths at the population level. Disconnected youth may be cut off from the community and institutions, such as schools, that would otherwise be helping them to build successful lives.[13]

In Goodyear, 5.3% of youths aged 16 to 19 are not working nor in school, and 7.5% of youths aged 16 to 24 are unemployed. This census data defines unemployed as including "people who are not currently in the workforce but are looking for work or have looked in the prior four weeks."[14] The total number of youths aged 16 to 24 who are not in school or employed is not available at the city level; therefore, the two measures noted above give the best approximation of youths at risk of being disconnected.

School Districts

Goodyear is served by five elementary school districts and three secondary school districts. These school districts all serve multiple cities in the region. There is also a large network of charter schools in Goodyear.

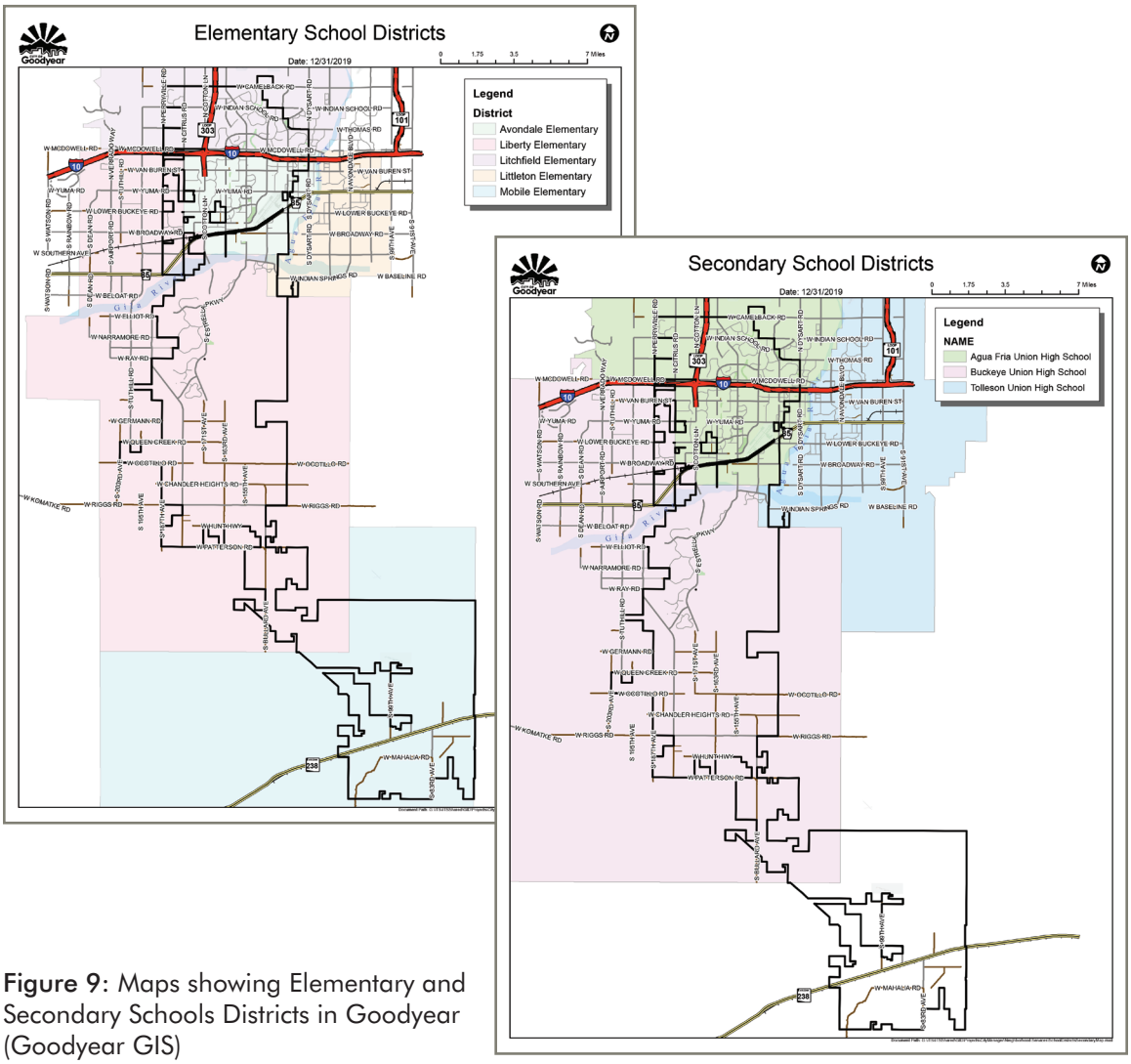


Figure 9: Maps showing Elementary and Secondary Schools Districts in Goodyear (Goodyear GIS)

[1,2] Maricopa Association of Governments, Land Use Explorer. http://geo.azmag.gov/maps/landuse/
[3,4] Maricopa Association of Governments. https://geo.azmag.gov/maps/projections/
[5-9,11,12,14] US Census 2013-2017, ACS
[10] Maricopa County Association of Governments GIS
[13] Measure of America. http://measureofamerica.org/disconnected-youth/

IV Assessment Methodology

Goodyear used the Vitalyst Health Foundation Elements of a Healthy Community framework as a guide for conducting the assessment. There are multiple drivers that influence a community's health and well-being, including the social and physical environments in which people live, as well as health behaviors. This assessment examines indicators and elements that constitute the health and well-being of a community.

Vitalyst Health Foundation (VHF) designed and produced the Elements of a Healthy Community wheel as part of the 2017 Year of Healthy Communities. This wheel provides a picture of what comprises a resilient, equitable, and healthy community and was inspired by the World Health Organization and the Centers for Disease Control and Prevention. This framework was used throughout the community assessment.

Figure 10: Wheel showing Vitalyst Health Foundation's Elements of a Healthy Community

Community-Based Participatory Research (CBPR)

This assessment is grounded in a community-driven approach the utilizes the community-based participatory research (CBPR) methodology. The CBPR methodology follows principles that allow the project to include community engagement as a component of the assessment equal to scientific data. The alignment of CBPR principles with the assessment process is outlined in Table 2.

Table 2. CBPR in relation to the Assessment Process (Association for Community Health Improvement)

CBPR Principles	Relation to Assessment Process
Recognizes community as a unit of identity	The unit of analysis for the assessment is the city of Goodyear.
Facilitates collaborative partnerships in all phases of the research	Assessment developers can foster long-term, collaborative partnerships with community members and stakeholders throughout the process.
Integrates knowledge and action for the mutual benefit of all partners	The city gains a more nuanced perspective of community issues.
Promotes a co-learning and empowering process that attends to social inequalities	Engaging the community throughout the assessment process promotes a sense of joint ownership and equity between the city and community.
Involves a cyclical and iterative process	The assessment process can be an ongoing cycle that can include periodic reflection and course correction.
Addresses health from positive and ecological perspectives	Assessment developers are encouraged to target the elements of a healthy community in order to address the upstream factors affecting health and well-being.
Disseminates findings and knowledge gained to all partners	Assessment results are publicly available and widely distributed to participants, stakeholders, and the community at large.

Data Limitations and Information Gaps

Data available at the city level can be limited because of the nature of large national data sources. For a data source to be able to provide indicators at a city level, there must be a large enough sample size at the city level to calculate a reliable data point. US Census data from the American Community Survey is available at the city level; however, other common data sources such as the Behavioral Risk Factor Assessment Survey and Food Research and Action Center Food Insecurity are not available at the city level.

These limitations impact the number of indicators available to select monitoring the elements of a healthy community. The indicators selected are all available and reliable at the city level. Potential indicators such as food security or physical activity levels of residents are not included because they are not available from a reliable source for Goodyear.

The Goodyear citizen satisfaction survey could be utilized in the future to collect additional indicators that city officials decide to collect. Possible example questions include the food insecurity questions used by the United States Department of Agriculture Economic Research Service and the physical activity questions used in the Centers for Disease Control and Prevention Behavioral Risk Factor Surveillance System.

V Community Indicators

Elements of a Healthy Community

Community indicators were selected for each of the elements on the Vitalyst wheel. These indicators provide a snapshot of how the city of Goodyear is doing with respect to each element of the wheel. Indicators that are used in the Year of Healthy Communities were prioritized when available at the city level. Indicators are presented with definitions, data sources, and year of collection.

The following additional considerations were also used when selecting indicators:

- Is the indicator easily understood by all readers?
- Is the data readily accessible and publishable?
- Is the city-level data consistently available?
- Is the data source for the indicator recent, preferably within the last three years?
- Does the indicator mix include the physical and social environments?

Healthy Environment

Community Safety

Communities that are socially connected and designed to encourage positive social interaction and that have low violence and crime rates foster a sense of safety in the people who live there.

- Socially-connected communities, free of crime and violence
- Designed to encourage social interaction
- Policies and practices that are inclusive of all community members

Health Impacts: Mental health, injury prevention, physical activity

- **Overall Sense of Safety**
  In the Citizen Satisfaction Survey, 89% of respondents gave excellent or good ratings to having an overall sense of safety in Goodyear, which is similar to the national benchmark (Goodyear Citizen Satisfaction Survey, 2018).

- **Talked to or Visited with Neighbors**
  In the Citizen Satisfaction Survey, 91% of respondents in Goodyear gave excellent or good ratings to having talked to or visited with neighbors, which is similar to the national benchmark (Goodyear Citizen Satisfaction Survey, 2018).

- **Violent Crime**
  In Goodyear in 2018 there were 203 violent offenses, 8.89% of total UCR crimes (Uniform Crime Reporting [UCR] n the United States, 2013–2018).

  In comparison, across Arizona for the same period, 15.07% of total UCR crimes were violent offenses.

- **Property Crime**
  In Goodyear in 2018 there were 2,081 property crime offenses, 91.11% of total UCR crimes (Uniform Crime Reporting [UCR] in the United States, 2013–2018).

  In comparison, across Arizona for the same period, 84.93% of total UCR crimes were property crime offenses.

Environmental Quality

Environmental quality has a significant impact on the health and well-being of a community.

- Clean air and waterways
- Healthy and clean soil
- Water supply protection and water security
- Tobacco- and smoke-free spaces
- Minimized toxins, greenhouse gas emissions and waste
- Affordable and sustainable energy use

Health Impacts: Disease prevention, early brain development, asthma and other respiratory diseases, exposure to environmental contaminants including lead

Air Quality – Respiratory Hazard Index

A respiratory hazard index below one represents an acceptable risk of a lifetime of non-cancer adverse health effects. This risk is a composite respiratory health index based on the respiratory risk of multiple air toxins.

The air-quality respiratory hazard index in Goodyear is 0.67 (Environmental Protection Agency, 2018).

In comparison, the respiratory hazard index in Maricopa County is 0.62.

Number of city policies that address environmental quality

In the Goodyear Code of Ordinances there are currently 18 Articles that broadly address the environmental quality of the community and 3 sections that specifically address environmental quality. These are listed below, along with the area of environmental quality they impact:

Table 3: Current Goodyear ordinances that positively impact various aspects of environmental quality

Goodyear Ordinance	Environmental Quality Impact
Buildings and Building Regulations: Low Flow Fixtures and Devices – Article 9-12	Water supply protection and water security
Health and Sanitation: Preparation, collection of Refuse – Article 10-3	Minimized toxins, greenhouse gas emissions and waste
Health and Sanitation: Hauling, Prohibitions, Property Maintenance – Article 10-4	Minimized toxins, greenhouse gas emissions and waste
Health and Sanitation: Refuse Transporters, Landfill/Waste Facilities – Article 10-5	Minimized toxins, greenhouse gas emissions and waste
Offenses: Public Non-Smoking – Section 11-1-18	Tobacco- and smoke-free spaces
Offenses: Fugitive Dust Control – Section 11-1-26	Clean air
Offenses: Regulation of Smoking and Vaping in City Parks and Trails – Section 11-1-36	Tobacco- and smoke-free spaces
Sewers: Use of Public Sewers – Article 12-4	Clean waterways
Sewer Pretreatment – Chapter 12A, Articles 12A-1 to 12A-10	Clean waterways
Water: Back Flow Control and Cross-Connection Program – Article 14-11	Clean waterways
Flood Damage Prevention: Stormwater Pollution Elimination – Article 16-7	Clean waterways
Agricultural Protection in General – Article 25-1	Healthy and clean soil

Social and Cultural Cohesion

Feelings of belonging and connectedness provide economic stability and a sense of well-being in a community.

- Robust social and civic engagement
- Supportive relationships, families, homes, pets and neighborhoods
- Support for mental health
- Opportunities for engagement with arts, music and culture
- Community empowerment that can lead to systems change

Health Impacts: Economic stability, mental health, community well-being

Opportunities to Participate in Community Matters

In the Citizen Satisfaction Survey, 62% of respondents gave excellent or good ratings to the opportunities available to participate in community matters in Goodyear, which is similar to the national benchmark (Goodyear Citizen Satisfaction Survey, 2018).

Linguistic Isolation

In Goodyear, 2.3% of households (555 households) have limited English speaking status in the entire household (US Census 2013–2017, ACS).

In comparison, 4.3% of households in Maricopa County are at risk of linguistic isolation.

Suicide

In Goodyear, in 2019 there were 7 confirmed suicides and 3 suspected suicides, pending confirmation by the medical examiner (Goodyear Police Department).

Healthy Community Design

A healthy community design provides community members with easy and equitable access to their community.

- Mixed-use development
- Equitable transit-oriented development
- Environments free of excessive noise
- Vacant land and adaptive reuse opportunities
- Access to green and open spaces, including healthy tree canopy and agricultural land

Health Impacts: Economic stability, mental health, physical activity, air quality, injury prevention, obesity, heat-related illness

Driving Alone to Work

Of the working population age 16 and over in Goodyear, 79.4% commute to work alone (US Census 2013–2017, ACS).

In comparison, 76.4% of this population across Maricopa County drives alone to work.

- **Map of Bike Routes**

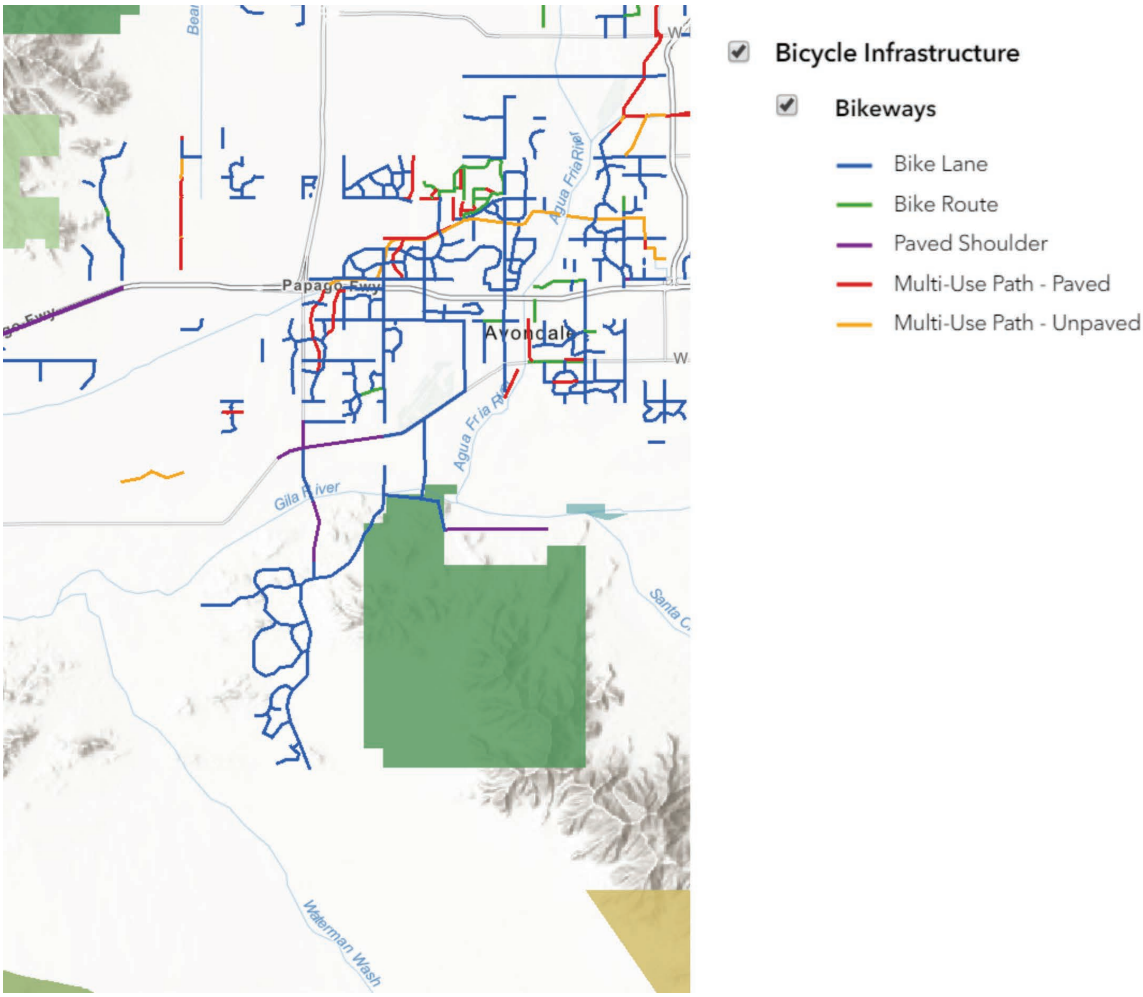


Figure 11: Map displaying bike routes in and near Goodyear (Maricopa Association of Governments – Regional Activity and Destination Viewer)

Access to Services and Amenities

Access to Health Care and Coverage

When a community has equitable access to health care, the benefits include preventing and providing appropriate care for disease, supporting the physical and mental health of community members, and supporting the economic stability of the city.

- Affordable, accessible and high-quality health care and coverage
- Integrated, coordinated systems of care
- Culturally appropriate health professionals and practices
- Access to mental health services

Health Impacts: Disease prevention and treatment, physical and mental health, economic stability

- **Mental Health and Health Care Access**
  In the Citizen Satisfaction Survey, 67% of respondents gave excellent or good ratings to health care and 51% of respondents gave excellent or good ratings to mental health care in Goodyear, which is similar to the national benchmark (Goodyear Citizen Satisfaction Survey, 2018).

Uninsured Population

The following percentage of each age group indicates they are living without health insurance in Goodyear and across Maricopa County:

	Goodyear	Maricopa County
Youths – under age 19	10.3%	9.3%
Adults – aged 19-64	9.6%	16.4%
Seniors – aged 65+	1.0%	1.1%

(US Census 2013–2017, ACS)

Quality Affordable Food

Access to quality, healthy, and culturally appropriate food for all community residents strengthens the local food system, improves food security, and supports sustainable agricultural practices.

- Strengthening local food systems
- Affordable, accessible and nutritious food
- Promoting a variety of healthy food access opportunities
- Food security
- Sustainable agriculture practices

Health Impacts: Nutrition, obesity, disease prevention, mental health, early brain development

Access to Healthy Foods

In an urban area, living a mile or more away from a healthy food retailer is considered having low access to healthy food. Of the people living in Goodyear, 46.6% live one mile or more away from a healthy food retailer (USDA ERS, 2010 data, report last updated 2017).

In comparison, 22.7% of Maricopa County residents live one mile or more from a healthy food retailer.

Participation in SNAP

Nutrition Assistance (SNAP) is for people who can't afford to pay for all of their food. SNAP participation is influenced by many factors. In addition to household income, SNAP eligibility is dependent on circumstances such as whether someone in the household has a disability or is elderly, if there are dependents, and employment status. While poverty guidelines can provide some insight into the size of the population who might be eligible for SNAP participation, policies dictate additional qualifications that may exclude an otherwise financially eligible household from participation.

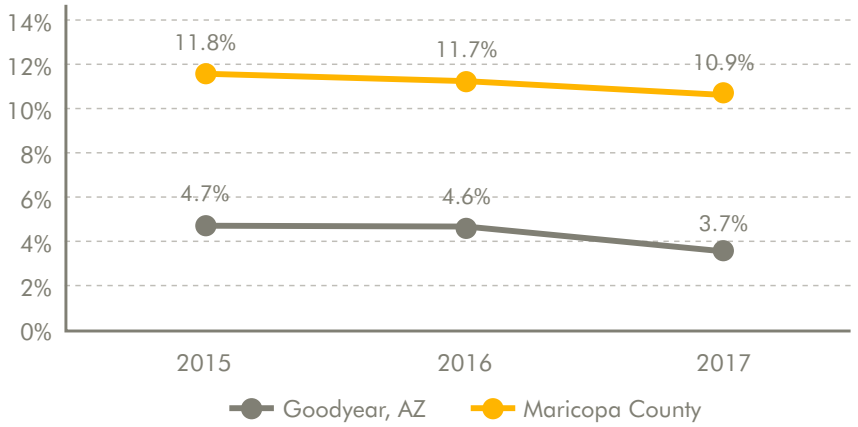


Figure 12: Graphic representing trends in percent of household who are participating in SNAP in Goodyear and Arizona(US Census 2011–15, 2012–16, 2013–17, ACS)

Transportation Options

A safe, affordable, and accessible transportation system connects people with places such as parks, community gathering spaces, stores, and schools and encourages walking and biking as well as using public transit.

- Safe, sustainable, accessible and affordable transportation options
- Connects people with places including parks, retail, schools
- Promoting built environments that encourage walking, biking and taking transit

Health Impacts: Obesity, disease prevention, physical activity, mental health, economic stability, air quality, injury prevention

Map of Transit Routes

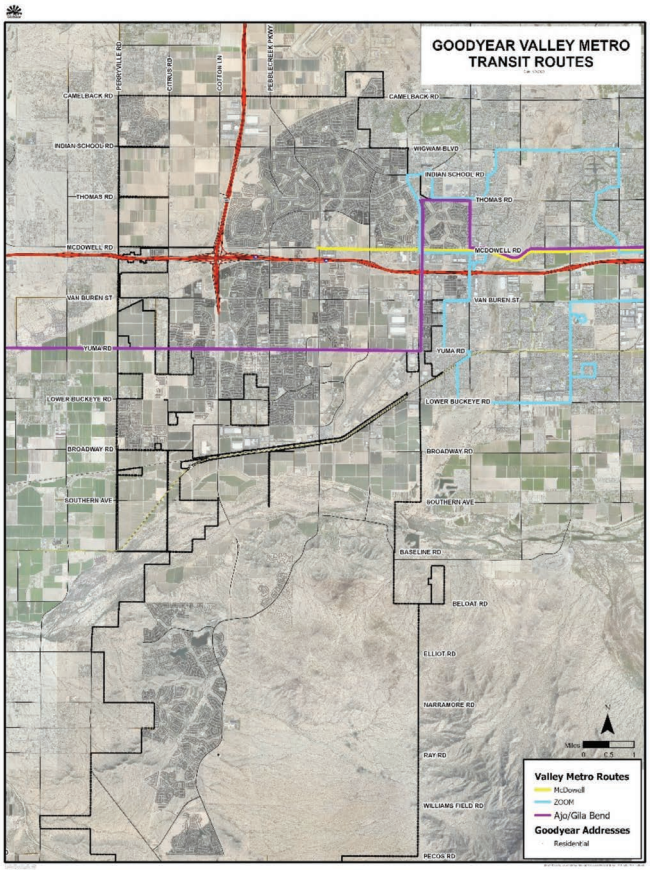


Figure 13: Map illustrating transit routes in Goodyear (Goodyear GIS)

Walkability Index

The walkability index provides a relative walkability scale from 1 to 20, where 1 indicates the least walkable area and 20 indicates the most walkable area.

The walkability index of Goodyear is 6.3 (EPA National Walkability Index 2010–2012).

In comparison, the walkability index across Maricopa County is 8.2.

Transportation Cost Burden

Median income families living in Goodyear spend 30.0% of their income on transportation and low-income individuals (living below the poverty line) spend 75.3% of their income on transportation (US HUD & DOT, LAI V3.0, published 2019).

In comparison median income families in Maricopa County spend 26.3% and low-income individuals spend 59.9% on transportation.

- **Long Commute**
  Of the Goodyear residents in the workforce, 46.4% have a long commute (30 minutes or more) to work (US Census 2013–2017, ACS).

  In comparison, across Maricopa County, 38.4% of workers have a long commute.

Affordable Quality Housing

Affordable housing in a community leads to higher economic stability, improved mental and physical health, and improved air quality.

- Affordable, high-quality, socially integrated, non-discriminatory housing
- Located near public transportation
- Avoid displacement as neighborhoods are revitalized
- Designed to encourage social interaction

Health Impacts: Economic stability, disease prevention, air quality, mental health, early brain development, injury prevention, exposure to extreme climate, exposure to lead

- **Housing Cost Burden**
  Housing costs are considered excessive when monthly ownership costs for homeowners or gross rent for renters is equal to 30% or more of household income. Monthly ownership costs include mortgage, real estate taxes, insurance, utilities, fuels, mobile home costs, and condominium fees. In Goodyear, 22.0% of homeowners and 37.2% of renters have excessive housing costs (US Census 2013–2017, ACS).

  In comparison, across Maricopa County, 22.9% of homeowners and 45.3% of renters have excessive housing costs.

- **Median Rent**
  The median home rent in Goodyear is $1,295 per month (US Census 2013–2017, ACS).
  In comparison, across Maricopa County, the median rent is $1,033.

- **Home Ownership**
  About three quarters (74.2%) of occupied homes in Goodyear are occupied by the homeowner. The remainder are occupied by renters. This measure includes all housing units that are not vacant (US Census 2013–2017, ACS).

  In comparison, in Maricopa County, 61.0% of housing units are occupied by the owner.

Parks and Recreation Opportunities

A community with excellent parks and recreation opportunities helps the population be more physically active and as a result have better physical and mental health.

- Access to affordable and safe opportunities for physical activity
- Shared use opportunities with schools, libraries and community centers

Health Impacts: Physical activity, disease prevention, mental health, early brain development, air quality

Number and Map of Parks

Goodyear contains 19 city and regional parks, in addition to the neighborhood playgrounds and greenspaces that developers are required to include in neighborhood designs.

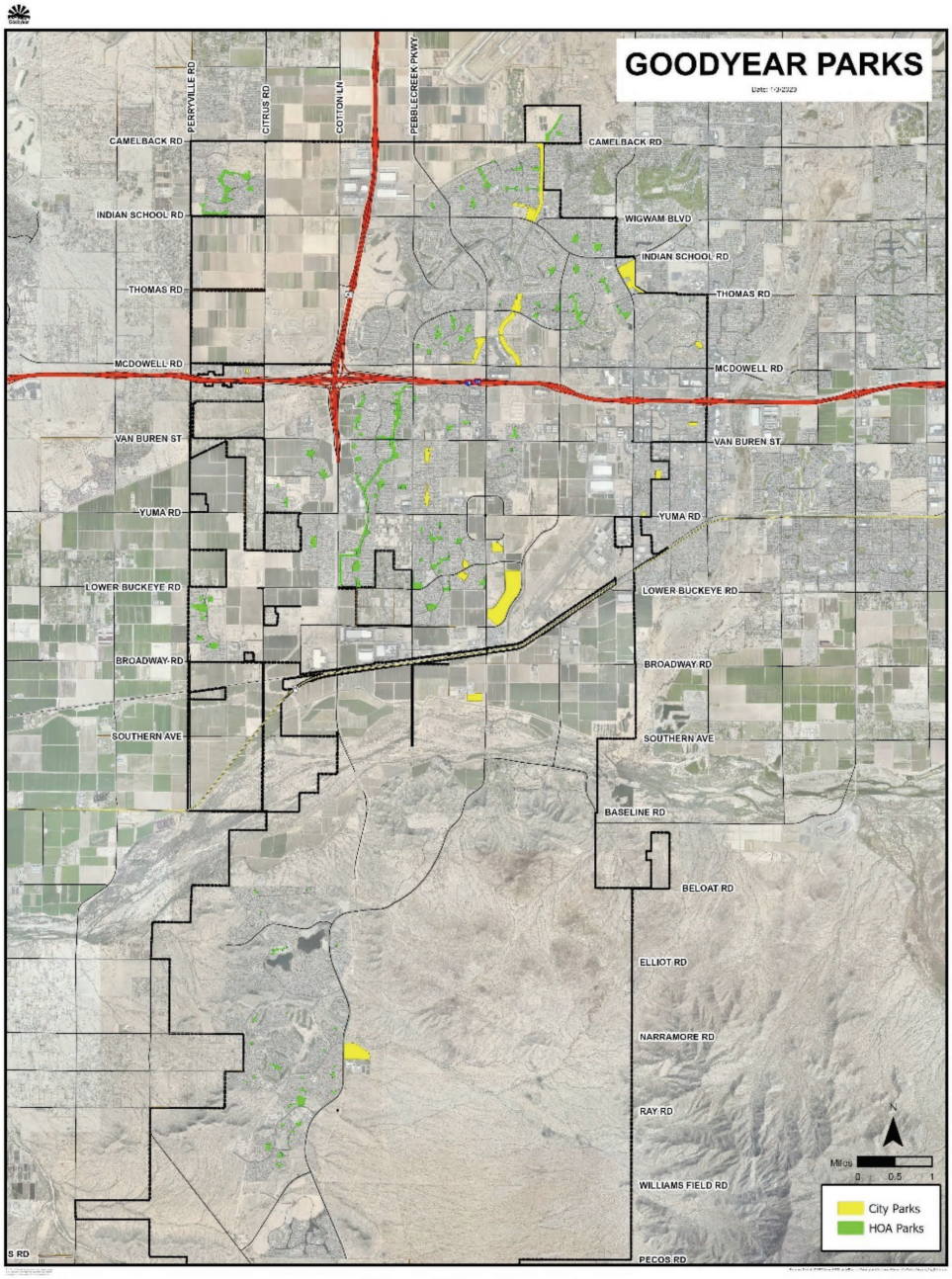


Figure 14: Map illustrating city- and HOA-maintained parks in Goodyear (Goodyear GIS)

Equity Across the Community

Social Justice

A community with strong social justice supports equity across the community, which leads to improved health of all community members, more economic stability, better supported families, and improved community well-being and social cohesion. Income inequality provides a snapshot of the distribution of income across the population.

- Addresses historical trauma and structural racism
- Promotes restorative and transformational practices
- Addresses incarceration policies and practices, including diversity programs
- Resolves the social and physical differences adversely affecting socially disadvantaged groups
- Pursues fair distribution of resources

Health Impacts: Longevity, physical and mental health, economic stability, intact families, community well-being, social cohesion

- **Income Inequality**

  The Census Bureau Gini Index "is a statistical measure of income inequality ranging from 0 to 1. A measure of 1 indicates perfect inequality, i.e., one household having all the income and rest having none. A measure of 0 indicates perfect equality, i.e., all households having an equal share of income" (https://www.census.gov/glossary/#term_GiniIndex). The Gini index can be used to show income concentration.

  The Gini index in Goodyear is 0.39. (US Census 2013–2017, ACS).

  In comparison, the Gini index in Maricopa County is 0.47.

Economic Opportunity

A community with strong economic opportunities will support entrepreneurship, training and mentorship, living wages, and a community design that supports commerce and residential integration.

- Access to capital for entrepreneurship
- Access to affordable and diverse commercial spaces
- Job training and mentorship/accelerator space
- Local talent development
- Clustering of commerce and integration with residential use
- Living wages
- Access to internet

Health Impacts: Economic stability/access, air quality, walkability/physical activity, mental health

Where Goodyear Residents Work

The map below shows the concentration of Goodyear residents who work across various areas in Maricopa County. The highest concentrations of Goodyear residents work along the I-10 corridor with high concentrations in Goodyear itself or in downtown Phoenix.

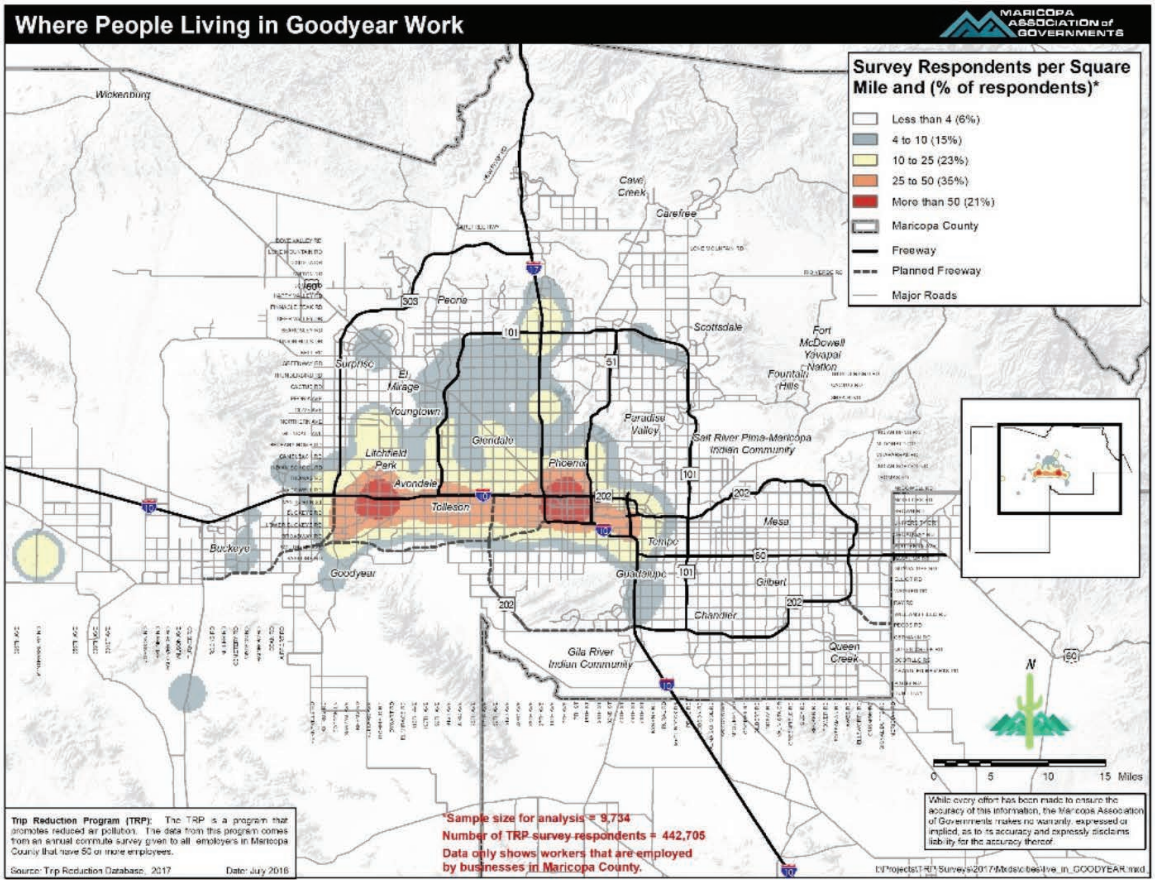


Figure 15: Map showing where Goodyear residents work (MAG Trip Reduction Database, 2017)

Where People Working in Goodyear Live

The map below shows concentrations of where people who work in Goodyear live. The highest concentrations of the workforce in Goodyear live in Goodyear itself, along the I-10 corridor and in Buckeye.

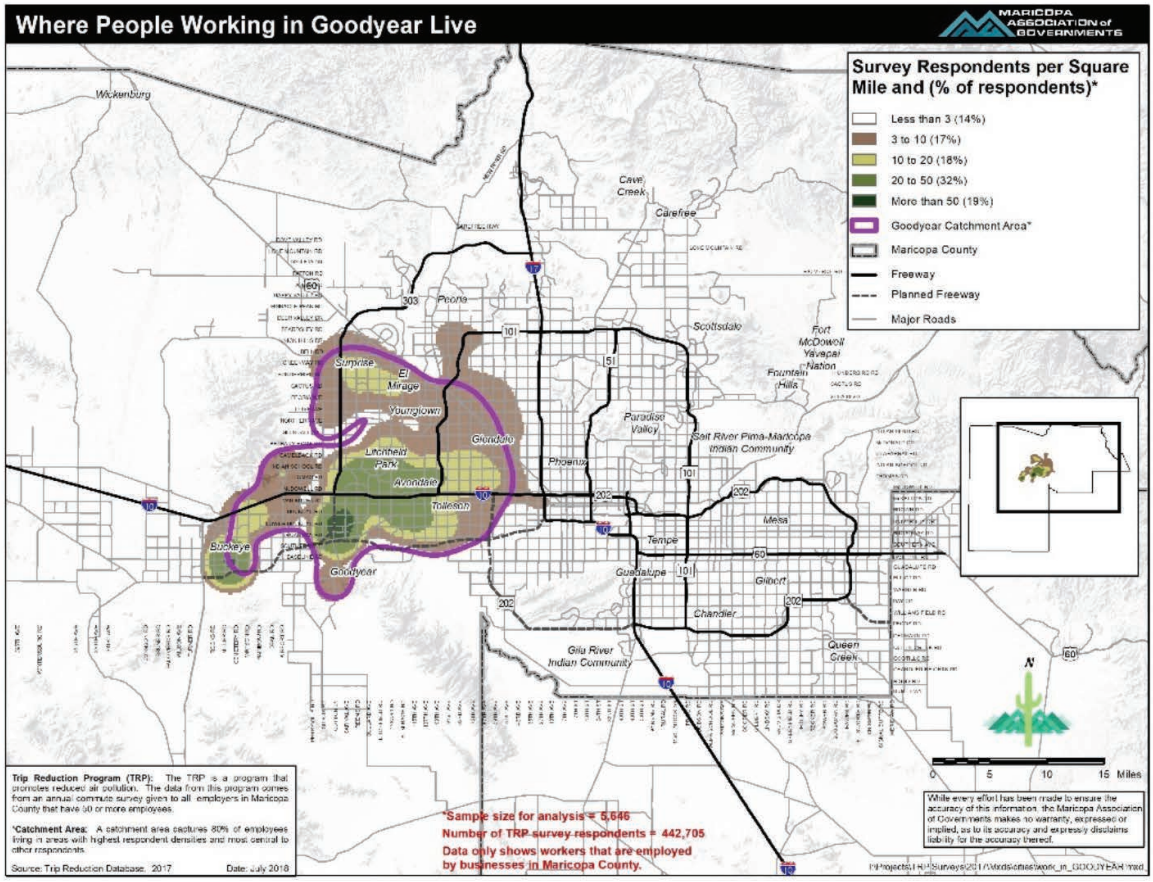


Figure 16: Map showing where people working in Goodyear live (MAG Trip Reduction Database, 2017)

Children Living in Poverty

In Goodyear, 10.6% of children are living in poverty. This equates to one in every 10 children living in poverty (US Census 2013–2017, ACS).

In comparison, 22.5% of children in Maricopa County are living in poverty.

People in Poverty Also Working Full Time

Of the people aged 16 and over living in poverty in Goodyear, 12.2% are working full time (US Census 2013–2017, ACS).

In comparison, 12.1% of people 16 and over living in poverty in Maricopa County are also working full time.

Unemployment

The unemployment rate in Goodyear is 3.9% (US Census 2013–2017, ACS).

In comparison, the unemployment rate in Maricopa County is 6.1%.

Educational Opportunity

A community with opportunities for high-quality education that is accessible to everyone also invests in mental and emotional support and has opportunities for affordable and quality childcare.

- Opportunities for high quality and accessible education
- Investment in behavioral, mental, emotional support
- Opportunities for developmentally appropriate and affordable childcare
- Access to a variety of post-secondary opportunities

Health Impacts: Greater educational achievement, economic stability, food access

Educational Attainment

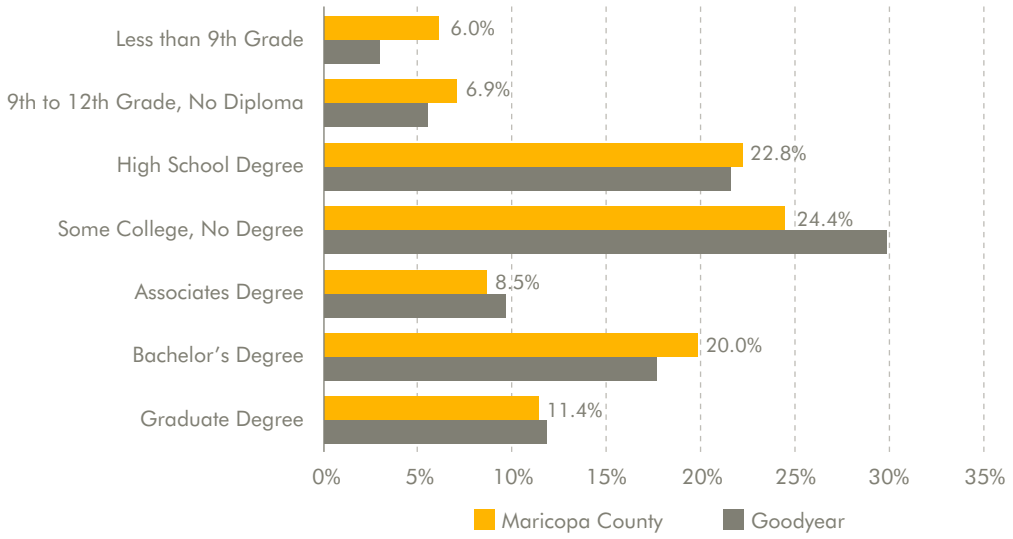


Figure 17: Graphic representing educational attainment of adults aged 25 years and older living in Goodyear and Maricopa County (US Census 2013–2017, ACS)

Nursery and Preschool Enrollment

In Goodyear, 33.2% of children aged three to four are enrolled in preschool or nursery schools (US Census 2013–2017, ACS).

In comparison, 37.4% of three- to four-year-old children across Maricopa County are enrolled in public or private preschool or nursery schools.

Childcare Sites and Capacity

In Goodyear, there are 26 childcare sites with a total capacity of 2,311. With 4,967 children age four or under, current childcare sites are able to provide capacity for 46.5% of all children age four or under in Goodyear (First Things First SW Maricopa Regional Partnership Council 2018 Needs and Assets Report and US Census 2013–2017, ACS).

VI Stakeholder Input

The 2019 Goodyear Assessment entailed a multimethod approach for gathering community input on needs, which included focus groups and key informant interviews across the city of Goodyear. Input from focus group participants and key informants represent the experiences, perceptions, and beliefs of the community members involved and are not necessarily representative of every community members' experiences.

Focus Groups

During November and December 2019, eight focus discussion groups were conducted by the research and analysis team across the city of Goodyear. The goal of these focus groups was twofold: to gain a deeper understanding of community residents' perceptions of the strengths and opportunities in Goodyear and how these factors affect their health and well-being and to understand the perspectives of nonprofit organizations regarding the needs and strengths of Goodyear and gather feedback on the grantmaking process used by the city of Goodyear.

The focus groups targeted specific groups in the community:

- Two focus groups with community members in English
- Two focus groups with community members in Spanish
- One focus group with youth in the community
- Two focus groups with nonprofit organizations serving Goodyear
- One focus group with nonprofit organizations not currently serving Goodyear

Over the eight focus groups, the total sample size was 48 (n = 48). Participants were recruited through social media, email blasts, and local focus group locations. The focus group discussions lasted approximately one hour. Discussions from each session were transcribed and analyzed with an inductive categorization content analysis approach consistent with standard qualitative research protocols using MAXQDA data analysis software.

Using this technique, categories within the text were then developed into major themes representative of the data. These themes were then linked with quotations from the discussions. Data was also analyzed for any unique findings specific to particular demographics, such as unique needs in specific populations within the region. To protect the identities of focus group participants, the findings have been compiled and are reported collectively.

Perspectives on Community Strengths

Community Safety

In general, focus group participants agreed that they feel safe in the city of Goodyear. They recognized that crime does still happen in the community, and at the same time, they noted they feel connected to the fire and police departments and, for the most part, feel comfortable reaching out to them when needed. Focus groups noted that the police department has progressive programs designed to support the community and increase safety along with support for at-risk community members, including the homeless.

> *"In the neighborhood we live in, I think it's pretty safe. It feels safe. Everyone is connected. Neighbors watch out for one another. We all watch each other's houses. Police involvement. Fire involvement. I think it's all pretty good."*
>
> – FOCUS GROUP PARTICIPANT

It is important to note that some focus group participants did not agree that everyone in Goodyear feels comfortable reaching out for help from the police when needed and noted that the people of color and the Latinx community may have more hesitation to reach out for support and help when needed.

Parks and Open Spaces

When asked about the strengths in the community, focus group participants also spoke frequently about the availability and quality of parks and open spaces in the community. Participants spoke about being able to enjoy the green and open spaces in and around the city, appreciating the availability of trails, community parks, and dog parks and opportunities to be physically active and connect with neighbors.

> *"I like to walk. I like to go to the park; it makes me feel fresher and happier."*
> – FOCUS GROUP PARTICIPANT

Social Cohesion

Focus group participants also spoke about the feeling of connection and cohesion in their neighborhoods. Generally, many focus group participants noted they know many of their neighbors and can rely on them for social support. Participants also spoke about enjoying the community events that take place in some parts of the city and that those events are an opportunity to meet people in the city and build a social network. Many participants felt that across the community, people support each other and there is a good sense of community.

It is important to note that some focus group participants do not live in communities in Goodyear where neighbors are connected and, in fact, feel isolated from their neighbors, indicating that strong social cohesion is only felt in certain neighborhoods within the city but is not experienced across the community as a whole.

> *"If someone moves in, we try to meet them. We get along with all our neighbors. If someone left their garage door open, I have their number to call them and let them know."*
> – FOCUS GROUP PARTICIPANT

Perspectives on Community Challenges

A Lack of Diversity and Social Justice

When asked about challenges in the community, focus group participants spoke frequently about a lack of diversity in city services, including city leadership and the police force, as well as a lack of social justice impacting specific groups in the community disproportionately. When diversity was discussed during focus groups, participants spoke about a broad range of areas of diversity including racial and ethnic, gender, language, socio-economic and age.

Participants mentioned concerns around a lack of services for minorities and that there is a

"Racism happens here...things like that affect you. I'm not depressed, but [others], they are affected by it, committing suicide or even worse."

– FOCUS GROUP PARTICIPANT

"As a resident, my perception of the city is that they want to present PebbleCreek and Estrella Mountain as what the city is, these wealthier White communities. They exist but [those are] not the only neighborhoods in Goodyear. It's pretty regular people, some don't speak English, some have two families living in the same house to make it. But I feel like the pictures I see, and the cool events, are closer to the Litchfield side by the Wigwam. I don't know if that's intentional but that's my perception."

– FOCUS GROUP PARTICIPANT

perception that there are no minority communities within the city. It was noted that in neighboring cities you can see signs in Spanish, but that is lacking in Goodyear. It was also noted that people need to leave Goodyear to access certain services and the time required and cost of transportation can be a barrier to that access.

Participants also pointed to a lack of services for people with low income, seniors, and those with disabilities and seniors, which impacts their ability to be part of the community. Many participants also spoke about the racism they have experienced or witnessed in the community and how that hurts the community.

Transportation

The second most frequently mentioned challenge in Goodyear by focus group participants was transportation. Concerns were raised about a lack of public transit and bus routes, a lack of dial-a-ride or ride-sharing services and heavy car traffic on the roads. Participants mentioned the lack of transportation affecting community members' ability to access services, commute to their jobs, and get to community events they would like to attend.

"There are not enough busses that go locally, including the surrounding cities like Litchfield and Buckeye."

– FOCUS GROUP PARTICIPANT

"Traffic...and it is getting bad out this way. Especially the further west you go. So many people are moving to Goodyear and further out; they need to focus on the roads further out."

– FOCUS GROUP PARTICIPANT

Access to Health Care Services

Discussions included frequent concerns involving accessing health care services. In particular, mental health care was noted as a service that is lacking within the city of Goodyear, especially providers who serve children and youths. This concern was twofold: (1) a lack of transportation options limits availability of services for community members with disabilities, mobility limitations, and a low income, and (2) certain services were noted as not being available in the community at all, including behavioral health services and services that are accessible to minority communities.

"I think that's why there are so many problems with suicide and drug use, because people don't know how to get the resources and help, and that's why there are so many homeless people out on the street. We are so thankful to our kids that are helping us and we're trying."

– FOCUS GROUP PARTICIPANT

"There are not mental health services for children in Goodyear. It's really hard to find something in Goodyear. Most places only take adults. Phoenix Children's is the only place."

– FOCUS GROUP PARTICIPANT

Perspectives on Community Needs

Community Spaces for Children and Youths and Community Events

When asked about what they would like to see in the city, focus group participants spoke frequently about the lack of community spaces for young people and for community-wide events that are not specifically part of one community only. For example, it was noted that some communities within the city have pools available for residents to use, but only residents of that specific neighborhood can use them. Participants noted a lack of community spaces where everyone can go and feel welcome.

It was also noted that this lack of spaces is more apparent in the summertime when the heat prevents people from using the outdoor community spaces. Participants want indoor spaces, including entertainment for children and young people, a shopping center, a community arts center, and other places for young people to connect socially. This desire also included a need for community events in these spaces that would help bring the community together and give community members a sense of place and culture.

"We want to have more places to go in the summer. The two pools we have are very small. It's really crowded in the two that are available. We need more space, more areas for everyone to go. [People] need to have an Estrella residence to enter the pools."

– FOCUS GROUP PARTICIPANT

"I appreciate the newness of Goodyear, but there is an opportunity to celebrate Goodyear's history, to give us a sense of place."

– FOCUS GROUP PARTICIPANT

Prevention Programs

The theme of prevention also came up frequently in the focus groups. Participants mentioned the need for preventing crisis through services that support community members with basic needs and resources in their community before they are in a state of crises. Focus group participants also mentioned a need for more drowning prevention programing, especially considering the new pool facility being built.

"We need a proactive approach, not a reactive approach. We don't have a way to help people before they have a crisis."

– FOCUS GROUP PARTICIPANT

Perspectives on the City's Grantmaking Process

Focus groups with nonprofit services providers were asked to consider and provide feedback on the current grantmaking process used by the city of Goodyear.

A Smooth Application and Reporting Process

The most common theme nonprofit organizations noted about the grantmaking process was the ease of the application process. Focus group participants mentioned that the process is reasonable and not cumbersome. They also appreciate that it is done online, and a paper delivery is not required. The reporting process was also noted as being reasonable and city staff are engaged and supportive.

> *"We've applied to several municipalities, and I have to say Goodyear is one of the easiest applications out there."*
> – FOCUS GROUP PARTICIPANT

Improvement Recommendations

Specific comments nonprofit focus group participants made as suggestions for improving the grantmaking process concerned three main themes: (1) increase transparency, (2) incentivize collaboration, and (3) broaden the scope and boundaries of the work.

Participants noted they would appreciate having more transparency in the application and awards process, including knowing how much funding is available in advance of applying and hearing more detailed feedback when it is not awarded. They also noted that an education session at the beginning of the grant cycle to share pertinent information to potential applicants would be helpful.

Nonprofit participants also identified the benefits of introducing a system that rewards collaboration across organizations and/or with the city when working on efforts to benefit Goodyear residents. This system is seen as an opportunity to avoid duplicate efforts, reduce ineffective competition between organizations, and maximize impact.

It was also noted that being restricted to work that is contained only within the geographic boundaries of Goodyear is limiting. A regional approach was suggested by focus group participants because it would allow more partners to be involved. One example given was when working with schools it can be difficult to stay within Goodyear because so many school districts cross city boundaries, which limits the work that can be done with schools.

> *"[There is a] perception that [external funders] should only be funding Goodyear. It's not a good look, doesn't build a good reputation of what it means to work with the city of Goodyear."*
> – FOCUS GROUP PARTICIPANT

Key Informant Interviews

In November 2019, the assessment team conducted 12 (n = 12) key informant interviews with community leaders representing a variety of sectors, including housing, education, government and public officials, and local business owners. Key informants were identified by the city of Goodyear as those representing organizational leadership roles for different communities and population groups across the service region. Sixteen key informants were invited to participate in the interview, with a total of 12 participating. Interviews were conducted via telephone using an in-depth, semi-structured interview protocol. Interviews lasted approximately 30 minutes.

The goals for the key informants were to:

- determine the unique perceptions and experiences of community leaders and organizations on the strengths and needs of the community related to health and well-being;
- explore how these issues could be addressed in the future; and
- identify the gaps, challenges, and opportunities for addressing community needs more effectively.

Table 4. Listing of key informant interviews by organization

Organization
Adelante Healthcare
Avondale Resource Center
City of Goodyear Development Services
City of Goodyear elected officials - 2 members of city council
Desert Edge High School Administration
Estrella Foothills High School Administration
Goodyear Fire Department
Goodyear Library
Goodyear Police Department
Goodyear Resident
Millennium High School Administration

Perspectives on Community Strengths and Assets

Parks and Open Spaces

Access to parks and open spaces, along with the design of the built environment across the community, was the most frequently stated strength and asset in the city of Goodyear. Key informants mentioned the access to parks, the requirements for builders to include green space and parks in neighborhoods, and the general openness of the city that allows residents to be able to see and enjoy the mountains. Key informants also expressed their excitement for the new projects coming, including new parks, a recreation center with indoor track, and a new swimming pool.

> *"Parks and recreation are moving in a positive direction. They have a huge campus that they are going to have done in 2021. They've developed and funded and it's going to be a beautiful campus."*
> – KEY INFORMANT

Supportive and Connected Elected and City Officials

Key informants frequently noted the support community members feel from their elected officials and city staff. There is a feeling of connectedness where community members feel comfortable connecting with city staff and directly with elected officials if they have a concern or would simply like to engage in the community.

Key informants emphasized the importance of support and connection and felt that this ease of engagement is an important part of the community in Goodyear.

> *"I believe in sharing more than we give, and I believe that the tone set at the top is important. The mayor has been good for the city, and she has set a model that would be difficult for anyone to change who succeeds her."*
>
> – KEY INFORMANT

Community Safety

The third most important strength noted by key informants is how safe residents feel in the community. Key informants noted that not only do they feel safe in their community, but they also feel the police department and fire department are engaged and approachable.

> *"We believe in keeping our communities safe, obviously it is a big thing, if people don't feel safe, they aren't going to want to go out to the store, use parks. They will go to other cities where they do feel safe."*
>
> – KEY INFORMANT

Key informants felt that schools in Goodyear are safe and secure, thanks to support from the police department, and that people in the community who need help can get the assistance they need quickly.

Perspectives on Community Challenges

Transportation

Key informants overwhelmingly noted lack of transportation options as one of the most important needs in the community. A lack of transportation options was noted as a barrier to accessing health care, community services, and even employment.

> *"You don't really see bus services. If you don't have a car, I'm not sure how one is to get around."*
>
> – FOCUS GROUP PARTICIPANT
>
> *"More than half our patient population is between the ages of 55 and 99. Those are the ones that we are going on calls to frequently and the biggest reason is because of lack of transportation options."*
>
> – FOCUS GROUP PARTICIPANT

In addition to the challenge of a lack of options, key informants noted the challenge also lies with working with the Maricopa Association of Governments (MAG) and Valley Metro to increase public transit options due to limited resources across Maricopa County and a perceived lack of demand for transportation in Goodyear.

Social Justice and Lack of Diversity

> *"Our communities are different, there are communities like Vanderbilt Farms, up-scale, high-end houses and people do well. Lower income neighborhoods that are older and people do less well. We know about correlations between poverty and well-being and Goodyear is not immune to those challenges."*
>
> – KEY INFORMANT

Key informants also strongly identified a lack of racial, ethnic, and socio-economic diversity and social justice as a challenge in Goodyear. Key informants noted there is a large minority population that many locals recognize and that it is growing.

They highlighted a lack of services for this growing minority population and a need to embrace diversity and social justice across the community, in schools and with community service providers.

Affordable Housing

Key informants described a lack of affordable housing as a growing challenge in Goodyear. Key informants described a housing market on the rise with increasing housing prices and rents that is impacting members of the community with lower socio-economic status, those on fixed incomes, and those who are in single-income households. It was noted that many people who work in the community must live in neighboring cities because of a lack of affordable housing in Goodyear.

> *"Affordable housing! This is a challenge for every city—there is no such thing as affordable housing, and the way the market is right now, landlords can raise rents and people will pay it. People on fixed income suffer."*
>
> – KEY INFORMANT

Perspectives on Opportunities in the Community

Transportation Services for Health Care

> *"Another opportunity may be something like autonomous vehicles, or Lyft, or Uber. We are talking with Lyft right now about this and a partnership with United Health Care. We are looking for a way to order rides for patients, like a concierge service. Lyft has a service they are going to try to pilot for us. We are trying to get reliable rides that aren't expensive."*
>
> – KEY INFORMANT

When asked about opportunities for the city to address some of the challenges identified, key informants frequently mentioned innovative approaches to providing transportation to high-need populations. Opportunities include potential partnerships with Valley Metro, private ride-sharing companies, nonprofits, and health insurance plans to aid with transportation.

The most at-risk population identified that could benefit from this type of service the most is people living with disabilities who need to access health care services.

Homeless and Crisis Shelters and Services

Another opportunity identified by key informants is increasing access to homeless and crisis shelters and services. Key informants described a growing homeless population in the city and a lack of crisis support for families who are struggling. Having supports available for families who suddenly cannot pay utility bills, including water, was one suggested mechanism for supporting those in crisis.

> *"The fact is that many families are one paycheck away from being in crisis, like if their car breaks down, for example."*
>
> – KEY INFORMANT

VII Appendices

Appendix – Stakeholder Engagement Tools

- Key Informant Interview Guide
- Community Focus Group Guide
- Nonprofit Focus Group Guide
- Youth Focus Group Guide

Goodyear Key Informant Interview Guide

Interviewer:

Key Informant:

Introduction

- Good afternoon. My name is *(Insert Interviewer Name)* with Pinnacle Prevention *(Describe Pinnacle Prevention if needed)*. I am contacting you on behalf of the City of Goodyear who has identified you as an important stakeholder to share your input about the needs of the community of Goodyear.
- This is part of a community needs assessment for the city and your input is incredibly valuable to us. The information you share will also be used with information we gather from community members through other key informant interviews and focus group discussions.
- The interview will take no more than about 30 minutes of your time.
- There are no right or wrong answers. This is just to learn more about your role and work in the community and what you see as major community needs.
- If there is anything you don't feel comfortable answering or do not know the answer to don't hesitate to just let me know or skip that question. Just answer to the best of your knowledge and from your personal experience.
- Please note, your feedback will remain anonymous and summarized in the final report that will be made available through the city in the winter if you would like to see the final outcomes.
- Do you have any questions before we start?

Discussion Questions

Goals of the Key Informant Interview:

- To determine organization or leaders' unique perceptions of the strengths and needs of the community related to health and wellbeing.
- To explore how these issues can be addressed in the future.
- To identify the gaps, challenges, and opportunities for addressing community needs more effectively.

Questions

General Organizational Perspective

1) *Tell me a little about your organization/role in the community (optional/if necessary)*
2) *(If not discussed in above response) Tell me something you are proud of when it comes to how your organization strengthens or protects the (quality of life in the) community?*

Existing Assets and Barriers

1) *From your perspective, what are the biggest strengths the City of Goodyear offers to its residents and community members?*
   a. *Probe: What keeps the community healthy? Connected? Happy? Strong?*
2) *From your perspective, what are the challenges residents in Goodyear face?*
   a. *Probe: What is lacking in the community that makes it harder for people to be healthy? Connected? Happy?*

Elements of a Healthy Community

1) *I emailed you a copy of the Vitalyst Elements of a Healthy Community Wheel. When you look at those elements, from your perspective, what are the most important elements impacting community members in Goodyear?*

   a. *Probe: Which elements do you think needs to be addressed the most? Which elements are areas that you feel are strengths in the community?*

Opportunities for Action

1) *You have mentioned X, Y and Z, do you see any opportunities for organizations in the city to address these issues (AND/OR) build upon existing strengths? If so, please describe these opportunities*

Closing

What didn't I ask you that I should have about the health needs of the community?

Thank you so much for taking the time to share your important perspectives with us. That is it for my questions. As I mentioned at the beginning of our discussion, this information will be compiled into a report and will be used to guide opportunities to strengthen and protect the community. If you would like to see the final report it will be available through the city in the winter.

Goodyear Assessment Focus Group Discussion Guide 2019

Introduction:	*Hello, my name is X and I work with Pinnacle Prevention. Pinnacle Prevention is an Arizona-based nonprofit that is dedicated to growing healthy families and communities. We are partnering with the City of Goodyear to understand what impacts your wellbeing here in your community. A big piece of this project is to understand your opinions, needs and wants when it comes to your community from community members like you.* *Have any of you ever participated in a Focus Group or heard of a Focus Group? There are no right or wrong answers. This conversation is about what you think and about your experiences. When we talk in a group like this, it allows for people to agree or disagree depending on their personal beliefs or experiences. This is a good thing, so it is important that we respect each other and any differences.*
Overview of Focus Group Goals:	*The goal of today's conversation to understand the strengths and needs of the community when it comes to health and wellbeing, knowing that healthcare influences our health, but also that where we live, work, and play all have an impact on our health and wellbeing. Another goal is to identify ways the City of Goodyear and community organizations might be able to address those community issues that are most important to you.* *The results will be written in a Community Needs Assessment Report. Goodyear will then use this report to create a plan for addressing community needs and partnering with organizations that can meet community needs.*
Informed Consent:	*We won't be asking very sensitive questions today, but you don't have to share anything that you don't feel comfortable sharing. With your permis-sion we would like to record this conversation to make sure that we accu-rately capture your important feedback. We will not include your any per-sonal identifying information in any of the final reports. Nothing that you say can be connected to you. Is everyone OK with this conversation being recorded as agreed to on your signed informed consent form that you completed when you arrived? All recordings will be destroyed after the analysis and translation is complete. We will also be taking notes as a re-minder for us of things that were mentioned that are the most important to the group. Feel free to get up to use the restroom or attend to anything you need to. But I ask that you refrain from using your phones in the group. We are scheduled to be together for no more than 60 minutes today and after the discussion you will be receiving a $25 Visa gift card in apprecia-tion for your time. Are there any questions or concerns before we begin? Wonderful – let's get started.*
I. Ice-Breaker and Introductions:	*Let's start by having you share your name and how long you have been living here in the community. (When I say community, I am referring to the City of Goodyear.)* **Possible Probes:** • *Tell me more about [X]?*
Healthy Community Design	
II. General Community Design Strengths/ Assets:	*What does the community offer, or what in the community, makes it easier for you to stay healthy and happy?* **Possible Probes:** • *Tell me more about [X]?* • *What about [X] makes it easier?* • *What does a healthy community look like to you?*
III. General Community Design Challenges/ Concerns:	*What is missing in the community that is making it harder for you to be healthy and live your best life?* **Possible Probes:** • *When you say [X], why do you feel that is important?* • *What could be done to help you overcome [X]?*

Resiliency and Community Connection	
IV. Stress:	*What worries you the most or causes you the most stress in your life right now?* **Possible Probes:** • *What do you do to overcome these worries?* • *What community resources do you use, if any, to help you manage this stress?*
V. Social Cohesion:	*Let's think about the neighborhood where you live or sleep at night – Tell me about your relationships with your neighbors and what makes connecting with your neighbors easy or challenging?* **Possible Probes:** • *How often do you feel lonely and what do you do when you get lonely?* • *What is the most effective at helping you feel less lonely?*
Acess to Care	
VI. Understanding access to primary needs - health services, food	*Tell me about how easy it is to meet your everyday needs in your community? For example: healthy foods, places to be active, health care services, mental health services.* **Possible Probes:** • *What has the greatest influence over where you decide to go for your general needs?* • *Tell me about the affordability of healthy and appropriate foods in your community. Where do you buy most of your food? How do you decide where to shop?* • *Where do you go to be physically active?* • *What kind of health care services do you wish that you had available here in your community that you do not have?*
Community Safety	
VII. Understanding how safe residents feel:	*Tell me about how safe you feel in your community?* **Possible Probes:** • *Are there any parts of your community you avoid over safety concerns?* • *Do you feel comfortable reaching out for help from local police or other safety services if you need help?*
Equity	
VIII. Who's Not Thriving:	*Who in the community might not want to or not be able to use [A, B, and C] to [do X, Y and Z]?* **Possible Probes:** • *Are there certain groups of people that seem to be impacted by poor health more than others and if so, why do you think that is?* • *What do you think community leaders can do differently, if anything, to make your community a community where you will thrive?*
Closing Reflections	
IX. System Perceptions and Understanding:	*What do you wish city officials and service providers knew about you that they don't already know that would help to support you and your community's needs better?* **Possible Probes:** • *What can city officials do to best connect with you?*
X. Closing Reflections:	*What didn't we ask you that we should have about your health and wellbeing?*
Wrap Up:	*Thank you so much for taking the time to be here today and sharing your important feedback with us. Your thoughts and opinions are very important. That is it for my questions. As I mentioned at the beginning of our discussion, this information will be compiled into a report and will be used to guide opportunities to improve the health of the community. If you would like to see the final report it will be available through the hospital in the fall. Please see me on your way out to receive your gift card in appreciation for your time and participation.*

Goodyear Assessment Nonprofit Focus Group Discussion Guide 2019

Introduction:	*Hello, my name is X and I work with Pinnacle Prevention. Pinnacle Prevention is an Arizona-based nonprofit that is dedicated to growing healthy families and communities. We are partnering with the City of Goodyear to understand what impacts your wellbeing here in your community. A big piece of this project is to understand your opinions, needs and wants when it comes to your community from community members like you.* *Have any of you ever participated in a Focus Group or heard of a Focus Group? There are no right or wrong answers. This conversation is about what you think and about your experiences. When we talk in a group like this, it allows for people to agree or disagree depending on their personal beliefs or experiences. This is a good thing, so it is important that we respect each other and any differences.*
Overview of Focus Group Goals:	*The goal of today's conversation is to understand the strengths and needs of the community when it comes to wellbeing, knowing that healthcare influences our wellbeing, but also that where we live, work, and play all have an impact on our wellbeing as well. Another goal is to identify ways in which the City of Goodyear might be able to address those community issues and needs that are most important to you in your work as nonprofit partners.* *The results will be written in a Community Needs Assessment Report. Goodyear will then use this report to create a plan for addressing community needs and partnering with organizations that can help to meet the community needs identified.*
Informed Consent:	*We won't be asking very sensitive questions today, but you don't have to share anything that you don't feel comfortable sharing. With your permis-sion we would like to record this conversation to make sure that we accu-rately capture your important feedback. We will not include your any per-sonal identifying information in any of the final reports. Nothing that you say can be connected to you. Is everyone OK with this conversation being recorded as agreed to on your signed informed consent form that you completed when you arrived? All recordings will be destroyed after the analysis and translation is complete. We will also be taking notes as a re-minder for us of things that were mentioned that are the most important to the group. Feel free to get up to use the restroom or attend to anything you need to. But I ask that you refrain from using your phones in the group. We are scheduled to be together for no more than 60 minutes today and after the discussion you will be receiving a $25 Visa gift card in apprecia-tion for your time. Are there any questions or concerns before we begin? Wonderful – let's get started.*
I. Ice-Breaker and Introductions:	*Let's start by having you share your name and how long you have been working here in the community. (When I say community, I am referring to the City of Goodyear.)* **Possible Probes:** • *Tell me more about [X]?*
Healthy Community Design	
II. General Community Design Strengths/ Assets:	*What does the community offer, or what in the community, makes it easier for you to stay healthy and happy?* **Possible Probes:** • *Tell me more about [X]?* • *What about [X] makes it easier?* • *What does a healthy community look like to you?*
III. General Community Design Challenges/ Concerns:	*What is missing in the community that is making it harder for those living here to be healthy and live their best life that you would like to see offered here?* **Possible Probes:** • *When you say [X], why do you feel that is important?* • *What could be done to help Goodyear overcome [X]?*

Elements of a Healthy Community	
IV. Understanding key needs and strengths in Goodyear with respect to the elements of a healthy community	*(Distribute Vitalyst Elements of a Healthy Community Graphic and Description) I am sharing with you what has been defined as the core elements that make up a healthy community. Based on this concept a healthy community is one where people can make healthy choices, in environments that are safe, free from violence, and designed to promote health. Factors that influence health range from early childhood education to quality housing and jobs, and include many other areas of community development such as economic opportunity, access to health clinics and healthy food, sustainable energy, and transportation.* *Take a moment to look through each of these elements and the descriptions of what types of initiatives fall under each of these elements. I will give you a few minutes to look these over before we move on to the next question.* *(Allow time for reflection)* *When thinking about the Elements of a Healthy Community, what do you see as the most important elements impacting community members wellbeing in Goodyear?* **Possible Probes:** • *Which elements do you think needs to be addressed the most?* • *Which elements are areas that you feel are strengths here in Goodyear?*
Equity and Resiliency	
V. Who's Not Thriving:	*Who in the community might not be able to have access to these elements that make up a healthy community, for example who may not have access to transportation options or might not be able to access affordable quality housing?* **Possible Probes:** • *Are there certain groups of people that seem to be impacted by poor health more than others (such as certain population groups by age or race or other factors) and if so, why do you think that is?* • *What do you think community leaders can do differently, if anything, to make Goodyear a community where you will thrive?*
City Grantmaking	
VI. Understanding the grantmaking process	*Tell me about your experience in working with the City of Goodyear as a grant partner.* **Possible Probes:** • *How easy and reasonable is the application process?* • *What would you change, if anything, about the grantmaking process, including the application, contract, reporting and overall partnership?*
Closing Reflections	
VII. Closing Reflections:	*What didn't we ask you that we should have about the wellbeing of the residents of Goodyear?*
Wrap Up:	*Thank you so much for taking the time to be here today and sharing your important feedback with us. Your thoughts and opinions are very important. That is it for my questions. As I mentioned at the beginning of our discussion, this information will be compiled into a report and will be used to guide opportunities to improve the wellbeing of the community. If you would like to see the final report it will be available through the City of Goodyear towards the end of December. Please see me on your way out to receive your gift card in appreciation for your time and participation.*

Goodyear Assessment Youth Focus Group Discussion Guide 2019

Introduction:	*Hello, my name is X and I work with Pinnacle Prevention. Thank you for participating in this discussion with us today. I am here as part of a project to understand more about what teens want their community to be like to help them feel happy and healthy. This is not a class or educational program. We are just here to have a conversation – just like you would have with your friends. We are interested in all of your ideas, comments and suggestions. There are no right or wrong answers – we want both positive and negative comments.*
Overview of Focus Group Goals:	*You don't have to answer any questions that you don't feel comfortable answering and if at any time you want to stop participating in the discussion please just let me know. This is scheduled to last about one hour. I do have a recorder with me today who is just helping to take notes and record the session so we can make sure we accurately capture all of the information you share with us. This is confidential. No one except our project team will listen to the tape. No one will know what was said by a specific person. No names will be included in the final report.* *Our ground rules for today are to:* • *Speak your truth, tell what you know and believe.* • *Talk with respect for others and for yourself.* • *No interrupting.* • *No personal attacks.* *What questions do you have for me before we begin?*
I. Ice-Breaker and Introductions:	*Let's start by you sharing your name and telling us how do you spend most of your time when you are not at school or work?* **Possible Probes:** • *What activities would you say takes up most of your time?*
Healthy Community Design	
II. General Community Design Strengths/ Assets:	*What does a healthy community look like to you and do you think that is what Goodyear is like?* **Possible Probes:** • *Can you eat healthy food, be active, meet up with friends, go to the doctor when you need to, get enough sleep?* • *Tell me more about [X]?*
III. General Community Design Challenges/ Concerns:	*What is missing in Goodyear that would make it a healthier community?* **Possible Probes:** • *When you say [X], why do you feel that is important?* • *What have you seen or heard about that other communities have that you would like to see offered in Goodyear?*
Resiliency and Community Connection	
IV. Stress	*What causes you the most stress in your life, or among your friends, right now?* **Possible Probes:** • *What do you or friends do to deal with these worries?*
V. Social Cohesion	*Let's think about the neighborhood where you live – Do you have friends in your neighborhood? Do you know your neighbors, can you ask them for help if you need it?* **Possible Probes:** • *How often do you feel disconnected from your neighbors or the community?* • *What helps you, or what do you do, to feel connected to others?*

Community Safety	
VI. Understanding how safe residents feel:	*Tell me about how safe you feel in your community?* **Possible Probes:** • *Are there any parts of your community you avoid because they feel unsafe?* • *Do you feel comfortable calling local police or other safety services if you need help? And if so, what services would those be that you are aware of that you can call upon?*
Equity	
VII. Who's Not Thriving:	*Which groups in the community do you feel is experiencing the most struggles right now? (For example, certain age groups or certain ethnic groups, or others.)* **Possible Probes:** • *Are there certain groups of people that seem to be more impacted by poor health more than others and if so, why do you think that is?* • *What do you think community leaders can do differently, if anything, to make your community a community where youth feel healthy and supported?*
Closing Reflections	
VIII. System Perceptions and Understanding	*What do you wish the mayor and other city officials knew about the needs of teens your age that they don't already know?* **Possible Probes:** • *What can city officials do to best connect with teens?*
IX. Closing Reflections:	*What didn't we ask you that we should have that is important to know about the health and wellbeing of yourself, friends, or your family?*
Wrap Up:	*That wraps our discussion up for today. Thank you so much for sharing your thoughts with me. Your perspectives as youth in the community are so important.*

PINNACLE PREVENTION

Growing healthy families and communities.