

AGENDA

8:30 A.M.

CITY OF SEDONA, CITY COUNCIL MEETING

THURSDAY, DECEMBER 14, 2017

NOTES:

- Meeting room is wheelchair accessible. American Disabilities Act (ADA) accommodations are available upon request. Please phone 928-282-3113 at least two (2) business days in advance.
- City Council Meeting Agenda Packets are available on the City's website at:

www.SedonaAZ.gov

GUIDELINES FOR PUBLIC COMMENT

PURPOSE:

- To allow the public to provide input to the City Council on a particular subject scheduled on the agenda.
- This is not a question/answer session.
- The decision to receive Public Comment during Work Sessions/Special City Council meetings is at the discretion of the Mayor.

PROCEDURES:

- Fill out a "Comment Card" and deliver it to the City Clerk.
- When recognized, use the podium/microphone.
- State your:
 1. Name and
 2. City of Residence
- Limit comments to **3 MINUTES.**
- Submit written comments to the City Clerk.

1. CALL TO ORDER/PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE

2. ROLL CALL

3. SPECIAL BUSINESS

a. Discussion/possible direction on the following:

- i. Budget Calendar
- ii. Budget Process
- iii. Long-Range Forecasts
- iv. Council Priorities.

4. ADJOURNMENT

Posted: _____

By: _____

Susan L. Irvine, CMC
City Clerk

Note: Pursuant to A.R.S. § 38-431.02(B) notice is hereby given to the members of the City Council and to the general public that the Council will hold the above open meeting. The Council may vote to go into executive session on any agenda item, pursuant to A.R.S. § 38-431.03(A)(3) and (4) for discussion and consultation for legal advice with the City Attorney. Because various other commissions, committees and/or boards may speak at Council meetings, notice is also given that four or more members of these other City commissions, boards, or committees may be in attendance.

A copy of the packet with material relating to the agenda items is typically available for review by the public in the Clerk's office after 1:00 p.m. the Thursday prior to the Council meeting and on the City's website at www.SedonaAZ.gov. The City Council Chambers are accessible to people with disabilities, in compliance with the Federal 504 and ADA laws. Those with needs for special typeface print, may request these at the Clerk's Office. All requests should be made **forty-eight hours** prior to the meeting.

CITY COUNCIL CHAMBERS
102 ROADRUNNER DRIVE, SEDONA, AZ

The mission of the City of Sedona government is to provide exemplary municipal services that are consistent with our values, history, culture and unique beauty.

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City Manager's Office Memo

Date: December 6, 2017

To: Mayor Sandy Moriarty and City Council

Thru: Justin Clifton, City Manager
Karen Osburn, Assistant City Manager

From: Cherie R. Wright, Director of Financial Services

CC: Department Heads

RE: City Council FY 2019 Budget Retreat

The first step in moving forward with the preparation of the fiscal year 2018-19 annual budget is to discuss the preliminary financial status for this current fiscal year (FY) 2017-18 and a forecast of future years for each of the City's major funds. The four major funds to be discussed are:

- General Fund
- Streets Fund
- Capital Improvements Fund
- Wastewater Enterprise Fund

The forecasts summarize projected revenues, expenditures, and ending fund balances. The estimate for FY 2018 was prepared using the year-to-date fiscal year figures (July 1 – September 30). The future years are forecasted off of the projected FY 2018 estimated revenues and expenditures and will be refined as we develop the final proposed budgets.

One of the goals of this retreat is to ensure that the financial plans and FY 2019 budgets are consistent with the Council's direction and ongoing assumptions. A forecast model will be presented to the Council with a variety of scenario options that will be available. The assumptions used for the forecast scenarios include the following.

General Assumptions

- Overall – Economists have extended the estimate of the frequency of recessionary periods to approximately every 7 years. The forecasts included a projected recessionary period starting in FY 2021 and calendar year 2020. Scenario options include recessionary periods as "moderate" or "severe."
- Population – The State of Arizona Office of Economic Opportunity projections of Sedona and Arizona population were used.

- Inflation/CPI projections – An estimated increase of 2% each year was used, except in recessionary periods when 0% was used.

Revenue Assumptions

- Sales and Bed Taxes:
 - Started with historical information provided by the Chamber
 - Hotel/Bed & Breakfast (B&B) room base
 - Average annual occupancy rate
 - Estimated ratio of hotel/B&B nights to other overnight stays (e.g., timeshares, RV parking, etc.)
 - Estimated ratio of overnight stays to day trip visitors
 - Projected occupancy rates based on four-year average, except used lowest occupancy rate for periods projected as recessionary
 - Included a factor for potential new hotels and short-term rentals
- Wastewater Revenues:
 - Used rate increases as projected in the 2014 Fee Study
 - Used average annual number of accounts changing from standard and stand-by rates to low-flow rates
 - Used population increases as a factor to estimate new accounts
 - Assumed all accounts currently on deferred connection agreements will connect at the end of the agreements at the low-flow rate
 - Estimated capacity fees for potential hotels
- State Shared Sales Tax and Urban Revenue Sharing – Projected change in the City's share based on the City's and State's population projections
- Highway User Revenue Funds (HURF) – Assumed no additional one-time revenues

Expenditure Assumptions

- Wages – Scenario options include average merit increases of 2%-5% in non-recessionary periods until FY 2024 (0% in recessionary periods).
- Benefits – For FY 2019, most of the benefit rate changes are unknown at this time. The following estimations were used:
 - Health Insurance – Scenario options include 4%-10% annual increases.
 - Arizona State Retirement System (ASRS) Rate – Used estimates provided by ASRS. Rate increases may increase approximately 1.5% to 2.5% until FY 2023. Rates are anticipated to gradually increase after FY 2023.
 - Public Safety Personnel Retirement System (PSPRS) Rate – The rate increased 32% for FY 2018. Scenario options include a modest assumption of 15% annual rate increases and a fixed \$1 million annual contribution.
- Operations – Assumed 10% under budget for FY 2017 and adjusted based on COLA for remaining years.
- Community Service Contracts – Assumed increases based on the inflation factor
- Chamber Contract – 55% of the bed tax revenue projections
- Streets Rehab and Pavement Preservation – Based on construction index projections

- Debt Service – Based on current debt retirement schedules
- Lease Payments:
 - Based on current lease schedules
 - Assumed new leases after 7-year vehicle life
- Capital Improvement Projects – Assumed projects based on available funding sources and, if no funds available, assumed project will be delayed
- Other Supplies & Services – Assumed increases based on the inflation factor

Fund Transfer Assumptions

- General Fund Subsidy to Streets Fund
 - Based on difference between estimated Streets Fund revenues and expenditures
- General Fund Subsidy to Wastewater Fund
 - Based on subsidy levels proposed in the 2014 Fee Study
- General Fund Transfer to Capital Improvements Fund
 - Scenario options include \$1.0 million to \$1.5 million per year
- Capital Improvements Fund Transfer to Art in Public Places Fund
 - 1% of projected capital improvement expenditures

Considerations for City Council

This session provides an opportunity for City Council to identify the highest priorities for the following year and provide direction to staff regarding which budgetary items should be brought back as decision-package requests during the upcoming budget process. At Council's direction, the highest priority items are likely to become part of the City Manager's recommended budget.

Staff has identified various budgetary considerations for FY 2019 for discussion during the retreat:

- a. **Capital Projects Funding** – The forecast includes a placeholder of a \$1.5 million per year General Fund transfer to the Capital Improvements Fund for all non-transportation related projects.

Estimated Cost: TBD

- b. **Affordable Housing** – One of the impacts of short-term rentals appears to be a diminished availability of long-term rentals. Long-term rentals have been considered a significant source for affordable housing. Council may want to consider dedicating a portion of the increases in bed tax and the hotel/motel sales tax to affordable housing initiatives.

Estimated Cost: TBD

- c. **Employee Wages** – The City has experienced high turnover in the past several years and many positions have required numerous recruitment attempts. A salary comparison to other cities, including both northern Arizona and the Phoenix metropolitan area, is desired to better understand our competitiveness with other employers. In addition, eliminating the cost-of living adjustment (COLA) and increasing the merit pool would be considered.

Estimated Cost: Approximately \$95,000 per 1% increase

- d. **Renewing Community Service Contracts** – Several community service contracts are expiring this year and will need to be renewed for FY 2019. The forecast does not reflect any changes in service levels for these contracts. It is our understanding that there may be requests for additional funding associated with some of these contracts. The dollar amount of these potential requests is not yet known.

Estimated Cost: TBD

- e. **Public Safety Personnel Retirement System (PSPRS) unfunded liability** – The unfunded PSPRS liability for the Sedona Police Department is approximately \$4.4 million as of June 30, 2016 (up from \$3.4 million the previous year). This is anticipated to grow in coming years. The contribution rate for FY 2018 increased by 32%.

The City of Sedona has taken small steps to mitigate the growth of the unfunded liability, including paying all of the annual contributions for FYs 2016, 2017, and 2018 upfront at the beginning of the year, and not electing to pay the “phased-in” rate in FY 2016, but rather the full rate increase for the last court decision which overturned the legislative change to the post-benefit increase (PBI) formula. The City may wish to consider applying some reserve funds to pay down the unfunded liability or increasing the annual contributions made to PSPRS. Annual PSPRS contributions are approximately \$700,000.

Estimated Cost: TBD

City Council Budget Retreat
December 14, 2017



Fiscal Year 18/19 Annual Budget

Budget Retreat Agenda

Budget Calendar

Budget Process

Long-Range Forecasts

- YTD Results for FY2017-18 (through September)
- Forecast Assumptions
- Challenges & Strategies for Long-Term Financial Plan
- Long-Range Forecasts for Major Funds

Council Priorities

- Review FY 2017-18 Priorities
- Identify FY 2018-19 Priorities



Special Thanks to Brenda Tammarine for PowerPoint Design!

Fiscal Year 18/19 Annual Budget

FY 2018-19 Budget Calendar

| | Participants | Date |
|--|----------------------|--------------------------|
| Leadership Team Budget Planning Meeting (new) | Leadership Team | November 30, 2017 |
| City Council Budget Retreat | Council, Staff, CBWG | December 14, 2017 |
| Citizens Budget Work Group (CBWG) Kickoff Meeting | CBWG, Staff | TBD |
| Operating Budget Kickoff Meeting | Staff | January 10, 2018 |
| Capital Improvement Program (CIP) Budget Kickoff Meeting | Staff CIP Team | January 11, 2018 |
| CIP Requests Due | Staff CIP Team | February 8, 2018 |
| Review of CIP Project Submittals | Staff, CBWG | February 15, 2018 |
| Operating Base Budgets and Decision Packages Due | Staff | February 15, 2018 |
| Review of Revenue Projections | Chamber, Staff | March 7, 2018 |
| Department Narratives Due | Staff | March 8, 2018 |
| CIP Funding/Budget Balancing | CMO, Finance | March 15, 2018 |
| City Manager Review of Operating Base Budgets, Decision-Package Requests and CIP Budgets | Staff, CBWG | March 20-21, 2018 |
| Proposed Budget Distributed to City Council | Staff | April 12, 2018 |
| City Council Work Sessions | Council, Staff | April 25-26, 2018 |
| City Council Adoption of Tentative Budget | Council, Staff | May 22, 2018 |
| City Council Adoption of Budget | Council, Staff | June 26, 2018 |
| Board Adoption of Tentative CFD Budget | Board, Staff | June 26, 2018 |
| Board Adoption of Final CFD Budget | Board, Staff | July 24, 2018 |

Council Budget Process

Budget Retreat
December 14, 2017



Budget Work Sessions
April 25 & 26, 2018



Tentative Budget Adoption
May 22, 2018



Final Budget Adoption
June 26, 2018



Fiscal Year 18/19 Annual Budget

Budget Retreat



Discuss long-range forecasts

Discuss long-range challenges and strategies

Discuss Council Priorities

Provide direction to staff for areas to be addressed in the budget development



Fiscal Year 18/19 Annual Budget

Council Budget Process

Budget Retreat
December 14, 2017



Budget Work Sessions
April 25 & 26, 2018



Tentative Budget Adoption
May 22, 2018



Final Budget Adoption
June 26, 2018



Fiscal Year 18/19 Annual Budget

Budget Work Sessions



Two days of budget discussions

Review budget proposals by department

Review budget summaries by fund

Review impacts to long-range forecasts based on budget as proposed

Provide direction to staff for any changes to the proposed budget



Fiscal Year 18/19 Annual Budget



Format for Budget Work Sessions

Continue with next phase of performance budgeting implementation

Focus on services and programs vs. line item detail

- Departments will focus on performance with performance metrics
- Login access will be provided to new budget software to view detail if desired

Opportunity to discuss what services/programs are provided to citizens at what level of service

CIP will focus on upcoming FYs 2018-19 through 2020-21

- Remaining FYs will be summarized



Fiscal Year 18/19 Annual Budget

Council Budget Process

Budget Retreat
December 14, 2017



Budget Work Sessions
April 25 & 26, 2018



Tentative Budget Adoption
May 22, 2018



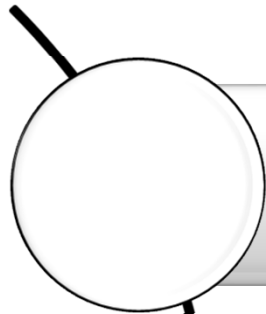
Final Budget Adoption
June 26, 2018



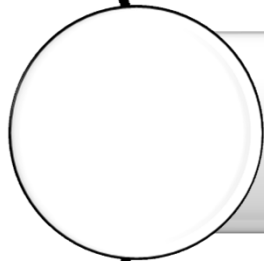
Fiscal Year 18/19 Annual Budget



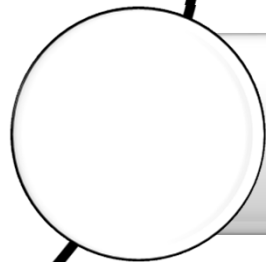
Tentative Budget Adoption



Review summary of budget with changes directed by Council in Budget Work Sessions



Adopt Tentative Budget which establishes maximum expenditure for final adopted budget



Additional changes to Tentative Budget are rare



Council Budget Process

Budget Retreat
December 14, 2017



Budget Work Sessions
April 25 & 26, 2018



Tentative Budget Adoption
May 22, 2018



Final Budget Adoption
June 26, 2018



Fiscal Year 18/19 Annual Budget

Final Budget Adoption



Review summary of budget

Final Proposed Budget is typically the same as the Tentative Budget

After maximum expenditure set in Tentative, can only reduce/move amounts between funds/departments

Additional changes to Final Budget are rare



Fiscal Year 18/19 Annual Budget



Questions about the Budget Process?



Fiscal Year 18/19 Annual Budget



Long-Range Forecasts



Fiscal Year 18/19 Annual Budget



FY 2017-18 YTD Results (through September)



Fiscal Year 18/19 Annual Budget

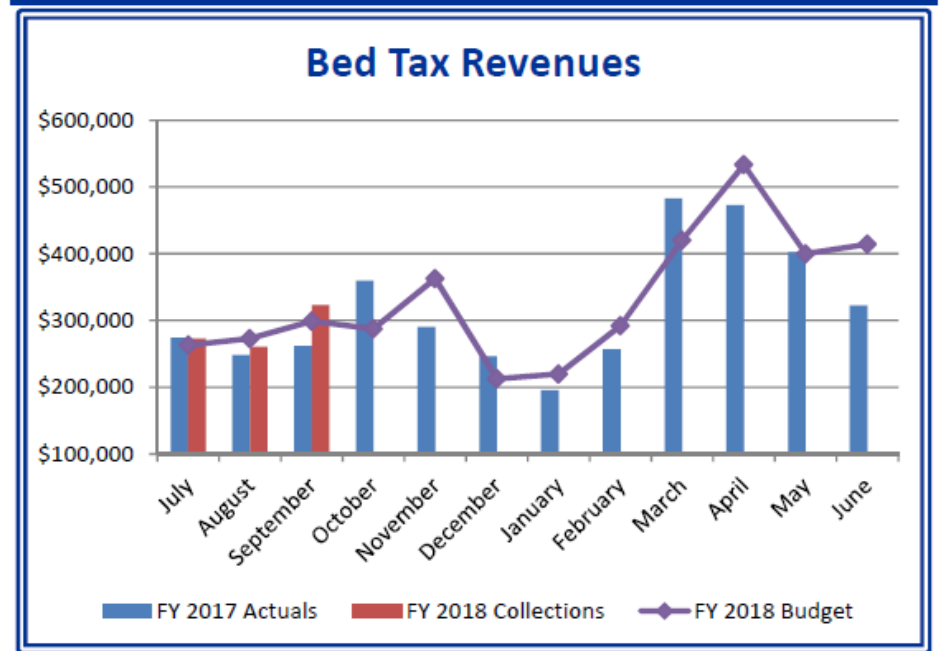
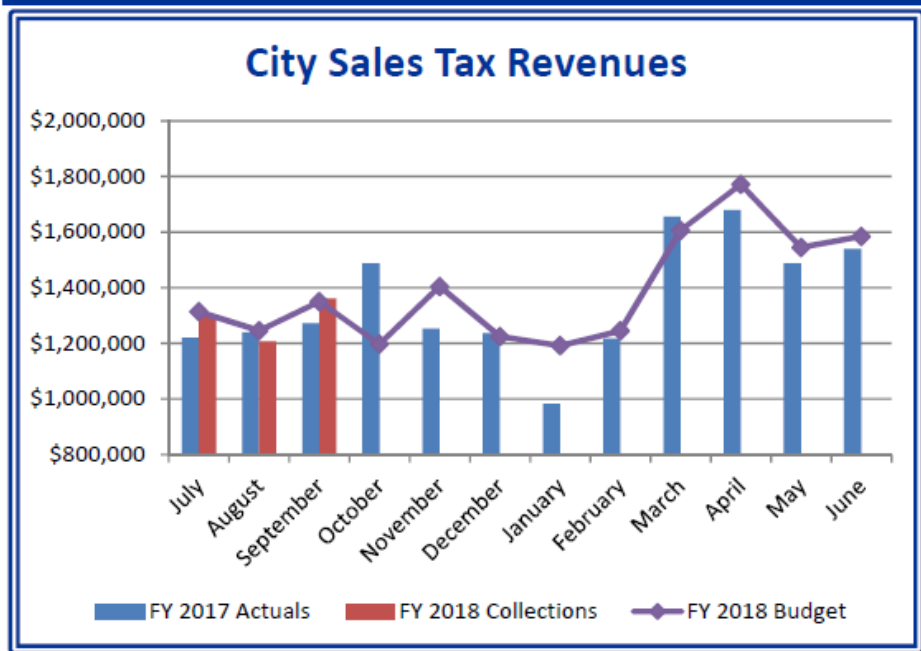
Sales & Bed Tax Revenues

City Sales Tax Revenues

| Month | FY 2017 Actuals | FY 2018 Collections | Actual Variance | FY 2018 Budget | Budget Variance |
|---------------|----------------------|---------------------|-----------------|----------------------|-----------------|
| July | \$ 1,219,320 | \$ 1,297,282 | 6% | \$ 1,313,370 | -1% |
| August | 1,239,948 | 1,205,770 | -3% | 1,244,800 | -3% |
| September | 1,271,915 | 1,360,591 | 7% | 1,349,510 | 1% |
| October | 1,487,329 | - | - | 1,196,380 | - |
| November | 1,253,394 | - | - | 1,404,260 | - |
| December | 1,235,437 | - | - | 1,224,380 | - |
| January | 982,482 | - | - | 1,190,810 | - |
| February | 1,216,544 | - | - | 1,244,320 | - |
| March | 1,655,296 | - | - | 1,605,650 | - |
| April | 1,679,459 | - | - | 1,771,350 | - |
| May | 1,487,276 | - | - | 1,544,940 | - |
| June | 1,540,059 | - | - | 1,584,030 | - |
| Totals | \$ 16,268,459 | \$ 3,863,643 | 4% | \$ 16,673,800 | -1% |

Bed Tax Revenues

| Month | FY 2017 Actuals | FY 2018 Collections | Actual Variance | FY 2018 Budget | Budget Variance |
|---------------|---------------------|---------------------|-----------------|---------------------|-----------------|
| July | \$ 273,893 | \$ 272,841 | 0% | \$ 263,120 | 4% |
| August | 247,780 | 260,798 | 5% | 272,690 | -4% |
| September | 261,443 | 323,072 | 24% | 299,010 | 8% |
| October | 359,754 | - | - | 287,640 | - |
| November | 290,342 | - | - | 362,650 | - |
| December | 246,245 | - | - | 212,680 | - |
| January | 195,588 | - | - | 219,740 | - |
| February | 256,512 | - | - | 292,050 | - |
| March | 482,880 | - | - | 420,260 | - |
| April | 472,559 | - | - | 533,190 | - |
| May | 402,312 | - | - | 399,850 | - |
| June | 322,421 | - | - | 414,320 | - |
| Totals | \$ 3,811,727 | \$ 856,711 | 9% | \$ 3,977,200 | 3% |

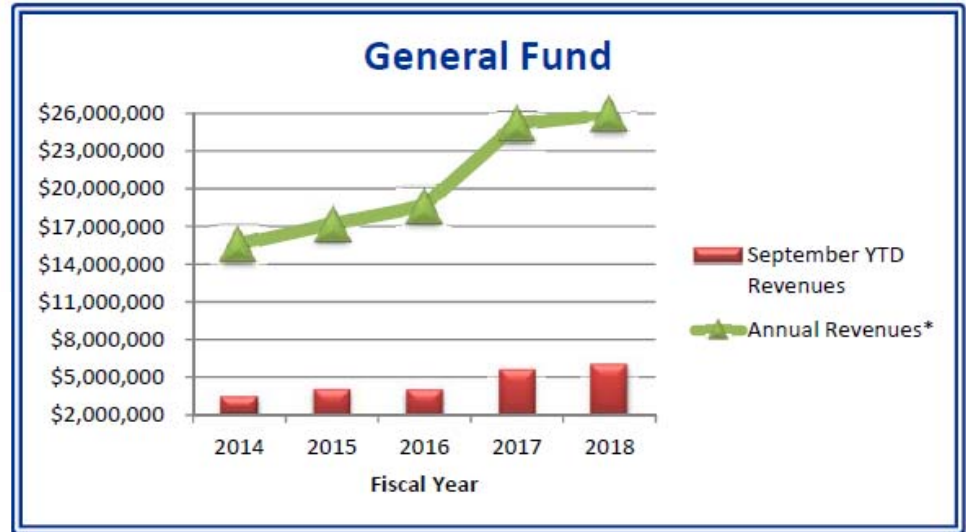


General Fund Performance

Total General Fund Revenues

Under Target for FY 2018

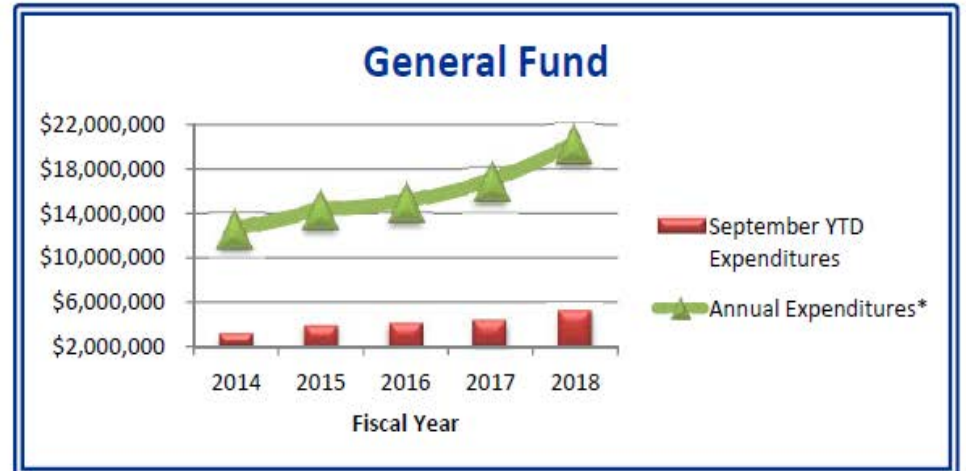
| FY | September YTD Revenues | Annual Revenues* | % of Annual Rev. | % Increase - September YTD | % Increase - Annual |
|------|------------------------|------------------|------------------|----------------------------|---------------------|
| 2014 | \$ 3,414,886 | \$ 15,535,678 | 22% | | |
| 2015 | \$ 4,124,891 | \$ 17,191,008 | 24% | 21% | 11% |
| 2016 | \$ 4,097,245 | \$ 18,612,738 | 22% | -1% | 8% |
| 2017 | \$ 5,662,044 | \$ 25,135,539 | 23% | 38% | 35% |
| 2018 | \$ 6,057,919 | \$ 25,924,160 | 23% | 7% | 3% |



Total General Fund Expenditures

On Target for FY 2018

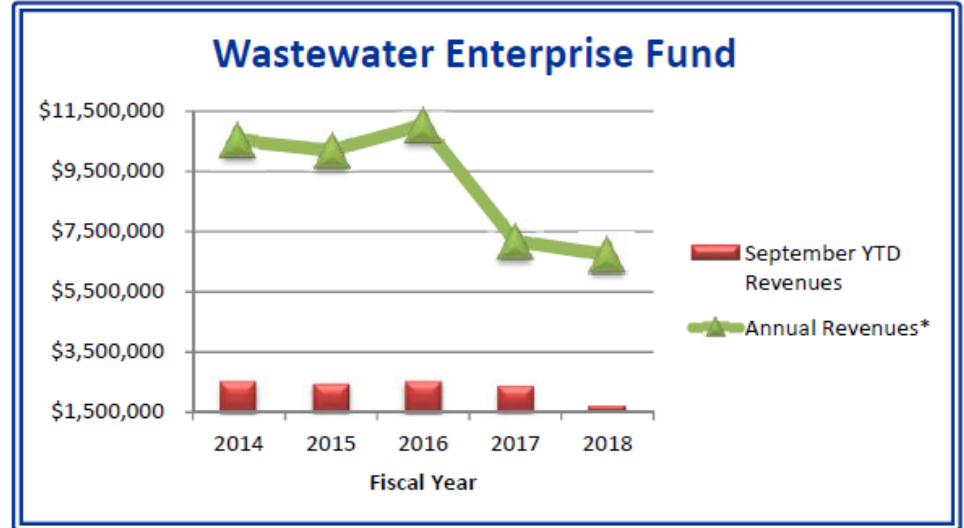
| FY | September YTD Expenditures | Annual Expenditures* | % of Annual Exp. | % Increase - September YTD | % Increase - Annual |
|------|----------------------------|----------------------|------------------|----------------------------|---------------------|
| 2014 | \$ 3,181,244 | \$ 12,520,234 | 25% | | |
| 2015 | \$ 4,011,419 | \$ 14,282,455 | 28% | 26% | 14% |
| 2016 | \$ 4,192,823 | \$ 14,907,362 | 28% | 5% | 4% |
| 2017 | \$ 4,384,699 | \$ 16,799,273 | 26% | 5% | 13% |
| 2018 | \$ 5,339,907 | \$ 20,196,434 | 26% | 22% | 20% |



Wastewater Fund Performance

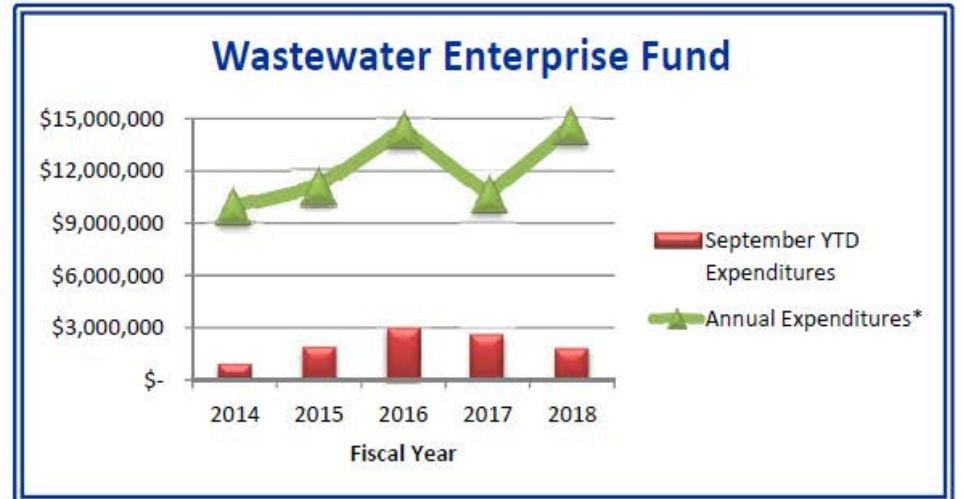
Total Wastewater Enterprise Fund Rev. On Target for FY 2018

| FY | September YTD Revenues | Annual Revenues* | % of Annual Rev. | % Increase - September YTD | % Increase - Annual |
|------|------------------------|------------------|------------------|----------------------------|---------------------|
| 2014 | \$ 2,533,801 | \$ 10,512,709 | 24% | | |
| 2015 | \$ 2,443,538 | \$ 10,190,631 | 24% | -4% | -3% |
| 2016 | \$ 2,532,509 | \$ 11,026,791 | 23% | 4% | 8% |
| 2017 | \$ 2,388,700 | \$ 7,180,562 | 33% | -6% | -35% |
| 2018 | \$ 1,692,283 | \$ 6,723,550 | 25% | -29% | -6% |



Total Wastewater Enterprise Fund Exp. Under Target for FY 2018

| FY | September YTD Expenditures | Annual Expenditures* | % of Annual Exp. | % Increase - September YTD | % Increase - Annual |
|------|----------------------------|----------------------|------------------|----------------------------|---------------------|
| 2014 | \$ 876,221 | \$ 9,927,837 | 9% | | |
| 2015 | \$ 1,959,348 | \$ 11,055,429 | 18% | 124% | 11% |
| 2016 | \$ 3,024,213 | \$ 14,367,467 | 21% | 54% | 30% |
| 2017 | \$ 2,644,405 | \$ 10,625,910 | 25% | -13% | -26% |
| 2018 | \$ 1,859,744 | \$ 14,549,091 | 13% | -30% | 37% |





Economic Trends

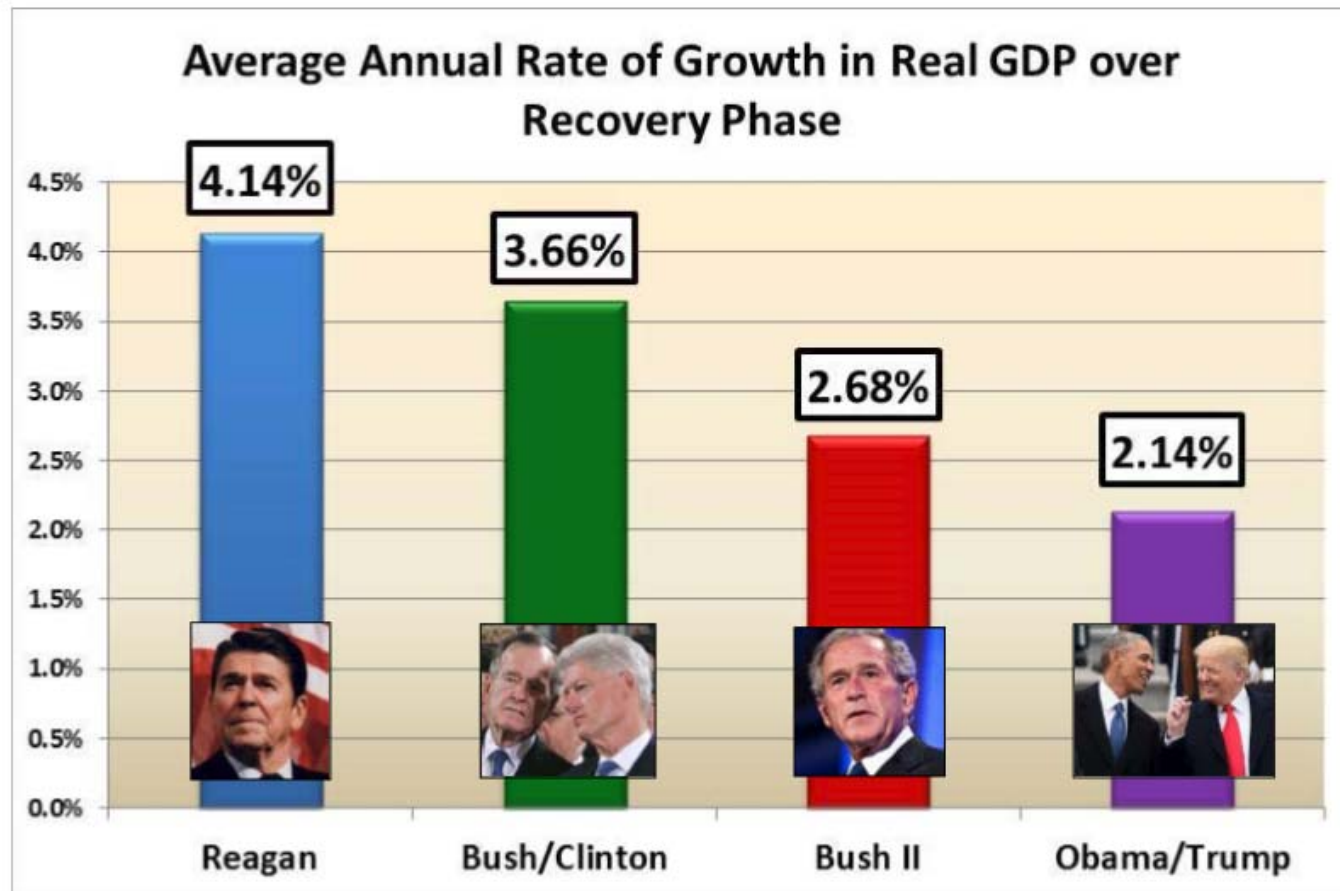


Fiscal Year 18/19 Annual Budget

Downward Trend in Real GDP Recovery



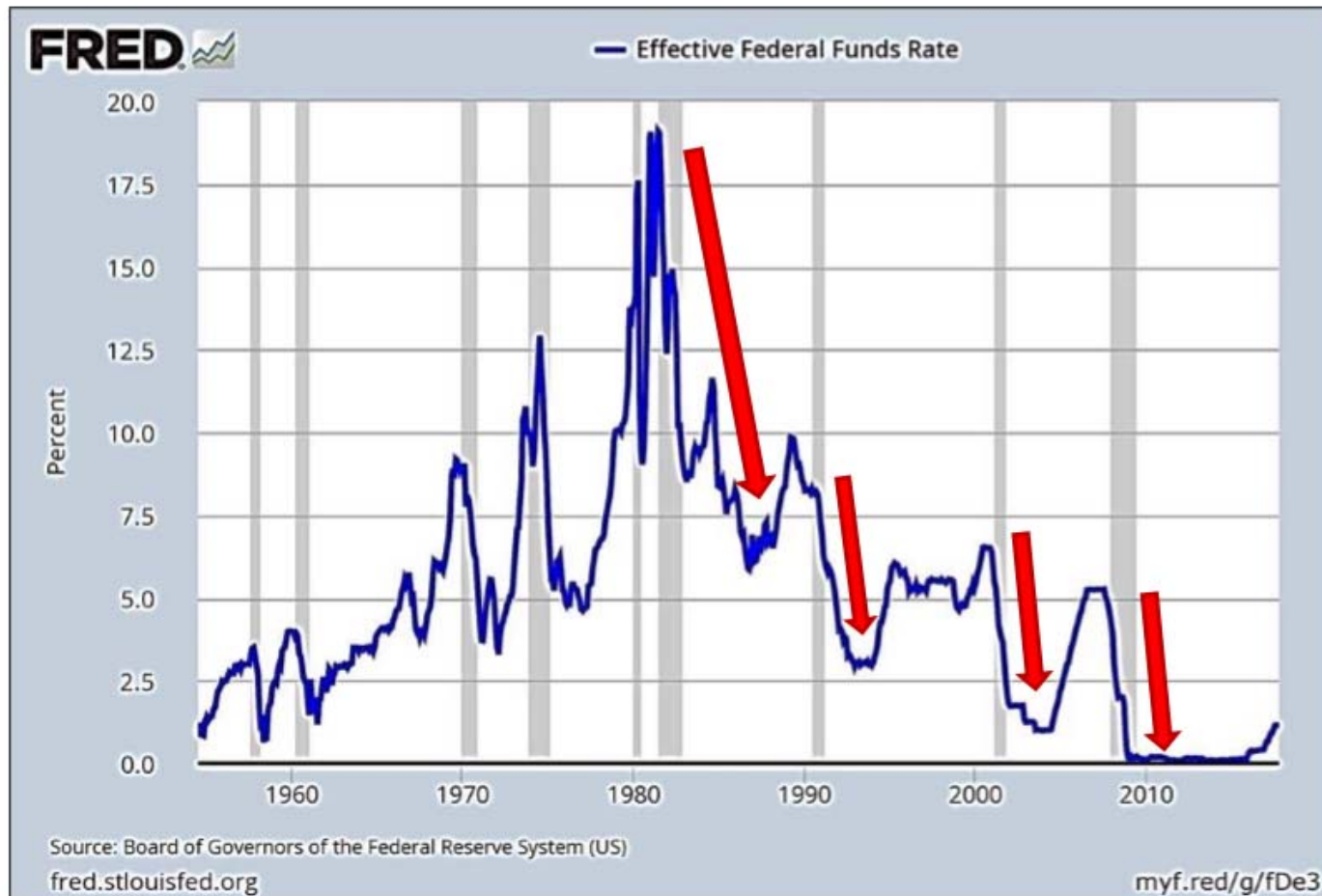
A Tale of Four Recoveries



Dr. Dennis Foster, Senior Lecturer of Economics, NAU Economic Outlook Conference

Lower Fed Rates After Each Recession

Fed'l Funds rate – 1955 to 2017

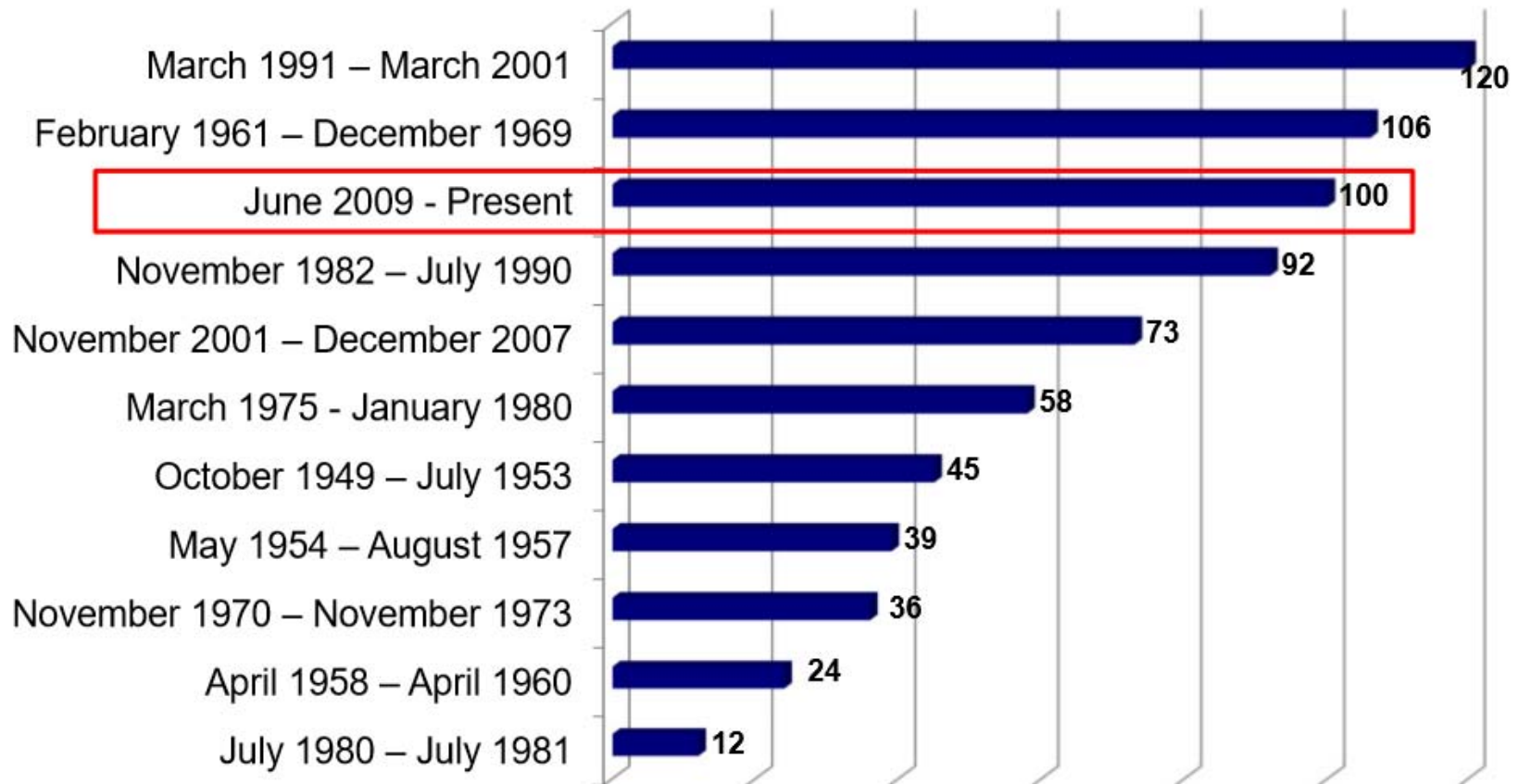


Dr. Dennis Foster, Senior Lecturer of Economics, NAU Economic Outlook Conference

Within 2 Years of Longest Recovery

U.S. BUSINESS CYCLE EXPANSIONS

Source: National Bureau of Economic Research



Next Recession?

Conclusion

- The possibility of a recession in the near future is Low!





Long-Range Forecasts



Fiscal Year 18/19 Annual Budget

What a Forecast is Not...

A budget

A prediction of
the future

An accurate
accounting of
future results



Fiscal Year 18/19 Annual Budget

Budget vs. Forecast



Budget

- Legally required
- To be adopted by Council
- Sets a cap for expenditures
- Establishes a plan at maximums
- Contracts still come to Council for approval

Forecast

- Planning and decision-making tool
- Not adopted
- Scenario options and assumptions
- Traditionally start with status quo
- Effect of potential decisions



Forecast Approaches¹



Conservative

- Under estimates revenues
- Reduces danger of budgeting expenditures more than revenues can support
- **Plans for surplus at end of year**

Objective

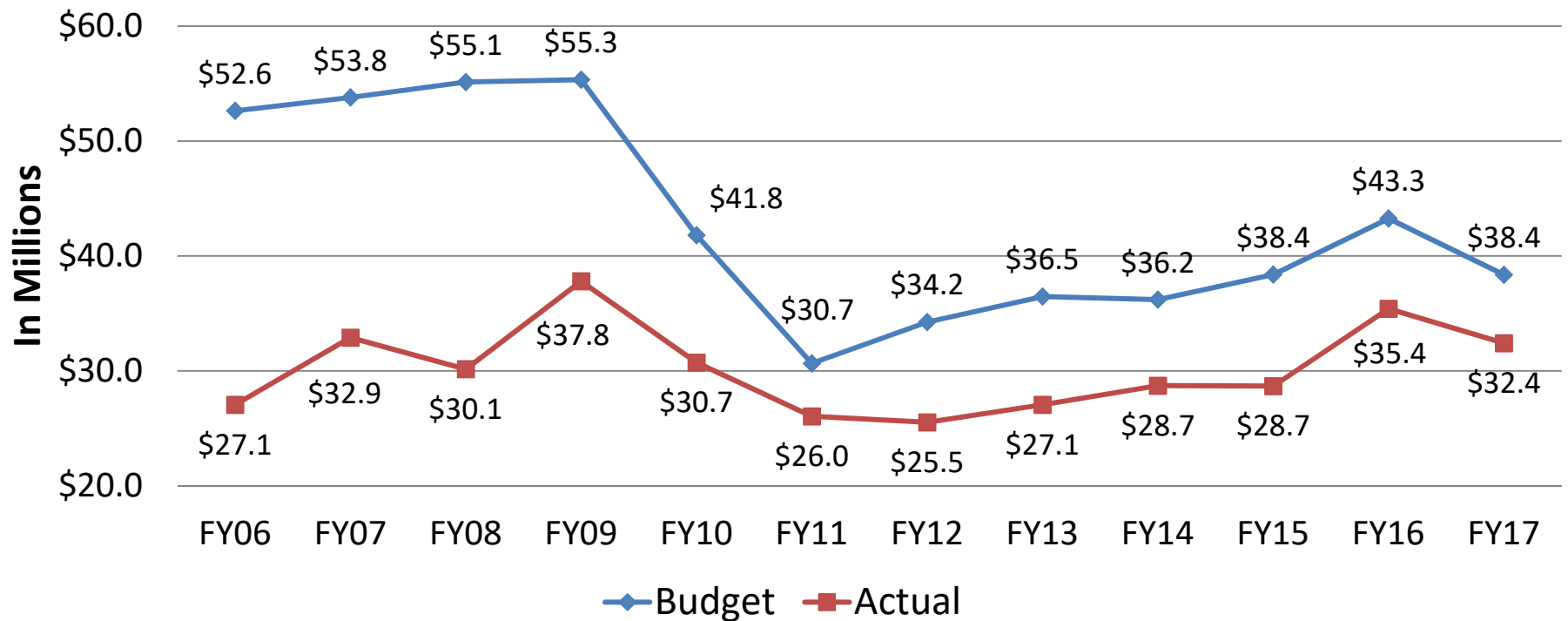
- Estimates revenues as accurately as possible
- **Goal to make optimum use of all available resources**
- Higher risk of being too optimistic
- Mitigate risk of shortfalls with contingency accounts and short-term revenue monitoring

¹According to GFOA, governments with effective forecasts are almost evenly split between conservative and objective approaches, with a slight tilt toward objective.



Look Back at Past Budgets

Total Budget vs. Actual Expenditures All Funds

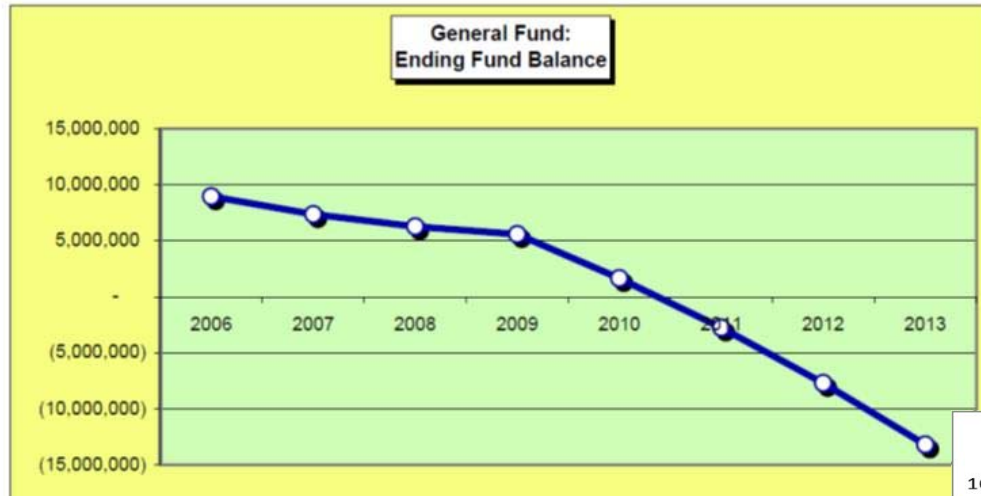


Difference between budget to actual (in millions)

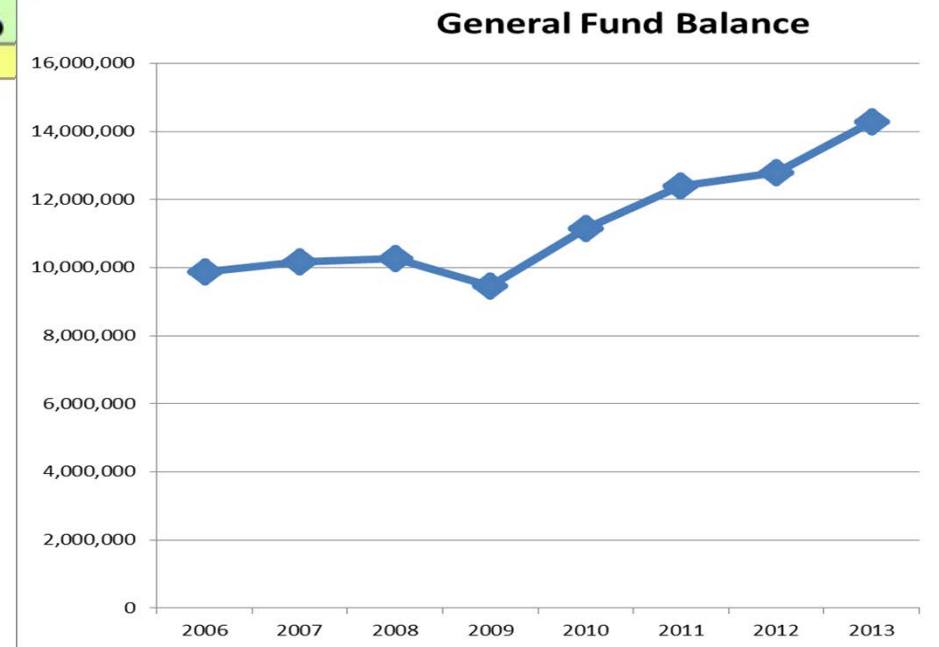
| 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--------|--------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|
| \$25.6 | \$20.9 | \$25.0 | \$17.5 | \$11.1 | \$4.6 | \$8.7 | \$9.4 | \$7.5 | \$9.7 | \$7.9 | \$6.0 |

Look Back At Past Forecasts

Forecast from 2008 Budget



Actual Results





Forecast Assumptions



Fiscal Year 18/19 Annual Budget

General Assumptions

Recessionary periods

- Generally every 7 years
- Assumed starting in FY 2021 / CY 2020
- Scenario options include “moderate” and “severe”

Sedona & Arizona population

- Used AZ Office of Economic Opportunity projections

Inflation/CPI projections

- 2% each year except 0% in recessionary periods





Western Region CPI - Annual Changes

| Month | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|-----------|------|------|------|------|------|------|
| January | 2.6% | 1.7% | 1.7% | 0.7% | 2.6% | 2.5% |
| February | 2.5% | 2.0% | 1.3% | 0.9% | 2.1% | 3.0% |
| March | 2.4% | 1.5% | 1.5% | 1.1% | 1.5% | 3.1% |
| April | 2.1% | 1.3% | 1.8% | 1.0% | 1.8% | 2.9% |
| May | 2.0% | 1.3% | 2.3% | 1.2% | 1.5% | 2.6% |
| June | 2.0% | 1.5% | 2.3% | 1.1% | 1.6% | 2.5% |
| July | 1.8% | 1.9% | 2.3% | 1.3% | 1.4% | 2.5% |
| August | 2.1% | 1.5% | 2.1% | 1.3% | 1.5% | 2.7% |
| September | 2.2% | 1.3% | 2.0% | 1.0% | 2.0% | 2.9% |
| October | 2.5% | 0.9% | 2.0% | 1.1% | 2.3% | 2.9% |
| November | 1.9% | 1.3% | 1.7% | 1.5% | 2.3% | |
| December | 1.7% | 1.8% | 1.3% | 1.8% | 2.5% | |



Fiscal Year 18/19 Annual Budget



Sales & Bed Tax Assumptions

Historical information provided by the Chamber

- Hotel/B&B room base
- Average annual occupancy rate
- Estimated ratio of hotel/B&B nights to other overnight stays
- Estimated ratio of overnight stays to day trip visitors

Projected occupancy rates

- Based on 4-year average
- Used lowest occupancy rate for recessionary periods

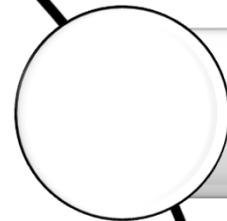
Added factor for potential new hotels and short-term rentals



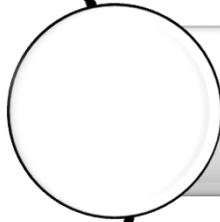
Fiscal Year 18/19 Annual Budget



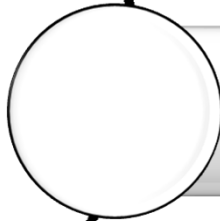
Wastewater Revenue Assumption



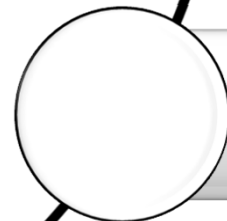
Average number of accounts changing from standard and stand-by rates to low-flow rates



Estimated new accounts for increases in population and new homes



Assumed all accounts on deferred connection agreements will connect at end of agreements at low-flow rate



Estimated capacity fees for potential hotels





Wastewater Fund Rates & Subsidies

| Fiscal Year | Rate Increase | Subsidy % |
|-------------|---------------|-----------|
| FY 2018-19 | 4% | 25% |
| FY 2019-20 | 4% | 20% |
| FY 2020-21 | 3% | 20% |
| FY 2021-22 | 3% | 20% |
| FY 2022-23 | 3% | 15% |
| FY 2023-24 | 0% | 15% |
| FY 2024-25 | 0% | 15% |
| FY 2025-26 | 0% | 15% |
| FY 2026-27 | 0% | 0% |

Note: Rate increases were adopted by Council through FY 2019-20. The remaining rate increases and all of the subsidy percentages are based on recommendations in the 2014 Rate Study approved by Council.





Other Revenue Assumptions

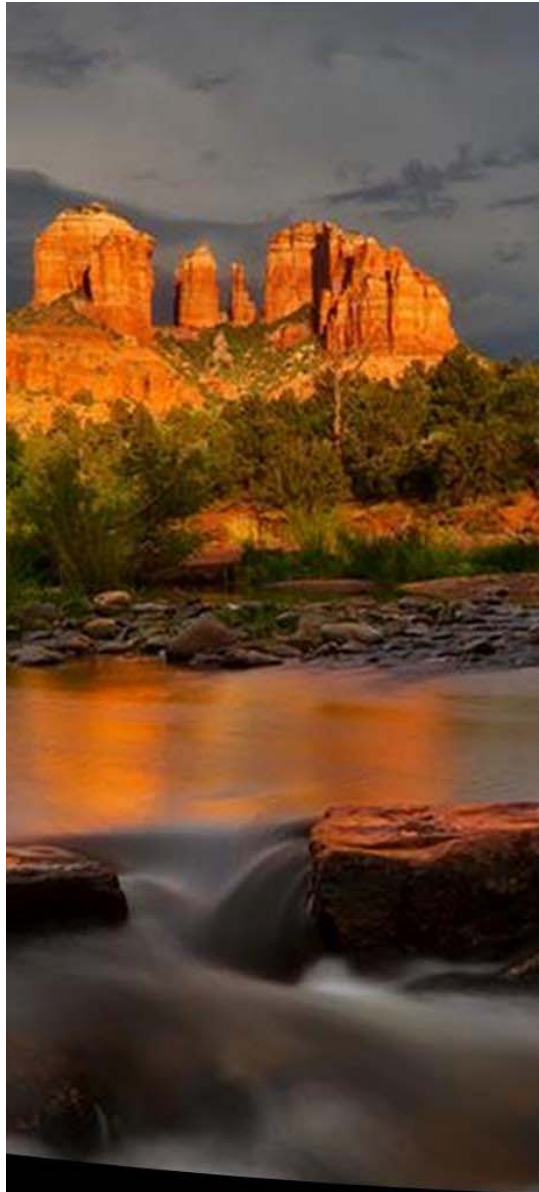
State Shared Sales Tax & Urban Revenue Sharing

- Projected change in City's "share of the pie" based on assumptions in the City's and State's population projections

HURF

- Assumed no additional one-time revenues





Expenditure Assumptions

Wages

- Assumed 0% in recessionary periods
- Scenario options include 2%-5% average merit increases

Benefits

- Scenario options include 4%-10% annual increases in health benefits
- Used estimates provided by ASRS (1.5% to 2.5% rate increases until FY 2023, then gradual decreases)
- Scenario options include estimated 15% PSPRS rate increases each year and a fixed \$1 million annual contribution

Community Service Contracts

- Used inflation factor

Chamber Contract

- 55% of bed tax revenue projection





Expenditure Assumptions

Streets Rehab & Pavement Preservation

- Based on construction index projections

Bond Payments

- Based on current debt retirement schedules

Lease Payments

- Based on current lease schedules
- Assumed new leases after 7-year vehicle life

Capital Projects

- Based on estimated revenues available

Other Supplies & Services

- Used inflation factor





Fund Transfer Assumptions

General Fund subsidy to Streets Fund

- Difference between estimated Streets Fund revenues and expenditures

General Fund subsidy to Wastewater Fund

- Based on 2014 Fee Study

General Fund transfer to CIP Fund

- Scenario options include \$1.0M-\$1.5M per year

CIP Fund transfer to Art in Public Places Fund

- 1% of projected capital improvement expenditures



Fund Balance Reserves



General Fund

- Operating Reserve
- Debt Service Reserve
- Equipment Replacement Reserve
- Budget Carryover Reserve

Wastewater Fund

- Operating Reserve
- Debt Service Reserve
- Equipment Replacement Reserve
- Budget Carryover Reserve
- Major Maintenance Reserve
- Capital Improvements Reserve
- Sewer Extension Reserve

Information Technology Fund

- Equipment Replacement Reserve
- Budget Carryover Reserve





Challenges & Strategies



Fiscal Year 18/19 Annual Budget




Target for Capital Projects

- Historically relied on General Fund surpluses
- Funding has been addressed for transportation projects
- Used \$1.5M in forecast as “off the top” for other capital projects
- Other thoughts?



Affordable Housing



Impact of short-term rentals appears to have diminished long-term rental availability

Long-term rentals have been a significant source for affordable housing

Dedicate part of bed & hotel/motel tax increases?

Consider \$50k-\$75k per year?





Bed Tax Revenues By Reporting Period¹

| Month | FY2018 | FY2017 | FY2016 | Increase | % Increase |
|---------------|-----------|-----------|-----------|------------------|------------|
| July | \$291,460 | \$246,384 | | \$ 45,075 | 18% |
| August | 241,311 | 223,565 | | 17,746 | 8% |
| September | 353,752 | 300,506 | | 53,246 | 18% |
| October | | 367,469 | | | |
| November | | 216,656 | | | |
| December | | 227,589 | | | |
| January | | 185,666 | \$135,356 | 50,310 | 37% |
| February | | 273,889 | 206,213 | 67,677 | 33% |
| March | | 465,240 | 375,101 | 90,138 | 24% |
| April | | 472,786 | 363,245 | 109,540 | 30% |
| May | | 393,138 | 288,324 | 104,814 | 36% |
| June | | 263,450 | 266,855 | (3,405) | (1%) |
| Totals | | | | \$535,140 | |

¹Does not account for any delinquencies not yet reported.



Fiscal Year 18/19 Annual Budget

Employee Wages

Historical Employee Turnover Rates

| Fiscal Year | Turnover |
|----------------|----------|
| FY 2014-15 | 18% |
| FY 2015-16 | 22% |
| FY 2016-17 | 15% |
| FY 2017-18 YTD | 9% |



Fiscal Year 18/19 Annual Budget

Employee Wages



Many positions have required numerous recruitment attempts

Conduct salary comparisons to other cities

Eliminate COLA and increase merit pool?





Community Service Contracts

- Library
- Humane Society
- Sedona Recycles
- Posse Grounds Hub



Status of Sedona PSPRS as of June 30, 2016¹

| | |
|------------------------------------|------------------|
| Estimated Liabilities ² | \$10,683,505 |
| Assets ³ | <u>6,292,723</u> |
| Unfunded Liability | \$ 4,390,782 |
| | |
| <u>Funded Status</u> | <u>59%</u> |

¹PSPRS anticipates having information as of June 30, 2017 by the end of December.

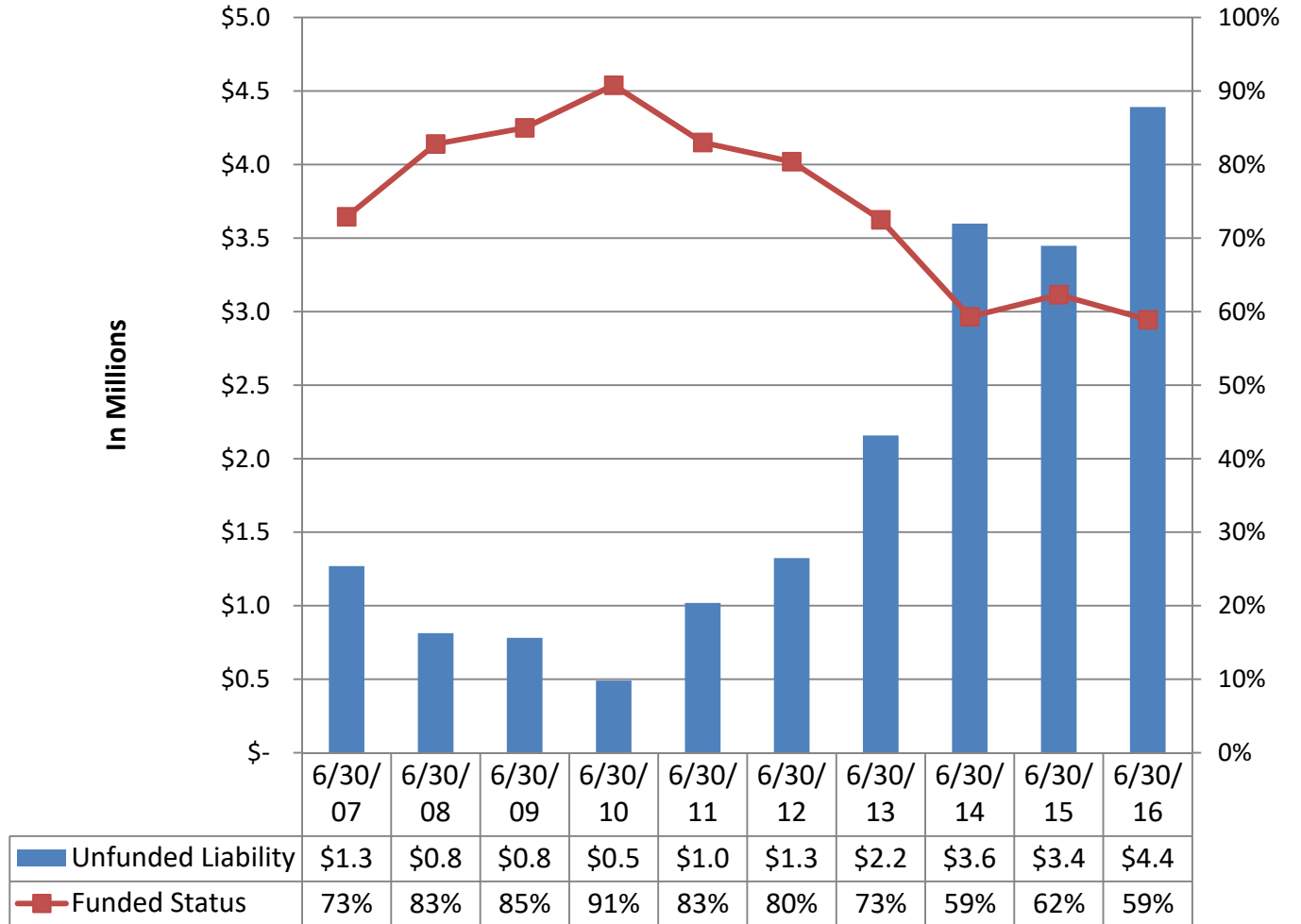
²Discounted to present value. Represents cumulative effect of previous costs not funded.

³Market value of assets as of actuarial date.





Sedona PSPRS History



Fiscal Year 18/19 Annual Budget

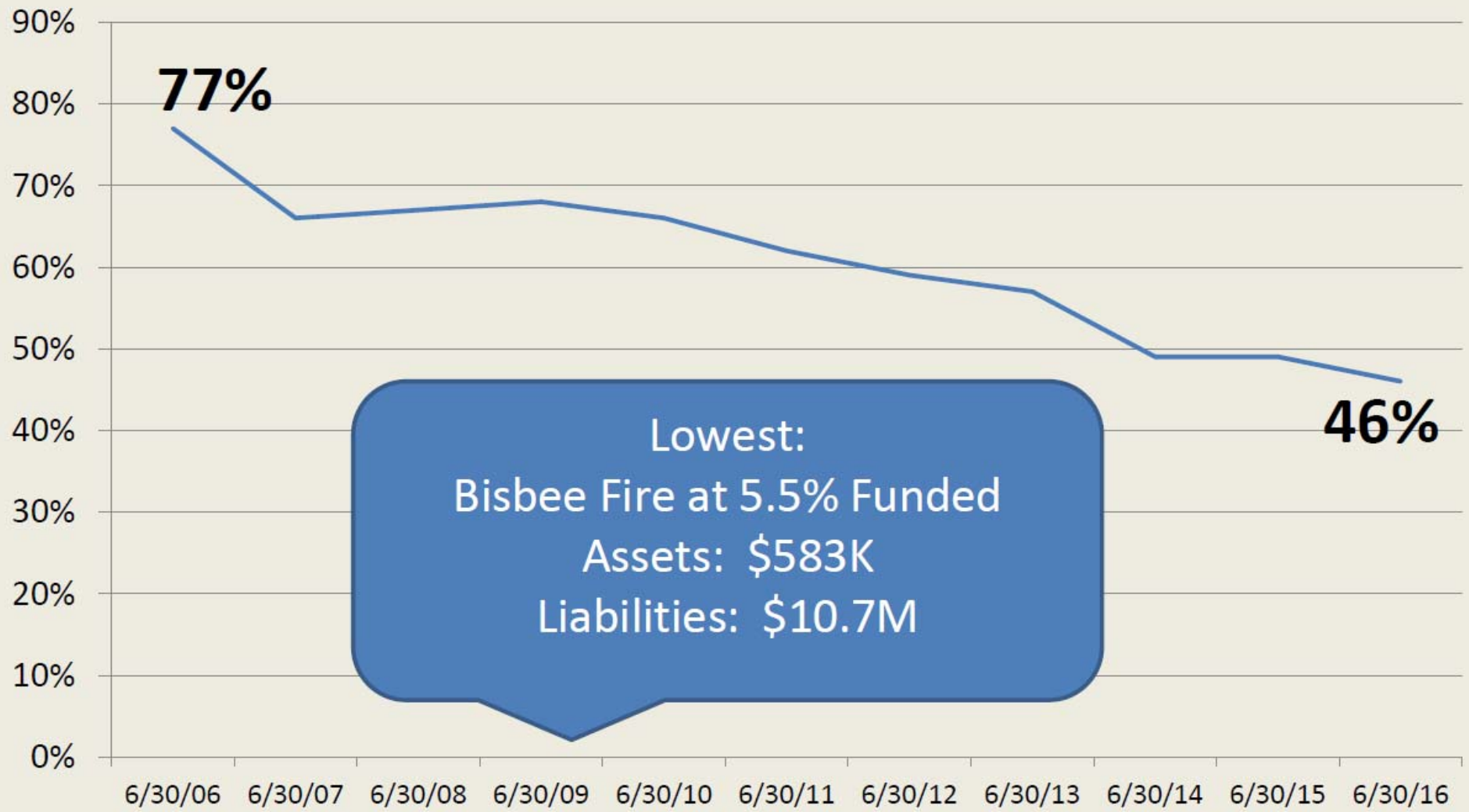
System's Unfunded Liability (in billions)

Steady Increase Since 2006



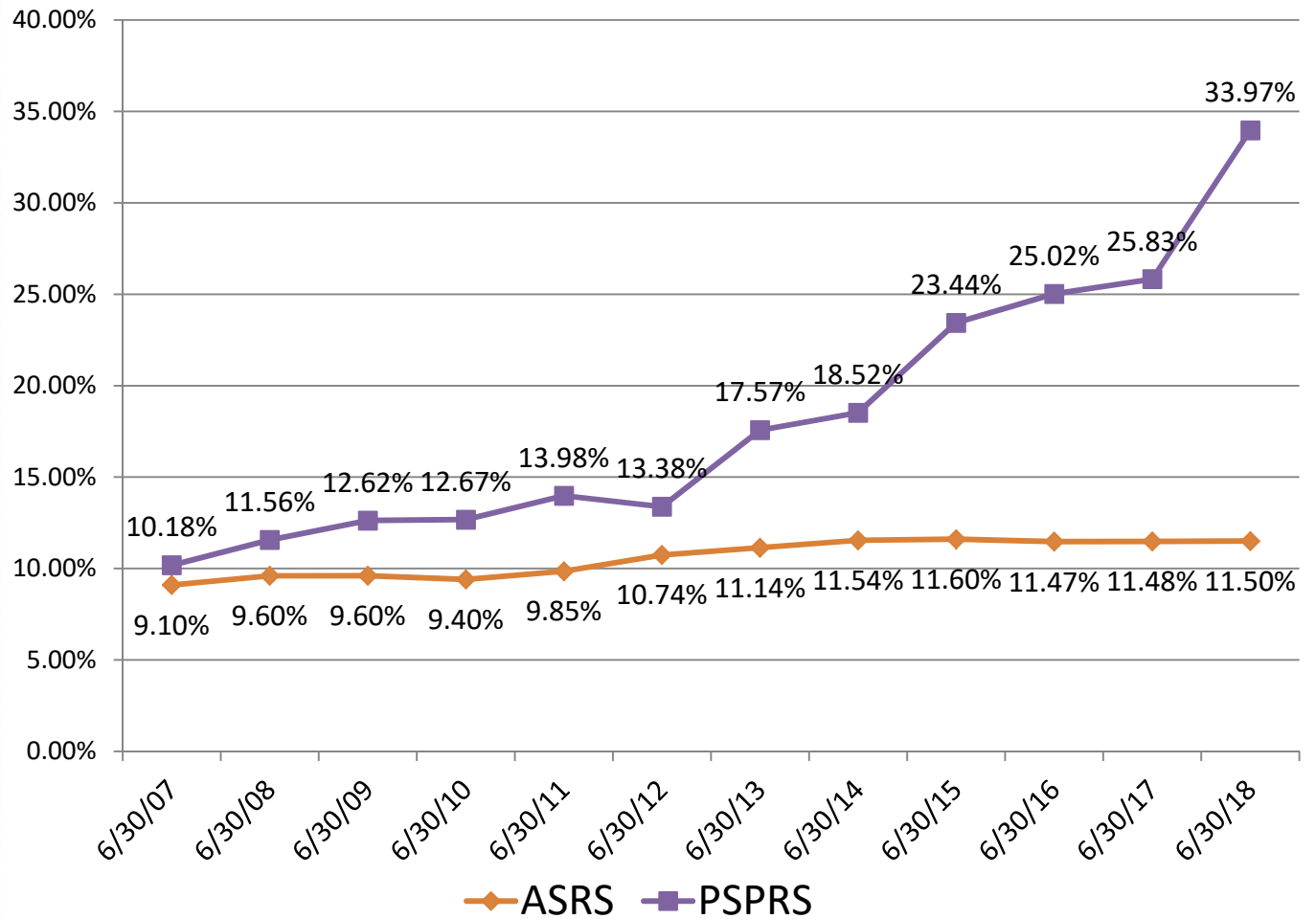
System's Funded Status

Steady Decline Since 2006



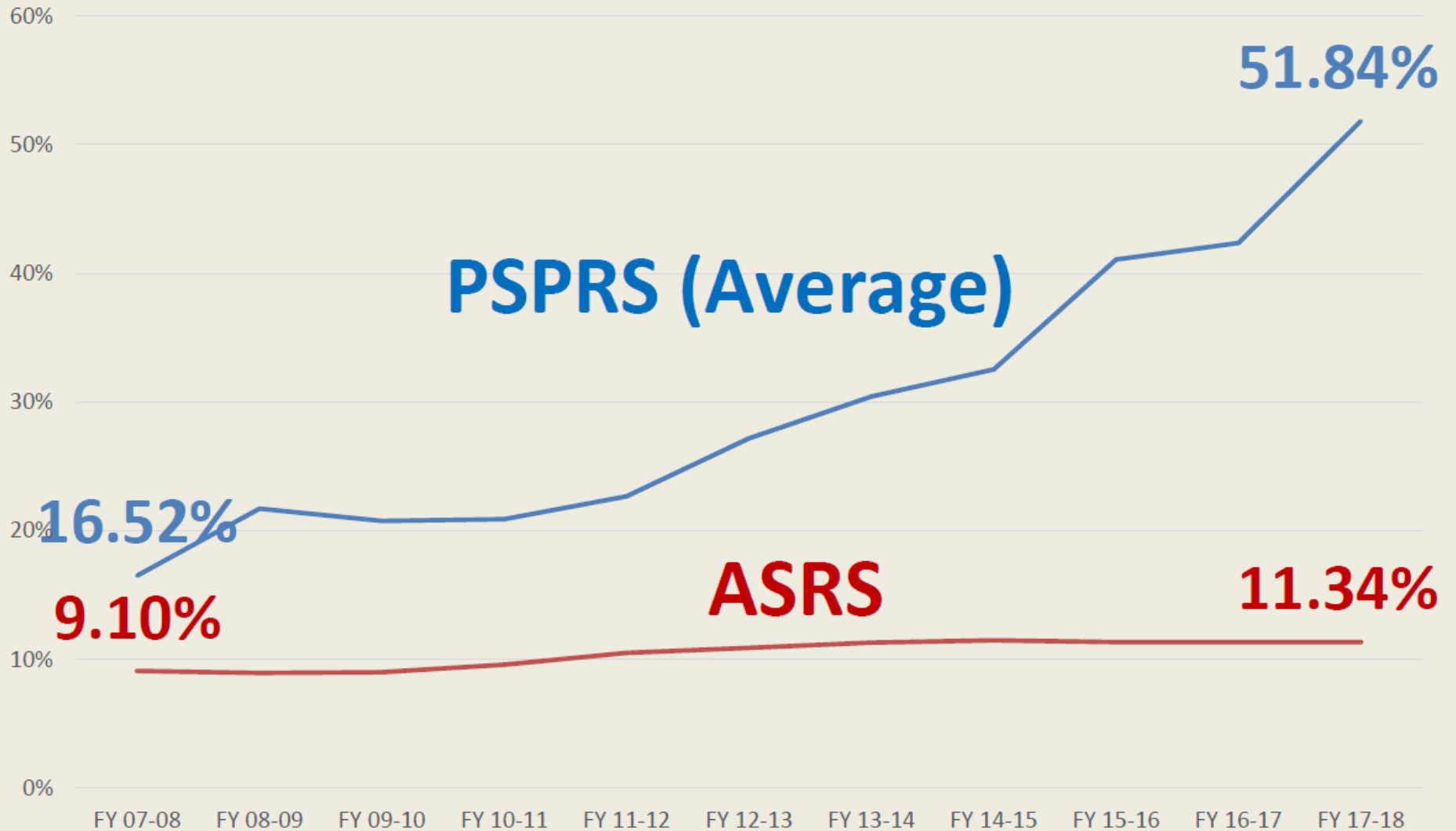


Sedona Contribution Rates



Fiscal Year 18/19 Annual Budget

Employer Contribution Rates



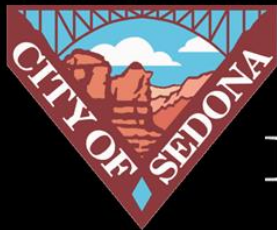
Sedona FY 2017-18 PSPRS Contributions¹



| | Contribution Rate | Estimated Contributions | % |
|---------------------------------|-------------------|-------------------------|-------------|
| Normal Cost | 14.56% | \$299,550 | 43% |
| Unfunded Liability ² | 19.41% | \$399,320 | 57% |
| Total | 33.97% | \$698,870 | 100% |

¹Based on June 30, 2016 actuarial valuation

²Amortization over remaining 20-year closed period





Future PSPRS System Actuarial Valuation Issues

\$551M of unrecognized investment losses

- Offset of FY17 investment returns?

New mortality tables

- Est. 3% increase to normal cost rate
- Est. 2% increase to unfunded rate

Possible lower assumed investment rate of return

- Used 7.50% in June 30, 2016 actuarial valuation





How did it get like this?



Fiscal Year 18/19 Annual Budget



“I have not failed 10,000 times—I’ve successfully found 10,000 ways that will not work.”

--Thomas A. Edison



Fiscal Year 18/19 Annual Budget

the evolution of the telephone

"Mr. Watson -- come here -- I want to see you."

1876

1919

1931

1939

1942

1963

1992

1992

2003

2007

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Infographic Design by Colleen Conger of DigiPD.com

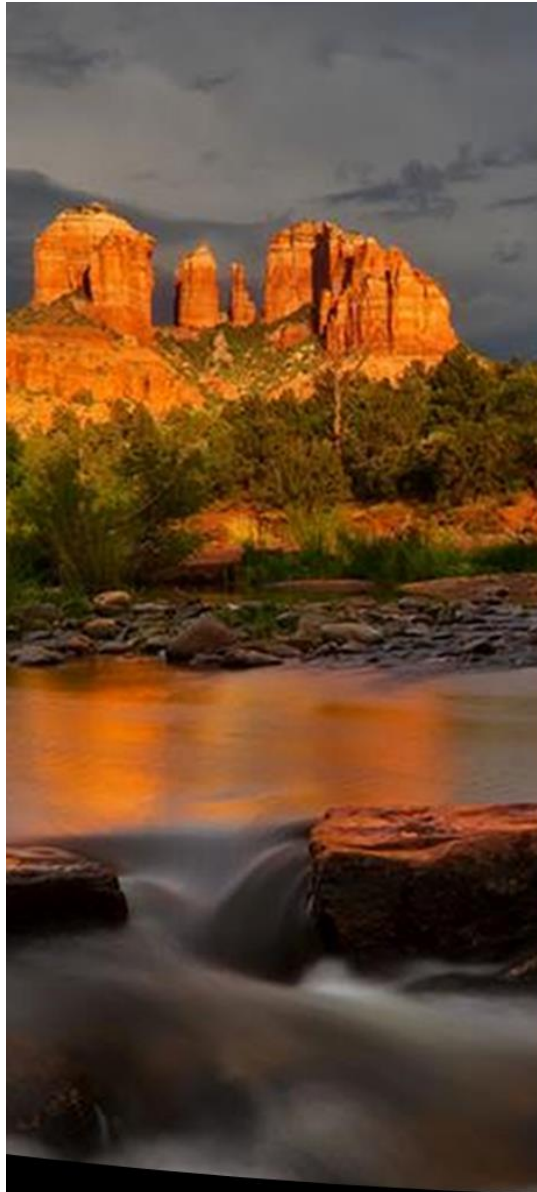


League Suggestions - Prepayment of Annual Contribution

| Prepayment of Annual Contributions | # of Plans | Prepayment | Total Extra Interest Earned | Sedona Extra Interest Earned |
|------------------------------------|------------|------------|-----------------------------|------------------------------|
| FY2015-16 | 47 | \$363M | \$480k | \$1.6k |
| FY2016-17 | 37 | \$421M | \$11.6M | \$31k |

Sedona has prepaid its annual contribution in FYs 2015-16 through 2017-18

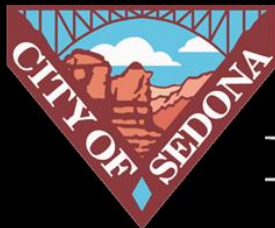




League Suggestions - Extra PSPRS Contributions

| Impact of Extra Contributions for Sedona | \$100k | \$200k | \$300k | \$400k | \$500k |
|--|--------|--------|--------|--------|--------|
| 6/30/16 Funded Status | 59.9% | 60.9% | 61.9% | 63.0% | 64.0% |
| FY18 Rate | 33.49% | 33.01% | 32.52% | 32.04% | 31.56% |
| Annual Contributions Savings | \$10k | \$20k | \$31k | \$40k | \$50k |

| Impact of Extra Contributions for Sedona | \$600k | \$700k | \$800k | \$900k | \$1M |
|--|--------|--------|--------|--------|--------|
| 6/30/16 Funded Status | 65.0% | 66.0% | 67.0% | 68.0% | 69.1% |
| FY18 Rate | 31.08% | 30.60% | 30.11% | 29.63% | 29.15% |
| Annual Contributions Savings | \$59k | \$69k | \$79k | \$89k | \$99k |



Fiscal Year 18/19 Annual Budget



League Suggestions - Apply Tier 3 Savings to Unfunded

| Apply Tier 3 Savings to Unfunded | FY18 Contribution Rate | Number of Employees |
|----------------------------------|------------------------|---------------------|
| Tiers 1 & 2 | 33.97% | 28 |
| Tier 3 | 26.72% | 0 |
| Difference | 7.25% | |

Tier 3 = Employees hired after June 30, 2017.
Sedona currently has no Tier 3 PSPRS employees.





Actions of Other PSPRS Employers

City of Globe

- Approved 0.3% dedicated PSPRS sales tax increase with sunset
- One-time payment of \$1M

Coconino County

- One-time payment of \$10M

Town of Queen Creek

- Unfunded balance paid off annually
- Avoids approx. \$200k in interest costs annually

Town of Paradise Valley

- One-time payment of \$1M in FY2015-16
- One-time payment of \$5M in FY2016-17

City of Prescott

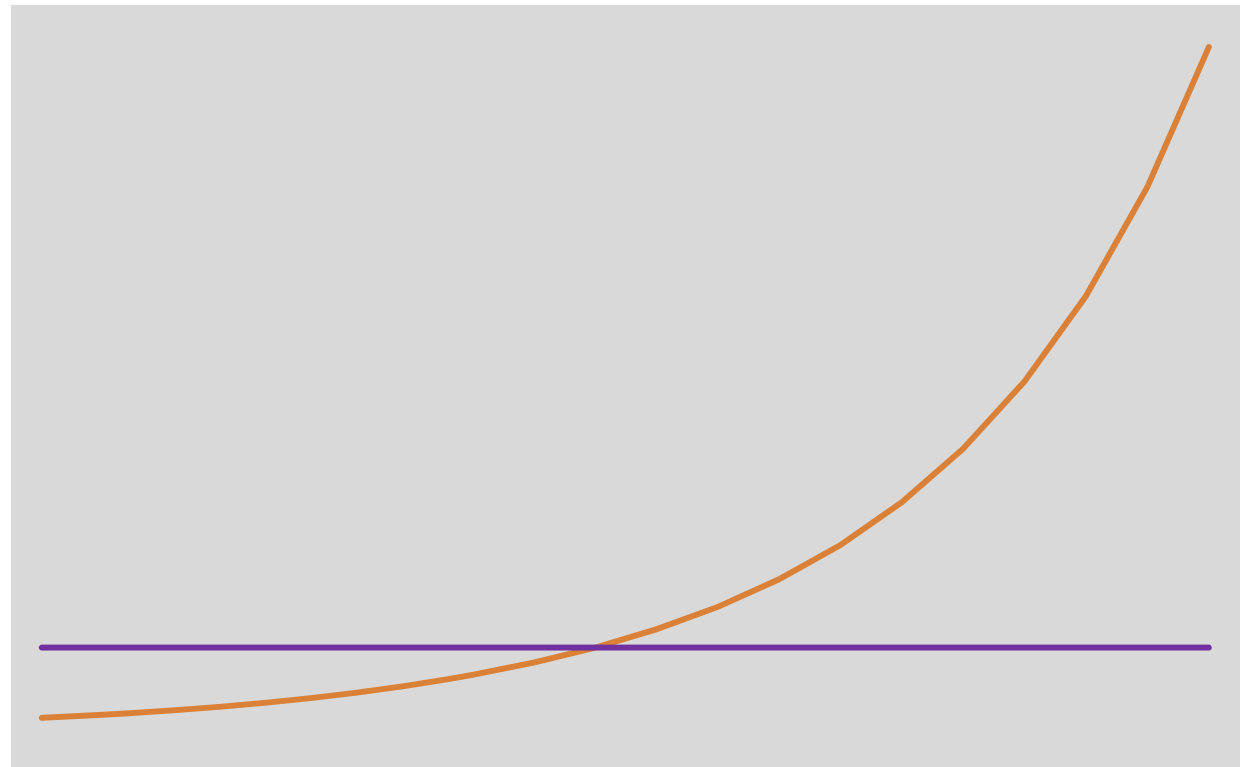
- Approved 0.75% dedicated PSPRS sales tax increase with sunset
- One-time payment of \$11M

Town of Gilbert

- Additional \$2M annually



Illustration Purposes



— Rates — Level Pmt



Fiscal Year 18/19 Annual Budget



Forecast Model with Multiple Scenario Options



Fiscal Year 18/19 Annual Budget



Forecast Summary Wrap-Up

- Questions?
- Any preliminary assumptions you disagree with at this stage?
- What is missing?
- Big picture direction
- Additional information needed





Review FY 2017-18 Council Priorities



Fiscal Year 18/19 Annual Budget



Discussion of FY 2018-19 Council Priorities



Fiscal Year 18/19 Annual Budget



Questions?



Fiscal Year 18/19 Annual Budget

MEMO

To: City Council
From: Justin Clifton, City Manager
Date: December 5, 2017
Subject: Council Priorities



Office of the City Manager

It is time again to reevaluate council priorities as we move into the FY19 budget planning process. This year, the Council will have the benefit of reviewing a new citizen survey. The survey will provide insight into public opinion on a range of topics and will include an internal trend surveys taken over the last 15 years and an external benchmark of other communities across the country that recently administered the National Citizen Survey. This is a unique opportunity to take a “balcony view” of the wants and needs of the community and the priorities of the city council. Please review the citizen survey and take note of any results that stand out.

In addition to reviewing the citizen survey, staff has reviewed the Community Plan and the current FY18 Council Priorities. Council should be proud that its priorities closely reflect the broad goals and even the specific action steps recommended in the Community Plan. Enclosed with your packet of materials is the Community Plan Summary, a progress report of the Community Plan Action Plan and a recently updated FY18 Council Priorities document. These documents are provided as reference material for those interested in a more thorough review. Staff has summarized an analysis of these documents below as a quick guide to facilitate consideration of future priorities:

1. Notable from the Citizen Survey:

- Survey results are presented numerous ways, making review and interpretation somewhat daunting
- The Community Livability Report is the best document for summary information and the Trends Over Time Report is the best document to get results, trends and benchmarks, all in one place
- Most quality of life indicators have remained high or improved compared to previous surveys
- Perceptions of local government are mostly lower than benchmarks and trending equal to or lower compared to previous surveys
- The natural environment, overall appearance, perceptions of resident’s neighborhood and perceptions of safety received the highest scores (>90% positive)
- Traffic flow, employment opportunities, public transportation, affordable housing, cost of living and child care received the lowest scores (<25% positive)
- Citizens supported the following priorities for future city investment (could pick up to two of the following):

| | |
|--|-----|
| Ensure housing for those who work in Sedona | 50% |
| Increase the walkability and bikeability of Sedona | 32% |
| An Oak Creek Park or Walk | 28% |
| Additional Cultural Facilities (museums, theatres etc.) | 21% |
| Other (to be reviewed) | 20% |
| Additional Parks and Facilities (playgrounds sports facilities etc.) | 15% |
| None of these | 10% |

- Citizens supported investments in the following areas (could pick up to three):

| | |
|--|-----|
| Social Services (senior centers, foodbanks etc.) | 50% |
| Recycling Services | 36% |
| Arts and Culture Programs | 34% |
| Business Development Services | 26% |
| Library Services | 20% |
| Animal Services | 16% |
| Other (to be reviewed) | 12% |
| None, I'm with the level of services in the listed areas | 14% |

- There is very strong support for investing in the following sustainability policies and programs:

| | |
|---|-----|
| Fostering National Forest Stewardship (trails, access etc.) | 92% |
| Encouraging Water Conservation | 96% |
| Increasing Use of Alternative Energy Sources | 86% |
| Increasing Recycling Services | 90% |
| Developing Plans to Meet the Goals of Zero Waste in Sedona | 80% |
| Requiring Higher Green building and development standards | 77% |

2. Previous and current Council Priorities are aligned with the six major outcomes of the Community Plan:

Commitment to Environmental Protection

What we're doing

- Continued buildout of storm water systems
- Exploring green development and building standards
- Pursuing a sustainable tourism plan
- Exploring opportunities to improve energy efficiency with city facilities, vehicles and equipment
- Creating mixed use CFAs

Things we could consider

- Develop new goals/ targets for sustainability
- More proactively address water conservation

- Develop programs to address invasive plant species
- Support expanded recycling and other waste reduction efforts

Housing Diversity

What we're doing

- CFA planning for area appropriate mixed use and higher density housing
- Citizen led group is creating a report with recommendations to advance housing affordability
- Reconsidering regulatory barriers to achieving housing variety and access
- Exploring partnership opportunities with existing housing groups, property owners and developers
- Negotiating affordable housing units or fee in lieu contribution as part of re-zoning requests

Things we could consider

- Develop a more permanent source of funding for affordable housing
- Further examine regulatory barriers and/or incentives to encourage housing variety and access
- Identify and pursue one or two potential partnership projects

Community Gathering Places

What we're doing

- Incorporating mixed use and public space in CFA planning and development
- Completion of Barb's Park
- Completed design of Ranger Station Park
- Expansion of city-organized events
- Continued support for partner-organized events and activities

Things we could consider

- Invest in expanded event opportunities
- Other planning efforts designed to reinforce a sense of community

Economic Diversity

What we're doing

- In year two of economic development program
- Expanded business services and lending capital

Things we could consider

- Increase funding to accelerate expansion of business services

Reduced Traffic

What we're doing

- Implementation of Transportation Master Plan projects
- Further study of transit options
- Expanded traffic control operations

Things we could consider

- Hire additional staff/ contract support to accelerate progress

Access to Oak Creek

What we're doing

- Responding to requests for conceptual level planning

Things we could consider

- Proactive planning

3. Many Council Priorities will carry over from FY18 to FY19

- Traffic Implementation
- Affordable Housing
- Environmental Sustainability
- Sustainable Tourism
- Land Use Code Update
- Dells Planning
- CFA Development proposals

4. Key questions to guide the priorities conversation

- Are there any priorities on our list that shouldn't be?
- Are there things that should be on our list that aren't?
- What specific goals can we identify within the current priorities list?

THE NCSTM
The National Citizen SurveyTM

Sedona, AZ
Community Livability Report

DRAFT
2017



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777 North Capitol Street NE Suite 500
Washington, DC 20002
icma.org • 800-745-8780

Contents

About..... 1

Quality of Life in Sedona 2

Community Characteristics 3

Governance 5

Participation 7

Special Topics..... 9

Conclusions 14



The National Citizen Survey™
© 2001-2017 National Research Center, Inc.

The NCS™ is presented by NRC in collaboration with ICMA.

NRC is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About

The National Citizen Survey™ (The NCS) report is about the “livability” of Sedona. 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** within the three pillars of a community (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement).

The Community Livability Report provides the opinions of a representative sample of 505 residents of the City of Sedona. The margin of error around any reported percentage is 4% for all respondents. The full description of methods used to garner these opinions can be found in the **Technical Appendices** provided under separate cover.

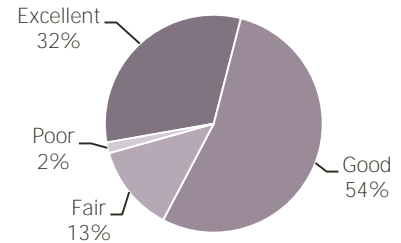


Quality of Life in Sedona

Most residents rated the quality of life in Sedona as excellent or good. This rating was similar to the national benchmark (see Appendix B of the *Technical Appendices* provided under separate cover).

Shown below are the eight facets of community. The color of each community facet summarizes how residents rated it across the three sections of the survey that represent the pillars of a community – Community Characteristics, Governance and Participation. When most ratings across the three pillars were higher than the benchmark, the color for that facet is the darkest shade; when most ratings were lower than the benchmark, the color is the lightest shade. A mix of ratings (higher and lower than the benchmark) results in a color between the extremes.

Overall Quality of Life



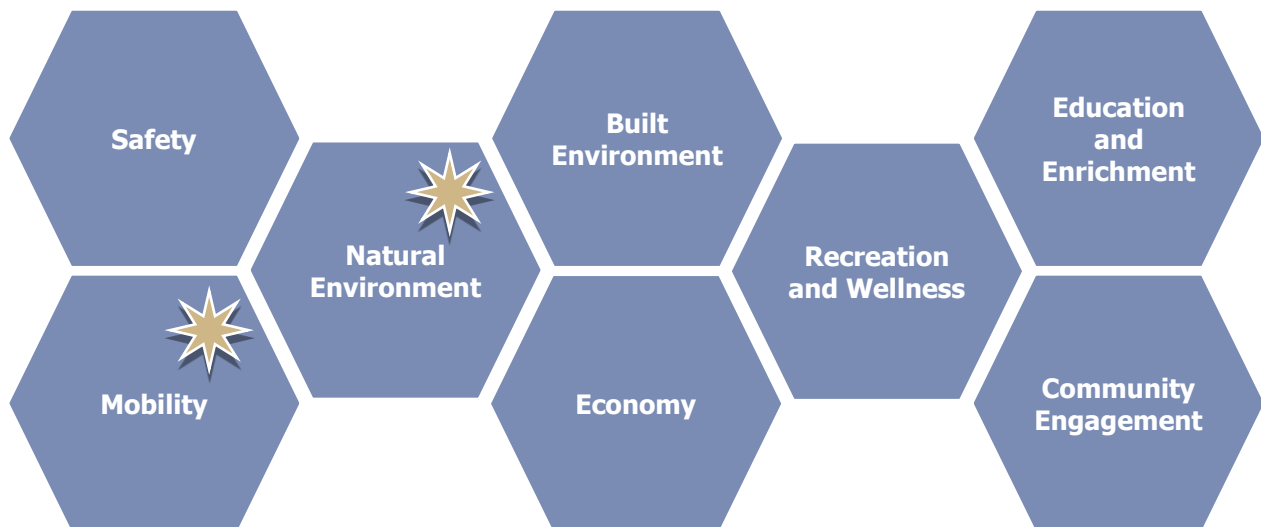
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Mobility and Natural Environment as priorities for the Sedona community in the coming two years. Ratings for all facets were positive and similar to national comparisons. This overview of the key aspects of community quality provides a quick summary of where residents see exceptionally strong performance and where performance offers the greatest opportunity for improvement. Linking quality to importance offers community members and leaders a view into the characteristics of the community that matter most and that seem to be working best.

Details that support these findings are contained in the remainder of this Livability Report, starting with the ratings for Community Characteristics, Governance and Participation and ending with results for Sedona’s **unique** questions.

Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important



Community Characteristics

What makes a community livable, attractive and a place where people want to be?

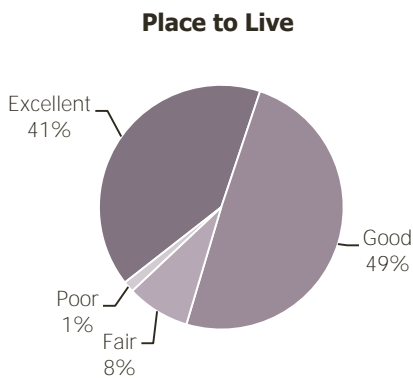
Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Sedona, 90% rated the City as an excellent or good place to live. **Respondents' ratings of Sedona as a place to live were similar to ratings in other communities across the nation.**

In addition to rating the City as a place to live, respondents rated several aspects of community quality including Sedona as a place to raise children and to retire, their neighborhood as a place to live, the overall image or reputation of Sedona and its overall appearance. About 8 in 10 or more residents awarded high marks to the overall image and appearance of Sedona, their neighborhoods as places to live and the city as a place to retire; these ratings were either similar to or higher than national benchmark comparisons. Additionally, evaluations of the overall appearance of the community were higher in 2017 than in 2007 (see the **Trends Over Time** Report for more details). Half of Sedona respondents gave favorable scores to the city as a place to raise children, which was lower than national averages.

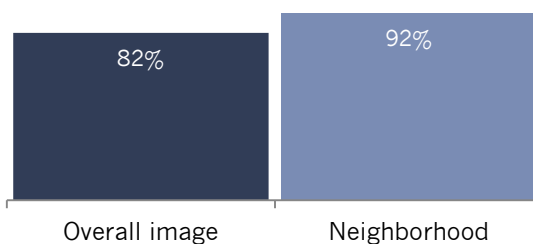
Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. **Overall, residents' ratings for Community Characteristics varied and tended to be similar to or lower than comparison communities.**

Almost all respondents gave excellent or good **scores to each aspect of Safety and Sedona respondents' ratings for the overall feeling of safety in their community was higher than the national benchmark.** Sedona participants were

also pleased with the Natural Environment with at least 9 in 10 awarding excellent or good marks to each aspect. Evaluations of Mobility, Economy and Recreation and Wellness tended to be more mixed; at least 8 in 10 residents gave positive scores to the availability of paths and walking trails, the city as a place to visit and recreational opportunities (a rating that increased since 2007). Ratings for each of these three aspects were higher in Sedona than in communities elsewhere. However, measures for overall ease of travel, ease of travel by public transit and car, availability of affordable quality housing, variety of housing options, cost of living and shopping and employment opportunities, among others, were less favorably rated and lower than comparison communities.

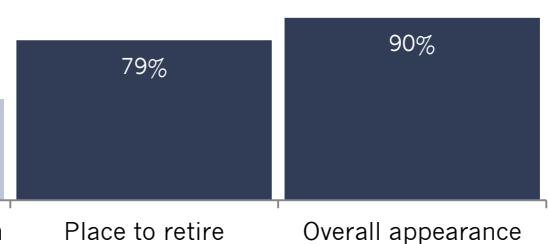


Percent rating positively (eg, excellent/good)



Comparison to national benchmark

■ Higher ■ Similar ■ Lower



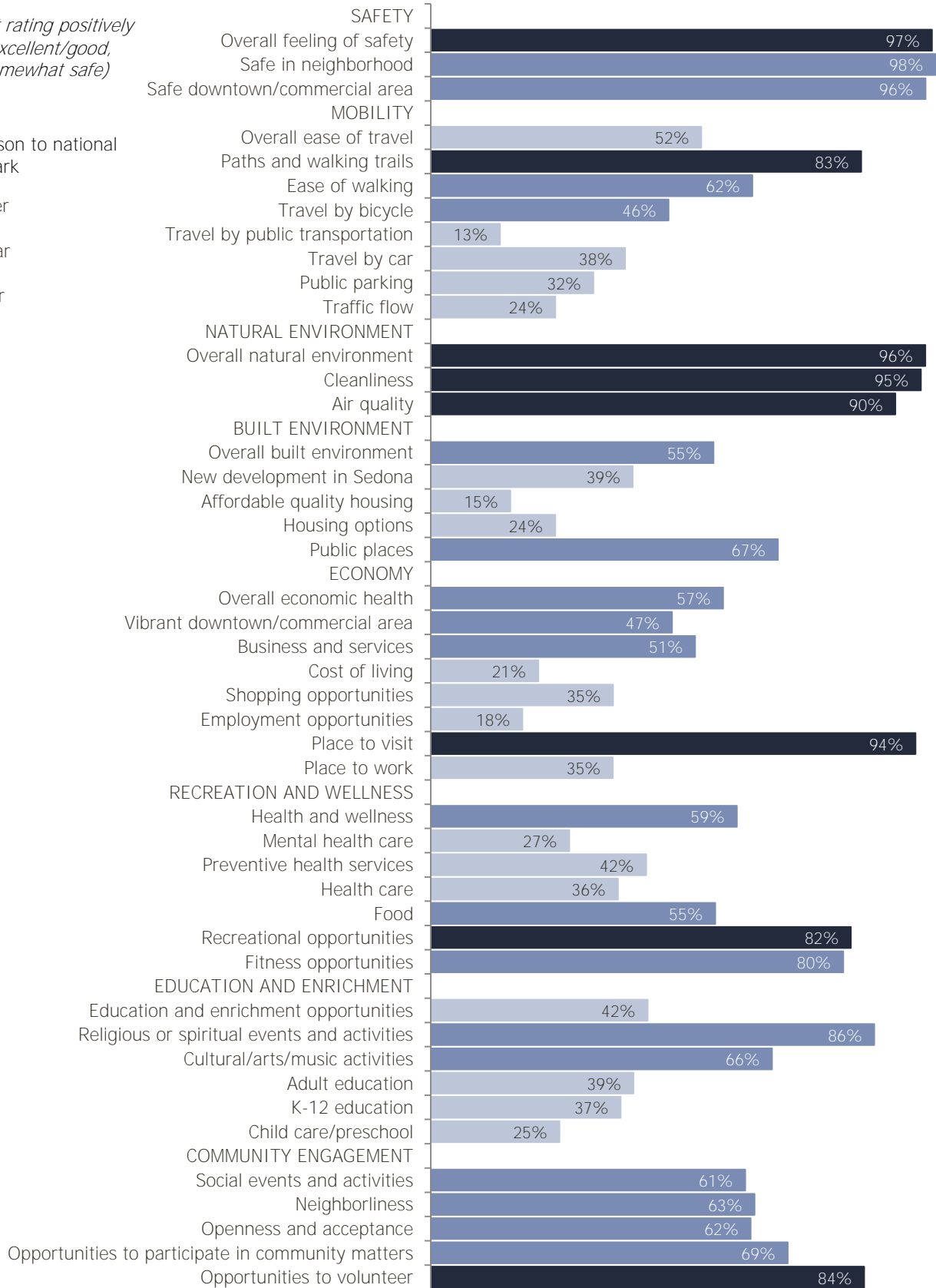
The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

*Percent rating positively
(e.g., excellent/good,
very/somewhat safe)*

Comparison to national
benchmark

- Higher
- Similar
- Lower



Governance

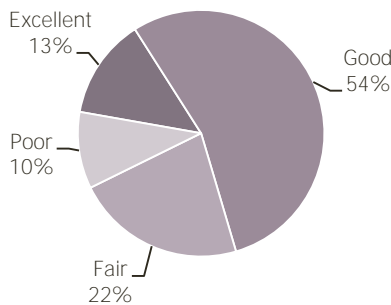
How well does the government of Sedona meet the needs and expectations of its residents?

The overall quality of the services provided by Sedona as well as the manner in which these services are provided is a key component of how residents rate their quality of life. About two-thirds of residents rated the overall quality of services provided by the City of Sedona as excellent or good, whereas only about one-third gave high marks to the services provided by Federal Government. Both ratings were similar to the national benchmark.

Survey respondents also rated various aspects of Sedona’s **leadership and governance**. About one-third or more survey participants favorably rated most of these aspects (e.g., confidence in City government, the City acting in the best interest of the community, being honest and treating all residents fairly) and each was rated either similar to or lower than national comparisons. **Respondents’ evaluations of the overall direction of the City, value of services for taxes paid and welcoming citizen involvement** decreased from 2007 to 2017. Over three-quarters awarded excellent or good scores to the customer service provided by Sedona employees, which was a rating similar to communities nationwide.

Respondents evaluated over 30 individual services and amenities available in Sedona. Crime prevention outshined other communities across the nation, receiving excellent or good marks from at least 8 in 10 residents. Other services evaluated positively by about 9 in 10 residents or more respondents included fire, ambulance/EMS, garbage collection and public libraries, though these were all on par with comparison communities.

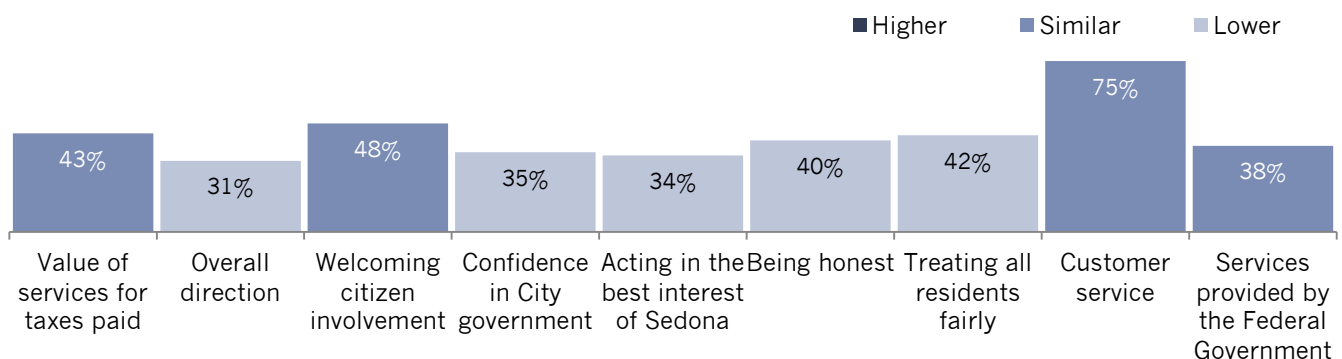
Overall Quality of City Services



Participants’ assessments for most other aspects of Governance were similar to comparison communities, though several ratings that lagged behind the national average could be found across aspects of livability, including Safety, Mobility, Natural Environment and Recreation and Wellness. Conversely, while Sedona residents were less pleased with recreation programs in 2017, evaluations of street cleaning; street lighting; sidewalk maintenance; recycling; land use, planning and zoning; and City parks increased since 2007.

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

Comparison to national benchmark



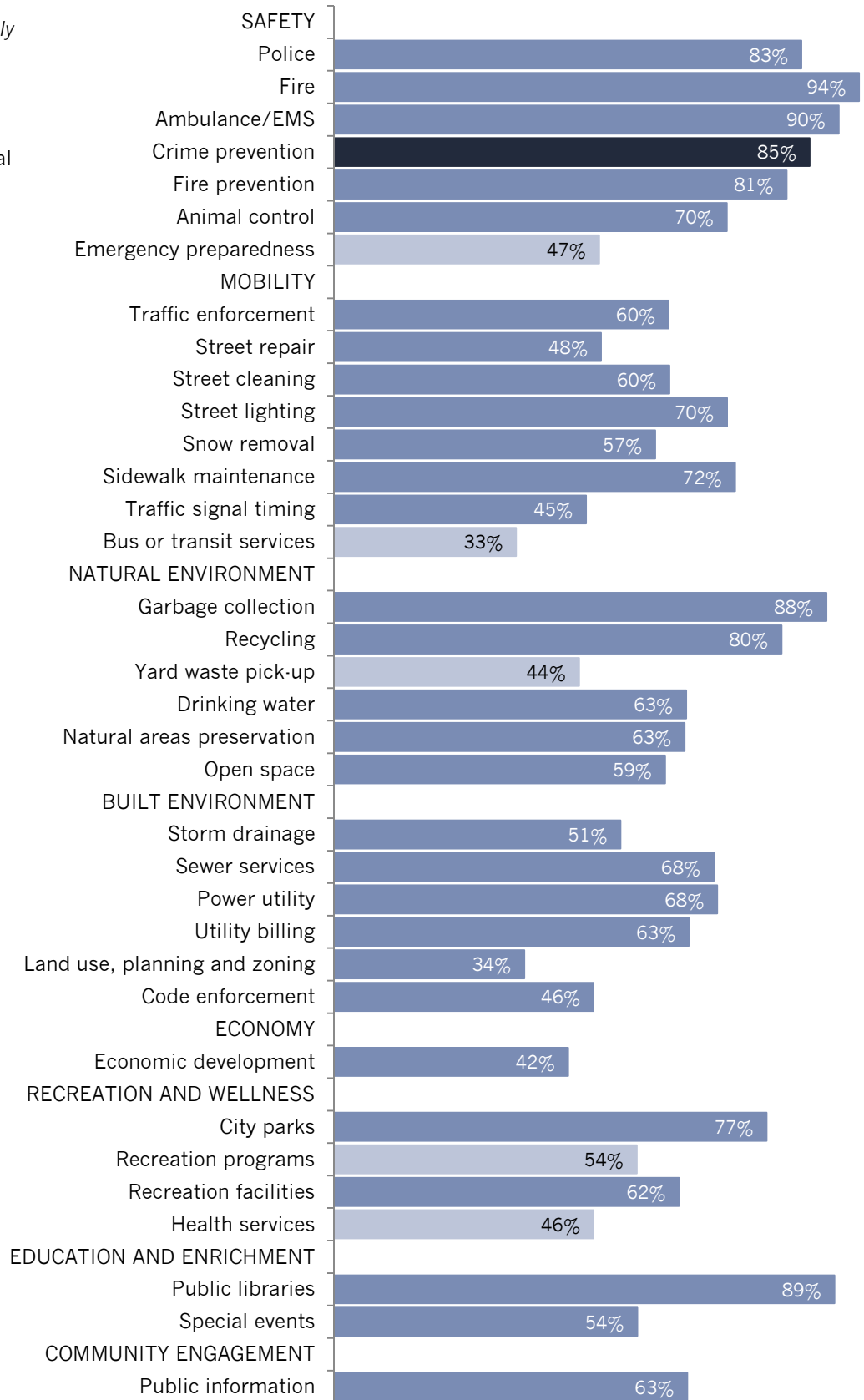
The National Citizen Survey™

Figure 2: Aspects of Governance

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

Comparison to national
benchmark

- Higher
- Similar
- Lower



Participation

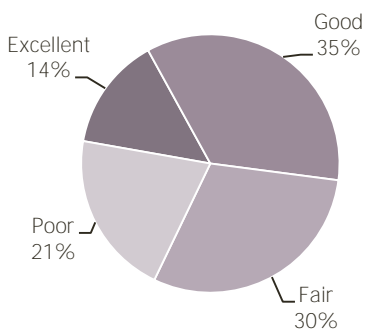
Are the residents of Sedona connected to the community and each other?

An engaged community harnesses its most valuable resource, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history. Similar to other communities in the U.S., about half of respondents gave excellent or good scores to the sense of community in Sedona.

About 8 in 10 survey respondents indicated that they would recommend living in Sedona to someone who asked and planned to remain in the community for the next five years, and about half of residents reported they had contacted City employees, a rate that decreased over time. These ratings were similar to those reported across the nation.

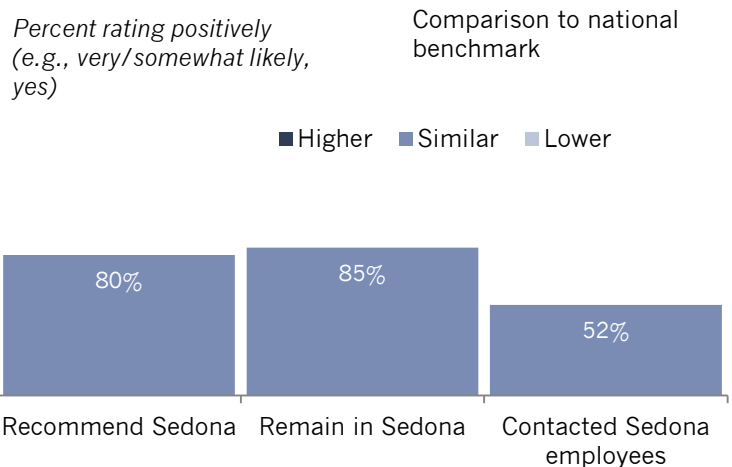
The survey included over 30 activities and behaviors for which respondents indicated how often they participated in or performed each, if at all. Although Sedona residents' levels of engagement varied, in most cases rates of Participation were similar to the national average, but there were a few exceptions. Survey respondents were engaged in their community with Sedona residents having campaigned, contacted elected officials, volunteered, participated in clubs, attended local meetings and voted in local elections at higher rates than other residents across the country. Survey participants were also more likely to report that they worked in Sedona, were optimistic about the economy and used public libraries compared to national averages.

Sense of Community



Compared to communities across the U.S., Sedona participants were less likely to indicate they had used public transportation instead of driving and higher levels of housing cost stress.

Residents reported higher levels of recycling at home, voting and economic optimism in 2017 compared to 2007, but library visitation and local meeting attendance rates were lower.



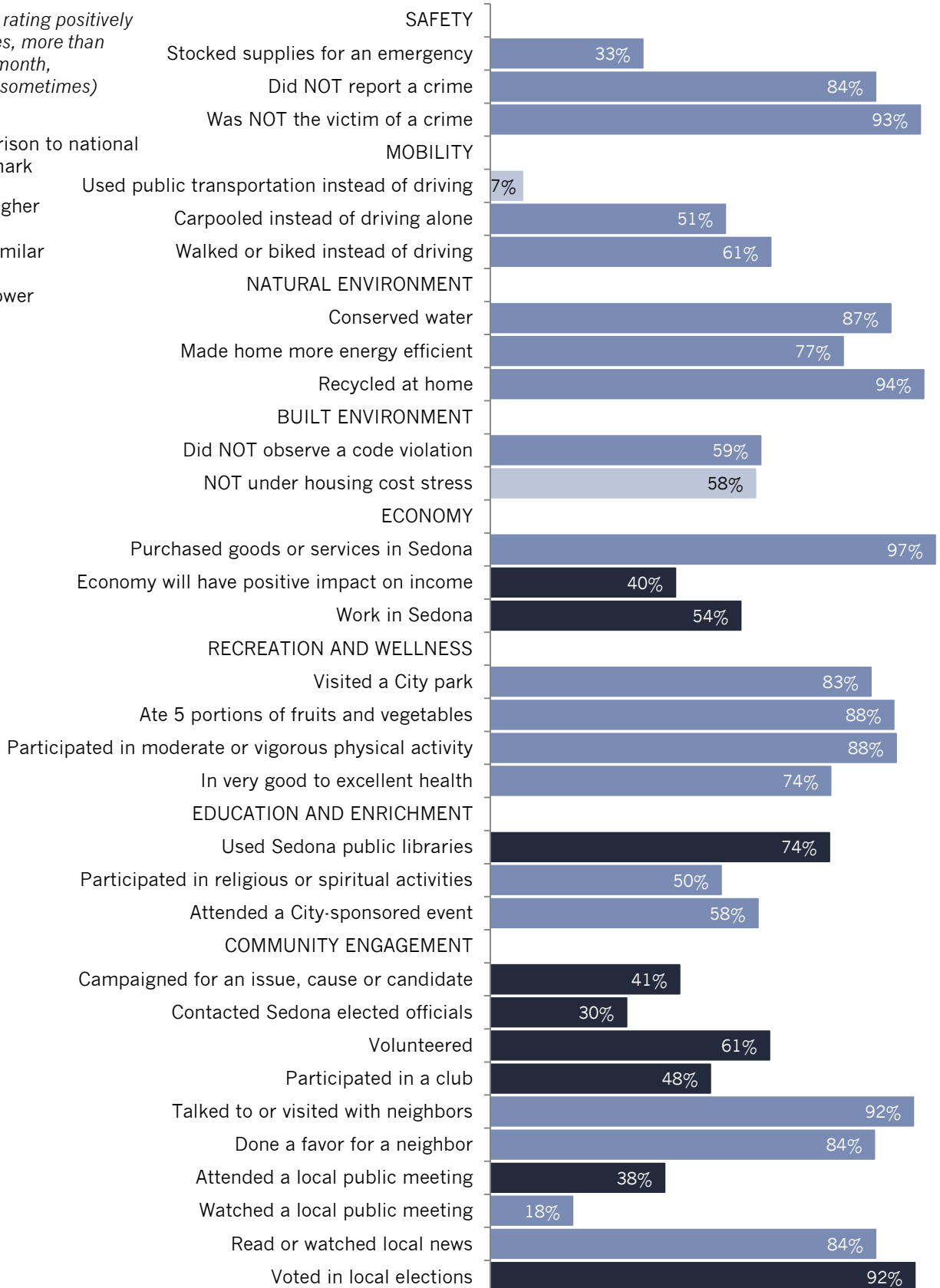
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Figure 3: Aspects of Participation

Percent rating positively
(e.g., yes, more than
once a month,
always/sometimes)

Comparison to national
benchmark

- Higher
- Similar
- Lower



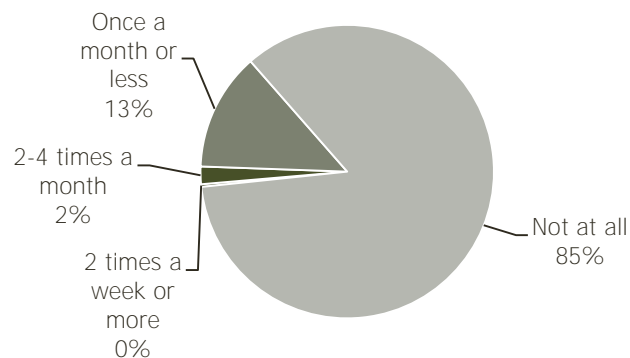
Special Topics

The City of Sedona included several questions of special interest on The NCS. **City leadership sought residents’** feedback on topics such as utilization of the Hub, funding priorities and economic growth, sources for City information, increasing use of alternative transportation and support for sustainability actions.

The first question asked residents about their utilization of the Sedona Hub. At least 1 in 10 had used it at least once in the past 12 months while more than 8 in 10 had not.

Figure 4: Utilization of the Sedona Hub

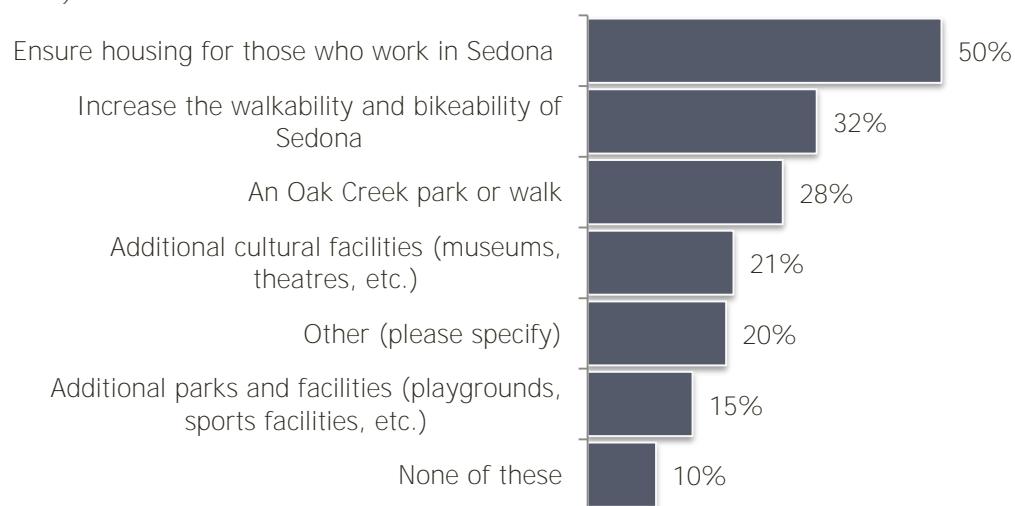
In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Sedona?



Residents were asked to indicate which two investment priorities they would like Sedona to fund over the next few years. Half of respondents would like to ensure housing for those who work in Sedona and about one-third would fund increasing the walkability and bikeability of the community. Less than 2 in 10 would prioritize additional parks and facilities as investments.

Figure 5: City Investment Priorities

Cities are faced with difficult choices with limited budgets. While the City is currently working on solutions to reduce traffic, please select up to two (2) additional priorities you would want the City to invest in over the next few years:



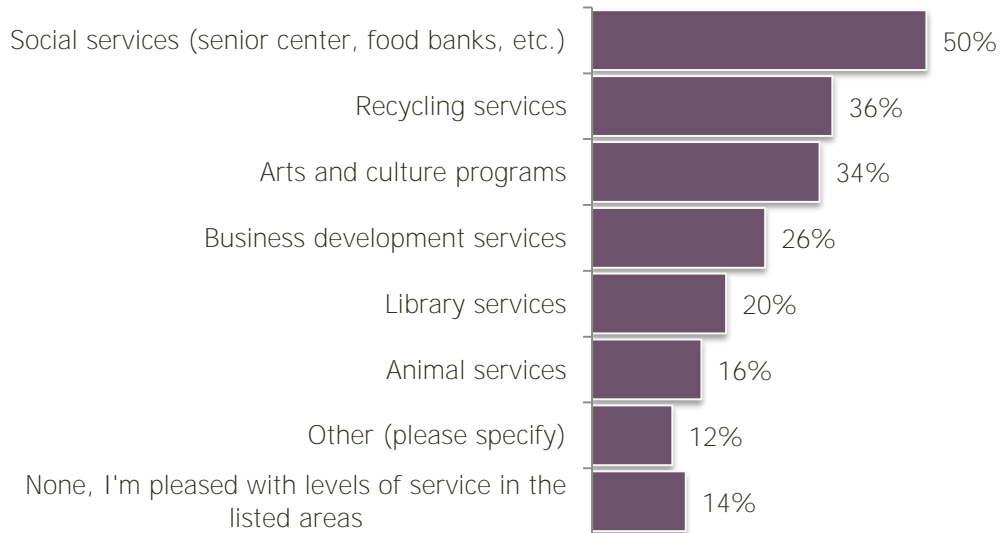
Total may exceed 100% as respondents could select more than one option.

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Survey participants were also asked to choose three service areas to receive additional funding to expand existing services offered by the City of Sedona. The most frequently chosen area was related to social services (50% selected as one of their top three service areas), while about one-third of respondents selected recycling services or arts and culture programs.

Figure 6: Additional Funding for Services

Please select up to three (3) service areas for the City to contribute additional funding in order to expand existing services over the next few years:



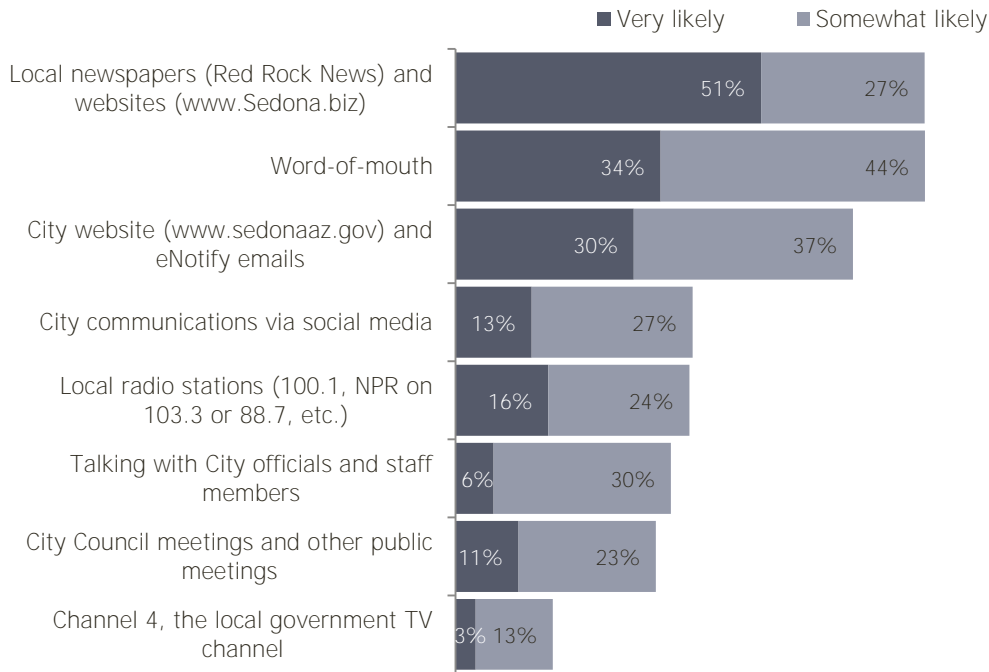
Total may exceed 100% as respondents could select more than one option.

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Sedona residents indicated how likely they would be to use several sources of information about the City. Nearly 8 in 10 respondents reported they were likely to use local newspapers and word-of-mouth as sources of City information. About two-thirds utilized the City website and eNotify emails. The local government channel (Channel 4) was less likely to be used to find City information.

Figure 7: Sources of Information

Please indicate how likely or unlikely you are to use each of the following sources to learn about City issues, activities, events and services:

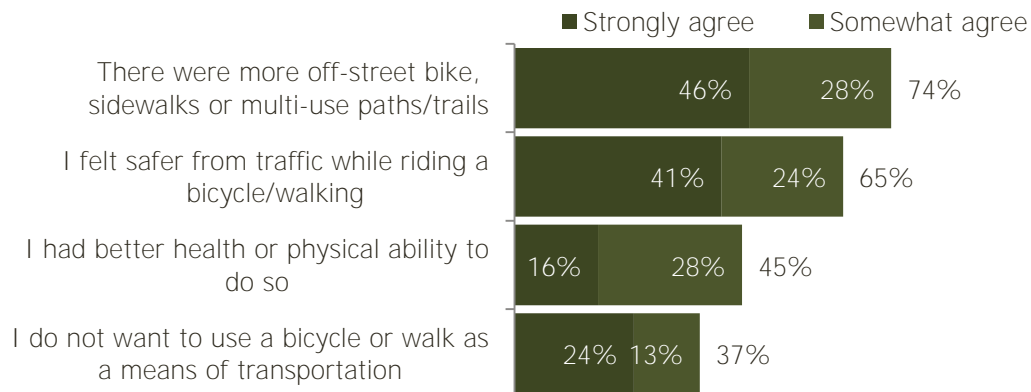


About three-quarters of survey respondents reported they would ride a bicycle or walk more often if there were more off-street bike, sidewalks or multi-use paths and roughly two-thirds would use alternative transportation if they felt safer from traffic. Four in five residents agreed that they would bike or walk more if they were in better health or physically able. About one-third of participants indicated they did not want to ride a bike or walk as a means of transportation.

Figure 8: Improving Alternative Transportation Use

To what extent do you agree or disagree that each of the following would increase your use of a bicycle or walking as a means of alternative transportation:

I would ride a bicycle or walk more often if...

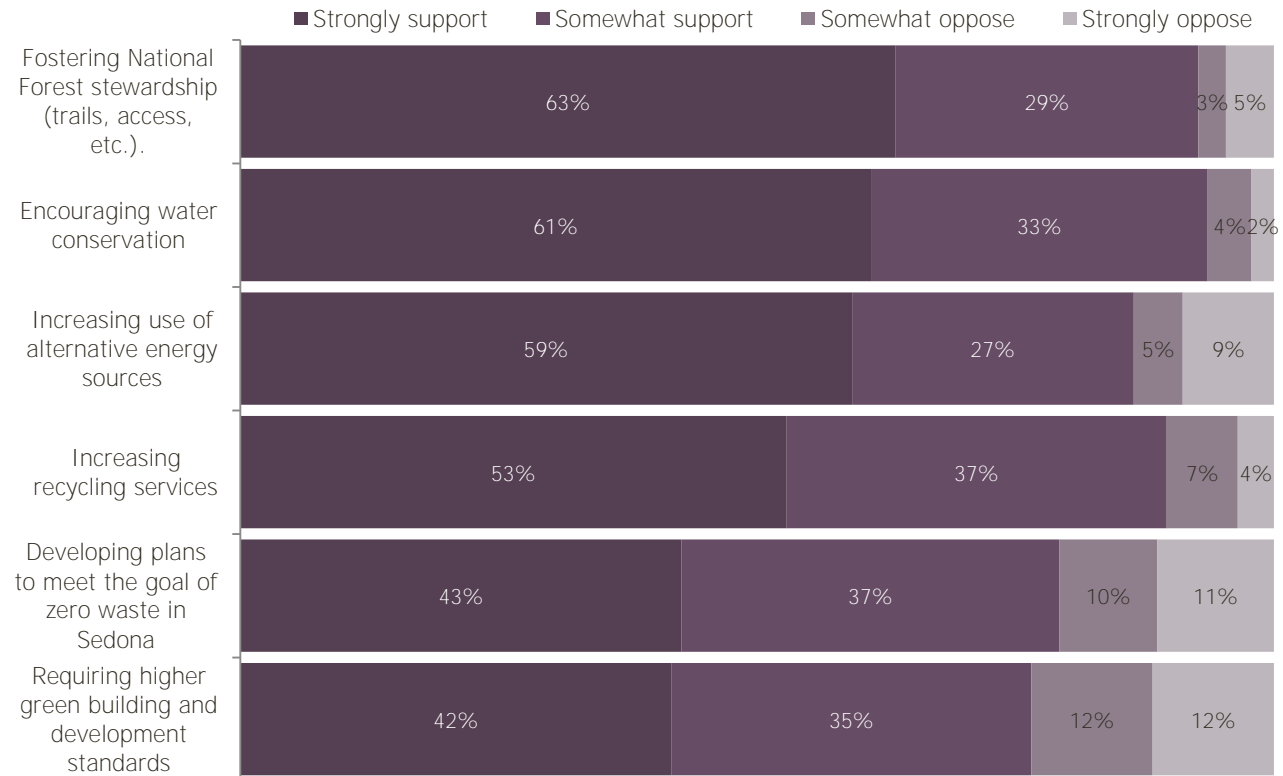


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The City also asked residents about their support for investing in sustainability policies and programs. Overall, a majority of respondents supported each measure, with about 4 in 10 strongly supporting each. Around 6 in 10 respondents strongly supported fostering National Forest stewardship, encouraging water conservation and increasing the use of alternative energy sources, while less than 1 in 10 strongly opposed these measures.

Figure 9: Support for Sustainability Policies and Programs

To what extent do you support or oppose the City investing in creating sustainability policies and programs in the following areas:

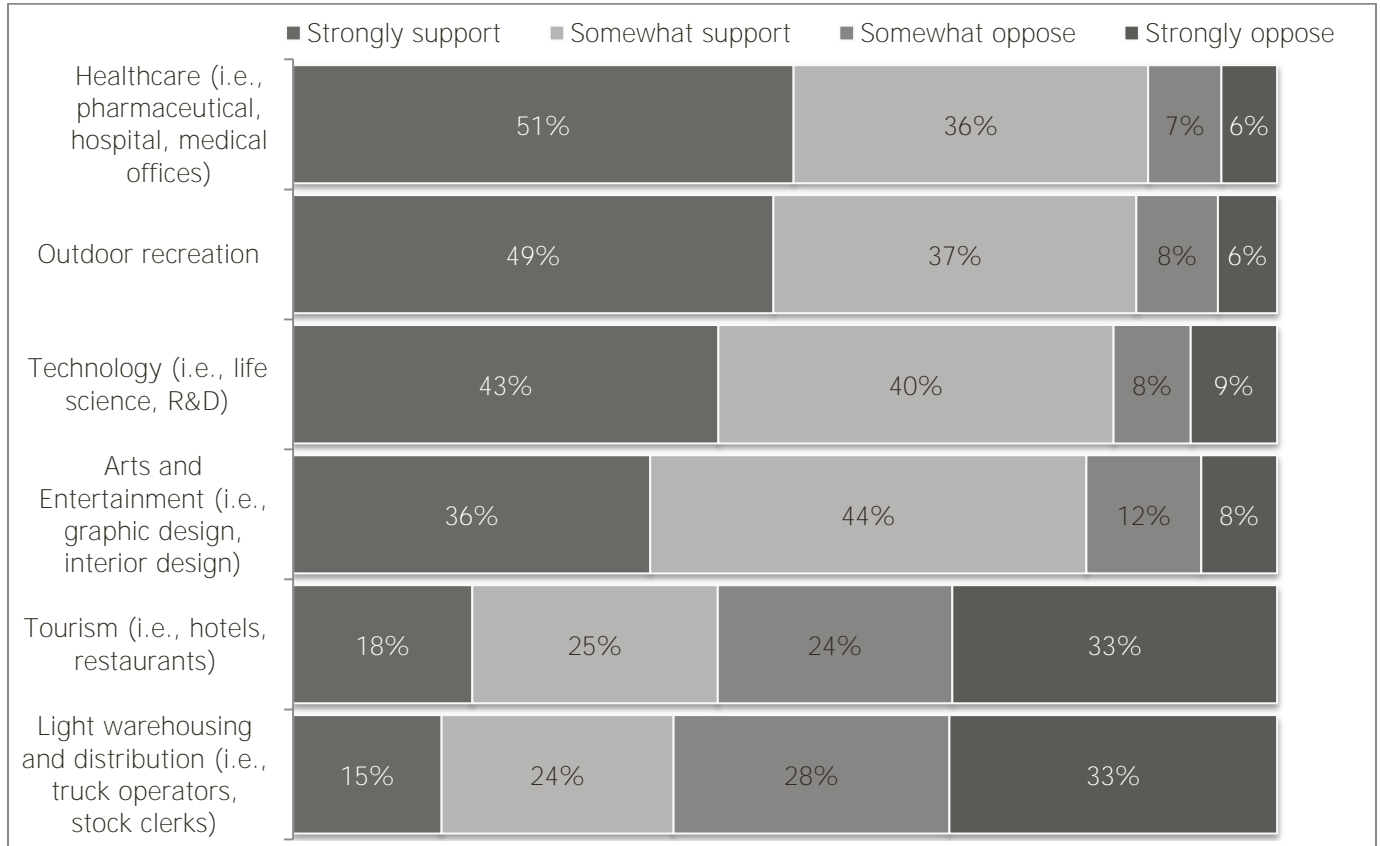


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Finally, the City **sought to understand residents' levels of support for Sedona encouraging economic growth in six possible industries**. At least 8 in 10 respondents supported growth in the healthcare, outdoor recreation, technology and arts and entertainment industries. Survey participants were less supportive of increasing tourism or warehouse and distribution businesses, with about 4 in 10 supporting growth in each of these areas.

Figure 10: Support for Growth Industries

To what extent would you support or oppose the City of Sedona encouraging growth in the following types of businesses/industries?



Conclusions

The Natural Environment is a key part of Sedona's identity residents want to protect.

Survey participants not only prioritized Natural Environment as a key focus area for Sedona in the coming years, but also rated aspects of this facet positively and generally higher than or similar to the national averages. Within Community Characteristics, about 9 in 10 respondents felt positively about the City's overall natural environment, cleanliness and air quality. Garbage collection and recycling received strong ratings within Governance and at least three-quarters of residents reported recycling at home, conserving water and making efforts to make their homes more energy efficient. **Additionally, respondents' scores for recycling services as well as participation in this area increased from 2007 to 2017.** Further, when asked to select up to three service areas for the City to contribute additional funding to expand services, one-third of respondents selected recycling services.

The survey also sought input from residents on different types of businesses or industries the City should encourage in Sedona. A majority of survey participants (86%) supported encouraging growth in the outdoor recreation industry. Finally, when asked about investing in sustainability policies and programs in Sedona, around 6 in 10 respondents strongly supported fostering National Forest stewardship, encouraging water conservation and increasing the use of alternative energy sources, while less than 1 in 10 strongly opposed these measures.

Residents are engaged in their community but have concerns about local government performance.

Sedona residents reported higher rates of volunteering, participating in a club, attending local public meetings, voting in local elections, campaigning and contacting local elected officials than other residents around the country. Respondents were also particularly pleased with opportunities to volunteer compared to the national average and many gave high marks to the opportunity to participate in community matters (similar to the nation). Around 4 in 10 felt that the City government did an excellent or good job welcoming citizen involvement and that the value of services they received for the taxes paid was excellent or good, but both of these aspects decreased since the last survey administration. While residents engaged in community activities, they gave lower evaluations than those seen elsewhere to the overall direction of Sedona, confidence in government, the City acting in the best interest of the community, confidence in the City, being honest and treating all residents fairly. The City might consider additional efforts to communicate its willingness to involve residents in local government to build trust. Since respondents indicated they were likely to use local newspapers, word-of-mouth and the City website for information about the City of Sedona, communicating about the decision-making process via these avenues could **help bolster residents' feelings about** the civic process and government actions.

Housing and affordability are areas of opportunity for the City.

Residents were pleased with the overall built environment of Sedona and their neighborhoods as places to live; **however, respondents' evaluations of new development, the availability of affordable quality housing and variety of housing options lagged behind national comparisons.** While the City as a place to visit and resident optimism about the economy received above-average ratings, Sedona participants were less pleased with the cost of living, the city as a place to work and employment or shopping opportunities compared to other communities. Residents also reported higher levels of housing cost stress than elsewhere. When asked about city investment priorities, about half of respondents would like to ensure housing for those who work in Sedona, which may be particularly important in Sedona since more residents reported working in the city compared to communities nationwide.

Mobility still presents opportunities for improvement.

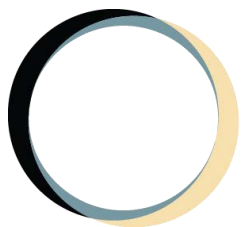
Sedona residents also indicated that Mobility is an important focus area for the City in the future. Survey respondents felt more positively about the availability of paths and walking trails than residents from comparison communities, but evaluations for overall ease of travel, travel by public transit and car, public parking, traffic flow and bus or transit services were lower than those seen across the nation. Sedona residents were also less likely to have taken public transportation instead of driving than residents elsewhere. However, ratings increased from 2007 to 2017 for ease of travel by bicycle and walking, street cleaning and lighting and sidewalk maintenance. When asked about investment priorities, about one-third of respondents would like the City to increase the walkability and bikeability of the community. About three-quarters indicated they would use alternative transportation modes more often if there were more off-street bike, sidewalks or multi-use paths or trails.

THE NCSTM
The National Citizen SurveyTM

Sedona, AZ

Trends over Time

DRAFT
2017



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. **The NCS captures residents' opinions within the three pillars of a community** (Community Characteristics, Governance and Participation) across eight central facets of community (Safety, Mobility, Natural Environment, Built Environment, Economy, Recreation and Wellness, Education and Enrichment and Community Engagement). This report discusses trends over time, comparing the 2017 ratings for the City of Sedona to its previous survey results in 2002, 2004 and 2007. Additional reports and technical appendices are available under separate cover.

Trend data for Sedona represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially, represent opportunities for understanding how local **policies, programs or public information may have affected residents' opinions.**

Meaningful differences between survey years have been noted within the following tables as being **“higher” or “lower”** if the differences are greater than six percentage points between the 2007 and 2017 surveys, otherwise the comparisons between 2007 and 2017 are noted as being **“similar.”** Additionally, benchmark comparisons for all survey years are presented for reference. Changes in the benchmark comparison over time can be impacted by various trends, including varying survey cycles for the individual communities that comprise the benchmarks, regional and national economic or other events, as well as emerging survey methodologies.

Overall, ratings in Sedona for 2017 generally remained stable. Of the 54 items for which comparisons were available, 32 items were rated similarly in 2007 and 2017, eight items showed a decrease in ratings and 14 showed an increase in ratings. Notable trends over time included the following:

- Within the pillar of Community Characteristics, five aspects increased and one decreased since 2007. While survey participants gave less positive scores to ease of travel by car over time, evaluations of ease of travel by bicycle and walking were higher in 2017. Additionally, residents were awarded higher marks to recreational opportunities, availability of affordable quality child care/preschool and the overall appearance of the community since the last iteration of the survey.
- Residents' ratings for Government services and amenities provided by Sedona largely remained stable over time with six increases and four decreases in 2017. Residents were more pleased in 2017 than in 2007 with services and amenities related to Mobility (street cleaning and lighting, sidewalk maintenance), as well as recycling; land use, planning and zoning; and City parks. Alternatively, four aspects of Community Engagement decreased since 2007, including the overall direction of the community, value of services for taxes paid, the City government welcoming citizen involvement and attendance of local public meetings.
- In 2017, more residents reported recycling at home and voting in local elections and were more likely to have a positive economic outlook than in 2007. Conversely, Sedona respondents indicated they had used public libraries and contacted City employees at lower rates than in 2007.

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Table 1: Community Characteristics General

| | Percent rating positively (e.g., excellent/good) | | | | 2017 rating compared to 2007 | Comparison to benchmark | | | |
|-------------------------|--|------|------|------|------------------------------|-------------------------|-------------|-------------|------------|
| | 2002 | 2004 | 2007 | 2017 | | 2002 | 2004 | 2007 | 2017 |
| Overall quality of life | 81% | 83% | 84% | 85% | Similar | Similar | Similar | Higher | Similar |
| Overall image | NA | NA | NA | 82% | NA | NA | NA | NA | Higher |
| Place to live | 83% | 88% | 91% | 90% | Similar | Higher | Higher | Much higher | Similar |
| Neighborhood | 87% | 88% | 89% | 92% | Similar | Much higher | Higher | Much higher | Similar |
| Place to raise children | 65% | 56% | 54% | 50% | Similar | Lower | Much lower | Much lower | Much lower |
| Place to retire | 80% | 81% | 79% | 79% | Similar | Much higher | Much higher | Much higher | Higher |
| Overall appearance | 75% | 85% | 81% | 90% | Higher | Higher | Much higher | Much higher | Higher |

Table 2: Community Characteristics by Facet

| | | Percent rating positively (e.g., excellent/good, very/somewhat safe) | | | | 2017 rating compared to 2007 | Comparison to benchmark | | | |
|-------------------|----------------------------------|--|------|------|------|------------------------------|-------------------------|------------|-------------|------------|
| | | 2002 | 2004 | 2007 | 2017 | | 2002 | 2004 | 2007 | 2017 |
| Safety | Overall feeling of safety | NA | NA | NA | 97% | NA | NA | NA | NA | Higher |
| | Safe in neighborhood | 97% | 97% | 97% | 98% | Similar | Higher | Higher | Much higher | Similar |
| | Safe downtown/commercial area | 90% | 93% | 95% | 96% | Similar | Much higher | Higher | Much higher | Similar |
| | Overall ease of travel | NA | NA | NA | 52% | NA | NA | NA | NA | Lower |
| | Paths and walking trails | NA | NA | NA | 83% | NA | NA | NA | NA | Higher |
| | Ease of walking | NA | NA | 47% | 62% | Higher | NA | NA | Much lower | Similar |
| | Travel by bicycle | NA | NA | 21% | 46% | Higher | NA | NA | Much lower | Similar |
| Mobility | Travel by public transportation | NA | NA | NA | 13% | NA | NA | NA | NA | Much lower |
| | Travel by car | 39% | 46% | 44% | 38% | Lower | Lower | Similar | Lower | Lower |
| | Public parking | NA | NA | NA | 32% | NA | NA | NA | NA | Lower |
| | Traffic flow | 25% | 22% | 23% | 24% | Similar | NA | NA | NA | Lower |
| | Overall natural environment | NA | NA | NA | 96% | NA | NA | NA | NA | Higher |
| | Cleanliness | NA | NA | NA | 95% | NA | NA | NA | NA | Higher |
| | Air quality | NA | NA | NA | 90% | NA | NA | NA | NA | Higher |
| Built Environment | Overall built environment | NA | NA | NA | 55% | NA | NA | NA | NA | Similar |
| | New development in Sedona | NA | NA | NA | 39% | NA | NA | NA | NA | Lower |
| | Affordable quality housing | 10% | 11% | 11% | 15% | Similar | Much lower | Much lower | Much lower | Much lower |
| | Housing options | NA | NA | NA | 24% | NA | NA | NA | NA | Much lower |
| Economy | Public places | NA | NA | NA | 67% | NA | NA | NA | NA | Similar |
| | Overall economic health | NA | NA | NA | 57% | NA | NA | NA | NA | Similar |
| | Vibrant downtown/commercial area | NA | NA | NA | 47% | NA | NA | NA | NA | Similar |

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| | | Percent rating positively (e.g., excellent/good, very/somewhat safe) | | | | 2017 rating compared to 2007 | Comparison to benchmark | | | |
|--------------------------|---|--|------|------|------|------------------------------|-------------------------|------------|-------------|-------------|
| | | 2002 | 2004 | 2007 | 2017 | | 2002 | 2004 | 2007 | 2017 |
| | Business and services | NA | NA | NA | 51% | NA | NA | NA | NA | Similar |
| | Cost of living | NA | NA | NA | 21% | NA | NA | NA | NA | Lower |
| | Shopping opportunities | NA | NA | NA | 35% | NA | NA | NA | NA | Lower |
| | Employment opportunities | NA | NA | NA | 18% | NA | NA | NA | NA | Lower |
| | Place to visit | NA | NA | NA | 94% | NA | NA | NA | NA | Much higher |
| | Place to work | NA | NA | 37% | 35% | Similar | NA | NA | Much lower | Lower |
| Recreation and Wellness | Health and wellness | NA | NA | NA | 59% | NA | NA | NA | NA | Similar |
| | Mental health care | NA | NA | NA | 27% | NA | NA | NA | NA | Lower |
| | Preventive health services | NA | NA | NA | 42% | NA | NA | NA | NA | Lower |
| | Health care | 33% | 37% | 34% | 36% | Similar | Lower | Much lower | Much lower | Lower |
| | Food | NA | NA | NA | 55% | NA | NA | NA | NA | Similar |
| | Recreational opportunities | 59% | NA | 70% | 82% | Higher | Similar | NA | Much higher | Higher |
| | Fitness opportunities | NA | NA | NA | 80% | NA | NA | NA | NA | Similar |
| Education and Enrichment | Religious or spiritual events and activities | NA | NA | NA | 86% | NA | NA | NA | NA | Similar |
| | Cultural/arts/music activities | NA | 67% | 63% | 66% | Similar | NA | Higher | Much higher | Similar |
| | Adult education | NA | NA | NA | 39% | NA | NA | NA | NA | Lower |
| | K-12 education | NA | NA | NA | 37% | NA | NA | NA | NA | Much lower |
| | Child care/preschool | 10% | 9% | 12% | 25% | Higher | Much lower | Much lower | Much lower | Much lower |
| Community Engagement | Social events and activities | NA | NA | NA | 61% | NA | NA | NA | NA | Similar |
| | Neighborliness | NA | NA | NA | 63% | NA | NA | NA | NA | Similar |
| | Openness and acceptance | NA | NA | NA | 62% | NA | NA | NA | NA | Similar |
| | Opportunities to participate in community matters | NA | NA | NA | 69% | NA | NA | NA | NA | Similar |
| | Opportunities to volunteer | NA | NA | NA | 84% | NA | NA | NA | NA | Higher |

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Table 3: Governance General

| | Percent rating positively (e.g., excellent/good) | | | | 2017 rating compared to 2007 | Comparison to benchmark | | | |
|---|--|------|------|------|------------------------------|-------------------------|------------|-------------|---------|
| | 2002 | 2004 | 2007 | 2017 | | 2002 | 2004 | 2007 | 2017 |
| Services provided by Sedona | 72% | 68% | 66% | 68% | Similar | Similar | Lower | Similar | Similar |
| Customer service | 79% | 81% | 78% | 75% | Similar | Similar | Similar | Much higher | Similar |
| Value of services for taxes paid | NA | NA | 55% | 43% | Lower | NA | NA | Similar | Similar |
| Overall direction | 39% | 38% | 38% | 31% | Lower | Much lower | Much lower | Much lower | Lower |
| Welcoming citizen involvement | 57% | 65% | 61% | 48% | Lower | Similar | Higher | Similar | Similar |
| Confidence in City government | NA | NA | NA | 35% | NA | NA | NA | NA | Lower |
| Acting in the best interest of Sedona | NA | NA | NA | 34% | NA | NA | NA | NA | Lower |
| Being honest | NA | NA | NA | 40% | NA | NA | NA | NA | Lower |
| Treating all residents fairly | NA | NA | NA | 42% | NA | NA | NA | NA | Lower |
| Services provided by the Federal Government | 40% | 40% | 32% | 38% | Similar | Similar | Similar | Much lower | Similar |

Table 4: Governance by Facet

| | | Percent rating positively (e.g., excellent/good) | | | | 2017 rating compared to 2007 | Comparison to benchmark | | | |
|---------------------|----------------------------|--|------|------|------|------------------------------|-------------------------|------------|-------------|------------|
| | | 2002 | 2004 | 2007 | 2017 | | 2002 | 2004 | 2007 | 2017 |
| Safety | Police | 89% | 80% | 84% | 83% | Similar | Higher | Similar | Much higher | Similar |
| | Fire | NA | NA | NA | 94% | NA | NA | NA | NA | Similar |
| | Ambulance/EMS | NA | NA | NA | 90% | NA | NA | NA | NA | Similar |
| | Crime prevention | 82% | 73% | 81% | 85% | Similar | Higher | Similar | Much higher | Higher |
| | Fire prevention | NA | NA | NA | 81% | NA | NA | NA | NA | Similar |
| | Animal control | 79% | 71% | 75% | 70% | Similar | Higher | Similar | Much higher | Similar |
| | Emergency preparedness | NA | NA | NA | 47% | NA | NA | NA | NA | Lower |
| | Traffic enforcement | 65% | 59% | 65% | 60% | Similar | Similar | Similar | Similar | Similar |
| | Street repair | NA | 50% | 44% | 48% | Similar | NA | Similar | Similar | Similar |
| | Street cleaning | 72% | 63% | 52% | 60% | Higher | Similar | Similar | Lower | Similar |
| Mobility | Street lighting | 49% | 46% | 47% | 70% | Higher | Much lower | Much lower | Much lower | Similar |
| | Snow removal | NA | NA | NA | 57% | NA | NA | NA | NA | Similar |
| | Sidewalk maintenance | 67% | 55% | 56% | 72% | Higher | Higher | Similar | Similar | Similar |
| | Traffic signal timing | NA | NA | NA | 45% | NA | NA | NA | NA | Similar |
| | Bus or transit services | NA | NA | 32% | 33% | Similar | NA | NA | Much lower | Lower |
| | Garbage collection | NA | NA | NA | 88% | NA | NA | NA | NA | Similar |
| | Recycling | NA | NA | 70% | 80% | Higher | NA | NA | Similar | Similar |
| | Yard waste pick-up | NA | NA | NA | 44% | NA | NA | NA | NA | Much lower |
| | Drinking water | NA | NA | NA | 63% | NA | NA | NA | NA | Similar |
| | Natural areas preservation | NA | NA | NA | 63% | NA | NA | NA | NA | Similar |
| Natural Environment | Open space | NA | NA | NA | 59% | NA | NA | NA | NA | Similar |

The National Citizen Survey™

| | | Percent rating positively (e.g., excellent/good) | | | | 2017 rating compared to 2007 | Comparison to benchmark | | | |
|--------------------------|-------------------------------|--|------|------|------|------------------------------|-------------------------|------------|-------------|---------|
| | | 2002 | 2004 | 2007 | 2017 | | 2002 | 2004 | 2007 | 2017 |
| Built Environment | Storm drainage | 39% | 44% | 49% | 51% | Similar | Much lower | Lower | Lower | Similar |
| | Sewer services | 49% | 59% | 63% | 68% | Similar | Much lower | Lower | Much lower | Similar |
| | Power utility | NA | NA | NA | 68% | NA | NA | NA | NA | Similar |
| | Utility billing | NA | NA | NA | 63% | NA | NA | NA | NA | Similar |
| | Land use, planning and zoning | 27% | 33% | 27% | 34% | Higher | Much lower | Lower | Much lower | Similar |
| | Code enforcement | 53% | 55% | 49% | 46% | Similar | Similar | Similar | Similar | Similar |
| Economy | Economic development | NA | 42% | NA | 42% | Similar | NA | Lower | NA | Similar |
| Recreation and Wellness | City parks | 63% | 74% | 71% | 77% | Higher | Much lower | Similar | Lower | Similar |
| | Recreation programs | 61% | 63% | 66% | 54% | Lower | Much lower | Similar | Lower | Lower |
| | Recreation facilities | NA | NA | NA | 62% | NA | NA | NA | NA | Similar |
| | Health services | NA | 47% | 51% | 46% | Similar | NA | Much lower | Much lower | Lower |
| Education and Enrichment | Special events | NA | NA | NA | 54% | NA | NA | NA | NA | Similar |
| | Public libraries | 90% | 92% | 93% | 89% | Similar | Higher | Higher | Much higher | Similar |
| Community Engagement | Public information | NA | NA | 68% | 63% | Similar | NA | NA | Higher | Similar |

Table 5: Participation General

| | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | | | 2017 rating compared to 2007 | Comparison to benchmark | | | |
|----------------------------|---|------|------|------|------------------------------|-------------------------|---------|-------|---------|
| | 2002 | 2004 | 2007 | 2017 | | 2002 | 2004 | 2007 | 2017 |
| Sense of community | 48% | 56% | 54% | 49% | Similar | Lower | Similar | Lower | Similar |
| Recommend Sedona | NA | NA | NA | 80% | NA | NA | NA | NA | Similar |
| Remain in Sedona | NA | NA | NA | 85% | NA | NA | NA | NA | Similar |
| Contacted Sedona employees | 66% | 59% | 71% | 52% | Lower | NA | NA | NA | Similar |

Table 6: Participation by Facet

| | | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | | | 2017 rating compared to 2007 | Comparison to benchmark | | | |
|----------|---|---|------|------|------|------------------------------|-------------------------|------|------|------------|
| | | 2002 | 2004 | 2007 | 2017 | | 2002 | 2004 | 2007 | 2017 |
| Safety | Stocked supplies for an emergency | NA | NA | NA | 33% | NA | NA | NA | NA | Similar |
| | Did NOT report a crime | NA | NA | NA | 84% | NA | NA | NA | NA | Similar |
| | Was NOT the victim of a crime | 94% | 88% | 90% | 93% | Similar | NA | NA | NA | Similar |
| Mobility | Used public transportation instead of driving | NA | NA | NA | 7% | NA | NA | NA | NA | Much lower |
| | Carpooled instead of driving alone | NA | NA | NA | 51% | NA | NA | NA | NA | Similar |
| | Walked or biked instead of driving | NA | NA | NA | 61% | NA | NA | NA | NA | Similar |

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| | | Percent rating positively (e.g., always/sometimes, more than once a month, yes) | | | | 2017 rating compared to 2007 | Comparison to benchmark | | | |
|--------------------------|--|---|------|------|------|------------------------------|-------------------------|------|-------------|------|
| | | 2002 | 2004 | 2007 | 2017 | | 2002 | 2004 | 2007 | 2017 |
| Natural Environment | Conserved water | NA | NA | NA | 87% | NA | NA | NA | Similar | |
| | Made home more energy efficient | NA | NA | NA | 77% | NA | NA | NA | Similar | |
| | Recycled at home | NA | 82% | 88% | 94% | Higher | NA | NA | Similar | |
| Built Environment | Did NOT observe a code violation | NA | NA | NA | 59% | NA | NA | NA | Similar | |
| | NOT under housing cost stress | NA | NA | NA | 58% | NA | NA | NA | Lower | |
| Economy | Purchased goods or services in Sedona | NA | NA | NA | 97% | NA | NA | NA | Similar | |
| | Economy will have positive impact on income | 13% | 36% | 23% | 40% | Higher | NA | NA | Higher | |
| Recreation and Wellness | Work in Sedona | NA | NA | NA | 54% | NA | NA | NA | Higher | |
| | Visited a City park | 83% | 83% | 79% | 83% | Similar | NA | NA | Similar | |
| | Ate 5 portions of fruits and vegetables | NA | NA | NA | 88% | NA | NA | NA | Similar | |
| | Participated in moderate or vigorous physical activity | NA | NA | NA | 88% | NA | NA | NA | Similar | |
| | In very good to excellent health | NA | NA | NA | 74% | NA | NA | NA | Similar | |
| Education and Enrichment | Used Sedona public libraries | 89% | 84% | 88% | 74% | Lower | NA | NA | Higher | |
| | Participated in religious or spiritual activities | NA | NA | NA | 50% | NA | NA | NA | Similar | |
| | Attended a City-sponsored event | NA | NA | NA | 58% | NA | NA | NA | Similar | |
| Community Engagement | Campaigned for an issue, cause or candidate | NA | NA | NA | 41% | NA | NA | NA | Higher | |
| | Contacted Sedona elected officials | NA | NA | NA | 30% | NA | NA | NA | Higher | |
| | Volunteered | 63% | 66% | 67% | 61% | Similar | NA | NA | Much higher | |
| | Participated in a club | NA | NA | NA | 48% | NA | NA | NA | Much higher | |
| | Talked to or visited with neighbors | NA | NA | NA | 92% | NA | NA | NA | Similar | |
| | Done a favor for a neighbor | NA | NA | NA | 84% | NA | NA | NA | Similar | |
| | Attended a local public meeting | 49% | 50% | 56% | 38% | Lower | NA | NA | Higher | |
| | Watched a local public meeting | NA | NA | NA | 18% | NA | NA | NA | Similar | |
| | Read or watched local news | NA | NA | NA | 84% | NA | NA | NA | Similar | |
| | Voted in local elections | 78% | 65% | 79% | 92% | Higher | NA | NA | Higher | |

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Sedona, AZ

Technical Appendices
DRAFT
2017

Contents

Appendix A: Complete Survey Responses 1

Appendix B: Benchmark Comparisons21

Appendix C: Detailed Survey Methods31

Appendix D: Survey Materials36

Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

| Please rate each of the following aspects of quality of life in Sedona: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|-----------|-------|------|-------|------|-------|------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Sedona as a place to live | 41% | N=204 | 49% | N=248 | 8% | N=42 | 1% | N=7 | 100% | N=501 |
| Your neighborhood as a place to live | 47% | N=236 | 45% | N=222 | 7% | N=34 | 1% | N=6 | 100% | N=498 |
| Sedona as a place to raise children | 21% | N=76 | 29% | N=103 | 27% | N=99 | 23% | N=83 | 100% | N=360 |
| Sedona as a place to work | 12% | N=50 | 23% | N=91 | 31% | N=125 | 33% | N=132 | 100% | N=398 |
| Sedona as a place to visit | 65% | N=313 | 29% | N=141 | 6% | N=27 | 0% | N=2 | 100% | N=483 |
| Sedona as a place to retire | 43% | N=186 | 35% | N=153 | 15% | N=64 | 7% | N=28 | 100% | N=431 |
| The overall quality of life in Sedona | 32% | N=158 | 54% | N=267 | 13% | N=64 | 2% | N=8 | 100% | N=498 |

Table 2: Question 2

| Please rate each of the following characteristics as they relate to Sedona as a whole: | Excellent | | Good | | Fair | | Poor | | Total | |
|---|-----------|-------|------|-------|------|-------|------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Overall feeling of safety in Sedona | 58% | N=288 | 40% | N=199 | 3% | N=14 | 0% | N=0 | 100% | N=501 |
| Overall ease of getting to the places you usually have to visit | 15% | N=76 | 37% | N=186 | 31% | N=156 | 16% | N=81 | 100% | N=499 |
| Quality of overall natural environment in Sedona | 68% | N=336 | 28% | N=139 | 3% | N=14 | 1% | N=6 | 100% | N=495 |
| Overall “built environment” of Sedona (including overall design, buildings, parks and transportation systems) | 13% | N=62 | 42% | N=208 | 34% | N=169 | 11% | N=54 | 100% | N=492 |
| Health and wellness opportunities in Sedona | 17% | N=81 | 43% | N=207 | 26% | N=125 | 15% | N=72 | 100% | N=485 |
| Overall opportunities for education and enrichment | 10% | N=47 | 32% | N=144 | 36% | N=165 | 22% | N=98 | 100% | N=455 |
| Overall economic health of Sedona | 12% | N=56 | 45% | N=207 | 35% | N=163 | 8% | N=37 | 100% | N=463 |
| Sense of community | 14% | N=69 | 35% | N=170 | 30% | N=146 | 21% | N=100 | 100% | N=485 |
| Overall image or reputation of Sedona | 37% | N=186 | 45% | N=223 | 16% | N=80 | 2% | N=8 | 100% | N=498 |

Table 3: Question 3

| Please indicate how likely or unlikely you are to do each of the following: | Very likely | | Somewhat likely | | Somewhat unlikely | | Very unlikely | | Total | |
|---|-------------|-------|-----------------|-------|-------------------|------|---------------|------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Recommend living in Sedona to someone who asks | 35% | N=177 | 45% | N=224 | 12% | N=60 | 8% | N=39 | 100% | N=500 |
| Remain in Sedona for the next five years | 62% | N=304 | 23% | N=112 | 7% | N=37 | 8% | N=39 | 100% | N=492 |

Table 4: Question 4

| Please rate how safe or unsafe you feel: | Very safe | | Somewhat safe | | Neither safe nor unsafe | | Somewhat unsafe | | Very unsafe | | Total | |
|---|-----------|-------|---------------|------|-------------------------|------|-----------------|-----|-------------|-----|-------|-------|
| | % | N | % | N | % | N | % | N | % | N | % | N |
| In your neighborhood during the day | 89% | N=444 | 9% | N=47 | 1% | N=7 | 1% | N=3 | 0% | N=0 | 100% | N=501 |
| In Sedona’s downtown/commercial area during the day | 76% | N=372 | 20% | N=98 | 4% | N=18 | 0% | N=1 | 0% | N=1 | 100% | N=490 |

Table 5: Question 5

| Please rate each of the following characteristics as they relate to Sedona as a whole: | Excellent | | Good | | Fair | | Poor | | Total | |
|--|-----------|-------|------|-------|------|-------|------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Traffic flow on major streets | 2% | N=11 | 22% | N=110 | 30% | N=152 | 45% | N=227 | 100% | N=500 |
| Ease of public parking | 4% | N=21 | 27% | N=133 | 34% | N=166 | 35% | N=169 | 100% | N=488 |
| Ease of travel by car in Sedona | 4% | N=21 | 34% | N=167 | 37% | N=182 | 26% | N=128 | 100% | N=498 |
| Ease of travel by public transportation in Sedona | 3% | N=8 | 10% | N=25 | 27% | N=66 | 60% | N=149 | 100% | N=249 |
| Ease of travel by bicycle in Sedona | 9% | N=29 | 37% | N=124 | 33% | N=108 | 21% | N=70 | 100% | N=331 |
| Ease of walking in Sedona | 22% | N=107 | 40% | N=193 | 24% | N=115 | 14% | N=66 | 100% | N=482 |
| Availability of paths and walking trails | 43% | N=209 | 41% | N=198 | 11% | N=53 | 6% | N=28 | 100% | N=488 |
| Air quality | 48% | N=237 | 42% | N=211 | 9% | N=43 | 1% | N=6 | 100% | N=498 |
| Cleanliness of Sedona | 50% | N=250 | 45% | N=227 | 4% | N=22 | 0% | N=2 | 100% | N=502 |
| Overall appearance of Sedona | 44% | N=220 | 46% | N=228 | 9% | N=47 | 1% | N=6 | 100% | N=500 |
| Public places where people want to spend time | 24% | N=114 | 44% | N=211 | 18% | N=88 | 14% | N=70 | 100% | N=483 |
| Variety of housing options | 4% | N=21 | 20% | N=90 | 33% | N=153 | 43% | N=195 | 100% | N=459 |
| Availability of affordable quality housing | 3% | N=13 | 12% | N=55 | 22% | N=96 | 63% | N=280 | 100% | N=444 |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 33% | N=161 | 47% | N=233 | 14% | N=71 | 6% | N=28 | 100% | N=492 |
| Recreational opportunities | 36% | N=174 | 46% | N=223 | 15% | N=73 | 3% | N=17 | 100% | N=488 |
| Availability of affordable quality food | 17% | N=83 | 39% | N=193 | 31% | N=156 | 14% | N=69 | 100% | N=501 |
| Availability of affordable quality health care | 7% | N=33 | 29% | N=140 | 37% | N=177 | 27% | N=128 | 100% | N=478 |
| Availability of preventive health services | 7% | N=28 | 35% | N=148 | 38% | N=159 | 21% | N=86 | 100% | N=421 |
| Availability of affordable quality mental health care | 5% | N=13 | 22% | N=55 | 32% | N=80 | 41% | N=104 | 100% | N=251 |

Table 6: Question 6

| Please rate each of the following characteristics as they relate to Sedona as a whole: | Excellent | | Good | | Fair | | Poor | | Total | |
|--|-----------|-------|------|-------|------|-------|------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Availability of affordable quality child care/preschool | 2% | N=3 | 23% | N=37 | 37% | N=59 | 38% | N=61 | 100% | N=159 |
| K-12 education | 5% | N=12 | 32% | N=82 | 35% | N=90 | 28% | N=72 | 100% | N=257 |
| Adult educational opportunities | 7% | N=25 | 32% | N=120 | 31% | N=116 | 29% | N=109 | 100% | N=371 |
| Opportunities to attend cultural/arts/music activities | 26% | N=123 | 41% | N=195 | 29% | N=138 | 5% | N=25 | 100% | N=480 |
| Opportunities to participate in religious or spiritual events and activities | 31% | N=129 | 55% | N=228 | 12% | N=50 | 2% | N=8 | 100% | N=415 |
| Employment opportunities | 2% | N=9 | 16% | N=61 | 33% | N=130 | 49% | N=193 | 100% | N=393 |
| Shopping opportunities | 8% | N=37 | 28% | N=137 | 37% | N=182 | 28% | N=137 | 100% | N=493 |
| Cost of living in Sedona | 1% | N=5 | 20% | N=97 | 48% | N=235 | 31% | N=155 | 100% | N=492 |
| Overall quality of business and service establishments in Sedona | 7% | N=35 | 44% | N=217 | 37% | N=180 | 12% | N=59 | 100% | N=490 |
| Vibrant downtown/commercial area | 14% | N=68 | 33% | N=157 | 35% | N=169 | 18% | N=87 | 100% | N=481 |
| Overall quality of new development in Sedona | 5% | N=21 | 34% | N=149 | 40% | N=175 | 21% | N=90 | 100% | N=435 |
| Opportunities to participate in social events and activities | 20% | N=96 | 41% | N=193 | 31% | N=148 | 8% | N=37 | 100% | N=474 |
| Opportunities to volunteer | 34% | N=153 | 50% | N=229 | 15% | N=67 | 1% | N=5 | 100% | N=455 |
| Opportunities to participate in community matters | 19% | N=85 | 50% | N=226 | 25% | N=111 | 6% | N=27 | 100% | N=449 |
| Openness and acceptance of the community toward people of diverse backgrounds | 20% | N=89 | 42% | N=187 | 25% | N=113 | 13% | N=56 | 100% | N=445 |
| Neighborliness of residents in Sedona | 20% | N=98 | 43% | N=211 | 24% | N=120 | 13% | N=63 | 100% | N=492 |

Table 7: Question 7

| Please indicate whether or not you have done each of the following in the last 12 months. | No | | Yes | | Total | |
|---|-----|-------|-----|-------|-------|-------|
| | % | N | % | N | % | N |
| Made efforts to conserve water | 13% | N=64 | 87% | N=433 | 100% | N=497 |
| Made efforts to make your home more energy efficient | 23% | N=115 | 77% | N=379 | 100% | N=495 |
| Observed a code violation or other hazard in Sedona (weeds, abandoned buildings, etc.) | 59% | N=291 | 41% | N=204 | 100% | N=495 |
| Household member was a victim of a crime in Sedona | 93% | N=462 | 7% | N=32 | 100% | N=494 |
| Reported a crime to the police in Sedona | 84% | N=415 | 16% | N=81 | 100% | N=496 |
| Stocked supplies in preparation for an emergency | 67% | N=331 | 33% | N=164 | 100% | N=495 |
| Campaigned or advocated for an issue, cause or candidate | 59% | N=291 | 41% | N=204 | 100% | N=495 |
| Contacted the City of Sedona (in-person, phone, email or web) for help or information | 48% | N=240 | 52% | N=257 | 100% | N=497 |
| Contacted Sedona elected officials (in-person, phone, email or web) to express your opinion | 70% | N=350 | 30% | N=147 | 100% | N=497 |

Table 8: Question 8

| In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Sedona? | 2 times a week or more | | 2-4 times a month | | Once a month or less | | Not at all | | Total | |
|---|------------------------|-------|-------------------|-------|----------------------|-------|------------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Visited a neighborhood park or City park | 17% | N=84 | 19% | N=95 | 47% | N=230 | 17% | N=85 | 100% | N=495 |
| Used Sedona public libraries or their services | 13% | N=63 | 26% | N=129 | 35% | N=173 | 26% | N=130 | 100% | N=495 |
| Participated in religious or spiritual activities in Sedona | 11% | N=53 | 23% | N=112 | 17% | N=83 | 50% | N=246 | 100% | N=494 |
| Attended a City-sponsored event | 1% | N=6 | 6% | N=29 | 51% | N=252 | 42% | N=207 | 100% | N=494 |
| Used bus, rail, subway or other public transportation instead of driving | 0% | N=1 | 2% | N=9 | 5% | N=25 | 93% | N=460 | 100% | N=494 |
| Carpooled with other adults or children instead of driving alone | 11% | N=54 | 15% | N=72 | 26% | N=126 | 49% | N=242 | 100% | N=494 |
| Walked or biked instead of driving | 17% | N=85 | 19% | N=93 | 25% | N=124 | 39% | N=193 | 100% | N=494 |
| Volunteered your time to some group/activity in Sedona | 14% | N=68 | 20% | N=97 | 27% | N=135 | 39% | N=194 | 100% | N=494 |
| Participated in a club | 11% | N=52 | 17% | N=84 | 20% | N=99 | 52% | N=258 | 100% | N=494 |
| Talked to or visited with your immediate neighbors | 40% | N=200 | 30% | N=151 | 21% | N=106 | 8% | N=40 | 100% | N=496 |
| Done a favor for a neighbor | 23% | N=112 | 23% | N=116 | 37% | N=186 | 16% | N=82 | 100% | N=495 |
| Used the Sedona Hub | 0% | N=1 | 2% | N=10 | 13% | N=64 | 85% | N=418 | 100% | N=492 |

Table 9: Question 9

| Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting? | 2 times a week or more | | 2-4 times a month | | Once a month or less | | Not at all | | Total | |
|--|------------------------|-----|-------------------|------|----------------------|-------|------------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Attended a local public meeting | 1% | N=3 | 3% | N=13 | 35% | N=170 | 62% | N=306 | 100% | N=492 |
| Watched (online or on television) a local public meeting | 1% | N=3 | 3% | N=16 | 14% | N=70 | 82% | N=405 | 100% | N=493 |

Table 10: Question 10

| Please rate the quality of each of the following services in Sedona: | Excellent | | Good | | Fair | | Poor | | Total | |
|--|-----------|-------|------|-------|------|-------|------|-------|-------|-------|
| Police/Sheriff services | 38% | N=166 | 46% | N=200 | 10% | N=46 | 6% | N=27 | 100% | N=439 |
| Fire services | 56% | N=236 | 38% | N=161 | 3% | N=14 | 3% | N=12 | 100% | N=423 |
| Ambulance or emergency medical services | 52% | N=195 | 39% | N=145 | 7% | N=26 | 3% | N=12 | 100% | N=377 |
| Crime prevention | 38% | N=141 | 47% | N=177 | 13% | N=49 | 2% | N=7 | 100% | N=374 |
| Fire prevention and education | 36% | N=125 | 45% | N=157 | 15% | N=53 | 4% | N=14 | 100% | N=348 |
| Traffic enforcement | 16% | N=71 | 43% | N=190 | 23% | N=102 | 17% | N=74 | 100% | N=438 |
| Street repair | 12% | N=54 | 36% | N=165 | 28% | N=131 | 24% | N=110 | 100% | N=459 |
| Street cleaning | 15% | N=65 | 45% | N=190 | 26% | N=110 | 14% | N=61 | 100% | N=426 |
| Street lighting | 21% | N=96 | 49% | N=229 | 18% | N=81 | 12% | N=57 | 100% | N=462 |
| Snow removal | 13% | N=42 | 44% | N=140 | 28% | N=90 | 14% | N=45 | 100% | N=316 |
| Sidewalk maintenance | 14% | N=59 | 57% | N=234 | 18% | N=73 | 10% | N=43 | 100% | N=409 |
| Traffic signal timing | 6% | N=30 | 39% | N=183 | 26% | N=122 | 29% | N=139 | 100% | N=475 |
| Bus or transit services | 7% | N=16 | 26% | N=61 | 30% | N=72 | 37% | N=88 | 100% | N=238 |
| Garbage collection | 39% | N=178 | 49% | N=229 | 9% | N=41 | 3% | N=15 | 100% | N=463 |
| Recycling | 35% | N=161 | 45% | N=210 | 16% | N=75 | 4% | N=19 | 100% | N=465 |
| Yard waste pick-up | 13% | N=39 | 31% | N=95 | 20% | N=61 | 36% | N=112 | 100% | N=306 |
| Storm drainage | 10% | N=41 | 41% | N=168 | 30% | N=124 | 19% | N=77 | 100% | N=410 |
| Drinking water | 23% | N=106 | 40% | N=190 | 19% | N=91 | 18% | N=83 | 100% | N=470 |
| Sewer services | 18% | N=75 | 50% | N=211 | 24% | N=101 | 8% | N=35 | 100% | N=422 |
| Power (electric and/or gas) utility | 19% | N=86 | 50% | N=232 | 27% | N=124 | 5% | N=23 | 100% | N=465 |
| Utility billing | 19% | N=88 | 45% | N=209 | 29% | N=134 | 8% | N=38 | 100% | N=469 |
| City parks | 23% | N=102 | 54% | N=241 | 17% | N=74 | 6% | N=27 | 100% | N=443 |
| Recreation programs or classes | 17% | N=56 | 37% | N=120 | 29% | N=95 | 17% | N=54 | 100% | N=326 |
| Recreation facilities | 14% | N=54 | 47% | N=180 | 25% | N=95 | 13% | N=51 | 100% | N=380 |
| Land use, planning and zoning | 7% | N=26 | 27% | N=105 | 38% | N=147 | 28% | N=108 | 100% | N=386 |
| Code enforcement (weeds, abandoned buildings, etc.) | 11% | N=39 | 35% | N=127 | 30% | N=108 | 24% | N=85 | 100% | N=359 |
| Animal control | 18% | N=62 | 53% | N=186 | 23% | N=82 | 7% | N=24 | 100% | N=354 |
| Economic development | 8% | N=28 | 34% | N=127 | 30% | N=111 | 28% | N=105 | 100% | N=371 |
| Health services | 9% | N=37 | 38% | N=158 | 32% | N=135 | 21% | N=90 | 100% | N=420 |
| Public library services | 49% | N=207 | 41% | N=174 | 9% | N=37 | 2% | N=8 | 100% | N=427 |
| Public information services | 14% | N=52 | 49% | N=177 | 28% | N=100 | 9% | N=34 | 100% | N=363 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 11% | N=26 | 37% | N=91 | 32% | N=79 | 20% | N=50 | 100% | N=247 |
| Preservation of natural areas such as open space, farmlands and greenbelts | 18% | N=79 | 44% | N=188 | 24% | N=102 | 13% | N=57 | 100% | N=426 |
| Sedona open space | 21% | N=90 | 38% | N=164 | 27% | N=117 | 14% | N=59 | 100% | N=430 |
| City-sponsored special events | 11% | N=41 | 43% | N=164 | 34% | N=130 | 12% | N=44 | 100% | N=379 |
| Overall customer service by Sedona employees (police, receptionists, planners, etc.) | 21% | N=91 | 54% | N=233 | 15% | N=65 | 10% | N=43 | 100% | N=433 |

Table 11: Question 11

| Overall, how would you rate the quality of the services provided by each of the following? | Excellent | | Good | | Fair | | Poor | | Total | |
|--|-----------|------|------|-------|------|-------|------|------|-------|-------|
| The City of Sedona | 13% | N=59 | 54% | N=243 | 22% | N=99 | 10% | N=45 | 100% | N=445 |
| The Federal Government | 5% | N=21 | 33% | N=130 | 39% | N=157 | 23% | N=92 | 100% | N=401 |

Table 12: Question 12

| Please rate the following categories of Sedona government performance: | Excellent | | Good | | Fair | | Poor | | Total | |
|--|-----------|------|------|-------|------|-------|------|-------|-------|-------|
| The value of services for the taxes paid to Sedona | 7% | N=29 | 37% | N=160 | 34% | N=150 | 23% | N=99 | 100% | N=437 |
| The overall direction that Sedona is taking | 5% | N=20 | 27% | N=118 | 38% | N=167 | 31% | N=137 | 100% | N=442 |
| The job Sedona government does at welcoming citizen involvement | 11% | N=40 | 37% | N=139 | 31% | N=116 | 22% | N=82 | 100% | N=377 |
| Overall confidence in Sedona government | 5% | N=22 | 30% | N=133 | 36% | N=158 | 29% | N=130 | 100% | N=443 |
| Generally acting in the best interest of the community | 6% | N=27 | 28% | N=124 | 38% | N=171 | 29% | N=129 | 100% | N=451 |
| Being honest | 7% | N=28 | 33% | N=125 | 35% | N=132 | 25% | N=94 | 100% | N=379 |
| Treating all residents fairly | 7% | N=28 | 35% | N=140 | 31% | N=123 | 26% | N=104 | 100% | N=395 |

Table 13: Question 13

| Please rate how important, if at all, you think it is for the Sedona community to focus on each of the following in the coming two years: | Essential | | Very important | | Somewhat important | | Not at all important | | Total | |
|---|-----------|-------|----------------|-------|--------------------|-------|----------------------|------|-------|-------|
| Overall feeling of safety in Sedona | 41% | N=201 | 37% | N=182 | 16% | N=78 | 7% | N=33 | 100% | N=494 |
| Overall ease of getting to the places you usually have to visit | 48% | N=236 | 39% | N=192 | 13% | N=66 | 1% | N=3 | 100% | N=496 |
| Quality of overall natural environment in Sedona | 57% | N=276 | 33% | N=161 | 7% | N=34 | 3% | N=17 | 100% | N=488 |
| Overall "built environment" of Sedona (including overall design, buildings, parks and transportation systems) | 38% | N=186 | 44% | N=216 | 15% | N=75 | 3% | N=15 | 100% | N=493 |
| Health and wellness opportunities in Sedona | 37% | N=182 | 40% | N=197 | 19% | N=95 | 4% | N=20 | 100% | N=494 |
| Overall opportunities for education and enrichment | 30% | N=146 | 38% | N=187 | 27% | N=133 | 5% | N=23 | 100% | N=489 |
| Overall economic health of Sedona | 36% | N=178 | 46% | N=229 | 14% | N=68 | 4% | N=18 | 100% | N=492 |
| Sense of community | 39% | N=190 | 40% | N=197 | 17% | N=85 | 4% | N=22 | 100% | N=493 |

Table 14: Question 14

| Cities are faced with difficult choices with limited budgets. While the City is currently working on solutions to reduce traffic, please select up to two (2) additional priorities you would want the City to invest in over the next few years: | Percent | Number |
|---|---------|--------|
| Additional cultural facilities (museums, theatres, etc.) | 21% | N=97 |
| An Oak Creek park or walk | 28% | N=130 |
| Increase the walkability and bikeability of Sedona | 32% | N=152 |
| Ensure housing for those who work in Sedona | 50% | N=235 |
| Additional parks and facilities (playgrounds, sports facilities, etc.) | 15% | N=70 |
| Other (please specify) | 20% | N=92 |
| None of these | 10% | N=45 |

Total may exceed 100% as respondents could select more than one option.

Table 15: Question 15

| Please select up to three (3) service areas for the City to contribute additional funding in order to expand existing services over the next few years: | Percent | Number |
|---|---------|--------|
| Recycling services | 36% | N=174 |
| Library services | 20% | N=97 |
| Animal services | 16% | N=79 |
| Business development services | 26% | N=125 |
| Arts and culture programs | 34% | N=164 |
| Social services (senior center, food banks, etc.) | 50% | N=242 |
| Other (please specify) | 12% | N=58 |
| None, I'm pleased with levels of service in the listed areas | 14% | N=68 |

Total may exceed 100% as respondents could select more than one option.

Table 16: Question 16

| Please indicate how likely or unlikely you are to use each of the following sources to learn about City issues, activities, events and services: | Very likely | | Somewhat likely | | Somewhat unlikely | | Very unlikely | | Total | |
|--|-------------|-------|-----------------|-------|-------------------|-------|---------------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| City website (www.sedonaaz.gov) and eNotify emails | 30% | N=141 | 37% | N=173 | 16% | N=76 | 17% | N=81 | 100% | N=471 |
| Local newspapers (Red Rock News) and websites (www.Sedona.biz) | 51% | N=249 | 27% | N=133 | 8% | N=37 | 14% | N=67 | 100% | N=487 |
| Local radio stations (100.1, NPR on 103.3 or 88.7, etc.) | 16% | N=71 | 24% | N=107 | 15% | N=69 | 46% | N=208 | 100% | N=455 |
| Channel 4, the local government TV channel | 3% | N=15 | 13% | N=56 | 20% | N=89 | 63% | N=277 | 100% | N=437 |
| City Council meetings and other public meetings | 11% | N=49 | 23% | N=108 | 28% | N=129 | 39% | N=182 | 100% | N=468 |
| Talking with City officials and staff members | 6% | N=30 | 30% | N=139 | 27% | N=126 | 37% | N=173 | 100% | N=468 |
| City communications via social media | 13% | N=59 | 27% | N=124 | 22% | N=100 | 39% | N=178 | 100% | N=461 |
| Word-of-mouth | 34% | N=164 | 44% | N=211 | 12% | N=58 | 9% | N=43 | 100% | N=476 |

Table 17: Question 17

| To what extent do you agree or disagree that each of the following would increase your use of a bicycle or walking as a means of alternative transportation: I would ride a bicycle or walk more often if... | Strongly agree | | Somewhat agree | | Somewhat disagree | | Strongly disagree | | Total | |
|--|----------------|-------|----------------|-------|-------------------|------|-------------------|-------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| There were more off-street bike, sidewalks or multi-use paths/trails | 46% | N=196 | 28% | N=119 | 9% | N=37 | 17% | N=71 | 100% | N=424 |
| I felt safer from traffic while riding a bicycle/walking | 41% | N=170 | 24% | N=100 | 14% | N=58 | 21% | N=89 | 100% | N=417 |
| I had better health or physical ability to do so | 16% | N=66 | 28% | N=113 | 12% | N=49 | 43% | N=171 | 100% | N=399 |
| I do not want to use a bicycle or walk as a means of transportation | 24% | N=106 | 13% | N=59 | 18% | N=82 | 45% | N=205 | 100% | N=451 |

Table 18: Question 18

| To what extent do you support or oppose the City investing in creating sustainability policies and programs in the following areas: | Strongly support | | Somewhat support | | Somewhat oppose | | Strongly oppose | | Total | |
|---|------------------|-------|------------------|-------|-----------------|------|-----------------|------|-------|-------|
| | % | N | % | N | % | N | % | N | % | N |
| Increasing use of alternative energy sources | 59% | N=283 | 27% | N=130 | 5% | N=23 | 9% | N=42 | 100% | N=478 |
| Encouraging water conservation | 61% | N=300 | 33% | N=160 | 4% | N=21 | 2% | N=11 | 100% | N=491 |
| Fostering National Forest stewardship (trails, access, etc.). | 63% | N=307 | 29% | N=142 | 3% | N=13 | 5% | N=23 | 100% | N=484 |
| Increasing recycling services | 53% | N=252 | 37% | N=176 | 7% | N=33 | 4% | N=17 | 100% | N=477 |
| Developing plans to meet the goal of zero waste in Sedona | 43% | N=202 | 37% | N=173 | 10% | N=45 | 11% | N=53 | 100% | N=473 |
| Requiring higher green building and development standards | 42% | N=198 | 35% | N=165 | 12% | N=56 | 12% | N=56 | 100% | N=474 |

Table 19: Question 19

| To what extent would you support or oppose the City of Sedona encouraging growth in the following types of businesses/industries? | Strongly support | | Somewhat support | | Somewhat oppose | | Strongly oppose | | Total | |
|---|------------------|-------|------------------|-------|-----------------|-------|-----------------|-------|-------|-------|
| Technology (i.e., life science, R&D) | 43% | N=193 | 40% | N=179 | 8% | N=35 | 9% | N=39 | 100% | N=446 |
| Outdoor recreation | 49% | N=231 | 37% | N=175 | 8% | N=39 | 6% | N=28 | 100% | N=473 |
| Tourism (i.e., hotels, restaurants) | 18% | N=87 | 25% | N=120 | 24% | N=114 | 33% | N=158 | 100% | N=480 |
| Healthcare (i.e., pharmaceutical, hospital, medical offices) | 51% | N=244 | 36% | N=173 | 7% | N=36 | 6% | N=27 | 100% | N=480 |
| Arts and Entertainment (i.e., graphic design, interior design) | 36% | N=168 | 44% | N=205 | 12% | N=54 | 8% | N=36 | 100% | N=463 |
| Light warehousing and distribution (i.e., truck operators, stock clerks) | 15% | N=66 | 24% | N=104 | 28% | N=123 | 33% | N=147 | 100% | N=440 |

Table 20: Question D1

| How often, if at all, do you do each of the following, considering all of the times you could? | Never | | Rarely | | Sometimes | | Usually | | Always | | Total | |
|--|-------|------|--------|------|-----------|-------|---------|-------|--------|-------|-------|-------|
| Recycle at home | 3% | N=16 | 3% | N=13 | 7% | N=34 | 21% | N=102 | 67% | N=332 | 100% | N=497 |
| Purchase goods or services from a business located in Sedona | 1% | N=7 | 2% | N=10 | 20% | N=97 | 55% | N=274 | 22% | N=107 | 100% | N=494 |
| Eat at least 5 portions of fruits and vegetables a day | 4% | N=20 | 8% | N=40 | 28% | N=138 | 35% | N=173 | 24% | N=119 | 100% | N=489 |
| Participate in moderate or vigorous physical activity | 2% | N=11 | 9% | N=47 | 22% | N=109 | 35% | N=170 | 31% | N=154 | 100% | N=491 |
| Read or watch local news (via television, paper, computer, etc.) | 5% | N=23 | 12% | N=57 | 27% | N=134 | 33% | N=163 | 23% | N=115 | 100% | N=492 |
| Vote in local elections | 6% | N=28 | 2% | N=10 | 11% | N=54 | 15% | N=75 | 66% | N=326 | 100% | N=493 |

Table 21: Question D2

| Would you say that in general your health is: | Percent | Number |
|---|---------|--------|
| Excellent | 27% | N=130 |
| Very good | 47% | N=232 |
| Good | 21% | N=102 |
| Fair | 5% | N=22 |
| Poor | 1% | N=3 |
| Total | 100% | N=490 |

Table 22: Question D3

| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: | Percent | Number |
|--|---------|--------|
| Very positive | 11% | N=54 |
| Somewhat positive | 29% | N=142 |
| Neutral | 48% | N=235 |
| Somewhat negative | 10% | N=50 |
| Very negative | 1% | N=6 |
| Total | 100% | N=488 |

Table 23: Question D4

| What is your employment status? | Percent | Number |
|---------------------------------------|---------|--------|
| Working full time for pay | 42% | N=206 |
| Working part time for pay | 14% | N=69 |
| Unemployed, looking for paid work | 3% | N=13 |
| Unemployed, not looking for paid work | 1% | N=4 |
| Fully retired | 41% | N=200 |
| Total | 100% | N=492 |

Table 24: Question D5

| Do you work inside the boundaries of Sedona? | Percent | Number |
|--|---------|--------|
| Yes, outside the home | 38% | N=178 |
| Yes, from home | 16% | N=76 |
| No | 46% | N=213 |
| Total | 100% | N=467 |

Table 25: Question D6

| How many years have you lived in Sedona? | Percent | Number |
|--|---------|--------|
| Less than 2 years | 9% | N=46 |
| 2 to 5 years | 15% | N=76 |
| 6 to 10 years | 17% | N=87 |
| 11 to 20 years | 32% | N=160 |
| More than 20 years | 26% | N=129 |
| Total | 100% | N=497 |

Table 26: Question D7

| Which best describes the building you live in? | Percent | Number |
|--|---------|--------|
| One family house detached from any other houses | 85% | N=421 |
| Building with two or more homes (duplex, townhome, apartment or condominium) | 8% | N=42 |
| Mobile home | 5% | N=25 |
| Other | 2% | N=9 |
| Total | 100% | N=497 |

Table 27: Question D8

| Is this house, apartment or mobile home... | Percent | Number |
|--|---------|--------|
| Rented | 26% | N=127 |
| Owned | 74% | N=366 |
| Total | 100% | N=493 |

Table 28: Question D9

| About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)? | Percent | Number |
|---|---------|--------|
| Less than \$300 per month | 4% | N=20 |
| \$300 to \$599 per month | 10% | N=49 |
| \$600 to \$999 per month | 15% | N=69 |
| \$1,000 to \$1,499 per month | 24% | N=111 |
| \$1,500 to \$2,499 per month | 31% | N=143 |
| \$2,500 or more per month | 16% | N=76 |
| Total | 100% | N=468 |

Table 29: Question D10

| Do any children 17 or under live in your household? | Percent | Number |
|---|---------|--------|
| No | 83% | N=410 |
| Yes | 17% | N=86 |
| Total | 100% | N=496 |

Table 30: Question D11

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|--|---------|--------|
| No | 51% | N=252 |
| Yes | 49% | N=244 |
| Total | 100% | N=496 |

Table 31: Question D12

| How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.) | Percent | Number |
|--|---------|--------|
| Less than \$25,000 | 9% | N=40 |
| \$25,000 to \$49,999 | 23% | N=106 |
| \$50,000 to \$99,999 | 33% | N=150 |
| \$100,000 to \$149,999 | 16% | N=71 |
| \$150,000 or more | 19% | N=86 |
| Total | 100% | N=453 |

Table 32: Question D13

| Are you Spanish, Hispanic or Latino? | Percent | Number |
|--|---------|--------|
| No, not Spanish, Hispanic or Latino | 92% | N=441 |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 8% | N=36 |
| Total | 100% | N=477 |

Table 33: Question D14

| What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.) | Percent | Number |
|---|---------|--------|
| American Indian or Alaskan Native | 0% | N=1 |
| Asian, Asian Indian or Pacific Islander | 2% | N=11 |
| Black or African American | 0% | N=1 |
| White | 90% | N=425 |
| Other | 9% | N=40 |

Total may exceed 100% as respondents could select more than one option.

Table 34: Question D15

| In which category is your age? | Percent | Number |
|--------------------------------|---------|--------|
| 18 to 24 years | 4% | N=21 |
| 25 to 34 years | 3% | N=16 |
| 35 to 44 years | 12% | N=57 |
| 45 to 54 years | 15% | N=73 |
| 55 to 64 years | 22% | N=108 |
| 65 to 74 years | 25% | N=124 |
| 75 years or older | 18% | N=87 |
| Total | 100% | N=486 |

Table 35: Question D16

| What is your sex? | Percent | Number |
|-------------------|---------|--------|
| Female | 53% | N=257 |
| Male | 47% | N=225 |
| Total | 100% | N=482 |

Table 36: Question D17

| Do you consider a cell phone or landline your primary telephone number? | Percent | Number |
|---|---------|--------|
| Cell | 62% | N=305 |
| Land line | 23% | N=114 |
| Both | 15% | N=75 |
| Total | 100% | N=494 |

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 37: Question 1

| Please rate each of the following aspects of quality of life in Sedona: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|-----------|-------|------|-------|------|-------|------|-------|------------|-------|-------|-------|
| Sedona as a place to live | 41% | N=204 | 49% | N=248 | 8% | N=42 | 1% | N=7 | 0% | N=0 | 100% | N=501 |
| Your neighborhood as a place to live | 47% | N=236 | 45% | N=222 | 7% | N=34 | 1% | N=6 | 0% | N=1 | 100% | N=498 |
| Sedona as a place to raise children | 16% | N=76 | 21% | N=103 | 20% | N=99 | 17% | N=83 | 26% | N=130 | 100% | N=490 |
| Sedona as a place to work | 10% | N=50 | 19% | N=91 | 26% | N=125 | 27% | N=132 | 19% | N=91 | 100% | N=489 |
| Sedona as a place to visit | 64% | N=313 | 29% | N=141 | 6% | N=27 | 0% | N=2 | 1% | N=7 | 100% | N=489 |
| Sedona as a place to retire | 38% | N=186 | 31% | N=153 | 13% | N=64 | 6% | N=28 | 12% | N=58 | 100% | N=489 |
| The overall quality of life in Sedona | 32% | N=158 | 54% | N=267 | 13% | N=64 | 2% | N=8 | 0% | N=0 | 100% | N=498 |

Table 38: Question 2

| Please rate each of the following characteristics as they relate to Sedona as a whole: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|---|-----------|-------|------|-------|------|-------|------|-------|------------|------|-------|-------|
| Overall feeling of safety in Sedona | 58% | N=288 | 40% | N=199 | 3% | N=14 | 0% | N=0 | 0% | N=0 | 100% | N=501 |
| Overall ease of getting to the places you usually have to visit | 15% | N=76 | 37% | N=186 | 31% | N=156 | 16% | N=81 | 0% | N=1 | 100% | N=500 |
| Quality of overall natural environment in Sedona | 68% | N=336 | 28% | N=139 | 3% | N=14 | 1% | N=6 | 0% | N=0 | 100% | N=495 |
| Overall "built environment" of Sedona (including overall design, buildings, parks and transportation systems) | 12% | N=62 | 42% | N=208 | 34% | N=169 | 11% | N=54 | 1% | N=7 | 100% | N=499 |
| Health and wellness opportunities in Sedona | 16% | N=81 | 41% | N=207 | 25% | N=125 | 14% | N=72 | 3% | N=15 | 100% | N=500 |
| Overall opportunities for education and enrichment | 10% | N=47 | 29% | N=144 | 33% | N=165 | 20% | N=98 | 8% | N=41 | 100% | N=496 |
| Overall economic health of Sedona | 11% | N=56 | 42% | N=207 | 33% | N=163 | 7% | N=37 | 7% | N=35 | 100% | N=499 |
| Sense of community | 14% | N=69 | 34% | N=170 | 30% | N=146 | 20% | N=100 | 2% | N=8 | 100% | N=493 |
| Overall image or reputation of Sedona | 37% | N=186 | 45% | N=223 | 16% | N=80 | 2% | N=8 | 0% | N=2 | 100% | N=499 |

Table 39: Question 3

| Please indicate how likely or unlikely you are to do each of the following: | Very likely | | Somewhat likely | | Somewhat unlikely | | Very unlikely | | Don't know | | Total | |
|---|-------------|-------|-----------------|-------|-------------------|------|---------------|------|------------|-----|-------|-------|
| Recommend living in Sedona to someone who asks | 35% | N=177 | 45% | N=224 | 12% | N=60 | 8% | N=39 | 0% | N=1 | 100% | N=501 |
| Remain in Sedona for the next five years | 61% | N=304 | 23% | N=112 | 7% | N=37 | 8% | N=39 | 1% | N=7 | 100% | N=500 |

Table 40: Question 4

| Please rate how safe or unsafe you feel: | Very safe | | Somewhat safe | | Neither safe nor unsafe | | Somewhat unsafe | | Very unsafe | | Don't know | | Total | |
|---|-----------|-------|---------------|------|-------------------------|------|-----------------|-----|-------------|-----|------------|------|-------|-------|
| In your neighborhood during the day | 89% | N=444 | 9% | N=47 | 1% | N=7 | 1% | N=3 | 0% | N=0 | 0% | N=0 | 100% | N=501 |
| In Sedona's downtown/commercial area during the day | 74% | N=372 | 20% | N=98 | 4% | N=18 | 0% | N=1 | 0% | N=1 | 2% | N=10 | 100% | N=501 |

Table 41: Question 5

| Please rate each of the following characteristics as they relate to Sedona as a whole: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|--|-----------|-------|------|-------|------|-------|------|-------|------------|-------|-------|-------|
| | | | | | | | | | | | | |
| Traffic flow on major streets | 2% | N=11 | 22% | N=110 | 30% | N=152 | 45% | N=227 | 0% | N=0 | 100% | N=500 |
| Ease of public parking | 4% | N=21 | 27% | N=133 | 33% | N=166 | 34% | N=169 | 2% | N=10 | 100% | N=499 |
| Ease of travel by car in Sedona | 4% | N=21 | 33% | N=167 | 36% | N=182 | 26% | N=128 | 0% | N=1 | 100% | N=500 |
| Ease of travel by public transportation in Sedona | 2% | N=8 | 5% | N=25 | 13% | N=66 | 30% | N=149 | 50% | N=249 | 100% | N=498 |
| Ease of travel by bicycle in Sedona | 6% | N=29 | 25% | N=124 | 22% | N=108 | 14% | N=70 | 33% | N=163 | 100% | N=494 |
| Ease of walking in Sedona | 22% | N=107 | 39% | N=193 | 23% | N=115 | 13% | N=66 | 3% | N=15 | 100% | N=497 |
| Availability of paths and walking trails | 42% | N=209 | 40% | N=198 | 11% | N=53 | 6% | N=28 | 2% | N=11 | 100% | N=499 |
| Air quality | 48% | N=237 | 42% | N=211 | 9% | N=43 | 1% | N=6 | 0% | N=1 | 100% | N=499 |
| Cleanliness of Sedona | 50% | N=250 | 45% | N=227 | 4% | N=22 | 0% | N=2 | 0% | N=0 | 100% | N=502 |
| Overall appearance of Sedona | 44% | N=220 | 46% | N=228 | 9% | N=47 | 1% | N=6 | 0% | N=1 | 100% | N=501 |
| Public places where people want to spend time | 23% | N=114 | 42% | N=211 | 18% | N=88 | 14% | N=70 | 3% | N=16 | 100% | N=499 |
| Variety of housing options | 4% | N=21 | 18% | N=90 | 31% | N=153 | 39% | N=195 | 8% | N=38 | 100% | N=497 |
| Availability of affordable quality housing | 3% | N=13 | 11% | N=55 | 19% | N=96 | 57% | N=280 | 10% | N=49 | 100% | N=493 |
| Fitness opportunities (including exercise classes and paths or trails, etc.) | 32% | N=161 | 47% | N=233 | 14% | N=71 | 6% | N=28 | 1% | N=7 | 100% | N=499 |
| Recreational opportunities | 35% | N=174 | 45% | N=223 | 15% | N=73 | 3% | N=17 | 3% | N=13 | 100% | N=500 |
| Availability of affordable quality food | 17% | N=83 | 39% | N=193 | 31% | N=156 | 14% | N=69 | 0% | N=0 | 100% | N=501 |
| Availability of affordable quality health care | 7% | N=33 | 28% | N=140 | 35% | N=177 | 26% | N=128 | 4% | N=21 | 100% | N=499 |
| Availability of preventive health services | 6% | N=28 | 30% | N=148 | 32% | N=159 | 18% | N=86 | 15% | N=72 | 100% | N=493 |
| Availability of affordable quality mental health care | 3% | N=13 | 11% | N=55 | 16% | N=80 | 21% | N=104 | 50% | N=248 | 100% | N=499 |

Table 42: Question 6

| Please rate each of the following characteristics as they relate to Sedona as a whole: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|--|-----------|-------|------|-------|------|-------|------|-------|------------|-------|-------|-------|
| | | | | | | | | | | | | |
| Availability of affordable quality child care/preschool | 1% | N=3 | 7% | N=37 | 12% | N=59 | 12% | N=61 | 68% | N=337 | 100% | N=496 |
| K-12 education | 3% | N=12 | 17% | N=82 | 18% | N=90 | 15% | N=72 | 48% | N=236 | 100% | N=492 |
| Adult educational opportunities | 5% | N=25 | 25% | N=120 | 24% | N=116 | 22% | N=109 | 24% | N=119 | 100% | N=490 |
| Opportunities to attend cultural/arts/music activities | 25% | N=123 | 39% | N=195 | 28% | N=138 | 5% | N=25 | 3% | N=15 | 100% | N=495 |
| Opportunities to participate in religious or spiritual events and activities | 26% | N=129 | 46% | N=228 | 10% | N=50 | 2% | N=8 | 16% | N=82 | 100% | N=496 |
| Employment opportunities | 2% | N=9 | 12% | N=61 | 26% | N=130 | 39% | N=193 | 21% | N=103 | 100% | N=496 |
| Shopping opportunities | 7% | N=37 | 28% | N=137 | 37% | N=182 | 28% | N=137 | 0% | N=2 | 100% | N=495 |
| Cost of living in Sedona | 1% | N=5 | 20% | N=97 | 48% | N=235 | 31% | N=155 | 0% | N=1 | 100% | N=494 |
| Overall quality of business and service establishments in Sedona | 7% | N=35 | 44% | N=217 | 36% | N=180 | 12% | N=59 | 1% | N=3 | 100% | N=493 |
| Vibrant downtown/commercial area | 14% | N=68 | 32% | N=157 | 34% | N=169 | 18% | N=87 | 2% | N=10 | 100% | N=491 |
| Overall quality of new development in Sedona | 4% | N=21 | 30% | N=149 | 35% | N=175 | 18% | N=90 | 12% | N=57 | 100% | N=492 |
| Opportunities to participate in social events and activities | 19% | N=96 | 39% | N=193 | 30% | N=148 | 8% | N=37 | 4% | N=20 | 100% | N=494 |
| Opportunities to volunteer | 31% | N=153 | 46% | N=229 | 13% | N=67 | 1% | N=5 | 9% | N=44 | 100% | N=498 |
| Opportunities to participate in community matters | 17% | N=85 | 46% | N=226 | 22% | N=111 | 5% | N=27 | 9% | N=46 | 100% | N=495 |
| Openness and acceptance of the community toward people of diverse backgrounds | 18% | N=89 | 38% | N=187 | 23% | N=113 | 11% | N=56 | 10% | N=50 | 100% | N=495 |
| Neighborliness of residents in Sedona | 20% | N=98 | 42% | N=211 | 24% | N=120 | 13% | N=63 | 1% | N=7 | 100% | N=499 |

Table 43: Question 7

| Please indicate whether or not you have done each of the following in the last 12 months. | No | | Yes | | Total | |
|---|-----|-------|-----|-------|-------|-------|
| | | | | | | |
| Made efforts to conserve water | 13% | N=64 | 87% | N=433 | 100% | N=497 |
| Made efforts to make your home more energy efficient | 23% | N=115 | 77% | N=379 | 100% | N=495 |
| Observed a code violation or other hazard in Sedona (weeds, abandoned buildings, etc.) | 59% | N=291 | 41% | N=204 | 100% | N=495 |
| Household member was a victim of a crime in Sedona | 93% | N=462 | 7% | N=32 | 100% | N=494 |
| Reported a crime to the police in Sedona | 84% | N=415 | 16% | N=81 | 100% | N=496 |
| Stocked supplies in preparation for an emergency | 67% | N=331 | 33% | N=164 | 100% | N=495 |
| Campaigned or advocated for an issue, cause or candidate | 59% | N=291 | 41% | N=204 | 100% | N=495 |
| Contacted the City of Sedona (in-person, phone, email or web) for help or information | 48% | N=240 | 52% | N=257 | 100% | N=497 |
| Contacted Sedona elected officials (in-person, phone, email or web) to express your opinion | 70% | N=350 | 30% | N=147 | 100% | N=497 |

Table 44: Question 8

| In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Sedona? | 2 times a week or more | | 2-4 times a month | | Once a month or less | | Not at all | | Total | |
|---|------------------------|-------|-------------------|-------|----------------------|-------|------------|-------|-------|-------|
| | | | | | | | | | | |
| Visited a neighborhood park or City park | 17% | N=84 | 19% | N=95 | 47% | N=230 | 17% | N=85 | 100% | N=495 |
| Used Sedona public libraries or their services | 13% | N=63 | 26% | N=129 | 35% | N=173 | 26% | N=130 | 100% | N=495 |
| Participated in religious or spiritual activities in Sedona | 11% | N=53 | 23% | N=112 | 17% | N=83 | 50% | N=246 | 100% | N=494 |
| Attended a City-sponsored event | 1% | N=6 | 6% | N=29 | 51% | N=252 | 42% | N=207 | 100% | N=494 |
| Used bus, rail, subway or other public transportation instead of driving | 0% | N=1 | 2% | N=9 | 5% | N=25 | 93% | N=460 | 100% | N=494 |
| Carpooled with other adults or children instead of driving alone | 11% | N=54 | 15% | N=72 | 26% | N=126 | 49% | N=242 | 100% | N=494 |
| Walked or biked instead of driving | 17% | N=85 | 19% | N=93 | 25% | N=124 | 39% | N=193 | 100% | N=494 |
| Volunteered your time to some group/activity in Sedona | 14% | N=68 | 20% | N=97 | 27% | N=135 | 39% | N=194 | 100% | N=494 |
| Participated in a club | 11% | N=52 | 17% | N=84 | 20% | N=99 | 52% | N=258 | 100% | N=494 |
| Talked to or visited with your immediate neighbors | 40% | N=200 | 30% | N=151 | 21% | N=106 | 8% | N=40 | 100% | N=496 |
| Done a favor for a neighbor | 23% | N=112 | 23% | N=116 | 37% | N=186 | 16% | N=82 | 100% | N=495 |
| Used the Sedona Hub | 0% | N=1 | 2% | N=10 | 13% | N=64 | 85% | N=418 | 100% | N=492 |

Table 45: Question 9

| Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting? | 2 times a week or more | | 2-4 times a month | | Once a month or less | | Not at all | | Total | |
|--|------------------------|-----|-------------------|------|----------------------|-------|------------|-------|-------|-------|
| | | | | | | | | | | |
| Attended a local public meeting | 1% | N=3 | 3% | N=13 | 35% | N=170 | 62% | N=306 | 100% | N=492 |
| Watched (online or on television) a local public meeting | 1% | N=3 | 3% | N=16 | 14% | N=70 | 82% | N=405 | 100% | N=493 |

Table 46: Question 10

| Please rate the quality of each of the following services in Sedona: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|--|-----------|-------|------|-------|------|-------|------|-------|------------|-------|-------|-------|
| Police/Sheriff services | 34% | N=166 | 41% | N=200 | 9% | N=46 | 5% | N=27 | 10% | N=49 | 100% | N=488 |
| Fire services | 48% | N=236 | 33% | N=161 | 3% | N=14 | 2% | N=12 | 13% | N=64 | 100% | N=487 |
| Ambulance or emergency medical services | 40% | N=195 | 30% | N=145 | 5% | N=26 | 2% | N=12 | 22% | N=109 | 100% | N=486 |
| Crime prevention | 29% | N=141 | 36% | N=177 | 10% | N=49 | 1% | N=7 | 23% | N=113 | 100% | N=487 |
| Fire prevention and education | 26% | N=125 | 32% | N=157 | 11% | N=53 | 3% | N=14 | 28% | N=137 | 100% | N=485 |
| Traffic enforcement | 15% | N=71 | 39% | N=190 | 21% | N=102 | 15% | N=74 | 10% | N=47 | 100% | N=485 |
| Street repair | 11% | N=54 | 34% | N=165 | 27% | N=131 | 22% | N=110 | 6% | N=29 | 100% | N=488 |
| Street cleaning | 13% | N=65 | 39% | N=190 | 23% | N=110 | 13% | N=61 | 12% | N=57 | 100% | N=484 |
| Street lighting | 20% | N=96 | 47% | N=229 | 17% | N=81 | 12% | N=57 | 5% | N=22 | 100% | N=484 |
| Snow removal | 9% | N=42 | 29% | N=140 | 19% | N=90 | 9% | N=45 | 34% | N=164 | 100% | N=480 |
| Sidewalk maintenance | 12% | N=59 | 48% | N=234 | 15% | N=73 | 9% | N=43 | 16% | N=78 | 100% | N=487 |
| Traffic signal timing | 6% | N=30 | 38% | N=183 | 25% | N=122 | 28% | N=139 | 3% | N=13 | 100% | N=488 |
| Bus or transit services | 3% | N=16 | 13% | N=61 | 15% | N=72 | 18% | N=88 | 51% | N=247 | 100% | N=485 |
| Garbage collection | 37% | N=178 | 48% | N=229 | 9% | N=41 | 3% | N=15 | 4% | N=17 | 100% | N=480 |
| Recycling | 33% | N=161 | 43% | N=210 | 16% | N=75 | 4% | N=19 | 4% | N=19 | 100% | N=483 |
| Yard waste pick-up | 8% | N=39 | 19% | N=95 | 12% | N=61 | 23% | N=112 | 37% | N=180 | 100% | N=487 |
| Storm drainage | 9% | N=41 | 35% | N=168 | 25% | N=124 | 16% | N=77 | 16% | N=75 | 100% | N=485 |
| Drinking water | 22% | N=106 | 39% | N=190 | 19% | N=91 | 17% | N=83 | 4% | N=18 | 100% | N=488 |
| Sewer services | 15% | N=75 | 44% | N=211 | 21% | N=101 | 7% | N=35 | 13% | N=63 | 100% | N=485 |
| Power (electric and/or gas) utility | 18% | N=86 | 48% | N=232 | 26% | N=124 | 5% | N=23 | 3% | N=16 | 100% | N=482 |
| Utility billing | 18% | N=88 | 43% | N=209 | 28% | N=134 | 8% | N=38 | 4% | N=17 | 100% | N=487 |
| City parks | 21% | N=102 | 49% | N=241 | 15% | N=74 | 6% | N=27 | 9% | N=43 | 100% | N=486 |
| Recreation programs or classes | 11% | N=56 | 25% | N=120 | 20% | N=95 | 11% | N=54 | 33% | N=162 | 100% | N=487 |
| Recreation facilities | 11% | N=54 | 37% | N=180 | 20% | N=95 | 11% | N=51 | 21% | N=103 | 100% | N=483 |
| Land use, planning and zoning | 5% | N=26 | 22% | N=105 | 30% | N=147 | 22% | N=108 | 20% | N=99 | 100% | N=486 |
| Code enforcement (weeds, abandoned buildings, etc.) | 8% | N=39 | 26% | N=127 | 22% | N=108 | 17% | N=85 | 26% | N=128 | 100% | N=488 |
| Animal control | 13% | N=62 | 38% | N=186 | 17% | N=82 | 5% | N=24 | 27% | N=132 | 100% | N=485 |
| Economic development | 6% | N=28 | 26% | N=127 | 23% | N=111 | 22% | N=105 | 23% | N=112 | 100% | N=484 |
| Health services | 8% | N=37 | 33% | N=158 | 28% | N=135 | 19% | N=90 | 13% | N=65 | 100% | N=484 |
| Public library services | 43% | N=207 | 36% | N=174 | 8% | N=37 | 2% | N=8 | 12% | N=59 | 100% | N=486 |
| Public information services | 11% | N=52 | 36% | N=177 | 21% | N=100 | 7% | N=34 | 25% | N=121 | 100% | N=484 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 5% | N=26 | 19% | N=91 | 16% | N=79 | 10% | N=50 | 49% | N=240 | 100% | N=486 |
| Preservation of natural areas such as open space, farmlands and greenbelts | 16% | N=79 | 39% | N=188 | 21% | N=102 | 12% | N=57 | 12% | N=56 | 100% | N=482 |
| Sedona open space | 19% | N=90 | 34% | N=164 | 24% | N=117 | 12% | N=59 | 11% | N=53 | 100% | N=483 |
| City-sponsored special events | 9% | N=41 | 34% | N=164 | 27% | N=130 | 9% | N=44 | 21% | N=100 | 100% | N=479 |
| Overall customer service by Sedona employees (police, receptionists, planners, etc.) | 19% | N=91 | 48% | N=233 | 14% | N=65 | 9% | N=43 | 10% | N=50 | 100% | N=483 |

Table 47: Question 11

| Overall, how would you rate the quality of the services provided by each of the following? | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|--|-----------|------|------|-------|------|-------|------|------|------------|------|-------|-------|
| The City of Sedona | 12% | N=59 | 51% | N=243 | 21% | N=99 | 9% | N=45 | 7% | N=31 | 100% | N=477 |
| The Federal Government | 4% | N=21 | 27% | N=130 | 33% | N=157 | 19% | N=92 | 16% | N=78 | 100% | N=479 |

Table 48: Question 12

| Please rate the following categories of Sedona government performance: | Excellent | | Good | | Fair | | Poor | | Don't know | | Total | |
|--|-----------|------|------|-------|------|-------|------|-------|------------|-------|-------|-------|
| The value of services for the taxes paid to Sedona | 6% | N=29 | 33% | N=160 | 31% | N=150 | 20% | N=99 | 10% | N=49 | 100% | N=486 |
| The overall direction that Sedona is taking | 4% | N=20 | 24% | N=118 | 34% | N=167 | 28% | N=137 | 9% | N=43 | 100% | N=484 |
| The job Sedona government does at welcoming citizen involvement | 8% | N=40 | 29% | N=139 | 24% | N=116 | 17% | N=82 | 22% | N=105 | 100% | N=482 |
| Overall confidence in Sedona government | 5% | N=22 | 28% | N=133 | 33% | N=158 | 27% | N=130 | 8% | N=40 | 100% | N=483 |
| Generally acting in the best interest of the community | 6% | N=27 | 26% | N=124 | 35% | N=171 | 27% | N=129 | 7% | N=34 | 100% | N=485 |
| Being honest | 6% | N=28 | 26% | N=125 | 27% | N=132 | 20% | N=94 | 22% | N=105 | 100% | N=484 |
| Treating all residents fairly | 6% | N=28 | 29% | N=140 | 25% | N=123 | 22% | N=104 | 18% | N=89 | 100% | N=484 |

Table 49: Question 13

| Please rate how important, if at all, you think it is for the Sedona community to focus on each of the following in the coming two years: | Essential | | Very important | | Somewhat important | | Not at all important | | Total | |
|---|-----------|-------|----------------|-------|--------------------|-------|----------------------|------|-------|-------|
| Overall feeling of safety in Sedona | 41% | N=201 | 37% | N=182 | 16% | N=78 | 7% | N=33 | 100% | N=494 |
| Overall ease of getting to the places you usually have to visit | 48% | N=236 | 39% | N=192 | 13% | N=66 | 1% | N=3 | 100% | N=496 |
| Quality of overall natural environment in Sedona | 57% | N=276 | 33% | N=161 | 7% | N=34 | 3% | N=17 | 100% | N=488 |
| Overall "built environment" of Sedona (including overall design, buildings, parks and transportation systems) | 38% | N=186 | 44% | N=216 | 15% | N=75 | 3% | N=15 | 100% | N=493 |
| Health and wellness opportunities in Sedona | 37% | N=182 | 40% | N=197 | 19% | N=95 | 4% | N=20 | 100% | N=494 |
| Overall opportunities for education and enrichment | 30% | N=146 | 38% | N=187 | 27% | N=133 | 5% | N=23 | 100% | N=489 |
| Overall economic health of Sedona | 36% | N=178 | 46% | N=229 | 14% | N=68 | 4% | N=18 | 100% | N=492 |
| Sense of community | 39% | N=190 | 40% | N=197 | 17% | N=85 | 4% | N=22 | 100% | N=493 |

Table 50: Question 14

| Cities are faced with difficult choices with limited budgets. While the City is currently working on solutions to reduce traffic, please select up to two (2) additional priorities you would want the City to invest in over the next few years: | Percent | Number |
|---|---------|--------|
| Additional cultural facilities (museums, theatres, etc.) | 21% | N=97 |
| An Oak Creek park or walk | 28% | N=130 |
| Increase the walkability and bikeability of Sedona | 32% | N=152 |
| Ensure housing for those who work in Sedona | 50% | N=235 |
| Additional parks and facilities (playgrounds, sports facilities, etc.) | 15% | N=70 |
| Other (please specify) | 20% | N=92 |
| None of these | 10% | N=45 |

Total may exceed 100% as respondents could select more than one option.

Table 51: Question 15

| Please select up to three (3) service areas for the City to contribute additional funding in order to expand existing services over the next few years: | Percent | Number |
|---|---------|--------|
| Recycling services | 36% | N=174 |
| Library services | 20% | N=97 |
| Animal services | 16% | N=79 |
| Business development services | 26% | N=125 |
| Arts and culture programs | 34% | N=164 |
| Social services (senior center, food banks, etc.) | 50% | N=242 |
| Other (please specify) | 12% | N=58 |
| None, I'm pleased with levels of service in the listed areas | 14% | N=68 |

Total may exceed 100% as respondents could select more than one option.

Table 52: Question 16

| Please indicate how likely or unlikely you are to use each of the following sources to learn about City issues, activities, events and services: | Very likely | | Somewhat likely | | Somewhat unlikely | | Very unlikely | | Don't know | | Total | |
|--|-------------|-------|-----------------|-------|-------------------|-------|---------------|-------|------------|------|-------|-------|
| City website (www.sedonaaz.gov) and eNotify emails | 29% | N=141 | 36% | N=173 | 16% | N=76 | 17% | N=81 | 3% | N=15 | 100% | N=485 |
| Local newspapers (Red Rock News) and websites (www.Sedona.biz) | 51% | N=249 | 27% | N=133 | 8% | N=37 | 14% | N=67 | 1% | N=4 | 100% | N=492 |
| Local radio stations (100.1, NPR on 103.3 or 88.7, etc.) | 15% | N=71 | 22% | N=107 | 14% | N=69 | 43% | N=208 | 7% | N=33 | 100% | N=488 |
| Channel 4, the local government TV channel | 3% | N=15 | 12% | N=56 | 18% | N=89 | 57% | N=277 | 10% | N=49 | 100% | N=486 |
| City Council meetings and other public meetings | 10% | N=49 | 22% | N=108 | 26% | N=129 | 37% | N=182 | 4% | N=21 | 100% | N=489 |
| Talking with City officials and staff members | 6% | N=30 | 28% | N=139 | 26% | N=126 | 35% | N=173 | 5% | N=22 | 100% | N=490 |
| City communications via social media | 12% | N=59 | 25% | N=124 | 20% | N=100 | 36% | N=178 | 6% | N=29 | 100% | N=490 |
| Word-of-mouth | 33% | N=164 | 43% | N=211 | 12% | N=58 | 9% | N=43 | 3% | N=16 | 100% | N=492 |

Table 53: Question 17

| To what extent do you agree or disagree that each of the following would increase your use of a bicycle or walking as a means of alternative transportation: I would ride a bicycle or walk more often if... | Strongly agree | | Somewhat agree | | Somewhat disagree | | Strongly disagree | | Don't know | | Total | |
|--|----------------|-------|----------------|-------|-------------------|------|-------------------|-------|------------|------|-------|-------|
| There were more off-street bike, sidewalks or multi-use paths/trails | 41% | N=196 | 25% | N=119 | 8% | N=37 | 15% | N=71 | 11% | N=54 | 100% | N=478 |
| I felt safer from traffic while riding a bicycle/walking | 36% | N=170 | 21% | N=100 | 12% | N=58 | 19% | N=89 | 12% | N=59 | 100% | N=476 |
| I had better health or physical ability to do so | 14% | N=66 | 24% | N=113 | 10% | N=49 | 36% | N=171 | 15% | N=72 | 100% | N=471 |
| I do not want to use a bicycle or walk as a means of transportation | 22% | N=106 | 12% | N=59 | 17% | N=82 | 42% | N=205 | 6% | N=30 | 100% | N=481 |

Table 54: Question 18

| To what extent do you support or oppose the City investing in creating sustainability policies and programs in the following areas: | Strongly support | | Somewhat support | | Somewhat oppose | | Strongly oppose | | Don't know | | Total | |
|---|------------------|-------|------------------|-------|-----------------|------|-----------------|------|------------|------|-------|-------|
| Increasing use of alternative energy sources | 57% | N=283 | 26% | N=130 | 5% | N=23 | 9% | N=42 | 3% | N=15 | 100% | N=494 |
| Encouraging water conservation | 60% | N=300 | 32% | N=160 | 4% | N=21 | 2% | N=11 | 1% | N=5 | 100% | N=496 |
| Fostering National Forest stewardship (trails, access, etc.). | 62% | N=307 | 29% | N=142 | 3% | N=13 | 5% | N=23 | 2% | N=9 | 100% | N=493 |
| Increasing recycling services | 52% | N=252 | 36% | N=176 | 7% | N=33 | 3% | N=17 | 2% | N=8 | 100% | N=486 |
| Developing plans to meet the goal of zero waste in Sedona | 41% | N=202 | 35% | N=173 | 9% | N=45 | 11% | N=53 | 4% | N=20 | 100% | N=494 |
| Requiring higher green building and development standards | 40% | N=198 | 33% | N=165 | 11% | N=56 | 11% | N=56 | 4% | N=19 | 100% | N=493 |

Table 55: Question 19

| To what extent would you support or oppose the City of Sedona encouraging growth in the following types of businesses/industries? | Strongly support | | Somewhat support | | Somewhat oppose | | Strongly oppose | | Don't know | | Total | |
|---|------------------|-------|------------------|-------|-----------------|-------|-----------------|-------|------------|------|-------|-------|
| Technology (i.e., life science, R&D) | 40% | N=193 | 37% | N=179 | 7% | N=35 | 8% | N=39 | 7% | N=36 | 100% | N=482 |
| Outdoor recreation | 47% | N=231 | 35% | N=175 | 8% | N=39 | 6% | N=28 | 4% | N=20 | 100% | N=493 |
| Tourism (i.e., hotels, restaurants) | 18% | N=87 | 24% | N=120 | 23% | N=114 | 32% | N=158 | 2% | N=11 | 100% | N=491 |
| Healthcare (i.e., pharmaceutical, hospital, medical offices) | 50% | N=244 | 35% | N=173 | 7% | N=36 | 6% | N=27 | 2% | N=11 | 100% | N=491 |
| Arts and Entertainment (i.e., graphic design, interior design) | 34% | N=168 | 42% | N=205 | 11% | N=54 | 7% | N=36 | 6% | N=28 | 100% | N=490 |
| Light warehousing and distribution (i.e., truck operators, stock clerks) | 13% | N=66 | 21% | N=104 | 25% | N=123 | 30% | N=147 | 11% | N=55 | 100% | N=495 |

Table 56: Question D1

| How often, if at all, do you do each of the following, considering all of the times you could? | Never | | Rarely | | Sometimes | | Usually | | Always | | Total | |
|--|-------|------|--------|------|-----------|-------|---------|-------|--------|-------|-------|-------|
| Recycle at home | 3% | N=16 | 3% | N=13 | 7% | N=34 | 21% | N=102 | 67% | N=332 | 100% | N=497 |
| Purchase goods or services from a business located in Sedona | 1% | N=7 | 2% | N=10 | 20% | N=97 | 55% | N=274 | 22% | N=107 | 100% | N=494 |
| Eat at least 5 portions of fruits and vegetables a day | 4% | N=20 | 8% | N=40 | 28% | N=138 | 35% | N=173 | 24% | N=119 | 100% | N=489 |
| Participate in moderate or vigorous physical activity | 2% | N=11 | 9% | N=47 | 22% | N=109 | 35% | N=170 | 31% | N=154 | 100% | N=491 |
| Read or watch local news (via television, paper, computer, etc.) | 5% | N=23 | 12% | N=57 | 27% | N=134 | 33% | N=163 | 23% | N=115 | 100% | N=492 |
| Vote in local elections | 6% | N=28 | 2% | N=10 | 11% | N=54 | 15% | N=75 | 66% | N=326 | 100% | N=493 |

Table 57: Question D2

| Would you say that in general your health is: | Percent | Number |
|---|---------|--------|
| Excellent | 27% | N=130 |
| Very good | 47% | N=232 |
| Good | 21% | N=102 |
| Fair | 5% | N=22 |
| Poor | 1% | N=3 |
| Total | 100% | N=490 |

Table 58: Question D3

| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: | Percent | Number |
|--|---------|--------|
| Very positive | 11% | N=54 |
| Somewhat positive | 29% | N=142 |
| Neutral | 48% | N=235 |
| Somewhat negative | 10% | N=50 |
| Very negative | 1% | N=6 |
| Total | 100% | N=488 |

Table 59: Question D4

| What is your employment status? | Percent | Number |
|---------------------------------------|---------|--------|
| Working full time for pay | 42% | N=206 |
| Working part time for pay | 14% | N=69 |
| Unemployed, looking for paid work | 3% | N=13 |
| Unemployed, not looking for paid work | 1% | N=4 |
| Fully retired | 41% | N=200 |
| Total | 100% | N=492 |

Table 60: Question D5

| Do you work inside the boundaries of Sedona? | Percent | Number |
|--|---------|--------|
| Yes, outside the home | 38% | N=178 |
| Yes, from home | 16% | N=76 |
| No | 46% | N=213 |
| Total | 100% | N=467 |

Table 61: Question D6

| How many years have you lived in Sedona? | Percent | Number |
|--|---------|--------|
| Less than 2 years | 9% | N=46 |
| 2 to 5 years | 15% | N=76 |
| 6 to 10 years | 17% | N=87 |
| 11 to 20 years | 32% | N=160 |
| More than 20 years | 26% | N=129 |
| Total | 100% | N=497 |

Table 62: Question D7

| Which best describes the building you live in? | Percent | Number |
|--|---------|--------|
| One family house detached from any other houses | 85% | N=421 |
| Building with two or more homes (duplex, townhome, apartment or condominium) | 8% | N=42 |
| Mobile home | 5% | N=25 |
| Other | 2% | N=9 |
| Total | 100% | N=497 |

Table 63: Question D8

| Is this house, apartment or mobile home... | Percent | Number |
|--|---------|--------|
| Rented | 26% | N=127 |
| Owned | 74% | N=366 |
| Total | 100% | N=493 |

Table 64: Question D9

| About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)? | Percent | Number |
|---|---------|--------|
| Less than \$300 per month | 4% | N=20 |
| \$300 to \$599 per month | 10% | N=49 |
| \$600 to \$999 per month | 15% | N=69 |
| \$1,000 to \$1,499 per month | 24% | N=111 |
| \$1,500 to \$2,499 per month | 31% | N=143 |
| \$2,500 or more per month | 16% | N=76 |
| Total | 100% | N=468 |

Table 65: Question D10

| Do any children 17 or under live in your household? | Percent | Number |
|---|---------|--------|
| No | 83% | N=410 |
| Yes | 17% | N=86 |
| Total | 100% | N=496 |

Table 66: Question D11

| Are you or any other members of your household aged 65 or older? | Percent | Number |
|--|---------|--------|
| No | 51% | N=252 |
| Yes | 49% | N=244 |
| Total | 100% | N=496 |

Table 67: Question D12

| How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.) | Percent | Number |
|--|---------|--------|
| Less than \$25,000 | 9% | N=40 |
| \$25,000 to \$49,999 | 23% | N=106 |
| \$50,000 to \$99,999 | 33% | N=150 |
| \$100,000 to \$149,999 | 16% | N=71 |
| \$150,000 or more | 19% | N=86 |
| Total | 100% | N=453 |

Table 68: Question D13

| Are you Spanish, Hispanic or Latino? | Percent | Number |
|--|---------|--------|
| No, not Spanish, Hispanic or Latino | 92% | N=441 |
| Yes, I consider myself to be Spanish, Hispanic or Latino | 8% | N=36 |
| Total | 100% | N=477 |

Table 69: Question D14

| What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.) | Percent | Number |
|---|---------|--------|
| American Indian or Alaskan Native | 0% | N=1 |
| Asian, Asian Indian or Pacific Islander | 2% | N=11 |
| Black or African American | 0% | N=1 |
| White | 90% | N=425 |
| Other | 9% | N=40 |

Total may exceed 100% as respondents could select more than one option.

Table 70: Question D15

| In which category is your age? | Percent | Number |
|--------------------------------|---------|--------|
| 18 to 24 years | 4% | N=21 |
| 25 to 34 years | 3% | N=16 |
| 35 to 44 years | 12% | N=57 |
| 45 to 54 years | 15% | N=73 |
| 55 to 64 years | 22% | N=108 |
| 65 to 74 years | 25% | N=124 |
| 75 years or older | 18% | N=87 |
| Total | 100% | N=486 |

Table 71: Question D16

| What is your sex? | Percent | Number |
|-------------------|---------|--------|
| Female | 53% | N=257 |
| Male | 47% | N=225 |
| Total | 100% | N=482 |

Table 72: Question D17

| Do you consider a cell phone or landline your primary telephone number? | Percent | Number |
|---|---------|--------|
| Cell | 62% | N=305 |
| Land line | 23% | N=114 |
| Both | 15% | N=75 |
| Total | 100% | N=494 |

Appendix B: Benchmark Comparisons

Comparison Data

NRC’s database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on **The National Citizen Survey™**. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Sedona chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Sedona’s “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month. The second column is the rank assigned to Sedona’s rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Sedona’s rating to the benchmark.

In that final column, Sedona’s results are noted as being “higher” than the benchmark, “lower” than the benchmark or “similar” to the benchmark, meaning that the average rating given by Sedona residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as “much higher” or “much lower.”

| Benchmark Database Characteristics | |
|------------------------------------|---------|
| Region | Percent |
| New England | 3% |
| Middle Atlantic | 5% |
| East North Central | 15% |
| West North Central | 13% |
| South Atlantic | 22% |
| East South Central | 3% |
| West South Central | 7% |
| Mountain | 16% |
| Pacific | 16% |
| Population | Percent |
| Less than 10,000 | 10% |
| 10,000 to 24,999 | 22% |
| 25,000 to 49,999 | 23% |
| 50,000 to 99,999 | 22% |
| 100,000 or more | 23% |

National Benchmark Comparisons

Table 73: Community Characteristics General

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---------------------------------------|------------------|------|-------------------------------------|-------------------------|
| The overall quality of life in Sedona | 85% | 176 | 449 | Similar |
| Overall image or reputation of Sedona | 82% | 84 | 340 | Higher |
| Sedona as a place to live | 90% | 174 | 385 | Similar |
| Your neighborhood as a place to live | 92% | 59 | 305 | Similar |
| Sedona as a place to raise children | 50% | 348 | 376 | Much lower |
| Sedona as a place to retire | 79% | 49 | 351 | Higher |
| Overall appearance of Sedona | 90% | 42 | 352 | Higher |

Table 74: Community Characteristics by Facet

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|-------------------------|---|------------------|------|-------------------------------------|-------------------------|
| Safety | Overall feeling of safety in Sedona | 97% | 24 | 325 | Higher |
| | In your neighborhood during the day | 98% | 24 | 348 | Similar |
| | In Sedona's downtown/commercial area during the day | 96% | 61 | 305 | Similar |
| Mobility | Overall ease of getting to the places you usually have to visit | 52% | 218 | 233 | Lower |
| | Availability of paths and walking trails | 83% | 39 | 305 | Higher |
| | Ease of walking in Sedona | 62% | 166 | 293 | Similar |
| | Ease of travel by bicycle in Sedona | 46% | 194 | 296 | Similar |
| | Ease of travel by public transportation in Sedona | 13% | 186 | 197 | Much lower |
| | Ease of travel by car in Sedona | 38% | 283 | 296 | Lower |
| | Ease of public parking | 32% | 175 | 195 | Lower |
| Natural Environment | Traffic flow on major streets | 24% | 319 | 338 | Lower |
| | Quality of overall natural environment in Sedona | 96% | 3 | 269 | Higher |
| | Cleanliness of Sedona | 95% | 20 | 276 | Higher |
| Built Environment | Air quality | 90% | 26 | 234 | Higher |
| | Overall "built environment" of Sedona (including overall design, buildings, parks and transportation systems) | 55% | 150 | 222 | Similar |
| | Overall quality of new development in Sedona | 39% | 236 | 280 | Lower |
| | Availability of affordable quality housing | 15% | 276 | 295 | Much lower |
| | Variety of housing options | 24% | 258 | 271 | Much lower |
| | Public places where people want to spend time | 67% | 118 | 214 | Similar |
| | Overall economic health of Sedona | 57% | 142 | 228 | Similar |
| | Vibrant downtown/commercial area | 47% | 106 | 206 | Similar |
| | Overall quality of business and service establishments in Sedona | 51% | 204 | 263 | Similar |
| | Cost of living in Sedona | 21% | 202 | 225 | Lower |
| Economy | Shopping opportunities | 35% | 233 | 286 | Lower |
| | Employment opportunities | 18% | 281 | 304 | Lower |
| | Sedona as a place to visit | 94% | 12 | 242 | Much higher |
| | Sedona as a place to work | 35% | 326 | 352 | Lower |
| | Health and wellness opportunities in Sedona | 59% | 180 | 223 | Similar |
| | Availability of affordable quality mental health care | 27% | 181 | 194 | Lower |
| | Availability of preventive health services | 42% | 204 | 224 | Lower |
| Recreation and Wellness | Availability of affordable quality health care | 36% | 233 | 251 | Lower |
| | Availability of affordable quality food | 55% | 173 | 227 | Similar |
| | Recreational opportunities | 82% | 45 | 291 | Higher |
| | Fitness opportunities (including exercise classes and paths or trails, etc.) | 80% | 54 | 213 | Similar |
| | Overall opportunities for education and enrichment | 42% | 208 | 224 | Lower |

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--------------------------|---|------------------|------|-------------------------------------|-------------------------|
| Education and Enrichment | Opportunities to participate in religious or spiritual events and activities | 86% | 62 | 193 | Similar |
| | Opportunities to attend cultural/arts/music activities | 66% | 90 | 290 | Similar |
| | Adult educational opportunities | 39% | 179 | 200 | Lower |
| | K-12 education | 37% | 247 | 260 | Much lower |
| | Availability of affordable quality child care/preschool | 25% | 230 | 240 | Much lower |
| Community Engagement | Opportunities to participate in social events and activities | 61% | 117 | 252 | Similar |
| | Neighborliness of Sedona | 63% | 122 | 217 | Similar |
| | Openness and acceptance of the community toward people of diverse backgrounds | 62% | 138 | 284 | Similar |
| | Opportunities to participate in community matters | 69% | 91 | 264 | Similar |
| | Opportunities to volunteer | 84% | 25 | 256 | Higher |

Table 75: Governance General

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--|------------------|------|-------------------------------------|-------------------------|
| Services provided by the City of Sedona | 68% | 315 | 426 | Similar |
| Overall customer service by Sedona employees (police, receptionists, planners, etc.) | 75% | 231 | 370 | Similar |
| Value of services for the taxes paid to Sedona | 43% | 309 | 395 | Similar |
| Overall direction that Sedona is taking | 31% | 295 | 310 | Lower |
| Job Sedona government does at welcoming citizen involvement | 48% | 217 | 310 | Similar |
| Overall confidence in Sedona government | 35% | 201 | 226 | Lower |
| Generally acting in the best interest of the community | 34% | 208 | 226 | Lower |
| Being honest | 40% | 190 | 219 | Lower |
| Treating all residents fairly | 42% | 186 | 224 | Lower |
| Services provided by the Federal Government | 38% | 159 | 240 | Similar |

Table 76: Governance by Facet

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---------------------|--|------------------|------|-------------------------------------|-------------------------|
| Safety | Police/Sheriff services | 83% | 179 | 453 | Similar |
| | Fire services | 94% | 107 | 377 | Similar |
| | Ambulance or emergency medical services | 90% | 135 | 345 | Similar |
| | Crime prevention | 85% | 52 | 351 | Higher |
| | Fire prevention and education | 81% | 109 | 277 | Similar |
| | Animal control | 70% | 118 | 333 | Similar |
| | Emergency preparedness (services that prepare the community for natural disasters or other emergency situations) | 47% | 238 | 268 | Lower |
| Mobility | Traffic enforcement | 60% | 271 | 366 | Similar |
| | Street repair | 48% | 219 | 389 | Similar |
| | Street cleaning | 60% | 203 | 315 | Similar |
| | Street lighting | 70% | 85 | 320 | Similar |
| | Snow removal | 57% | 202 | 290 | Similar |
| | Sidewalk maintenance | 72% | 74 | 315 | Similar |
| | Traffic signal timing | 45% | 217 | 254 | Similar |
| Natural Environment | Bus or transit services | 33% | 187 | 219 | Lower |
| | Garbage collection | 88% | 115 | 354 | Similar |
| | Recycling | 80% | 158 | 355 | Similar |
| | Yard waste pick-up | 44% | 267 | 270 | Much lower |
| | Drinking water | 63% | 222 | 316 | Similar |

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--------------------------|--|------------------|------|-------------------------------------|-------------------------|
| | Preservation of natural areas such as open space, farmlands and greenbelts | 63% | 125 | 248 | Similar |
| | Sedona open space | 59% | 108 | 203 | Similar |
| Built Environment | Storm drainage | 51% | 286 | 346 | Similar |
| | Sewer services | 68% | 250 | 318 | Similar |
| | Power (electric and/or gas) utility | 68% | 136 | 167 | Similar |
| | Utility billing | 63% | 131 | 196 | Similar |
| | Land use, planning and zoning | 34% | 247 | 297 | Similar |
| | Code enforcement (weeds, abandoned buildings, etc.) | 46% | 238 | 381 | Similar |
| Economy | Economic development | 42% | 216 | 278 | Similar |
| Recreation and Wellness | City parks | 77% | 229 | 321 | Similar |
| | Recreation programs or classes | 54% | 269 | 317 | Lower |
| | Recreation facilities | 62% | 206 | 268 | Similar |
| | Health services | 46% | 192 | 206 | Lower |
| | City-sponsored special events | 54% | 201 | 244 | Similar |
| Education and Enrichment | Public library services | 89% | 76 | 337 | Similar |
| Community Engagement | Public information services | 63% | 187 | 275 | Similar |

Table 77: Participation General

| | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---|------------------|------|-------------------------------------|-------------------------|
| Sense of community | 49% | 255 | 305 | Similar |
| Recommend living in Sedona to someone who asks | 80% | 207 | 277 | Similar |
| Remain in Sedona for the next five years | 85% | 135 | 268 | Similar |
| Contacted Sedona (in-person, phone, email or web) for help or information | 52% | 77 | 309 | Similar |

Table 78: Participation by Facet

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|---------------------|--|------------------|------|-------------------------------------|-------------------------|
| Safety | Stocked supplies in preparation for an emergency | 33% | 105 | 197 | Similar |
| | Did NOT report a crime to the police | 84% | 66 | 219 | Similar |
| | Household member was NOT a victim of a crime | 93% | 40 | 265 | Similar |
| Mobility | Used bus, rail, subway or other public transportation instead of driving | 7% | 149 | 178 | Much lower |
| | Carpooled with other adults or children instead of driving alone | 51% | 38 | 207 | Similar |
| | Walked or biked instead of driving | 61% | 81 | 215 | Similar |
| Natural Environment | Made efforts to conserve water | 87% | 53 | 203 | Similar |
| | Made efforts to make your home more energy efficient | 77% | 86 | 203 | Similar |
| | Recycle at home | 94% | 87 | 249 | Similar |
| Built Environment | Did NOT observe a code violation or other hazard in Sedona | 59% | 85 | 209 | Similar |
| | NOT experiencing housing costs stress | 58% | 220 | 246 | Lower |
| Economy | Purchase goods or services from a business located in Sedona | 97% | 118 | 213 | Similar |
| | Economy will have positive impact on income | 40% | 25 | 247 | Higher |
| | Work inside boundaries of Sedona | 54% | 62 | 214 | Higher |
| | Visited a neighborhood park or City park | 83% | 156 | 260 | Similar |

| | | Percent positive | Rank | Number of communities in comparison | Comparison to benchmark |
|--------------------------|---|------------------|------|-------------------------------------|-------------------------|
| Recreation and Wellness | Eat at least 5 portions of fruits and vegetables a day | 88% | 37 | 205 | Similar |
| | Participate in moderate or vigorous physical activity | 88% | 67 | 209 | Similar |
| | In very good to excellent health | 74% | 35 | 209 | Similar |
| Education and Enrichment | Used Sedona public libraries or their services | 74% | 40 | 235 | Higher |
| | Participated in religious or spiritual activities in Sedona | 50% | 73 | 191 | Similar |
| | Attended City-sponsored event | 58% | 85 | 215 | Similar |
| Community Engagement | Campaigned or advocated for an issue, cause or candidate | 41% | 11 | 196 | Higher |
| | Contacted Sedona elected officials (in-person, phone, email or web) to express your opinion | 30% | 14 | 212 | Higher |
| | Volunteered your time to some group/activity in Sedona | 61% | 15 | 255 | Much higher |
| | Participated in a club | 48% | 6 | 229 | Much higher |
| | Talked to or visited with your immediate neighbors | 92% | 90 | 210 | Similar |
| | Done a favor for a neighbor | 84% | 73 | 205 | Similar |
| | Attended a local public meeting | 38% | 14 | 254 | Higher |
| | Watched (online or on television) a local public meeting | 18% | 167 | 219 | Similar |
| | Read or watch local news (via television, paper, computer, etc.) | 84% | 150 | 214 | Similar |
| | Vote in local elections | 92% | 10 | 248 | Higher |

Communities included in national comparisons

The communities included in Sedona’s comparisons are listed on the following pages along with their population according to the 2010 Census.

| | | | |
|--------------------------------|---------|----------------------------------|---------|
| Adams County, CO | 441,603 | Aurora city, CO | 325,078 |
| Airway Heights city, WA | 6,114 | Austin city, TX | 790,390 |
| Albany city, OR | 50,158 | Avon town, CO | 6,447 |
| Albemarle County, VA | 98,970 | Avon town, IN | 12,446 |
| Albert Lea city, MN | 18,016 | Avondale city, AZ | 76,238 |
| Alexandria city, VA | 139,966 | Azusa city, CA | 46,361 |
| Algonquin village, IL | 30,046 | Bainbridge Island city, WA | 23,025 |
| Aliso Viejo city, CA | 47,823 | Baltimore city, MD | 620,961 |
| Altoona city, IA | 14,541 | Bartonville town, TX | 1,469 |
| American Canyon city, CA | 19,454 | Battle Creek city, MI | 52,347 |
| Ames city, IA | 58,965 | Bay City city, MI | 34,932 |
| Andover CDP, MA | 8,762 | Bay Village city, OH | 15,651 |
| Ankeny city, IA | 45,582 | Baytown city, TX | 71,802 |
| Ann Arbor city, MI | 113,934 | Bedford city, TX | 46,979 |
| Annapolis city, MD | 38,394 | Bedford town, MA | 13,320 |
| Apache Junction city, AZ | 35,840 | Bellevue city, WA | 122,363 |
| Arapahoe County, CO | 572,003 | Bellingham city, WA | 80,885 |
| Arkansas City city, AR | 366 | Benbrook city, TX | 21,234 |
| Arlington city, TX | 365,438 | Bend city, OR | 76,639 |
| Arvada city, CO | 106,433 | Bettendorf city, IA | 33,217 |
| Asheville city, NC | 83,393 | Billings city, MT | 104,170 |
| Ashland city, OR | 20,078 | Blaine city, MN | 57,186 |
| Ashland town, MA | 16,593 | Bloomfield Hills city, MI | 3,869 |
| Ashland town, VA | 7,225 | Bloomington city, IN | 80,405 |
| Aspen city, CO | 6,658 | Bloomington city, MN | 82,893 |
| Athens-Clarke County, GA | 115,452 | Blue Springs city, MO | 52,575 |
| Auburn city, AL | 53,380 | Boise City city, ID | 205,671 |
| Augusta CCD, GA | 134,777 | Bonner Springs city, KS | 7,314 |

| | | | |
|-----------------------------|---------|-----------------------------|-----------|
| Boone County, KY | 118,811 | Copperas Cove city, TX | 32,032 |
| Boulder city, CO | 97,385 | Coral Springs city, FL | 121,096 |
| Bowling Green city, KY | 58,067 | Coronado city, CA | 18,912 |
| Bozeman city, MT | 37,280 | Corvallis city, OR | 54,462 |
| Brentwood city, MO | 8,055 | Cottonwood Heights city, UT | 33,433 |
| Brentwood city, TN | 37,060 | Creve Coeur city, MO | 17,833 |
| Brighton city, CO | 33,352 | Cross Roads town, TX | 1,563 |
| Brighton city, MI | 7,444 | Dacono city, CO | 4,152 |
| Bristol city, TN | 26,702 | Dade City city, FL | 6,437 |
| Broken Arrow city, OK | 98,850 | Dakota County, MN | 398,552 |
| Brookfield city, WI | 37,920 | Dallas city, OR | 14,583 |
| Brookline CDP, MA | 58,732 | Dallas city, TX | 1,197,816 |
| Brooklyn Center city, MN | 30,104 | Danville city, KY | 16,218 |
| Brooklyn city, OH | 11,169 | Dardenne Prairie city, MO | 11,494 |
| Broomfield city, CO | 55,889 | Darien city, IL | 22,086 |
| Brownsburg town, IN | 21,285 | Davenport city, FL | 2,888 |
| Buffalo Grove village, IL | 41,496 | Davenport city, IA | 99,685 |
| Burien city, WA | 33,313 | Davidson town, NC | 10,944 |
| Burleson city, TX | 36,690 | Dayton city, OH | 141,527 |
| Burlingame city, CA | 28,806 | Dayton town, WY | 757 |
| Cabarrus County, NC | 178,011 | Decatur city, GA | 19,335 |
| Cambridge city, MA | 105,162 | Del Mar city, CA | 4,161 |
| Cannon Beach city, OR | 1,690 | DeLand city, FL | 27,031 |
| Cañon City city, CO | 16,400 | Delaware city, OH | 34,753 |
| Canton city, SD | 3,057 | Delray Beach city, FL | 60,522 |
| Cape Coral city, FL | 154,305 | Denison city, TX | 22,682 |
| Cape Girardeau city, MO | 37,941 | Denton city, TX | 113,383 |
| Carlisle borough, PA | 18,682 | Denver city, CO | 600,158 |
| Carlsbad city, CA | 105,328 | Derby city, KS | 22,158 |
| Carroll city, IA | 10,103 | Des Moines city, IA | 203,433 |
| Cartersville city, GA | 19,731 | Des Peres city, MO | 8,373 |
| Cary town, NC | 135,234 | Destin city, FL | 12,305 |
| Castine town, ME | 1,366 | Dothan city, AL | 65,496 |
| Castle Pines North city, CO | 10,360 | Douglas County, CO | 285,465 |
| Castle Rock town, CO | 48,231 | Dover city, NH | 29,987 |
| Cedar Hill city, TX | 45,028 | Dublin city, CA | 46,036 |
| Cedar Rapids city, IA | 126,326 | Dublin city, OH | 41,751 |
| Celina city, TX | 6,028 | Duluth city, MN | 86,265 |
| Centennial city, CO | 100,377 | Durham city, NC | 228,330 |
| Chandler city, AZ | 236,123 | Durham County, NC | 267,587 |
| Chandler city, TX | 2,734 | Eagan city, MN | 64,206 |
| Chanhassen city, MN | 22,952 | Eagle Mountain city, UT | 21,415 |
| Chapel Hill town, NC | 57,233 | Eagle town, CO | 6,508 |
| Chardon city, OH | 5,148 | East Grand Forks city, MN | 8,601 |
| Charles County, MD | 146,551 | East Lansing city, MI | 48,579 |
| Charlotte city, NC | 731,424 | Eau Claire city, WI | 65,883 |
| Charlotte County, FL | 159,978 | Eden Prairie city, MN | 60,797 |
| Charlottesville city, VA | 43,475 | Edgerton city, KS | 1,671 |
| Chattanooga city, TN | 167,674 | Edgewater city, CO | 5,170 |
| Chautauqua town, NY | 4,464 | Edina city, MN | 47,941 |
| Chesterfield County, VA | 316,236 | Edmond city, OK | 81,405 |
| Citrus Heights city, CA | 83,301 | Edmonds city, WA | 39,709 |
| Clackamas County, OR | 375,992 | El Cerrito city, CA | 23,549 |
| Clarendon Hills village, IL | 8,427 | El Dorado County, CA | 181,058 |
| Clayton city, MO | 15,939 | Elk Grove city, CA | 153,015 |
| Clearwater city, FL | 107,685 | Elko New Market city, MN | 4,110 |
| Cleveland Heights city, OH | 46,121 | Elmhurst city, IL | 44,121 |
| Clinton city, SC | 8,490 | Encinitas city, CA | 59,518 |
| Clive city, IA | 15,447 | Englewood city, CO | 30,255 |
| Clovis city, CA | 95,631 | Erie town, CO | 18,135 |
| College Park city, MD | 30,413 | Escambia County, FL | 297,619 |
| College Station city, TX | 93,857 | Estes Park town, CO | 5,858 |
| Columbia city, MO | 108,500 | Euclid city, OH | 48,920 |
| Columbia city, SC | 129,272 | Fairview town, TX | 7,248 |
| Columbia Falls city, MT | 4,688 | Farmersville city, TX | 3,301 |
| Commerce City city, CO | 45,913 | Farmington Hills city, MI | 79,740 |
| Concord city, CA | 122,067 | Fayetteville city, NC | 200,564 |
| Concord town, MA | 17,668 | Fernandina Beach city, FL | 11,487 |
| Conshohocken borough, PA | 7,833 | Fishers town, IN | 76,794 |
| Coon Rapids city, MN | 61,476 | Flagstaff city, AZ | 65,870 |

| | | | |
|---------------------------------|---------|------------------------------------|-----------|
| Flower Mound town, TX..... | 64,669 | Jackson County, MI..... | 160,248 |
| Forest Grove city, OR..... | 21,083 | James City County, VA..... | 67,009 |
| Fort Collins city, CO..... | 143,986 | Jefferson County, NY..... | 116,229 |
| Fort Lauderdale city, FL..... | 165,521 | Jefferson Parish, LA..... | 432,552 |
| Fort Smith city, AR..... | 86,209 | Johnson City city, TN..... | 63,152 |
| Franklin city, TN..... | 62,487 | Johnston city, IA..... | 17,278 |
| Fremont city, CA..... | 214,089 | Jupiter town, FL..... | 55,156 |
| Friendswood city, TX..... | 35,805 | Kalamazoo city, MI..... | 74,262 |
| Fruita city, CO..... | 12,646 | Kansas City city, KS..... | 145,786 |
| Gahanna city, OH..... | 33,248 | Kansas City city, MO..... | 459,787 |
| Gaithersburg city, MD..... | 59,933 | Keizer city, OR..... | 36,478 |
| Galveston city, TX..... | 47,743 | Kenmore city, WA..... | 20,460 |
| Gardner city, KS..... | 19,123 | Kennedale city, TX..... | 6,763 |
| Georgetown city, TX..... | 47,400 | Kennett Square borough, PA..... | 6,072 |
| Germantown city, TN..... | 38,844 | Kent city, WA..... | 92,411 |
| Gilbert town, AZ..... | 208,453 | Kerrville city, TX..... | 22,347 |
| Gillette city, WY..... | 29,087 | Kettering city, OH..... | 56,163 |
| Glen Ellyn village, IL..... | 27,450 | Key West city, FL..... | 24,649 |
| Glendora city, CA..... | 50,073 | King City city, CA..... | 12,874 |
| Glenview village, IL..... | 44,692 | King County, WA..... | 1,931,249 |
| Globe city, AZ..... | 7,532 | Kirkland city, WA..... | 48,787 |
| Golden city, CO..... | 18,867 | Kirkwood city, MO..... | 27,540 |
| Golden Valley city, MN..... | 20,371 | Knoxville city, IA..... | 7,313 |
| Goodyear city, AZ..... | 65,275 | La Plata town, MD..... | 8,753 |
| Grafton village, WI..... | 11,459 | La Porte city, TX..... | 33,800 |
| Grand Blanc city, MI..... | 8,276 | La Vista city, NE..... | 15,758 |
| Grants Pass city, OR..... | 34,533 | Lafayette city, CO..... | 24,453 |
| Grass Valley city, CA..... | 12,860 | Laguna Beach city, CA..... | 22,723 |
| Greeley city, CO..... | 92,889 | Laguna Niguel city, CA..... | 62,979 |
| Greenville city, NC..... | 84,554 | Lake Forest city, IL..... | 19,375 |
| Greenwich town, CT..... | 61,171 | Lake in the Hills village, IL..... | 28,965 |
| Greenwood Village city, CO..... | 13,925 | Lake Stevens city, WA..... | 28,069 |
| Greer city, SC..... | 25,515 | Lake Worth city, FL..... | 34,910 |
| Gunnison County, CO..... | 15,324 | Lake Zurich village, IL..... | 19,631 |
| Hailey city, ID..... | 7,960 | Lakeville city, MN..... | 55,954 |
| Haines Borough, AK..... | 2,508 | Lakewood city, CO..... | 142,980 |
| Haltom City city, TX..... | 42,409 | Lakewood city, WA..... | 58,163 |
| Hamilton city, OH..... | 62,477 | Lane County, OR..... | 351,715 |
| Hamilton town, MA..... | 7,764 | Lansing city, MI..... | 114,297 |
| Hanover County, VA..... | 99,863 | Laramie city, WY..... | 30,816 |
| Harrisburg city, SD..... | 4,089 | Larimer County, CO..... | 299,630 |
| Harrisonburg city, VA..... | 48,914 | Las Cruces city, NM..... | 97,618 |
| Harrisonville city, MO..... | 10,019 | Las Vegas city, NM..... | 13,753 |
| Hayward city, CA..... | 144,186 | Las Vegas city, NV..... | 583,756 |
| Henderson city, NV..... | 257,729 | Lawrence city, KS..... | 87,643 |
| Herndon town, VA..... | 23,292 | Lawrenceville city, GA..... | 28,546 |
| High Point city, NC..... | 104,371 | Lee's Summit city, MO..... | 91,364 |
| Highland Park city, IL..... | 29,763 | Lehi city, UT..... | 47,407 |
| Highlands Ranch CDP, CO..... | 96,713 | Lenexa city, KS..... | 48,190 |
| Holland city, MI..... | 33,051 | Lewis County, NY..... | 27,087 |
| Homer Glen village, IL..... | 24,220 | Lewiston city, ID..... | 31,894 |
| Honolulu County, HI..... | 953,207 | Lewisville city, TX..... | 95,290 |
| Hooksett town, NH..... | 13,451 | Lewisville town, NC..... | 12,639 |
| Hopkins city, MN..... | 17,591 | Libertyville village, IL..... | 20,315 |
| Hopkinton town, MA..... | 14,925 | Lincoln city, NE..... | 258,379 |
| Hoquiam city, WA..... | 8,726 | Lindsborg city, KS..... | 3,458 |
| Horry County, SC..... | 269,291 | Little Chute village, WI..... | 10,449 |
| Howard village, WI..... | 17,399 | Littleton city, CO..... | 41,737 |
| Hudson city, OH..... | 22,262 | Livermore city, CA..... | 80,968 |
| Hudson town, CO..... | 2,356 | Lombard village, IL..... | 43,165 |
| Huntley village, IL..... | 24,291 | Lone Tree city, CO..... | 10,218 |
| Hurst city, TX..... | 37,337 | Long Grove village, IL..... | 8,043 |
| Hutchinson city, MN..... | 14,178 | Longmont city, CO..... | 86,270 |
| Hutto city, TX..... | 14,698 | Longview city, TX..... | 80,455 |
| Independence city, MO..... | 116,830 | Lonsdale city, MN..... | 3,674 |
| Indianola city, IA..... | 14,782 | Los Alamos County, NM..... | 17,950 |
| Indio city, CA..... | 76,036 | Los Altos Hills town, CA..... | 7,922 |
| Iowa City city, IA..... | 67,862 | Louisville city, CO..... | 18,376 |
| Irving city, TX..... | 216,290 | Lower Merion township, PA..... | 57,825 |
| Issaquah city, WA..... | 30,434 | Lynchburg city, VA..... | 75,568 |

| | | | |
|-------------------------------|-----------|-------------------------------|-----------|
| Lynnwood city, WA | 35,836 | North Yarmouth town, ME | 3,565 |
| Macomb County, MI | 840,978 | Novato city, CA | 51,904 |
| Manassas city, VA | 37,821 | Novi city, MI | 55,224 |
| Manhattan Beach city, CA | 35,135 | O'Fallon city, IL | 28,281 |
| Manhattan city, KS | 52,281 | O'Fallon city, MO | 79,329 |
| Mankato city, MN | 39,309 | Oak Park village, IL | 51,878 |
| Maple Grove city, MN | 61,567 | Oakland city, CA | 390,724 |
| Maricopa County, AZ | 3,817,117 | Oakley city, CA | 35,432 |
| Marion city, IA | 34,768 | Oklahoma City city, OK | 579,999 |
| Marshfield city, WI | 19,118 | Olathe city, KS | 125,872 |
| Martinez city, CA | 35,824 | Old Town city, ME | 7,840 |
| Marysville city, WA | 60,020 | Olmsted County, MN | 144,248 |
| Matthews town, NC | 27,198 | Olympia city, WA | 46,478 |
| McAllen city, TX | 129,877 | Orange village, OH | 3,323 |
| McKinney city, TX | 131,117 | Orland Park village, IL | 56,767 |
| McMinnville city, OR | 32,187 | Orleans Parish, LA | 343,829 |
| Menlo Park city, CA | 32,026 | Oshkosh city, WI | 66,083 |
| Menomonee Falls village, WI | 35,626 | Oshtemo charter township, MI | 21,705 |
| Mercer Island city, WA | 22,699 | Oswego village, IL | 30,355 |
| Meridian charter township, MI | 39,688 | Otsego County, MI | 24,164 |
| Meridian city, ID | 75,092 | Ottawa County, MI | 263,801 |
| Merriam city, KS | 11,003 | Paducah city, KY | 25,024 |
| Mesa city, AZ | 439,041 | Palm Beach Gardens city, FL | 48,452 |
| Mesa County, CO | 146,723 | Palm Coast city, FL | 75,180 |
| Miami Beach city, FL | 87,779 | Palo Alto city, CA | 64,403 |
| Miami city, FL | 399,457 | Palos Verdes Estates city, CA | 13,438 |
| Middleton city, WI | 17,442 | Papillion city, NE | 18,894 |
| Midland city, MI | 41,863 | Paradise Valley town, AZ | 12,820 |
| Milford city, DE | 9,559 | Park City city, UT | 7,558 |
| Milton city, GA | 32,661 | Parker town, CO | 45,297 |
| Minneapolis city, MN | 382,578 | Parkland city, FL | 23,962 |
| Missouri City city, TX | 67,358 | Pasco city, WA | 59,781 |
| Modesto city, CA | 201,165 | Pasco County, FL | 464,697 |
| Monterey city, CA | 27,810 | Payette city, ID | 7,433 |
| Montgomery city, MN | 2,956 | Pearland city, TX | 91,252 |
| Monticello city, UT | 1,972 | Peoria city, AZ | 154,065 |
| Montrose city, CO | 19,132 | Peoria city, IL | 115,007 |
| Monument town, CO | 5,530 | Pflugerville city, TX | 46,936 |
| Mooresville town, NC | 32,711 | Phoenix city, AZ | 1,445,632 |
| Moraga town, CA | 16,016 | Pinehurst village, NC | 13,124 |
| Morristown city, TN | 29,137 | Piqua city, OH | 20,522 |
| Morrisville town, NC | 18,576 | Pitkin County, CO | 17,148 |
| Morro Bay city, CA | 10,234 | Plano city, TX | 259,841 |
| Mountain Village town, CO | 1,320 | Platte City city, MO | 4,691 |
| Mountlake Terrace city, WA | 19,909 | Pleasant Hill city, IA | 8,785 |
| Murphy city, TX | 17,708 | Pleasanton city, CA | 70,285 |
| Naperville city, IL | 141,853 | Plymouth city, MN | 70,576 |
| Napoleon city, OH | 8,749 | Polk County, IA | 430,640 |
| Needham CDP, MA | 28,886 | Pompano Beach city, FL | 99,845 |
| Nevada City city, CA | 3,068 | Port Orange city, FL | 56,048 |
| Nevada County, CA | 98,764 | Portland city, OR | 583,776 |
| New Braunfels city, TX | 57,740 | Post Falls city, ID | 27,574 |
| New Brighton city, MN | 21,456 | Powell city, OH | 11,500 |
| New Hanover County, NC | 202,667 | Prince William County, VA | 402,002 |
| New Hope city, MN | 20,339 | Prior Lake city, MN | 22,796 |
| New Orleans city, LA | 343,829 | Pueblo city, CO | 106,595 |
| New Port Richey city, FL | 14,911 | Purcellville town, VA | 7,727 |
| New Smyrna Beach city, FL | 22,464 | Queen Creek town, AZ | 26,361 |
| New Ulm city, MN | 13,522 | Raleigh city, NC | 403,892 |
| Newberg city, OR | 22,068 | Ramsey city, MN | 23,668 |
| Newport city, RI | 24,672 | Raymond town, ME | 4,436 |
| Newport News city, VA | 180,719 | Raymore city, MO | 19,206 |
| Newton city, IA | 15,254 | Redmond city, OR | 26,215 |
| Noblesville city, IN | 51,969 | Redmond city, WA | 54,144 |
| Nogales city, AZ | 20,837 | Reno city, NV | 225,221 |
| Norcross city, GA | 9,116 | Reston CDP, VA | 58,404 |
| Norfolk city, VA | 242,803 | Richland city, WA | 48,058 |
| North Mankato city, MN | 13,394 | Richmond city, CA | 103,701 |
| North Port city, FL | 57,357 | Richmond Heights city, MO | 8,603 |
| North Richland Hills city, TX | 63,343 | Rio Rancho city, NM | 87,521 |

| | | | |
|---------------------------|-----------|-----------------------------|---------|
| River Falls city, WI | 15,000 | St. Charles city, IL | 32,974 |
| Riverside city, CA | 303,871 | St. Cloud city, FL | 35,183 |
| Riverside city, MO | 2,937 | St. Cloud city, MN | 65,842 |
| Roanoke city, VA | 97,032 | St. Joseph city, MO | 76,780 |
| Roanoke County, VA | 92,376 | St. Joseph town, WI | 3,842 |
| Rochester Hills city, MI | 70,995 | St. Louis County, MN | 200,226 |
| Rock Hill city, SC | 66,154 | State College borough, PA | 42,034 |
| Rockville city, MD | 61,209 | Steamboat Springs city, CO | 12,088 |
| Roeland Park city, KS | 6,731 | Sterling Heights city, MI | 129,699 |
| Rogers city, MN | 8,597 | Sugar Grove village, IL | 8,997 |
| Rohnert Park city, CA | 40,971 | Sugar Land city, TX | 78,817 |
| Rolla city, MO | 19,559 | Suisun City city, CA | 28,111 |
| Roselle village, IL | 22,763 | Summit city, NJ | 21,457 |
| Rosemount city, MN | 21,874 | Summit County, UT | 36,324 |
| Rosenberg city, TX | 30,618 | Summit village, IL | 11,054 |
| Roseville city, MN | 33,660 | Sunnyvale city, CA | 140,081 |
| Round Rock city, TX | 99,887 | Surprise city, AZ | 117,517 |
| Royal Oak city, MI | 57,236 | Suwanee city, GA | 15,355 |
| Saco city, ME | 18,482 | Tacoma city, WA | 198,397 |
| Sahuarita town, AZ | 25,259 | Takoma Park city, MD | 16,715 |
| Salida city, CO | 5,236 | Tamarac city, FL | 60,427 |
| Sammamish city, WA | 45,780 | Temecula city, CA | 100,097 |
| San Anselmo town, CA | 12,336 | Tempe city, AZ | 161,719 |
| San Diego city, CA | 1,307,402 | Temple city, TX | 66,102 |
| San Francisco city, CA | 805,235 | Texarkana city, TX | 36,411 |
| San Jose city, CA | 945,942 | The Woodlands CDP, TX | 93,847 |
| San Juan County, NM | 130,044 | Thousand Oaks city, CA | 126,683 |
| San Marcos city, CA | 83,781 | Tigard city, OR | 48,035 |
| San Marcos city, TX | 44,894 | Tracy city, CA | 82,922 |
| San Rafael city, CA | 57,713 | Trinidad CCD, CO | 12,017 |
| Sanford city, FL | 53,570 | Tualatin city, OR | 26,054 |
| Sangamon County, IL | 197,465 | Tulsa city, OK | 391,906 |
| Santa Clarita city, CA | 176,320 | Twin Falls city, ID | 44,125 |
| Santa Fe city, NM | 67,947 | Tyler city, TX | 96,900 |
| Santa Fe County, NM | 144,170 | University Heights city, OH | 13,539 |
| Santa Monica city, CA | 89,736 | University Park city, TX | 23,068 |
| Sarasota County, FL | 379,448 | Upper Arlington city, OH | 33,771 |
| Savage city, MN | 26,911 | Urbandale city, IA | 39,463 |
| Schaumburg village, IL | 74,227 | Vail town, CO | 5,305 |
| Schertz city, TX | 31,465 | Vancouver city, WA | 161,791 |
| Scott County, MN | 129,928 | Ventura CCD, CA | 111,889 |
| Scottsdale city, AZ | 217,385 | Vernon Hills village, IL | 25,113 |
| Seaside city, CA | 33,025 | Vestavia Hills city, AL | 34,033 |
| Sedona city, AZ | 10,031 | Victoria city, MN | 7,345 |
| Sevierville city, TN | 14,807 | Vienna town, VA | 15,687 |
| Shakopee city, MN | 37,076 | Virginia Beach city, VA | 437,994 |
| Sharonville city, OH | 13,560 | Walnut Creek city, CA | 64,173 |
| Shawnee city, KS | 62,209 | Washington County, MN | 238,136 |
| Shawnee city, OK | 29,857 | Washington town, NH | 1,123 |
| Sherborn town, MA | 4,119 | Washoe County, NV | 421,407 |
| Shoreview city, MN | 25,043 | Washougal city, WA | 14,095 |
| Shorewood village, IL | 15,615 | Wauwatosa city, WI | 46,396 |
| Shorewood village, WI | 13,162 | Waverly city, IA | 9,874 |
| Sierra Vista city, AZ | 43,888 | Weddington town, NC | 9,459 |
| Silverton city, OR | 9,222 | Wentzville city, MO | 29,070 |
| Sioux Center city, IA | 7,048 | West Carrollton city, OH | 13,143 |
| Sioux Falls city, SD | 153,888 | West Chester borough, PA | 18,461 |
| Skokie village, IL | 64,784 | West Des Moines city, IA | 56,609 |
| Snellville city, GA | 18,242 | Western Springs village, IL | 12,975 |
| Snoqualmie city, WA | 10,670 | Westerville city, OH | 36,120 |
| Somerset town, MA | 18,165 | Westlake town, TX | 992 |
| South Jordan city, UT | 50,418 | Westminster city, CO | 106,114 |
| South Lake Tahoe city, CA | 21,403 | Weston town, MA | 11,261 |
| Southlake city, TX | 26,575 | White House city, TN | 10,255 |
| Spearfish city, SD | 10,494 | Wichita city, KS | 382,368 |
| Spring Hill city, KS | 5,437 | Williamsburg city, VA | 14,068 |
| Springboro city, OH | 17,409 | Willowbrook village, IL | 8,540 |
| Springfield city, MO | 159,498 | Wilmington city, NC | 106,476 |
| Springville city, UT | 29,466 | Wilsonville city, OR | 19,509 |
| St. Augustine city, FL | 12,975 | Windsor town, CO | 18,644 |

Windsor town, CT 29,044
Winnetka village, IL 12,187
Winter Garden city, FL..... 34,568
Woodbury city, MN..... 61,961
Woodinville city, WA..... 10,938
Woodland city, CA..... 55,468
Wrentham town, MA 10,955

Wyandotte County, KS 157,505
Yakima city, WA..... 91,067
York County, VA..... 65,464
Yorktown town, IN..... 9,405
Yorkville city, IL 16,921
Yountville city, CA..... 2,933

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Sedona funded this research. Please contact Lauren Browne of the City of Sedona LBrowne@sedonaaz.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Selecting Survey Recipients

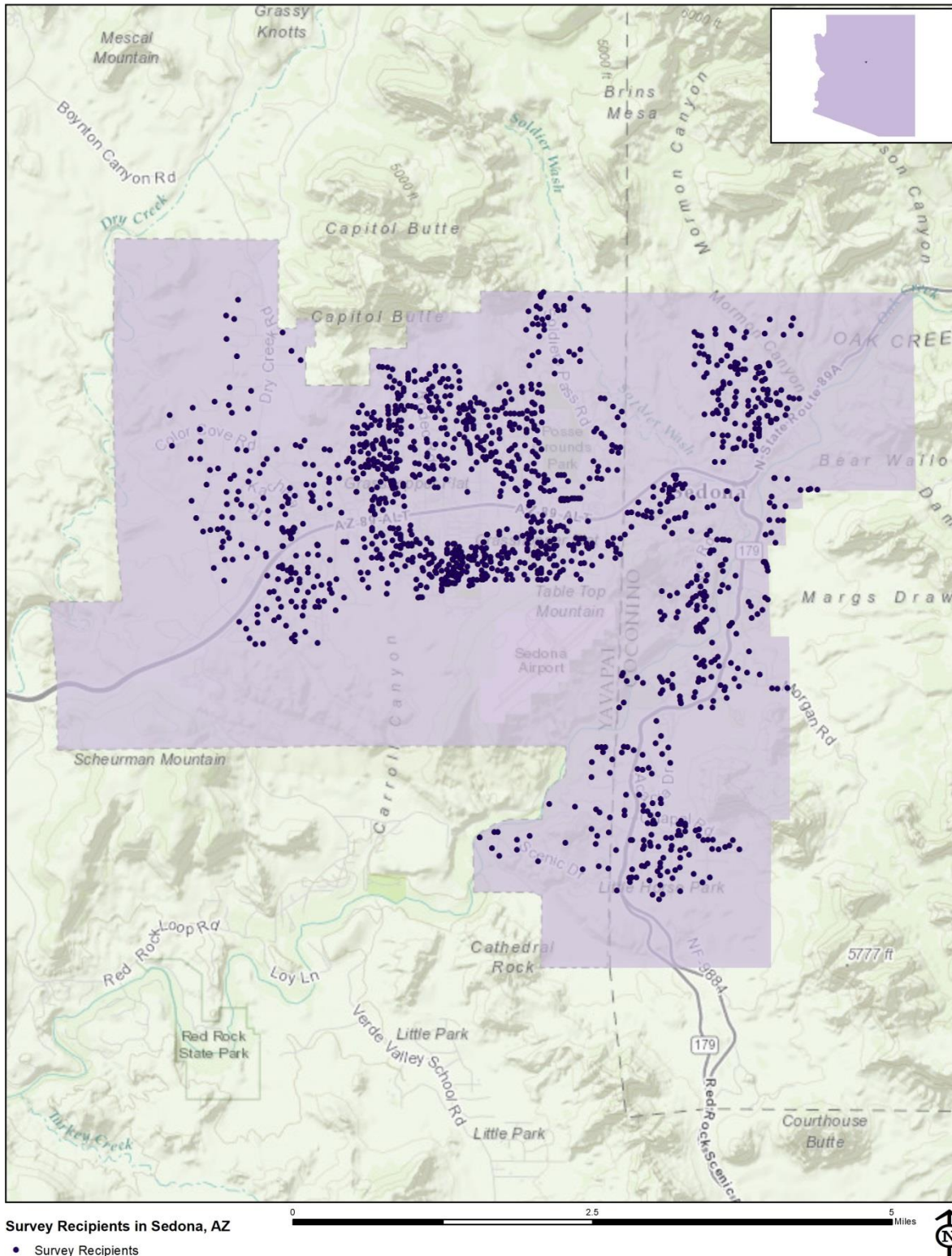
"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Sedona were eligible to participate in the survey. A list of all households within the zip codes serving Sedona was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Sedona households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Sedona boundaries were removed from consideration.

To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be selected at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a **person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire.** The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

In addition to the scientific, random selection of households, **a link to an online "opt-in" survey was publicized and posted to the City of Sedona website.** This opt-in survey was identical to the scientific survey and open to all City residents. (The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on September 20, 2017. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter

asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. The survey was available only in English. Completed surveys were collected over the following seven weeks. **The online “opt-in” survey became available to all residents in October 2017 and remained open for four weeks.**

About 8% of the 1,500 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,384 households that received the survey, 505 completed the survey, providing an overall response rate of 36%. Of the 505 completed surveys, 29 were completed online. The response rate **was calculated using AAPOR’s response rate #2¹** for mailed surveys of unnamed persons. Additionally, 198 residents who lived in Sedona city limits completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

Table 79: Survey Response Rate

| | Overall |
|---|---------|
| Total sample used | 1,500 |
| I=Complete Interviews | 500 |
| P=Partial Interviews | 5 |
| R=Refusal and break off | 0 |
| NC=Non Contact | 0 |
| O=Other | 0 |
| UH=Unknown household | 0 |
| UO=Unknown other | 879 |
| Response rate: $(I+P)/(I+P) + (R+NC+O) + (UH+UO)$ | 36% |

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.²

The margin of error for the City of Sedona survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (505 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

NRC used Qualtrics, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip

¹ See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

² A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Sedona. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached), ethnicity, sex and age. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 80: Sedona, AZ 2017 Weighting Table

| Characteristic | Population Norm ¹ | Unweighted Data | Weighted Data |
|----------------------------|------------------------------|-----------------|---------------|
| Housing | | | |
| Rent home | 31% | 11% | 26% |
| Own home | 69% | 89% | 74% |
| Detached unit ² | 89% | 87% | 90% |
| Attached unit ² | 11% | 13% | 10% |
| Race and Ethnicity | | | |
| White | 92% | 92% | 89% |
| Not white | 8% | 8% | 11% |
| Not Hispanic | 89% | 97% | 92% |
| Hispanic | 11% | 3% | 8% |
| Sex and Age | | | |
| Female | 54% | 58% | 53% |
| Male | 46% | 42% | 47% |
| 18-34 years of age | 13% | 1% | 8% |
| 35-54 years of age | 28% | 12% | 27% |
| 55+ years of age | 59% | 87% | 65% |
| Females 18-34 | 6% | 1% | 6% |
| Females 35-54 | 15% | 7% | 16% |
| Females 55+ | 33% | 49% | 32% |
| Males 18-34 | 7% | 0% | 2% |
| Males 35-54 | 13% | 4% | 11% |
| Males 55+ | 27% | 38% | 33% |

¹ 2010 Census

² American Community Survey 2011 5-year estimates

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, **the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.**

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

Appendix D: Survey Materials

Dear Sedona Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

With your input, you'll be helping create a better city.

Sincerely,



Justin Clifton
City Manager
City of Sedona

Dear Sedona Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

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Sincerely,



Justin Clifton
City Manager
City of Sedona



City of Sedona
102 Roadrunner Drive
Sedona, Arizona 86336

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Sedona
102 Roadrunner Drive
Sedona, Arizona 86336

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Sedona
102 Roadrunner Drive
Sedona, Arizona 86336

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Sedona
102 Roadrunner Drive
Sedona, Arizona 86336

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



102 Roadrunner Drive
Sedona, Arizona 86336
www.SedonaAZ.gov

September 2017

Dear City of Sedona Resident:

Please help us shape the future of Sedona! You have been selected at random to participate in the 2017 Sedona Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Sedona make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.SedonaAZ.gov/survey2017

If you have any questions about the survey please call Lauren Browne, the Citizen Engagement Coordinator for the City of Sedona at 928-203-5068.

Thank you for your time and participation!

Sincerely,

Justin Clifton
City Manager
City of Sedona



102 Roadrunner Drive
Sedona, Arizona 86336
www.SedonaAZ.gov

October 2017

Dear City of Sedona Resident:

Here's a second chance if you haven't already responded to the 2017 Sedona Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Sedona! You have been selected at random to participate in the 2017 Sedona Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Sedona make decisions that affect our city.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.SedonaAZ.gov/survey2017

If you have any questions about the survey please call Lauren Browne, the Citizen Engagement Coordinator for the City of Sedona at 928-203-5068.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink that reads "Justin Clifton". The signature is written in a cursive, flowing style.

Justin Clifton
City Manager
City of Sedona

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Sedona:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Sedona as a place to live | 1 | 2 | 3 | 4 | 5 |
| Your neighborhood as a place to live | 1 | 2 | 3 | 4 | 5 |
| Sedona as a place to raise children..... | 1 | 2 | 3 | 4 | 5 |
| Sedona as a place to work..... | 1 | 2 | 3 | 4 | 5 |
| Sedona as a place to visit | 1 | 2 | 3 | 4 | 5 |
| Sedona as a place to retire | 1 | 2 | 3 | 4 | 5 |
| The overall quality of life in Sedona | 1 | 2 | 3 | 4 | 5 |

2. Please rate each of the following characteristics as they relate to Sedona as a whole:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|--|------------------|-------------|-------------|-------------|-------------------|
| Overall feeling of safety in Sedona..... | 1 | 2 | 3 | 4 | 5 |
| Overall ease of getting to the places you usually have to visit | 1 | 2 | 3 | 4 | 5 |
| Quality of overall natural environment in Sedona | 1 | 2 | 3 | 4 | 5 |
| Overall "built environment" of Sedona (including overall design, buildings, parks and transportation systems)..... | 1 | 2 | 3 | 4 | 5 |
| Health and wellness opportunities in Sedona..... | 1 | 2 | 3 | 4 | 5 |
| Overall opportunities for education and enrichment..... | 1 | 2 | 3 | 4 | 5 |
| Overall economic health of Sedona | 1 | 2 | 3 | 4 | 5 |
| Sense of community | 1 | 2 | 3 | 4 | 5 |
| Overall image or reputation of Sedona..... | 1 | 2 | 3 | 4 | 5 |

3. Please indicate how likely or unlikely you are to do each of the following:

| | <i>Very likely</i> | <i>Somewhat likely</i> | <i>Somewhat unlikely</i> | <i>Very unlikely</i> | <i>Don't know</i> |
|---|--------------------|------------------------|--------------------------|----------------------|-------------------|
| Recommend living in Sedona to someone who asks..... | 1 | 2 | 3 | 4 | 5 |
| Remain in Sedona for the next five years..... | 1 | 2 | 3 | 4 | 5 |

4. Please rate how safe or unsafe you feel:

| | <i>Very safe</i> | <i>Somewhat safe</i> | <i>Neither safe nor unsafe</i> | <i>Somewhat unsafe</i> | <i>Very unsafe</i> | <i>Don't know</i> |
|--|------------------|----------------------|--------------------------------|------------------------|--------------------|-------------------|
| In your neighborhood during the day | 1 | 2 | 3 | 4 | 5 | 6 |
| In Sedona's downtown/commercial area during the day..... | 1 | 2 | 3 | 4 | 5 | 6 |

5. Please rate each of the following characteristics as they relate to Sedona as a whole:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Traffic flow on major streets | 1 | 2 | 3 | 4 | 5 |
| Ease of public parking | 1 | 2 | 3 | 4 | 5 |
| Ease of travel by car in Sedona | 1 | 2 | 3 | 4 | 5 |
| Ease of travel by public transportation in Sedona | 1 | 2 | 3 | 4 | 5 |
| Ease of travel by bicycle in Sedona | 1 | 2 | 3 | 4 | 5 |
| Ease of walking in Sedona | 1 | 2 | 3 | 4 | 5 |
| Availability of paths and walking trails | 1 | 2 | 3 | 4 | 5 |
| Air quality | 1 | 2 | 3 | 4 | 5 |
| Cleanliness of Sedona..... | 1 | 2 | 3 | 4 | 5 |
| Overall appearance of Sedona..... | 1 | 2 | 3 | 4 | 5 |
| Public places where people want to spend time..... | 1 | 2 | 3 | 4 | 5 |
| Variety of housing options | 1 | 2 | 3 | 4 | 5 |
| Availability of affordable quality housing | 1 | 2 | 3 | 4 | 5 |
| Fitness opportunities (including exercise classes and paths or trails, etc.)..... | 1 | 2 | 3 | 4 | 5 |
| Recreational opportunities..... | 1 | 2 | 3 | 4 | 5 |
| Availability of affordable quality food | 1 | 2 | 3 | 4 | 5 |
| Availability of affordable quality health care | 1 | 2 | 3 | 4 | 5 |
| Availability of preventive health services..... | 1 | 2 | 3 | 4 | 5 |
| Availability of affordable quality mental health care | 1 | 2 | 3 | 4 | 5 |

6. Please rate each of the following characteristics as they relate to Sedona as a whole:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Availability of affordable quality child care/preschool..... | 1 | 2 | 3 | 4 | 5 |
| K-12 education..... | 1 | 2 | 3 | 4 | 5 |
| Adult educational opportunities..... | 1 | 2 | 3 | 4 | 5 |
| Opportunities to attend cultural/arts/music activities..... | 1 | 2 | 3 | 4 | 5 |
| Opportunities to participate in religious or spiritual events and activities..... | 1 | 2 | 3 | 4 | 5 |
| Employment opportunities..... | 1 | 2 | 3 | 4 | 5 |
| Shopping opportunities..... | 1 | 2 | 3 | 4 | 5 |
| Cost of living in Sedona..... | 1 | 2 | 3 | 4 | 5 |
| Overall quality of business and service establishments in Sedona..... | 1 | 2 | 3 | 4 | 5 |
| Vibrant downtown/commercial area..... | 1 | 2 | 3 | 4 | 5 |
| Overall quality of new development in Sedona..... | 1 | 2 | 3 | 4 | 5 |
| Opportunities to participate in social events and activities..... | 1 | 2 | 3 | 4 | 5 |
| Opportunities to volunteer..... | 1 | 2 | 3 | 4 | 5 |
| Opportunities to participate in community matters..... | 1 | 2 | 3 | 4 | 5 |
| Openness and acceptance of the community toward people of diverse backgrounds..... | 1 | 2 | 3 | 4 | 5 |
| Neighborliness of residents in Sedona..... | 1 | 2 | 3 | 4 | 5 |

7. Please indicate whether or not you have done each of the following in the last 12 months.

| | <i>No</i> | <i>Yes</i> |
|--|-----------|------------|
| Made efforts to conserve water..... | 1 | 2 |
| Made efforts to make your home more energy efficient..... | 1 | 2 |
| Observed a code violation or other hazard in Sedona (weeds, abandoned buildings, etc.)..... | 1 | 2 |
| Household member was a victim of a crime in Sedona..... | 1 | 2 |
| Reported a crime to the police in Sedona..... | 1 | 2 |
| Stocked supplies in preparation for an emergency..... | 1 | 2 |
| Campaigned or advocated for an issue, cause or candidate..... | 1 | 2 |
| Contacted the City of Sedona (in-person, phone, email or web) for help or information..... | 1 | 2 |
| Contacted Sedona elected officials (in-person, phone, email or web) to express your opinion..... | 1 | 2 |

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Sedona?

| | <i>2 times a week or more</i> | <i>2-4 times a month</i> | <i>Once a month or less</i> | <i>Not at all</i> |
|---|-----------------------------------|------------------------------|---------------------------------|-----------------------|
| Visited a neighborhood park or City park..... | 1 | 2 | 3 | 4 |
| Used Sedona public libraries or their services..... | 1 | 2 | 3 | 4 |
| Participated in religious or spiritual activities in Sedona..... | 1 | 2 | 3 | 4 |
| Attended a City-sponsored event..... | 1 | 2 | 3 | 4 |
| Used bus, rail, subway or other public transportation instead of driving..... | 1 | 2 | 3 | 4 |
| Carpooled with other adults or children instead of driving alone..... | 1 | 2 | 3 | 4 |
| Walked or biked instead of driving..... | 1 | 2 | 3 | 4 |
| Volunteered your time to some group/activity in Sedona..... | 1 | 2 | 3 | 4 |
| Participated in a club..... | 1 | 2 | 3 | 4 |
| Talked to or visited with your immediate neighbors..... | 1 | 2 | 3 | 4 |
| Done a favor for a neighbor..... | 1 | 2 | 3 | 4 |
| Used the Sedona Hub..... | 1 | 2 | 3 | 4 |

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

| | <i>2 times a week or more</i> | <i>2-4 times a month</i> | <i>Once a month or less</i> | <i>Not at all</i> |
|--|-----------------------------------|------------------------------|---------------------------------|-----------------------|
| <u>Attended</u> a local public meeting..... | 1 | 2 | 3 | 4 |
| <u>Watched</u> (online or on television) a local public meeting..... | 1 | 2 | 3 | 4 |

10. Please rate the quality of each of the following services in Sedona:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Police/Sheriff services..... | 1 | 2 | 3 | 4 | 5 |
| Fire services..... | 1 | 2 | 3 | 4 | 5 |
| Ambulance or emergency medical services..... | 1 | 2 | 3 | 4 | 5 |
| Crime prevention..... | 1 | 2 | 3 | 4 | 5 |
| Fire prevention and education..... | 1 | 2 | 3 | 4 | 5 |
| Traffic enforcement..... | 1 | 2 | 3 | 4 | 5 |
| Street repair..... | 1 | 2 | 3 | 4 | 5 |
| Street cleaning..... | 1 | 2 | 3 | 4 | 5 |
| Street lighting..... | 1 | 2 | 3 | 4 | 5 |
| Snow removal..... | 1 | 2 | 3 | 4 | 5 |
| Sidewalk maintenance..... | 1 | 2 | 3 | 4 | 5 |
| Traffic signal timing..... | 1 | 2 | 3 | 4 | 5 |
| Bus or transit services..... | 1 | 2 | 3 | 4 | 5 |
| Garbage collection..... | 1 | 2 | 3 | 4 | 5 |
| Recycling..... | 1 | 2 | 3 | 4 | 5 |
| Yard waste pick-up..... | 1 | 2 | 3 | 4 | 5 |
| Storm drainage..... | 1 | 2 | 3 | 4 | 5 |
| Drinking water..... | 1 | 2 | 3 | 4 | 5 |
| Sewer services..... | 1 | 2 | 3 | 4 | 5 |
| Power (electric and/or gas) utility..... | 1 | 2 | 3 | 4 | 5 |
| Utility billing..... | 1 | 2 | 3 | 4 | 5 |
| City parks..... | 1 | 2 | 3 | 4 | 5 |
| Recreation programs or classes..... | 1 | 2 | 3 | 4 | 5 |
| Recreation facilities..... | 1 | 2 | 3 | 4 | 5 |
| Land use, planning and zoning..... | 1 | 2 | 3 | 4 | 5 |
| Code enforcement (weeds, abandoned buildings, etc.)..... | 1 | 2 | 3 | 4 | 5 |
| Animal control..... | 1 | 2 | 3 | 4 | 5 |
| Economic development..... | 1 | 2 | 3 | 4 | 5 |
| Health services..... | 1 | 2 | 3 | 4 | 5 |
| Public library services..... | 1 | 2 | 3 | 4 | 5 |
| Public information services..... | 1 | 2 | 3 | 4 | 5 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)..... | 1 | 2 | 3 | 4 | 5 |
| Preservation of natural areas such as open space, farmlands and greenbelts..... | 1 | 2 | 3 | 4 | 5 |
| Sedona open space..... | 1 | 2 | 3 | 4 | 5 |
| City-sponsored special events..... | 1 | 2 | 3 | 4 | 5 |
| Overall customer service by Sedona employees (police, receptionists, planners, etc.)..... | 1 | 2 | 3 | 4 | 5 |

11. Overall, how would you rate the quality of the services provided by each of the following?

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|-----------------------------|------------------|-------------|-------------|-------------|-------------------|
| The City of Sedona..... | 1 | 2 | 3 | 4 | 5 |
| The Federal Government..... | 1 | 2 | 3 | 4 | 5 |

12. Please rate the following categories of Sedona government performance:

| | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Don't know</i> |
|--|------------------|-------------|-------------|-------------|-------------------|
| The value of services for the taxes paid to Sedona..... | 1 | 2 | 3 | 4 | 5 |
| The overall direction that Sedona is taking..... | 1 | 2 | 3 | 4 | 5 |
| The job Sedona government does at welcoming citizen involvement..... | 1 | 2 | 3 | 4 | 5 |
| Overall confidence in Sedona government..... | 1 | 2 | 3 | 4 | 5 |
| Generally acting in the best interest of the community..... | 1 | 2 | 3 | 4 | 5 |
| Being honest..... | 1 | 2 | 3 | 4 | 5 |
| Treating all residents fairly..... | 1 | 2 | 3 | 4 | 5 |

13. Please rate how important, if at all, you think it is for the Sedona community to focus on each of the following in the coming two years:

| | <i>Essential</i> | <i>Very important</i> | <i>Somewhat important</i> | <i>Not at all important</i> |
|---|------------------|-----------------------|---------------------------|-----------------------------|
| Overall feeling of safety in Sedona..... | 1 | 2 | 3 | 4 |
| Overall ease of getting to the places you usually have to visit | 1 | 2 | 3 | 4 |
| Quality of overall natural environment in Sedona | 1 | 2 | 3 | 4 |
| Overall “built environment” of Sedona (including overall design, buildings, parks and transportation systems) | 1 | 2 | 3 | 4 |
| Health and wellness opportunities in Sedona | 1 | 2 | 3 | 4 |
| Overall opportunities for education and enrichment..... | 1 | 2 | 3 | 4 |
| Overall economic health of Sedona | 1 | 2 | 3 | 4 |
| Sense of community | 1 | 2 | 3 | 4 |

14. Cities are faced with difficult choices with limited budgets. While the City is currently working on solutions to reduce traffic, please select up to two (2) additional priorities you would want the City to invest in over the next few years:

- Additional cultural facilities (museums, theatres, etc.)
- An Oak Creek park or walk
- Increase the walkability and bikeability of Sedona
- Ensure housing for those who work in Sedona
- Additional parks and facilities (playgrounds, sports facilities, etc.)
- Other (please specify)_____
- None of these

15. Please select up to three (3) service areas for the City to contribute additional funding in order to expand existing services over the next few years:

- Recycling services
- Library services
- Animal services
- Business development services
- Arts and culture programs
- Social services (senior center, food banks, etc.)
- Other (please specify)_____
- None, I’m pleased with levels of service in the listed areas

16. Please indicate how likely or unlikely you are to use each of the following sources to learn about City issues, activities, events and services:

| | <i>Very likely</i> | <i>Somewhat likely</i> | <i>Somewhat unlikely</i> | <i>Very unlikely</i> | <i>Don’t know</i> |
|--|--------------------|------------------------|--------------------------|----------------------|-------------------|
| City website (www.sedonaaz.gov) and eNotify emails..... | 1 | 2 | 3 | 4 | 5 |
| Local newspapers (<i>Red Rock News</i>) and websites (www.Sedona.biz)..... | 1 | 2 | 3 | 4 | 5 |
| Local radio stations (100.1, NPR on 103.3 or 88.7, etc.) | 1 | 2 | 3 | 4 | 5 |
| Channel 4, the local government TV channel..... | 1 | 2 | 3 | 4 | 5 |
| City Council meetings and other public meetings | 1 | 2 | 3 | 4 | 5 |
| Talking with City officials and staff members..... | 1 | 2 | 3 | 4 | 5 |
| City communications via social media | 1 | 2 | 3 | 4 | 5 |
| Word-of-mouth | 1 | 2 | 3 | 4 | 5 |

17. To what extent do you agree or disagree that each of the following would increase your use of a bicycle or walking as a means of alternative transportation:

| <i>I would ride a bicycle or walk more often if...</i> | <i>Strongly agree</i> | <i>Somewhat agree</i> | <i>Somewhat disagree</i> | <i>Strongly disagree</i> | <i>Don’t know</i> |
|---|-----------------------|-----------------------|--------------------------|--------------------------|-------------------|
| There were more off-street bike, sidewalks or multi-use paths/trails..... | 1 | 2 | 3 | 4 | 5 |
| I felt safer from traffic while riding a bicycle/walking..... | 1 | 2 | 3 | 4 | 5 |
| I had better health or physical ability to do so..... | 1 | 2 | 3 | 4 | 5 |
| I do not want to use a bicycle or walk as a means of transportation..... | 1 | 2 | 3 | 4 | 5 |

18. To what extent do you support or oppose the City investing in creating sustainability policies and programs in the following areas:

| | <i>Strongly support</i> | <i>Somewhat support</i> | <i>Somewhat oppose</i> | <i>Strongly oppose</i> | <i>Don’t know</i> |
|---|-------------------------|-------------------------|------------------------|------------------------|-------------------|
| Increasing use of alternative energy sources | 1 | 2 | 3 | 4 | 5 |
| Encouraging water conservation..... | 1 | 2 | 3 | 4 | 5 |
| Fostering National Forest stewardship (trails, access, etc.)..... | 1 | 2 | 3 | 4 | 5 |
| Increasing recycling services | 1 | 2 | 3 | 4 | 5 |
| Developing plans to meet the goal of zero waste in Sedona..... | 1 | 2 | 3 | 4 | 5 |
| Requiring higher green building and development standards..... | 1 | 2 | 3 | 4 | 5 |

19. To what extent would you support or oppose the City of Sedona encouraging growth in the following types of businesses/industries?

| | <i>Strongly support</i> | <i>Somewhat support</i> | <i>Somewhat oppose</i> | <i>Strongly oppose</i> | <i>Don’t know</i> |
|---|-------------------------|-------------------------|------------------------|------------------------|-------------------|
| Technology (i.e., life science, R&D) | 1 | 2 | 3 | 4 | 5 |
| Outdoor recreation | 1 | 2 | 3 | 4 | 5 |
| Tourism (i.e., hotels, restaurants) | 1 | 2 | 3 | 4 | 5 |
| Healthcare (i.e., pharmaceutical, hospital, medical offices)..... | 1 | 2 | 3 | 4 | 5 |
| Arts and Entertainment (i.e., graphic design, interior design) | 1 | 2 | 3 | 4 | 5 |
| Light warehousing and distribution (i.e., truck operators, stock clerks) .. | 1 | 2 | 3 | 4 | 5 |

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

| | <i>Never</i> | <i>Rarely</i> | <i>Sometimes</i> | <i>Usually</i> | <i>Always</i> |
|--|--------------|---------------|------------------|----------------|---------------|
| Recycle at home..... | 1 | 2 | 3 | 4 | 5 |
| Purchase goods or services from a business located in Sedona | 1 | 2 | 3 | 4 | 5 |
| Eat at least 5 portions of fruits and vegetables a day | 1 | 2 | 3 | 4 | 5 |
| Participate in moderate or vigorous physical activity | 1 | 2 | 3 | 4 | 5 |
| Read or watch local news (via television, paper, computer, etc.) | 1 | 2 | 3 | 4 | 5 |
| Vote in local elections | 1 | 2 | 3 | 4 | 5 |

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Sedona?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Sedona?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300 per month
 \$300 to \$599 per month
 \$600 to \$999 per month
 \$1,000 to \$1,499 per month
 \$1,500 to \$2,499 per month
 \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- No Yes

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000
 \$25,000 to \$49,999
 \$50,000 to \$99,999
 \$100,000 to \$149,999
 \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-64 years
 25-34 years 65-74 years
 35-44 years 75 years or older
 45-54 years

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



City of Sedona
102 Roadrunner Drive
Sedona, Arizona 86336

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| ID | Question | Response |
|-----|------------|--|
| 3 | Q14(Other) | Alternate route between Sedona & Voc. |
| 4 | Q14(Other) | Long term water plan & protection of Sedona environment. |
| 8 | Q14(Other) | More restaurants. |
| 12 | Q14(Other) | East holiday traffic. |
| 18 | Q14(Other) | Traffic! |
| 24 | Q14(Other) | Free commercial use of Forest land. |
| 34 | Q14(Other) | Transit infrastructure. |
| 40 | Q14(Other) | Ok now. |
| 43 | Q14(Other) | Increase visitors. |
| 54 | Q14(Other) | Build community with City Square. See flag as [?] City Square. |
| 61 | Q14(Other) | Trade school. |
| 62 | Q14(Other) | Pickleball courts. |
| 65 | Q14(Other) | Affordable housing for anyone in Sedona. |
| 70 | Q14(Other) | Reduce ATVO. |
| 78 | Q14(Other) | Asst. living appts. |
| 89 | Q14(Other) | By-pass. |
| 98 | Q14(Other) | Access to Rt 17. |
| 99 | Q14(Other) | Dog Park! |
| 102 | Q14(Other) | Reduce panhandlers. |
| 106 | Q14(Other) | Keep noise louds low. |
| 108 | Q14(Other) | Support educ. more. |
| 113 | Q14(Other) | 89A W Sedona pedestrian crossings. |
| 118 | Q14(Other) | Underground utilities. |
| 125 | Q14(Other) | Litter control. |
| 134 | Q14(Other) | Maintain res, street. |
| 135 | Q14(Other) | Enrichment - adult classes. |
| 143 | Q14(Other) | Health Adult Education. |
| 144 | Q14(Other) | Uptown traffic. |
| 147 | Q14(Other) | Rec center. |
| 148 | Q14(Other) | Protect the Canyon. |
| 155 | Q14(Other) | No corp keep Sedona - small & alone mom/pop stores to thrive. |
| 156 | Q14(Other) | Decent wages. |
| 157 | Q14(Other) | Alternate traffic routes. |
| 158 | Q14(Other) | No more hotels. |
| 166 | Q14(Other) | Schools. |
| 169 | Q14(Other) | Open dome again. |
| 175 | Q14(Other) | Bike paths off highway. |
| 177 | Q14(Other) | Indoor pool. |
| 181 | Q14(Other) | Traffic. |
| 182 | Q14(Other) | Sewer. |
| 183 | Q14(Other) | Decrease taxes; locals or local discounts at residents etc. |
| 187 | Q14(Other) | Pave schools hill road. |
| 189 | Q14(Other) | Employment & Education. |
| 193 | Q14(Other) | Retirement community. |
| 194 | Q14(Other) | Reduce Visitor. |
| 196 | Q14(Other) | Grass field for dogs. |

198 Q14(Other) Illegals.
199 Q14(Other) A place for kids.
210 Q14(Other) Remove the roundabouts.
212 Q14(Other) Need Healthcare.
218 Q14(Other) Mass transit.
220 Q14(Other) Protect natural environment.
222 Q14(Other) Public transit.
226 Q14(Other) Up Town traffic.
237 Q14(Other) Entertainment.
239 Q14(Other) Road repair.
268 Q14(Other) Quality education.
271 Q14(Other) South of 89A, more connector roads.
272 Q14(Other) Year round pool.
275 Q14(Other) Go green & sustainability.
282 Q14(Other) Make Sedona a sustainable city.
285 Q14(Other) Public transport.
290 Q14(Other) Cameras 89 A Oak Creek. So we can see traffic from home & audio.
291 Q14(Other) Better traffic flow.
293 Q14(Other) Flooding Issues, Residential street repair / maint.
299 Q14(Other) Roads to lessen traffic / attractive routes.
307 Q14(Other) Sidewalks.
308 Q14(Other) Traffic reduction.
309 Q14(Other) Senior Activities.
321 Q14(Other) Pedestrian Friends on 89A in West Sedona.
333 Q14(Other) Safety & crime.
334 Q14(Other) More tennis courts.
346 Q14(Other) Create alternate car routes.
357 Q14(Other) Bulk garabage / brush pick up.
358 Q14(Other) Side Walks.
360 Q14(Other) Music venues.
362 Q14(Other) Collaborate with school district to increase partnerships in common.
376 Q14(Other) Control Growth (no sprawl), enforce speed limits.
378 Q14(Other) Help schools - bring affordable housing to bring people into schools.
379 Q14(Other) Red Rock Crossing Bridge.
383 Q14(Other) See attached.
384 Q14(Other) Road Repair.
387 Q14(Other) Side walks.
397 Q14(Other) Aesthetic Central market area.
400 Q14(Other) Reduce Spending.
406 Q14(Other) Bus in/out of Canyon.
410 Q14(Other) Improve what we have.
413 Q14(Other) Center to locals.
414 Q14(Other) Pave Schnebly hill Rd.
441 Q14(Other) Business stimulus.
459 Q14(Other) Traffic.
468 Q14(Other) Cultural Park.
471 Q14(Other) Stop promoting.

1001 Q14(Other) TRAFFIC -- Additional bridge over Oak Creek, Pave Schnebly Hill Road
1006 Q14(Other) Financial support og the Coconino Forest Trails
City gifts to much money to chamber You have degraded the legitimate businesses.you
1012 Q14(Other) are ruining our town. You let the non-residents run the city. NOT fair Nor are you nice.
1017 Q14(Other) Lower taxes instead of finding ways to spend the money.
1019 Q14(Other) street maintenance
1021 Q14(Other) do not allow the homeless and panhandlers on our beautiful streets
1023 Q14(Other) supporting solar panels and other sustainable options
1027 Q14(Other) PARKING & TRAFFIC CONTROL!

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City of Sedona Community Plan Summary

Vision

Sedona is a community that nurtures connections between people, encourages healthy and active lifestyles, and supports a diverse and prosperous economy, with priority given to the protection of the environment.

Six Major Outcomes

Over the next 10 years, Sedona will work to achieve six major outcomes that will define and distinguish our overall community character.

The following outcomes explain what we want the community to look and feel like in 2020 and beyond.

Commitment to Environmental Protection

Sedona has become an international model for the successful balancing of environmental protection and human wants and needs. To protect our unique setting for future residents, Sedona's city government and residents have worked in tandem to achieve and promote sustainable living, and to develop best practices for maintaining sustainable business and recreational philosophies.

Economic Diversity

The Sedona economy is more diversified, thus becoming healthier, and more robust, and less dependent on tourism. Business owners and professionals choose to live and do business in Sedona for our quality of life, focus on people, the arts, and the environment. Our public-private partnerships have provided much needed technological and business resources.

**SEDONA
AS SEEN FROM 2020
AND BEYOND**

Housing Diversity

Sedona has fostered the building of different housing types to provide more options for all ages and income levels by using innovative public policies and programs and nurturing partnerships with private developers. This housing diversity has attracted more young people, families, and professionals, to become a vital part of our community life.

Reduced Traffic

Sedona has reduced traffic by working with developers and property owners to create mixed use walkable areas and districts, while limiting the construction of new roads. Sedona has built new sidewalks, trails, and bikeways to enhance travel options between existing neighborhoods and commercial areas, and provide cross-community connections. We have a robust transit system that offers residents and visitors an alternative to driving.

Community Gathering Places

Sedona has developed a network of formal and informal community gathering spaces that create unexpected encounters and ignite interactions between people, and forge a sense of renewed community connections. They provide a forum for the exchange of ideas, and promote individuals' understanding of one another's culture and humanity.

Access to Oak Creek

Sedona has created environmentally sensitive park and trail access to Oak Creek - one of the community's greatest treasures - to provide educational and recreational opportunities for residents and visitors.

Sustainability

An Inclusive Goal of the Plan

Sustainability is a fundamental goal of this Community Plan. Sustainability as envisioned by the Community Plan is not just about reducing our impact on the environment, but is equally about maintaining and enhancing the connections and ties that bind individuals and form Sedona's community fabric. Sustainability in the Sedona of today and tomorrow will lead to policies and actions by government and citizens that enhance our natural and built environments, create a diversified economy, improve individual and collective quality of life, and create an educated, equitable and prosperous community.

Vision Themes

Each vision statement below presents a picture of what Sedona will look and feel like in 2020 and beyond.

Environmental Stewardship

Sedona is known for practices that respect and protect the natural environment, and as the responsible caretaker of one of the world's greatest treasures.

Walkability

We enjoy the option of walking - for pleasure or purpose - from neighborhoods, shops, restaurants, transit, and trailheads linked by safe, practical, and enjoyable routes.

Improved Traffic Flow

We travel efficiently throughout Sedona using safe roads, pedestrian and bicycle pathways, and convenient transit.

Economic Diversity

Sedona has a resilient economy, provides the highest quality of service to visitors, and offers rewarding and diverse employment opportunities.

Community Connections

We meet - at events and at random - to share experiences, help others, improve our community, enjoy the arts, and celebrate our heritage.

Sense of Place

We appreciate and respect our unique surroundings that reflect the natural beauty, arts, culture, heritage, and opportunities for physical and spiritual renewal.

Questions You May Have About the Plan

What is a Community Plan?

The Sedona Community Plan is the expression of the community's goals and policies for future growth and development. The State of Arizona requires communities to have a long-range general plan that is updated every 10 years.

The Community Plan is:

- an expression of the community's vision and priorities
- a policy guide for future growth and development

The Community Plan is not:

- a budget or commitment to spend money
- a list of City projects to build
- zoning or other regulations
- an infringement on property rights

How is the City going to pay for this Plan?

The Plan itself does not require the City to spend money. The Plan is a policy document that is intended to help guide future City priorities and manage community growth and development. Some of the recommended actions in the Plan will require some money to implement. However, the City Council and ultimately the community's approval of the Plan do not result in any of the actions being funded. Every year, the City prepares a budget that all citizens can review and give input on. For projects proposed to implement the Plan, City staff will submit budget requests to the City Council as part of future annual budgets and the City Council will decide whether to approve these requests.

What does the Plan address?

- Land Use, Housing, and Growth
- Circulation - Traffic, Parking, Walking and Biking, and Transit
- Environment - Water Resources and Resource Conservation
- Parks, Recreation, and Open Space
- Economic Development
- Community - Community Character, Arts, Culture, and Historic Preservation
- Implementation - Cost of Development and Action Plan

How will the Plan be implemented?

The Plan will help guide and prioritize more detailed planning efforts, the preparation of new and updated land use and other regulations, and future City Council budgeting decisions - all of which will have significant public involvement.

Imagine Sedona in 2020 and Beyond

This is an illustration of the vision and some of the ideas for the future as presented in the Community Plan. Locations are conceptual and would be determined through future public planning processes.

Mixed-Use Walkable Areas

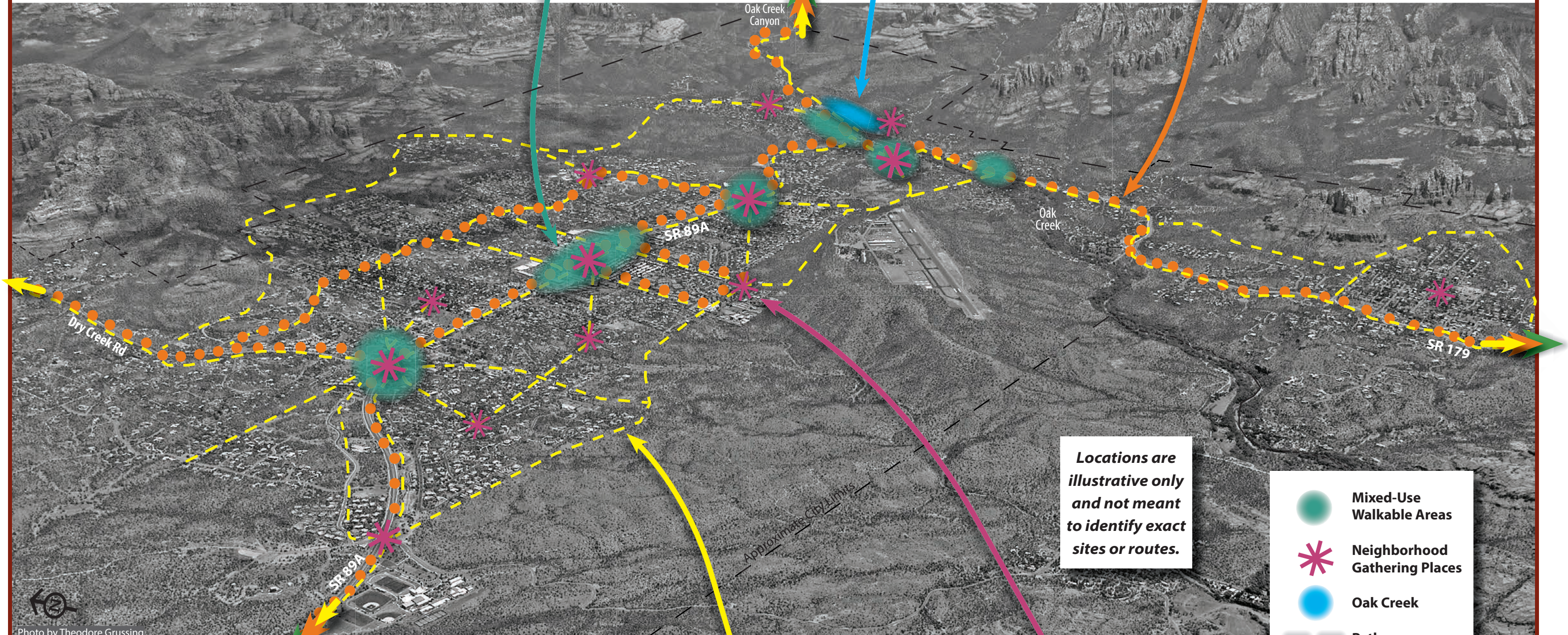
- Inclusive people places
- Walkable and bike-able
- Transit oriented
- Safe, active, and lively
- Diverse housing and businesses

Oak Creek

- Prominent feature of the community
- Healthy riparian area with clean water
- Public access within the City

Transit

- Convenient and practical
- Frequent transit stops
- Links to pathways
- Links mixed-use walkable areas
- Beneficial to residents and visitors



Locations are illustrative only and not meant to identify exact sites or routes.

Regional Connections

- Transit and pathways link to communities and destinations outside the City

Pathways

- Sidewalks, pathways, trails, and bike routes create a connected system
- Link to neighborhood gathering places and mixed-use walkable areas

Neighborhood Gathering Places

- Social places to meet
- Parks, plazas, and outdoor public spaces
- Linked by pathways and transit

- Mixed-Use Walkable Areas
- Neighborhood Gathering Places
- Oak Creek
- Pathways
- Regional Connections
- Transit

Cumulative Action Plan – Sedona Community Plan – Status (October 2016)

Priority 1 (0-5 years)

| | |
|------------------------|--|
| Completed: | |
| Complete by July 2017: | |
| Complete in 2017-18: | |
| Complete by 2018-19: | |
| Ongoing or Required: | |

| Land Use | | |
|---|-----------------------|--|
| Action | Lead | Partners |
| 1 Prepare Specific Plan for Soldier Pass Road CFA and prepare Community Plan Revisions, if applicable. <i>Note: All CFA Plans were ranked as the #2 Priority by the Community Plan Advisory Group (CPAG) in 2014. In the Sedona Community Plan, the CFA Plans are grouped into 3 actions. They appear as individual projects in this update.</i> | Community Development | |
| 2 Prepare Specific Plan for Cultural Park CFA and prepare Community Plan revisions, if applicable. | Community Development | |
| 3 Develop Master Plan for Brewer Rd Ranger Station Historic Landmark | | |
| 4 Prepare Specific Plan for the Schnebly Hill CFA and prepare Community Plan revisions if applicable. Coordinate with City-wide traffic modeling and Uptown traffic mitigation. Identify capital improvement priorities. | Community Development | Public Works, Forest Service, property/business owners, Planning and Zoning Commission, City Council, Arizona Department of Transportation |
| 5 Prepare Specific Plan for AAA Industrial Park. <i>Note: Project is not in the 1-5 year Action Program.</i> | Community Development | |
| 6 Revise Land Development Code to be consistent with Community Plan land use designations and CFA/PA planning/review processes, CFA Specific Plans and land acquisition tools such as transfer of development rights. | Community Development | City Attorney, Planning and Zoning Commission, City Council |

| Land Use | | |
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| Action | Lead | Partners |
| 7 Prepare Specific Plan for the Uptown CFA, and prepare Community Plan revisions if applicable. Coordinate with City-wide traffic modeling and Uptown traffic mitigation. Identify capital improvement priorities. Note: Actions 2, 3 and 4 are being planned together. | Community Development | Public Works, Forest Service, property/business owners, Planning and Zoning Commission, City Council, Arizona Department of Transportation |
| 8 Prepare Specific Plan for the Ranger Road CFA and prepare Community Plan revisions if applicable. Coordinate with City-wide traffic modeling and Uptown traffic mitigation. Identify capital improvement priorities. | Community Development | Public Works, Forest Service, property/business owners, Planning and Zoning Commission, City Council, Arizona Department of Transportation |
| 9 Prepare Specific Plan for the North Oak Creek CFA, and prepare Community Plan revisions if applicable. Coordinate with City-wide traffic modeling and Uptown traffic mitigation. Identify capital improvement priorities. | Community Development | Public Works, Forest Service, property/business owners, Planning and Zoning Commission, City Council, Arizona Department of Transportation |
| 10 Prepare a land use master plan for the Wastewater Treatment Plant property (see CFA Community Expectations). | City Manager's Office, Community Development | Forest Service, Planning and Zoning Commission, City Council, Public Works |
| 11 Prepare and update specific corridor plan for West Sedona, coordinate with access control planning for SR 89A. | Public Works, Community Development | Property/business owners, Arizona Department of Transportation, Sedona Fire District, Planning and Zoning Commission, City Council, City Manager's Office |
| 12 Prepare Specific Plan for the Rodeo/Coffeepot CFA and prepare Community Plan revisions if applicable. Identify capital improvement priorities and funding sources. | Community Development | Public Works, property/business owners, Planning and Zoning Commission, City Council, Arizona Department of Transportation |

| Land Use | | | |
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| Action | | Lead | Partners |
| 13 | Prepare Specific Plan for the Dry Creek CFA and prepare Community Plan revisions if applicable. Identify capital improvement priorities and funding sources. | Community Development | Public Works, property/business owners, Planning and Zoning Commission, City Council, Arizona Department of Transportation |
| 14 | Update residential housing inventory with analysis on purchase/rental prices, unit size/type and housing need. Update housing policy. | Community Development | Planning and Zoning Commission, City Council |

| Circulation | | | |
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| Action | | Lead | Partners |
| 1 | Prepare a traffic study and city-wide traffic model (corridor and access control planning for the West Sedona commercial corridor and traffic mitigation for Uptown, including evaluation of "Complete Street" standards to promote multi-modal circulation – see Land Use, Growth, and Housing). Note: In 2014, the CPAG recommended this item as their highest priority and that Actions 2 and 3 below be combined with this study. | Public Works, Community Development | Property/business owners, Arizona Department of Transportation, Sedona Fire District, City Manager's Office, Planning and Zoning Commission, City Council |
| 2 | Develop and implement a pedestrian and bicycle master plan to develop a network of safe and connected routes for walking and biking. The plan will identify potential linkages, barriers and gaps, bike lanes and routes, sidewalks, separated pathways, and implementation strategies. | Public Works, Community Development | Property and business owners, Arizona Department of Transportation, Sedona Fire District, City Manager's Office, Planning and Zoning Commission, City Council |
| 3 | Prepare a transit feasibility plan that addresses commuter, visitor and residential needs, park and ride locations, new technologies and Forest Service goals and options for reducing traffic in Oak Creek Canyon. | City Manager's Office | Public Works, Community Development, Forest Service, Planning and Zoning Commission, City Council, Arizona Department of Transportation |
| 4 | Implement parking recommendations for Uptown from the 2012 update to the 2005 Parking Management Study and the Parking Advisory Committee. | City Manager's Office, Public Works | Police, Community Development |

| Environment | | | |
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| Action | | Lead | Partners |
| 1 | Reevaluate and update the dark sky ordinance. Note: this will be updated with the Land Development Code. | Community Development | Planning and Zoning Commission, City Council |
| 2 | Develop a City green building code and associated incentives for all development. Note: This will be part of the Building Code update. This item was ranked as priority #4 by the CPAG in 2014. | Community Development | Planning and Zoning Commission, City Council, citizens, building community |
| 3 | Collaborate with private water companies to reduce water consumption. | Community Development, Public Works | Private water companies |
| 4 | Ensure that a City representative participates in regional water advisory organizations. | Community Development, Public Works | Yavapai County, Verde Valley municipalities and regional organizations |
| 5 | Investigate existing weed management efforts and implement appropriate actions, which may include a partnership weed management plan. | Public Works | Community Development, Forest Service |

| Parks, Recreation, and Open Space | | | |
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| Action | | Lead | Partners |
| 1 | Develop City standards for park and trail acquisition, design, development, and maintenance. | Parks and Recreation, Community Development | City Manager's Office, City Council |
| 2 | Amend City regulations to improve the quality and usability of dedicated parklands; provide a trail dedication alternative to developers; develop design standards for trail and park design, size, and dedication options for developers; consider cash-in-lieu donations for park development with new subdivision approvals. | Community Development | Parks and Recreation, City Manager's Office, City Attorney, City Council, Planning and Zoning Commission |
| 3 | Prioritize implementation of the City <i>Parks and Recreation Master Plan</i> recommendations to align with the Community Plan. | Parks and Recreation, Community Development | City Manager's Office, Planning and Zoning Commission |

| Economic Development | | | |
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| Action | | Lead | Partners |
| 1 | Prepare a ten-year economic development strategic plan. Note: In 2014 the CPAG recommended the economic development plan as the #2 priority (the same priority as the CFA plans). In 2015 a 3-5 year action plan was created. | Community Development | Finance, City Manager, Public Works, business organizations |
| 2 | Form a staff facilitated working group to work on development and establishment of a year-round culinary institute. Note: Yavapai College formed a group and is pursuing a culinary program. | Community Development | City Manager's Office, business organizations, Yavapai College |
| 3 | Establish consistent and competitive project review timeframes and fees. | Community Development | City Council, City Manager's Office |
| 4 | Work with City Council and other key departments to identify and implement economic development incentives to attract and retain preferred business clusters. | Community Development | City Manager |
| 5 | Establish a ready response team comprised of City staff and key partners to assist in business retention, recruitment, and expansion | Community Development | City Manager's Office, Public Works, City Attorney, Finance, business organizations |
| 6 | Regulate temporary retail spaces to support local businesses. | Community Development | |
| 7 | Establish an economic development on-line resources center. | Community Development, Information Technology | City Manager's Office |
| 8 | Develop and implement economic development investment guidelines to guide expenditures of public funds to support new or existing business growth. | Community Development, City Manager's Office | City Manager's Office, City Attorney, Finance |
| 9 | Identify existing and future employment centers within the City and their appropriate industry clusters. | Community Development | City Manager's Office |
| 10 | Maintain and grow professional memberships and participation in strategic events with key international, national, and regional economic development organizations. Notes: increased participation in VVREO, NACOG, ACA and local entities. | Community Development, Public Works | City Manager's Office |
| 11 | Establish a business incubator space through a public/private partnership to assist in new business attraction and development. | Community Development | Business organizations |

| Economic Development | | | |
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| Action | | Lead | Partners |
| 12 | Collaborate with the Sedona-Oak Creek School District to become one of the best school districts in the state. | Community Development, City Manager's Office | Sedona-Oak Creek School District |

| Community | | | |
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| Action | | Lead | Partners |
| 1 | Pursue acquisition of the historic Ranger Station by a public or community organization. | City Manager's Office | Community Development, City Council, citizen volunteers |
| 2 | Enhance the City's website to provide comprehensive information about the City's Historic Landmark Program for property owners and the public. | Community Development | Citizen volunteers |
| 3 | Maintain and enhance the Art in Public Places program. | City Manager's Office | Public Works, City Council, citizen volunteers |
| 4 | Continue and enhance funding for the Arts Education Program and other youth oriented arts education programs. | City Manager's Office | City Council, Sedona-Oak Creek School District |
| 5 | Maintain the City's small grants program for arts and cultural organizations. | City Manager's Office | Citizen volunteers, City Council |
| 6 | Maintain the City's small grants program for historically designated buildings and properties. | Community Development | Citizen volunteers, City Council |
| 7 | Amend the Land Development Code to create incentives to expand the installation of art in public and private spaces. | Community Development | Public Works, City Council, Planning and Zoning Commission |
| 8 | Provide funding support to facilitate the development of Sedona as a learning center for arts and culture. | City Manager's Office | City Council, citizen volunteers |
| 9 | Work with public and private sector partners to develop an art museum. | City Manager's Office | City Council, arts organizations, property owners |
| 10 | Prepare a citywide Cultural and Arts Plan to develop specific policies, programs, and actions for the continued growth and development of Sedona's cultural and arts heritage. Note: In 2014, this was ranked as the #3 priority by the CPAG. | Community Development, City Manager's Office | City Council, citizen volunteers, Planning and Zoning Commission, arts organizations |

| Community | | | |
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| Action | | Lead | Partners |
| 11 | Assist in the development of a mentorship program among emerging and established creative professionals and artists. | City Manager's Office | Community Development, City Council, citizen volunteers, arts organizations, City Manager's Office |
| 12 | Streamline approval processes and create City sponsored how-to guides and training sessions for cultural, arts, and historical events and activities. | Community Development | Citizen volunteers, arts organizations, Sedona Historical Society |
| 13 | Partner with public and private partners to develop one or more youth arts conferences and develop a semi-permanent to permanent youth arts exhibit space. | Community Development, City Manager's Office | City Council, citizen volunteers, arts organizations, schools |
| 14 | Partner with non-profit service providers and arts and cultural organizations to increase awareness and participation of senior citizens in arts and cultural activities. | City Manager's Office | Citizen volunteers, arts organizations, Community Center |
| 15 | Pursue increased and affordable community events and activities that promote family togetherness and a sense of community. Note: New events have been created. Additional support has been provided to reduce costs for small grant and product development funding recipients. | Parks and Recreation | City Manager's Office, Police, community organizations |
| 16 | Explore the development of an online youth and family resources guide. | City Manager's Office and/or community organizations | Community organizations |
| 17 | Support the development of a local "Creative Conference," bringing members of the arts, culture, and history communities together with private sector and public sector leaders to explore the role of creativity in work, life, and learning. | Community Development | Citizen volunteers, arts organizations, City Council, community leaders |
| 18 | Create a public marketplace for trade in local produce, products and arts and crafts. | City Manager's Office, Community Development | Property owners, community leaders, Planning and Zoning Commission. |

| Implementation | | | |
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| Action | | Lead | Partners |
| 1 | Create a City Strategic Plan to help implement the Community Plan by prioritizing more specific action steps to carry out the Plan recommendations, prepare a capital budget, and identify | Community Development, City Manager's Office, | All City departments, City Council |

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| | funding sources. Notes: council priorities and community plan review and completed regularly. | Public Works | |
| 2 | Periodically review and adjust the City's development impact fees ordinance to ensure that the City collects sufficient funding to construct additional infrastructure needed to serve new residents and businesses developing in Sedona. | City Manager's Office | Community Development, Public Works, Finance |

2017/2018 City Council Priorities

| Priority Item | Estimated Timeframe | Status/Process |
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| <p>Complete Various Traffic Improvements <i>Priority: High</i></p> | <p>July 2017-2027</p> | <p>Status:</p> <ul style="list-style-type: none"> Engage consultant for transit planning spring 2018 Prioritize uptown, Y intersection, Forest Rd. and Portal Ln improvements Undertake small projects when/ where feasible <p><u>Public Involvement:</u> Extensive—community outreach, possible work groups, stakeholder participation, public hearings—need a communications and citizen engagement strategy</p> <p><u>Council Meetings:</u> meetings throughout the year as needed</p> <p><u>Staff Workload:</u> CMO-extensive; Eng-extensive; Comm Dev-moderate; PD-minimal</p> |
| <p>Land Development Code Update <i>Priority: High</i></p> | <p>Nov 2016-Summer/Fall 2018</p> | <p>Status:</p> <ul style="list-style-type: none"> Consultant hired in Nov 2016 Limited update completed Other select articles will be considered sequentially over 18 months <p><u>Public Involvement:</u> Extensive—possible work groups, public outreach, stakeholder input, public hearings—need a communication strategy for key controversial components</p> <p><u>P&Z Meetings:</u> 8-12 from Nov 2016 –May 2018</p> <p><u>Council Meetings:</u> 8-12 March 2018- May 2018</p> <p><u>Staff Workload:</u> Comm Dev—extensive; CMO—moderate; Legal—moderate</p> |
| <p>Revise City Sign Code <i>Priority: High</i></p> | <p>Oct 2015-Feb 2018</p> | <p>Status:</p> <ul style="list-style-type: none"> Revised Code adopted in Oct 2017 Discussion of Highway ROW enforcement scheduled by Feb 2018 Ongoing monitoring <p><u>Public Involvement:</u> Extensive—possible work group, stakeholder participation, public hearings</p> <p><u>P&Z Meetings:</u> 2-3 from Jan 2017 – Feb 2017</p> <p><u>Council Meetings:</u> 4-5 meetings March 2017 – May 2017</p> <p><u>Staff Workload:</u> Comm Dev—extensive; CMO—minimal</p> |
| <p>Sustainable Tourism <i>Priority: High</i></p> | <p>Oct 2017-Oct 2018</p> | <p>Status:</p> <ul style="list-style-type: none"> Coordinate major tourism related efforts including marketing, traffic, OHVs, helicopter noise, parking, trails and other related topics Consultant selected Oct 2017 |

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| | | <ul style="list-style-type: none"> Sustainable Tourism plan expect by Oct 2018 <p>Public Involvement: Extensive—numerous work groups, public outreach, stakeholder input, public hearings—need to develop a communications strategy and consider citizen engagement</p> <p>Council Meetings: Numerous for status updates and various topic specific decisions—resident survey complete by planning in Dec/Jan</p> <p>Staff Workload: CMO—extensive; Comm Dev—extensive; PD—moderate</p> |
| <p>Explore Financial Sustainability/ Long Term Revenue Options</p> <p><i>Priority: High</i></p> | <p>Nov 2016- June 2018</p> | <p>Status:</p> <ul style="list-style-type: none"> Work group created as of Nov 2016 Researched, modeled, and analyzed future needs from Dec 2016 – June 2017 Work group recommendations adopted Nov 2017-March 2018 <p>Public Involvement: Extensive—(if new revenue pursued) work group, stakeholder participation, public input</p> <p>Council Meetings: 1-2 during FY18 budget, additional meetings if new revenue pursued</p> <p>Staff Workload: Finance—extensive; CMO—extensive; All departments—moderate</p> |
| <p>Update the Building Code</p> <p><i>Priority: High</i></p> | <p>Jan 2018- Dec 2018</p> | <p>Status:</p> <ul style="list-style-type: none"> City is operating with an outdated 2006 code Look for green building opportunities Updates are pending the hiring of a plans examiner and reduction in work volume <p>Public Involvement: Extensive—stakeholder input, focus groups starting Jan 2018</p> <p>Council Meetings: 1-2 for adoption</p> <p>Staff Workload: Comm Dev—extensive</p> |
| <p>Soldiers Pass CFA Development</p> <p><i>Priority: Medium</i></p> | <p>Fall 2017- Winter 2018</p> | <p>Status:</p> <ul style="list-style-type: none"> Pre application has been completed Applicant has submitted conceptual application P&Z consideration Oct 2017-March 2018 Council consideration April 2018- Oct 2018 <p>Public Involvement: Extensive—public notices, public hearings, stakeholder input</p> <p>P&Z Meetings: numerous meetings for 4-10 months</p> <p>Council Meetings: numerous meetings for 4-10 months</p> <p>Staff Workload: Comm Dev—extensive; CMO—moderate</p> |
| <p>Western Gateway CFA Development</p> | <p>Spring/ Summer</p> | <p>Status:</p> <ul style="list-style-type: none"> No new developments |

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| <p><i>Priority: Medium</i></p> | <p>2018-Summer 2019</p> | <p><u>Public Involvement:</u> Extensive: public notices, public hearings, stakeholder input <u>P&Z Meetings:</u> numerous meetings for 4-10 months <u>Council Meetings:</u> numerous meetings for 4-10 months <u>Staff Workload:</u> Comm Dev—extensive, CMO—moderate</p> |
| <p>Schnebly Hill CFA Development <i>Priority: Medium</i></p> | <p>Summer/Fall 2017-Fall 2018</p> | <p>Status:</p> <ul style="list-style-type: none"> Heritage District to be addressed in LDC update Development proposals could follow heritage district <p><u>Public Involvement:</u> Extensive—Public notices, public hearings, stakeholder participation, <u>P&Z Meetings:</u> numerous for 4-10 months <u>Council Meetings:</u> numerous for 4-10 months <u>Staff Workload:</u> Comm Dev—extensive; CMO—moderate</p> |
| <p>Environmental Sustainability <i>Priority: Medium</i></p> | <p>August 2017-March 2018</p> | <p>Status:</p> <ul style="list-style-type: none"> Strategize ways to advance sustainability including possible energy efficiency, alternative energy, recycling services, water use, community education, Possible coordination with sustainable tourism, existing sustainability groups, land development code and building code updates Decision Packages submitted as part of the FY19 budget <p><u>Public Involvement:</u> Moderate—possible work group, stakeholder input <u>Council Meetings:</u> Numerous depending on specific proposed actions/ initiatives <u>Staff Workload:</u> Clerks Office—extensive CMO—moderate; Comm Dev—moderate;</p> |
| <p>Affordable Housing <i>Priority: Medium</i></p> | <p>April 2017-Fall 2018</p> | <p>Status:</p> <ul style="list-style-type: none"> Certain actions recommended in the Community Plan Impacts from 1350 uncertain Citizen led initiative creating a housing report July 2017-Summer 2018 Possible decision package submitted as part of the FY19 budget <p><u>Public Involvement:</u> Extensive—possible work group, stakeholder input, public hearings <u>Council Meetings:</u> 1-2 to determine what action council wants to take to address needs <u>Staff Workload:</u> Comm Dev—extensive; CMO extensive</p> |
| <p>Manage Impacts from Short Term Rentals <i>Priority: Low</i></p> | <p>ONGOING</p> | <p>Status:</p> <ul style="list-style-type: none"> Requests to inspect substandard housing are on the rise Impacts may require additional policy considerations Housing affordability may become a pressing issue |

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| | | <ul style="list-style-type: none"> Consider an ongoing monitoring service <p><u>Public Involvement:</u> Extensive—stake holder input</p> <p><u>Council Meetings:</u> TBD 1-2 meetings for monitoring and/or emerging issues</p> <p><u>Staff Workload:</u> Comm Dev—extensive; Legal—moderate ; CMO—moderate</p> |
| <p>Parks Land Acquisition</p> <p><i>Priority: Low</i></p> | ONGOING | <p>Status:</p> <ul style="list-style-type: none"> Oak Creek access property to be considered as part of Schnebly Hill CFA Look for other possible parks sites (focused on south Sedona) Look for special event/ festival space <p><u>Public Involvement:</u> Extensive—especially depending on proposed use</p> <p><u>Council Meetings:</u> TBD</p> <p><u>Staff Workload:</u> CMO—minimal; Comm Dev—minimal; Parks—moderate</p> |
| <p>Construct Beautification of 89A</p> <p><i>Priority: Low</i></p> | Fall 2015-ONGOING | <p>Status:</p> <ul style="list-style-type: none"> Weed barrier complete by June 2016 Scope of additional beautification reviewed in May 2016 Design by Aug 2016 ADOT Permitting (additional landscaping) by June 2017 Possible new sites identified in FY18 budget <p><u>Public Involvement:</u> Minimal</p> <p><u>Council Meetings:</u> 1 to review scope by May 2016</p> <p><u>Staff Workload:</u> Engineering—moderate; Comm Dev—minimal;</p> |
| <p>Alternative Expenditure Limitation</p> <p><i>Priority: Low</i></p> | Jan 2018-Nov 2018 | <p>Status:</p> <ul style="list-style-type: none"> Start planning by Jan 2018 <p><u>Public Involvement:</u> Moderate for planning; Extensive for outreach</p> <p><u>Council Meetings:</u> 2-4 meetings to between March 2018-May 2018 to solidify ballot language</p> <p><u>Staff Workload:</u> Finance—extensive; CMO—extensive; Legal—moderate; City Clerk—moderate</p> |
| <p>Complete Dells Land Use Planning</p> <p><i>Priority: Low</i></p> | Jan 2018-Dec 2018 | <p>Status:</p> <ul style="list-style-type: none"> Report from citizen work group completed in Sep 2015 Conduct review by Economic Development Director Reconsider schedule as part of FY19 priority setting <p><u>Public Involvement:</u> Extensive once introduced</p> <p><u>Council Meetings:</u> 1 to review report and consider next steps</p> |

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| | | <u>Staff Workload:</u> Extensive once introduced |
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| Other Projects/ Initiatives | | |
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| Major Plan Amendments | | Status: <ul style="list-style-type: none"> • Pre-applications due in April • Formal applications due in June • P&Z review between Sep and Oct • Council Oct-Nov |
| Other Major Development Projects | | Status: <ul style="list-style-type: none"> • Residence Inn • Potentially other commercial projects |
| Performance Management | | Status: <ul style="list-style-type: none"> • Include trend line and benchmark data in FY19 budget • Focus one annual report on reportable metrics • Create new opportunities to report data |
| CSA program | | Status: <ul style="list-style-type: none"> • Decision package approved as part of the FY18 budget • Implementation Feb 2017-Oct 2017 • Possible need to expand program beyond Uptown • Program to be evaluated as improvements are implemented |
| AAA CFA | March 2017-September 2018 | Status: <ul style="list-style-type: none"> • Planning and stakeholder outreach begun |
| Uptown CFA | January 2018-December 2019 | Status: <ul style="list-style-type: none"> • 3 CFAs consolidated in 1 planning effort |
| Brewer Road Park | | Status: |

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| | | <ul style="list-style-type: none"> • Design complete • Phases and construction schedule scheduled 2020 |
| Small Grant Revision | | Status: <ul style="list-style-type: none"> • Council subcommittee created Oct 2017 • Final recommendations anticipated by Jan 2018 |
| Update of DIF fees | | Status: <ul style="list-style-type: none"> • Should reevaluate needs • Need to reevaluate projects, which may increase fees |
| Yavapai College | | Status: <ul style="list-style-type: none"> • Concerns about the Sedona campus persist |
| Wireless | | Status: <ul style="list-style-type: none"> • Holder over from previous priorities list • PZ Nov 7 • Council Work session Dec 13 |