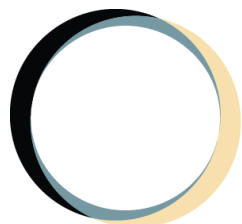


THE NCSTM
The National Citizen SurveyTM

Sedona, AZ

Trends over Time

2017



NRC
National Research Center Inc

2955 Valmont Road Suite 300
Boulder, Colorado 80301
n-r-c.com • 303-444-7863

ICMA

Leaders at the Core of Better Communities

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

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.

The National Citizen Survey™

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
	Travel by public transportation	NA	NA	NA	13%	NA	NA	NA	NA	Much lower
Mobility	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
Natural Environment	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

The National Citizen Survey™

		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

The National Citizen Survey™

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

The National Citizen Survey™

		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	
	Work in Sedona	NA	NA	NA	54%	NA	NA	NA	Higher	
Recreation and Wellness	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	
	Used Sedona public libraries	89%	84%	88%	74%	Lower	NA	NA	Higher	
Education and Enrichment	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	
	Campaigned for an issue, cause or candidate	NA	NA	NA	41%	NA	NA	NA	Higher	
Community Engagement	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	