

# AGENDA



# 4:30 P.M.

## CITY COUNCIL MEETING

## TUESDAY, NOVEMBER 12, 2019

### NOTES:

- Public Forum:  
Comments are generally limited to **3 minutes**.
- Consent Items:  
Items listed under Consent Items have been distributed to Council Members in advance for study and will be enacted by one motion. Any member of the Council, staff or the public may remove an item from the Consent Items for discussion. Items removed from the Consent Items may be acted upon before proceeding to the next agenda item.
- 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](http://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.

#### 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/ROLL CALL

### 2. CITY'S VISION/MOMENT OF ART

### 3. CONSENT ITEMS - APPROVE

LINK TO DOCUMENT =

- a. Minutes - October 22, 2019 City Council Regular Meeting.
- b. Minutes - October 23, 2019 City Council Special Meeting.
- c. Approval of Proclamation, Complaint Free Wednesday.
- d. Approval of Proclamation, Small Business Saturday, November 30, 2019.

### 4. APPOINTMENTS - None.

### 5. SUMMARY OF CURRENT EVENTS BY MAYOR/COUNCILORS/CITY MANAGER

### 6. PUBLIC FORUM

(This is the time for the public to comment on matters not listed on the agenda. The City Council may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. § 38-431.01(H), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism, or scheduling the matter for further consideration and decision at a later date.)

### 7. PROCLAMATIONS, RECOGNITIONS & AWARDS

- a. Presentation of Proclamation, Complaint Free Wednesday.

### 8. REGULAR BUSINESS

- a. AB 2505 **Discussion/possible action** regarding approval of APS Solar Communities Agreement for the installation of solar photovoltaic carports at City Hall.
- b. AB 2540 **Discussion/possible direction** regarding intended goals, objectives, and possible future action items related to Sense of Place as a Council priority item.
- c. **Reports/discussion** regarding Council assignments.
- d. **Discussion/possible action** regarding future meeting/agenda items.

### 9. EXECUTIVE SESSION

If an Executive Session is necessary, it will be held in the Vultee Conference Room at 106 Roadrunner Drive. Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:

- a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).
- b. Return to open session. Discussion/possible action on executive session items.

### 10. ADJOURNMENT

**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.**



### Page 2, City Council Meeting Agenda Continued

Posted: \_\_\_\_\_

By: \_\_\_\_\_

Susan L. Irvine, CMC  
City Clerk

Note: Pursuant to A.R.S. § 38-431.02 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. Members of the City Council will attend either in person or by telephone, video, or internet communications. 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 materials 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](http://www.SedonaAZ.gov). The Council Chambers is 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.

**Action Minutes**  
**Regular City Council Meeting**  
**City Council Chambers, Sedona City Hall,**  
**102 Roadrunner Drive, Sedona, Arizona**  
**Tuesday, October 22, 2019, 4:30 p.m.**

**1. Call to Order/Pledge of Allegiance/Moment of Silence/Roll Call**

Mayor Moriarty called the meeting to order at 4:30 p.m.

**Council Present:** Mayor Sandy Moriarty, Vice Mayor John Martinez, Councilor Bill Chisholm, Councilor John Currivan, Councilor Janice Hudson, Councilor Scott Jablow, and Councilor Jessica Williamson.

**Staff Present:** Assistant City Manager/Community Development Director Karen Osburn, City Attorney Robert Pickels, Jr., Director of Public Works/City Engineer Andy Dickey, Associate Engineer James Crowley, Associate Engineer Bob Welch, Court Administrator Sheryl Wiser, Court Clerk Emilye Massaro, Wastewater Collections/Camera Operator Chris Carey, Citizen Engagement Coordinator Lauren Browne, Deputy City Clerk Cherise Fullbright, City Clerk Susan Irvine.

**2. City's Vision**

A video of the City's Vision was played.

**3. Consent Items**

- a. **Minutes - October 8, 2019 City Council Special Meeting - Executive Session.**
- b. **Minutes - October 8, 2019 City Council Regular Meeting.**
- c. **Minutes - October 9, 2019 City Council Special Meeting.**
- d. **Approval of Proclamation, Friends of the Forest Day, November 2, 2019.**
- e. **AB 2531 Approval of a Resolution and Development Agreement between the City of Sedona and Axys Capital Total Return Fund, LLC for the acquisition of permanent right-of-way on Coconino County Assessor Parcel Nos: 401-08-006 and 401-14-075 in support of the Sedona In Motion, Uptown Roadway Improvements Project.**
- f. **AB 2533 Approval of award of a professional services contract to Elliot D. Pollack and Company in an amount not-to-exceed \$101,820 to conduct an affordable housing needs assessment and to develop a five-year affordable housing action plan.**
- g. **AB 2534 Approval of a Professional Services Contract for design services for the Forest Road Connection Project with Kimley-Horn and Associates, Inc. in the approximate amount of \$338,190.**

**Motion:** Vice Mayor Martinez moved to approve consent items 3a, 3b, 3c, 3d, 3e, 3f, and 3g. **Seconded by Councilor Jablow. Vote:** Motion carried unanimously with seven (7) in favor (Moriarty, Martinez, Chisholm, Currivan, Hudson, Jablow, and Williamson) and zero (0) opposed.

**4. Appointments**

- a. **AB 2535 Discussion/possible action regarding appointment of Susan Kayler as Magistrate Judge and approval of a two-year contract.**

Sedona City Council  
Regular Meeting  
Tuesday, October 22, 2019  
4:30 p.m.

**Motion: Councilor Williamson moved to approve the appointment of Susan Kayler as Magistrate Judge for the City of Sedona and approve the two-year employment contract. Seconded by Councilor Hudson. Vote: Motion carried unanimously with seven (7) in favor (Moriarty, Martinez, Chisholm, Currivan, Hudson, Jablow, and Williamson) and zero (0) opposed.**

## **5. Summary of Current Events by Mayor/Councilors/City Manager**

Councilor Jablow stated that the Fix-It Clinic was very successful and congratulated McKenzie Jones and Kaileigh Walker on organizing the event. Councilor Williamson stated that the Sedona Public Library is hosting a Spooktacular on Halloween which will include reading and other spooky events and activities. The Uptown trick or treating will also take place on Halloween. Councilor Hudson stated that Verde Valley Caregivers is hosting a gala fundraiser at Enchantment Resort on November 15<sup>th</sup>, and she encouraged everyone to attend. Councilor Chisholm advised that Sedona Kind will have a showing of a movie called "The First Grader" at Mary D. Fisher Theatre on November 13<sup>th</sup> at 4:00 and 7:00 p.m. to celebrate Sedona Kindness Day. NACOG has money available for low-income residents to subsidize utility bills, and information can be obtained by calling NACOG at (928) 300-0894. Vice Mayor Martinez stated that Pumpkin Splash was last Saturday and was another great event by Parks & Recreation. A Pumpkin Drop will be held at the softball fields at Posse Grounds Park on November 5<sup>th</sup> from 2:00 to 6:00 p.m. for used pumpkins that will later be composted. Councilor Williamson advised that the last session of a 3-part series on climate change will take place at Yavapai College on October 29<sup>th</sup> beginning at 3:00 p.m. Mayor Moriarty stated that Rotary Club's Oktoberfest will take place at Posse Grounds Park this Saturday. Vice Mayor Martinez recommended that people check their website for shuttle availability to and from the event.

## **6. Public Forum**

Madelyn Clair, Sedona, spoke about the Soldier's Pass project involving the two-mile walk to and from the parking lot to the trailhead. She felt that narrowing and repainting the road with a walking path on it was a more viable option since it would reduce speed and save money.

Mitch Head, Sedona, requested that the City move the improvements to the Historic Ranger Park up in the capital improvements project schedule.

John Lathrop, Village of Oak Creek, Chairman of the Board for Hope House of Sedona, gave an update on the project and advised that they could no longer purchase the property on Shelby Road due to floodplain issues. They have been working with Community Development but may need help from the City due to issues with the other properties being considered. They may lose their grant funding if they can't secure a property in the next couple of weeks.

Amy Andrews, Village of Oak Creek, Vice President of the Board for Hope House of Sedona, stated that they have been working diligently on the project. She read stories from two homeless children describing their circumstances. She asked the City for any assistance they could provide.

## **7. Proclamations, Recognitions, and Awards**

### **a. New employee introductions & recognition of staff accomplishments.**

Sedona City Council  
Regular Meeting  
Tuesday, October 22, 2019  
4:30 p.m.

Karen Osburn introduced the following new employees and welcomed them to the City team: City Maintenance Worker I Joe DeJesus, Court Clerk Emily Massaro, and Wastewater Collections/Camera Operator Chris Carey.

**8. Regular Business**

**a. AB 2378 Discussion/possible direction regarding the Sedona in Motion transportation program.**

Presentation by Andy Dickey and Karen Osburn.

Questions and comments from Council.

**Presentation and discussion only. No action taken or direction given.**

**b. Reports/discussion regarding Council assignments**

Councilor Chisholm advised that Sedona Recycles lost less money last month and is looking for new board members. They are also trying to raise \$30,000 in 30 days to celebrate their 30<sup>th</sup> anniversary. Vice Mayor Martinez stated that the Coconino Water Advisory Board meets Friday, and Roxanne Holland is presenting about the wastewater plant and injection wells. The Verde Valley Water Alliance conference is October 28<sup>th</sup>, 29<sup>th</sup>, and 30<sup>th</sup>, and there may be spots available for Councilors to attend since the City is a sponsor of the event.

**c. Discussion/possible action regarding future meeting/agenda items.**

Councilor Chisholm asked about a future agenda item relating to Hope House and was advised that there was not really anything Council could do that would affect their project. Mayor Moriarty advised that Council has a meeting tomorrow at 3:00 p.m.

**9. Executive Session**

**Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:**

- a. To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).**
- b. Return to open session. Discussion/possible action on executive session items.**

No Executive Session was held.

**10. Adjournment**

Mayor Moriarty adjourned the meeting at 6:09 p.m. without objection.

**I certify that the above are the true and correct actions of the Regular City Council Meeting held on October 22, 2019.**

\_\_\_\_\_  
Susan L. Irvine, CMC, City Clerk

\_\_\_\_\_  
Date

**Action Minutes  
Special City Council Meeting  
City Council Chambers, Sedona City Hall,  
102 Roadrunner Drive, Sedona, Arizona  
Wednesday, October 23, 2019, 3:00 p.m.**

**1. Call to Order/Pledge of Allegiance/Moment of Silence**

Mayor Moriarty called the meeting to order at 3:00 p.m.

**2. Roll Call**

**Roll Call:** Mayor Sandy Moriarty, Vice Mayor John Martinez, Councilor Bill Chisholm, Councilor John Currivan, Councilor Janice Hudson, Councilor Scott Jablow, Councilor Jessica Williamson.

**Staff Present:** Assistant City Manager/Community Development Director Karen Osburn, City Attorney Robert Pickels, Jr., Director of Public Works/City Engineer Andy Dickey, Citizen Engagement Coordinator Lauren Browne, Sustainability Intern Kaileigh Walker, Deputy City Clerk Cherise Fullbright, City Clerk Susan Irvine.

**3. Special Business**

**a. AB 2462 Discussion/possible direction regarding the final draft of the greater Sedona/Oak Creek Canyon transit system development and implementation plan.**

Presentation by Karen Osburn, Robert Pickels, Jr., and Albert (A.T.) Stoddard Senior Advisor for L.S.C. Transportation Consultants, Inc.

Questions from Council.

Opened to the public at 4:23 p.m.

The following spoke regarding this item: Marcie Ellis, Oak Creek Canyon.

Brought back to Council at 4:26 p.m.

Presentation continued with additional questions from Council.

Reopened to the public at 5:12 p.m.

The following spoke regarding this item: Michael Johnson, Sedona, Jerry Showalter, Oak Creek Canyon, Marci Taylor, Sedona, John Oakason, Sedona, Jon Thompson, Sedona, Mary Brosnahan, Sedona, Chris Nichols, Sedona, and Max Licher, Sedona.

Brought back to Council at 5:32 p.m.

Comments from Council.

**By majority consensus, Council directed staff as follows:**

- **Partnerships with Coconino and Yavapai Counties and others are not required at this time, but will be needed in the future;**
- **Move forward with the hiring of a fulltime, City staff transit manager as budgeted;**
- **Work on identifying and securing funding sources and partnerships; and**
- **Examine carbon footprint impacts with a preference for electric busses.**

**4. Discussion/possible action regarding future meetings/agenda items - None.**

**5. Executive Session**

Upon a public majority vote of the members constituting a quorum, the Council may hold an Executive Session that is not open to the public for the following purposes:

- a. **To consult with legal counsel for advice on matters listed on this agenda per A.R.S. § 38-431.03(A)(3).**
- b. **Return to open session. Discussion/possible action on executive session items.**

No Executive Session was held.

**6. Adjournment**

Mayor Moriarty adjourned the meeting at 6:14 p.m. without objection.

**I certify that the above are the true and correct actions of the Special City Council Meeting held on October 23, 2019.**

\_\_\_\_\_  
Susan L. Irvine, CMC, City Clerk

\_\_\_\_\_  
Date



## City of Sedona Proclamation Request Form

|   |  |
|---|--|
| <b>Full Name of Contact Person</b>  | Cherie Wright  |
| <b>Contact Phone Number</b>   | 928-203-5193   |
| <b>Contact Mailing Address</b>  | 102 Roadrunner Dr, Sedona AZ 86336   |
| <b>Contact Email Address</b>  | cwright@sedonaaz.gov   |
| <b>Group, Organization, Activity or Event Being Recognized</b> (Please make sure you provide complete and current information about the group or event)   | Complaint Free Wednesday   |
| <b>Website Address</b> (if applicable)  | AComplaintFreeWorld.org  |
| <b>Name of the sponsor(s) of the Proclamation</b> (2 Council members or the City Manager)   | Justin Clifton   |
| <b>What is the proclaimed day, days, week or month?</b> (e.g. 10/11/12, October 11-17, 2012, October 2012)  | The Wednesday before Thanksgiving  |
| <b>Would you like to attend a Council meeting for formal presentation of the Proclamation or would you like to pick it up?</b>  | <input checked="" type="checkbox"/> Presentation at Meeting<br><input type="checkbox"/> Pick up Proclamation |
| <b>If you would like the Proclamation presented at a Council meeting, please provide the full name and contact information (phone number and email address) of the party who will accept it on behalf of the group.</b> | Cherie Wright<br>928-203-5193<br>cwright@sedonaaz.gov  |



**Provide information about the organization/event including a mission statement, founding date, location and achievements.**

Author of A Complaint Free World, Will Bowen, has been featured on Oprah, ABC World News Tonight, NBC's Today show, CBS's Sunday Morning, Fox News, The Wall Street Journal, Newsweek, People, "O", Chicken Soup for the Soul, the Dr. Oz radio show, National Public Radio, and many other media outlets.

In 2006, Will Bowen was the minister of a small mid-western church delivering a series on prosperity. Will noticed that his congregation all said they wanted greater prosperity, but they all complained about what they already had. He suggested everyone try and break the complaining habit by going 21 days in a row without complaining. So far, more than 11 million complaint bracelets have been distributed to more than 100 countries around the world.

The opposite of complaining is gratitude, and before we can truly know gratitude, we must first stop complaining. This is the reason for establishing a day without complaint the day before our national day of gratitude.

**Please explain why this Proclamation and any events accompanying it are important to the Community and are consistent with the City's vision statement and Community Plan goals. What is the clear reason for the Proclamation and why are you requesting this honor? What activities/events are planned around this Proclamation and how do you plan to promote this to the community?**

The principles in A Complaint Free World apply not only to our community locally, but worldwide. Complaining is damaging to our health, our relationships, and our career success. Complaining never attracts what we want; it perpetuates what we do not want. A complaint is distinguished from a statement of fact by the negative energy expressed. Most complaints have a "This is unfair!" or "How dare this happen to me" quality. Complaining focuses on problems, not solutions.

The world is obsessed with negativity which hinders our ability to resolve our challenges. Most people think they are positive and upbeat. Will Bowen says, "Complaining is like bad breath--you notice it when it comes out of someone else's mouth, but not when it comes out of your own."

Establishing Complaint Free Wednesday as the day before Thanksgiving will help people become mindful of how often they complain, which is the first step to becoming complaint free.

A press release will be issued to the Red Rock News.

***Please include a draft of the proposed Proclamation with this request, preferably a Word file in electronic format.***

*Office of the Mayor  
City of Sedona, Arizona*



**Proclamation  
Complaint Free Wednesday**

WHEREAS, the average person complains approximately 15 to 30 times per day, resulting in roughly 5 billion complaints spoken every day in the United States; and

WHEREAS, complaining keeps people focused on current problems, stultifying their innate abilities to seek and create positive, harmonious solutions; and

WHEREAS, complaining has been shown by research psychologists to be detrimental to a person's physical and emotional health, relationships, and to limit their career success; and

WHEREAS, A Complaint Free World is a nonprofit organization that encourages people to stop complaining and redirect their minds to more positive, constructive, and rewarding lives; and

WHEREAS, A Complaint Free World has sent out more than 11 million Complaint Free purple bracelets to participants in more than 100 countries around the world who use them to monitor their success at achieving 21 consecutive Complaint Free days, thereby transforming their negative attitudes to positive; and

WHEREAS, A Complaint Free World's intention is to transform the attitude of the world's people from negative to positive by inspiring no less than 1 percent of the global population (77 million people) to become Complaint Free; and

WHEREAS, thousands of schools in the United States have taken on the Complaint Free program with tens of thousands of students of all ages achieving amazing results in creating positive attitudes.

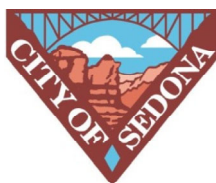
NOW, THEREFORE, I, SANDY MORIARTY, MAYOR OF THE CITY OF SEDONA, ARIZONA, ON BEHALF OF THE SEDONA CITY COUNCIL, do hereby proclaim that "COMPLAINT FREE WEDNESDAY" will be observed on the day before Thanksgiving this year and henceforth providing each person in Sedona one day free from complaining in order to prepare for our national day of gratitude.

Issued this 12<sup>th</sup> day of November, 2019.

\_\_\_\_\_  
Sandra J. Moriarty, Mayor

ATTEST:

\_\_\_\_\_  
Susan L. Irvine, CMC, City Clerk



## City of Sedona Proclamation Request Form

|   |   |
|---|---|
| <b>Full Name of Contact Person</b>  | <b>Pam Woo</b>  |
| <b>Contact Phone Number</b>   | <b>415-434-4314</b>   |
| <b>Contact Mailing Address</b>  | PO Box 31279, San Francisco, CA 94131   |
| <b>Contact Email Address</b>  | <b>pwoo@wipp.org</b>  |
| <b>Group, Organization, Activity or Event Being Recognized</b> (Please make sure you provide complete and current information about the group or event)   | <p>The Small Business Saturday Coalition is asking you to please renew mayoral support for Small Business Saturday, the national effort to drive consumers to shop at local independently owned businesses on the Saturday after Thanksgiving, November 30, 2019.</p> <p>Specifically, we request that your office issue a 2019 proclamation promoting Small Business Saturday in Sedona. As a supporting community, you will be listed on the ShopSmall.com website.</p> |
| <b>Website Address</b> (if applicable)  | <b><a href="http://www.shopsmall.com/supporters">http://www.shopsmall.com/supporters</a></b>  |
| <b>Name of the sponsor(s) of the Proclamation</b> (2 Council members or the City Manager)   |   |
| <b>What is the proclaimed day, days, week or month?</b> (e.g. 10/11/12, October 11-17, 2012, October 2012)  | November 30, 2019   |
| <b>Would you like to attend a Council meeting for formal presentation of the Proclamation or would you like to pick it up?</b>  | <input type="checkbox"/> Presentation at Meeting<br><input type="checkbox"/> Pick up Proclamation <span style="float: right;">X mailed or emailed, pls.</span>  |
| <b>If you would like the Proclamation presented at a Council meeting, please provide the full name and contact information (phone number and email address) of the party who will accept it on behalf of the group.</b> |   |

**Provide information about the organization/event including a mission statement, founding date, location and achievements.**

Since its inception in 2010, Small Business Saturday, proudly backed by American Express, has illuminated the significance of supporting small, independently owned businesses across the country, bringing consumers and local entrepreneurs closer together. Falling between Black Friday and Cyber Monday, it's a day dedicated to supporting the diverse range of local businesses that help create jobs, boost the economy, and keep communities thriving across the country.

In 2018, 650+ mayors and city officials joined together to support Small Business Saturday. Below are some highlights from last year:

70% of adult U.S. consumers are aware of Small Business Saturday

42% of consumers who reportedly shopped small at independently-owned retailers and restaurants on Small Business Saturday did so with friends or family, and 83% reported encouraging others to also shop or dine small

Among consumers who said they participated on the day, 41% reported that they shopped small online on Small Business Saturday

Among companies that were planning promotions on Small Business Saturday, 92% said the day helps their business stand out during the busy holiday shopping season

**Please explain why this Proclamation and any events accompanying it are important to the Community and are consistent with the City's vision statement and Community Plan goals. What is the clear reason for the Proclamation and why are you requesting this honor? What activities/events are planned around this Proclamation and how do you plan to promote this to the community?**

Demonstrates commitment to the communities in which we live

Creates goodwill within the communities

When we support small businesses, jobs are created and local communities preserve their unique culture

***Please include a draft of the proposed Proclamation with this request, preferably a Word file in electronic format.***

Office of the Mayor  
City of Sedona, Arizona



Proclamation  
Small Business Saturday, November 30, 2019

WHEREAS, the government of Sedona, Arizona celebrates our local small businesses and the contributions they make to our local economy and community; and

WHEREAS, according to the United States Small Business Administration, there are 30.7 million small businesses in the United States that represent 99.7 percent of all firms with paid employees in the U.S. and are responsible for 64.9 percent of net new jobs created from 2000 to 2018; and

WHEREAS, small businesses employ 47.3 percent of the employees in the private sector in the United States; and

WHEREAS, 94% of consumers in the United States value the contributions small businesses make in their community; and

WHEREAS, 96% of consumers who plan to shop on Small Business Saturday said the day inspires them to go to small, independently-owned retailers or restaurants that they have not been to before or would not have otherwise tried; and

WHEREAS, 92% of companies planning promotions on Small Business Saturday said the day helps their business stand out during the busy holiday shopping season; and

WHEREAS, 59% of small business owners said Small Business Saturday contributes significantly to their holiday sales each year; and

WHEREAS, Sedona, Arizona supports our local businesses that create jobs, boost our local economy and preserve our communities; and

WHEREAS, advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

**NOW, THEREFORE**, I, SANDY MORIARTY, MAYOR OF THE CITY OF SEDONA, ARIZONA, ON BEHALF OF THE SEDONA CITY COUNCIL, do hereby proclaim November 30, 2019 as Small Business Saturday and urge the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

Issued this 12<sup>th</sup> day of November, 2019.

\_\_\_\_\_  
Sandra J. Moriarty, Mayor

ATTEST:

\_\_\_\_\_  
Susan L. Irvine, CMC, City Clerk



**CITY COUNCIL  
AGENDA BILL**

**AB 2505  
November 12, 2019  
Regular Business**

**Agenda Item: 8a**

**Proposed Action & Subject:** Discussion/possible action regarding approval of APS Solar Communities Agreement for the installation of solar photovoltaic carports at City Hall.

|                               |   |
|-------------------------------|---|
| <b>Department</b>             | City Manager/Sustainability   |
| <b>Time to Present</b>        | 15 minutes  |
| <b>Total Time for Item</b>    | 30 minutes  |
| <b>Other Council Meetings</b> | N/A   |
| <b>Exhibits</b>               | A. APS Solar Communities Agreement<br>B. Draft Site Plan for Solar Canopies |

|                               |  |  |
|-------------------------------|--|--|
| City Attorney Approval        | 11/4/2019 SDC                                | <b>Expenditure Required</b>  |
|                               |  | \$ 40,000  |
| City Manager's Recommendation | Approve the APS Solar Communities Agreement. | <b>Amount Budgeted</b>   |
|                               |  | \$ 0   |
|                               |  | Account No. 10-5320-XX-XXXX<br>(Description) (Public Works Dept)<br>Not anticipated at time of budget – Public Works will cover the costs from their budget. |
|                               |  | Finance Approval <input checked="" type="checkbox"/>   |

**SUMMARY STATEMENT**

The adoption of solar power offers many benefits for cities, including cleaner air, increased energy security, and reduction of harmful emissions. The Arizona Public Service (APS) Solar Communities Program offers the opportunity to install a solar photovoltaic system at City Hall with no installation or maintenance costs to the City. The installation of a solar PV system showcases the City's dedication to environmental sustainability, as outlined in the 2013 Community Plan. Solar power is already in use by many homes and businesses in Sedona, and there is potential for expanding the use of solar energy throughout the community. The use of renewable energy will reduce City utility costs while decreasing the use of fossil fuels. The purpose of this item is to evaluate whether to participate in APS Solar Communities Program.

**Background:** The APS Solar Communities program provides the opportunity to install a solar PV system on covered parking at City Hall. The Solar Communities Program is a utility-owned

solar distributed generation program in which the power generated by the estimated 150 kW system will be delivered to the APS electric grid. In exchange, APS will install, operate, and maintain the solar PV system, free of charge, and the City will receive \$375 monthly to compensate for the lease of the system.

**Process:** To install a solar PV system on covered parking at City Hall, the following will occur:

- An easement of the City Hall property under the carports must be granted to APS for the purpose of installation, operation, and maintenance of the solar PV system.
- APS will contract with Harmon Electric to demolish existing carports, construct new and additional carports, and install solar panels on new carports. The City is responsible for the cost of demolishing the carports.
- APS will own, install, operate, and maintain an approximately 150 kW-ac solar PV system on top of the carports on City property for 20 years.
- APS will pay all costs associated with installation, ownership, operation, and maintenance of the solar PV system.
- APS will install dark-sky compliant lighting fixtures attached to covered parking structures and maintain the fixtures for three years.
- Renewable electricity generated will be delivered to the electric grid.
- The City will receive a monthly incentive of \$375 applied to the electric bill.
- Either APS or the City of Sedona may terminate this agreement. Upon termination, APS will remove the solar array at its cost.

**Timeline**

With Council approval, Harmon Electric will begin phased demolition of the existing carports on November 18, 2019 with the goal of completing the carport construction and solar installation by the middle of January 2020. Construction will occur Monday through Friday, 7:00 a.m. – 3:00 p.m. Staff will work to inform City employees and community members of parking alternatives and to minimize inconvenience to the public during construction.

**Key Considerations:**

- The City will need to demolish our existing, aging carports which is estimated to cost \$40,000.
- APS will construct new carports covering an additional 15 spaces.

**Community Plan Consistent:** Yes - No - Not Applicable

Goals outlined in the Community Plan Section 4, Environment, include:

- Preserve and protect the natural environment
- Promote environmentally responsible building and design

**Board/Commission Recommendation:** Applicable - Not Applicable

**Alternative(s):**

**MOTION**

**I move to:** authorize staff to sign APS Solar Communities Agreement and grant easement to APS for installation of a solar PV system on covered parking at City Hall.



**APS Solar Communities Program Agreement  
Rural Government Municipality**

This Agreement is entered into as of August 5<sup>th</sup>, 2019, by and between Arizona Public Service Company, an Arizona corporation (“APS”), and City of Sedona, a rural government. APS and City of Sedona may be referred to herein individually as a “Party” and collectively as the “Parties.”

**RECITALS**

- A. By Decision No. 76295 (August 2017), the ACC approved a program now known as the APS Solar Communities Program (the “Program”). APS is implementing the Program for utility-owned solar distributed generation on covered parking at the City of Sedona listed above.
- B. “System” is defined as a solar photovoltaic generation Facility.
- C. APS will install and, for a period of 20 years, own and operate Systems at the City of Sedona.
- D. City of Sedona desires to have a System installed on its property and will comply with the terms and conditions set forth below.
- E. “Rural Government” means rural Arizona incorporated cities and towns with populations of less than 150,000 not contiguous with or situated within a Metro Area.

The parties agree as follows:

- 1. APS will install an approximately 150kW-ac System on property owned by City of Sedona and located at 102 Roadrunner Dr., Sedona, AZ. 86336 (the “Property”). The terms and conditions of the installation will be contained in a separate agreement between APS and an installer. APS will own, operate and maintain the System.
- 2. APS will pay all costs associated with the installation, ownership, operation and maintenance of the System.
- 3. APS will install the lighting fixtures attached to the parking structure and will be responsible for the operation and maintenance of the lighting fixtures for the first 3 years. City of Sedona acknowledges, however, that APS’s inspection of the lighting fixtures will only occur once annually and that City of Sedona is responsible, during its routine maintenance of its property, for notifying APS if it observes that the lighting is off or not working. Following the 3 year period, City of Sedona shall be solely responsible for the installation, operation, and maintenance of the lighting fixtures.



4. City of Sedona desires to participate in the APS Solar Communities program and agrees to allow APS to install, own, operate and maintain the System at the Property for the purpose of generating electricity that will be delivered to the APS grid. City of Sedona agrees to reasonably cooperate with APS, APS's installer, and any subcontractor in order to facilitate timely installation of the System.
5. City of Sedona will grant APS a 20 year easement in the form attached to this agreement as Exhibit A, on the Property for the purpose of installing, owning, operating and maintaining a System.
6. In exchange for the installation of the System, for so long as this agreement is in effect, City of Sedona will receive a monthly incentive of \$375.00 for the participation in this Program.
7. The Parties agree that APS may need to disclose the Information in connection with its regulatory filing or to otherwise satisfy its regulatory requirements. In the event that APS intends to disclose any of the Information to the ACC, or any employee, staff member, consultant, or agent thereof, it shall give City of Sedona prompt prior written notice of its intention so that City of Sedona may seek a protective order or other appropriate remedy. In the event that a protective order or other remedy is not obtained, City of Sedona waives APS' compliance with the terms hereof with respect to such Information. Nothing herein shall be deemed to permit City of Sedona to disclose the Information to the ACC, or any other party, unless such disclosure is otherwise permitted herein. The Parties understand and agree that City of Sedona is subject to Arizona's Public Records Law and City of Sedona may not keep information related to this Agreement confidential unless explicitly authorized by Arizona's Public Records Law.
8. This Agreement shall become effective upon execution by both Parties.
9. This Agreement is a binding contract. To the extent that either Party incurs any costs in connection with this Agreement or the subject matter hereof, such costs shall not be reimbursable by the other Party.
10. This Agreement is subject to cancellation for conflict of interest pursuant to A.R.S. § 38-511.
11. Either APS or the City of Sedona may terminate this agreement upon providing 90 days' advance written notice to the other party. Upon termination by either party, APS will remove the solar array at its cost. As of the effective date of the termination, APS will no longer pay the monthly incentive to the City of Sedona and APS' easement shall terminate. Upon termination of the agreement, APS agrees to promptly execute all documentation necessary to terminate APS' easement.
12. All notices under this Agreement shall be provided to Parties as follows:
  - a. City of Sedona:
    - i. McKenzie Jones – [Mjones@sedonaaz.gov](mailto:Mjones@sedonaaz.gov)

b. APS:

i. Tammy Kasprowicz – [Tammy.Kasprowicz@aps.com](mailto:Tammy.Kasprowicz@aps.com)

13. This Agreement constitutes the entire agreement of the Parties with respect to its subject matter and supersedes all other oral or written representations.

**IN WITNESS WHEREOF**, the Parties have caused this Agreement to be executed by the respective authorized representatives as of the date first set forth above.

**ARIZONA PUBLIC SERVICE COMPANY**

**CITY OF SEDONA**

By: \_\_\_\_\_

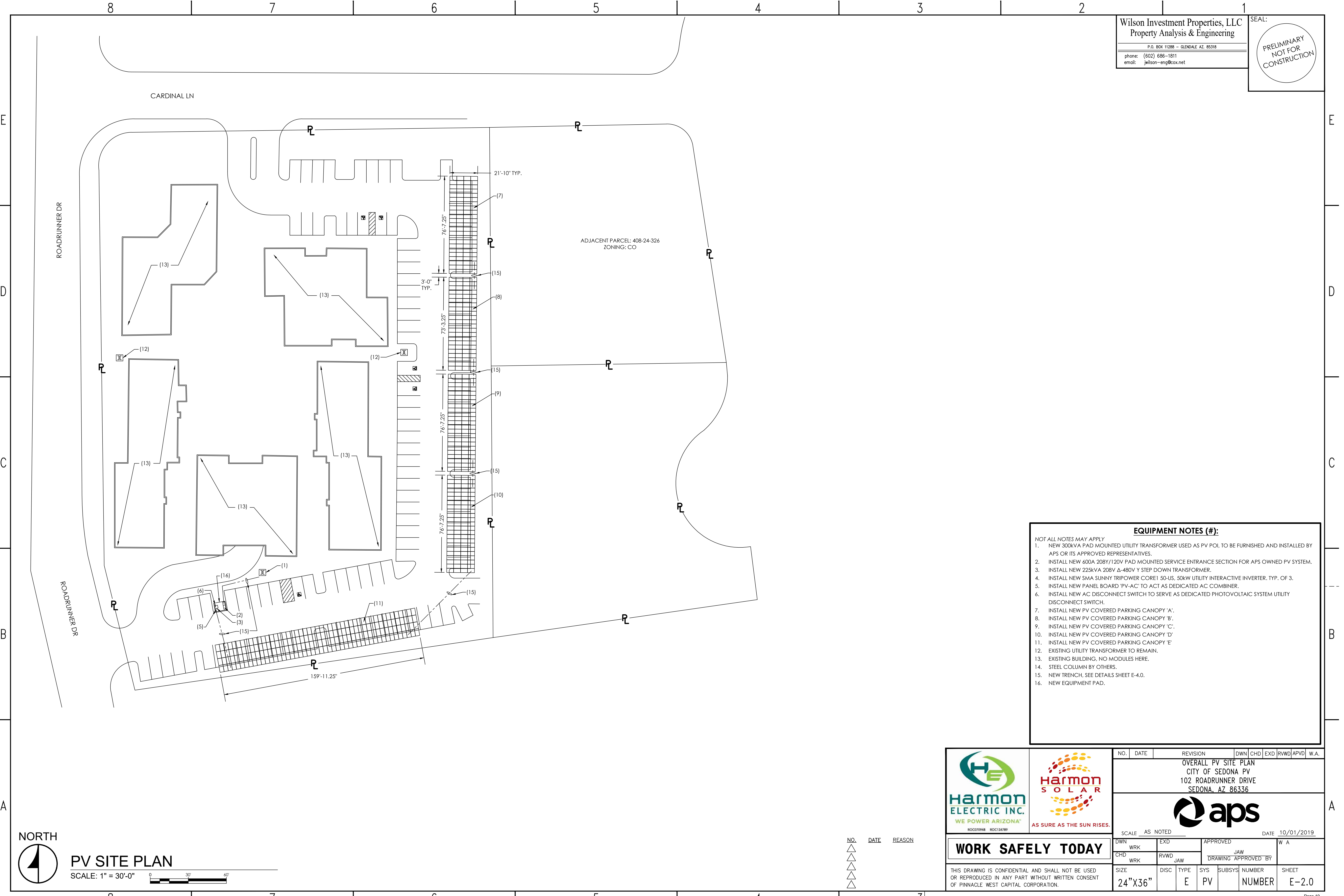
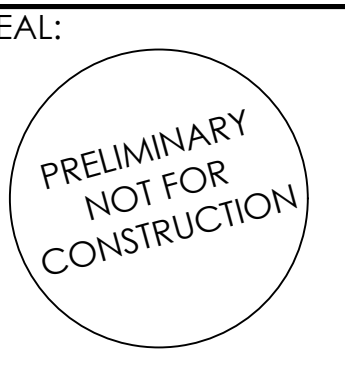
By: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

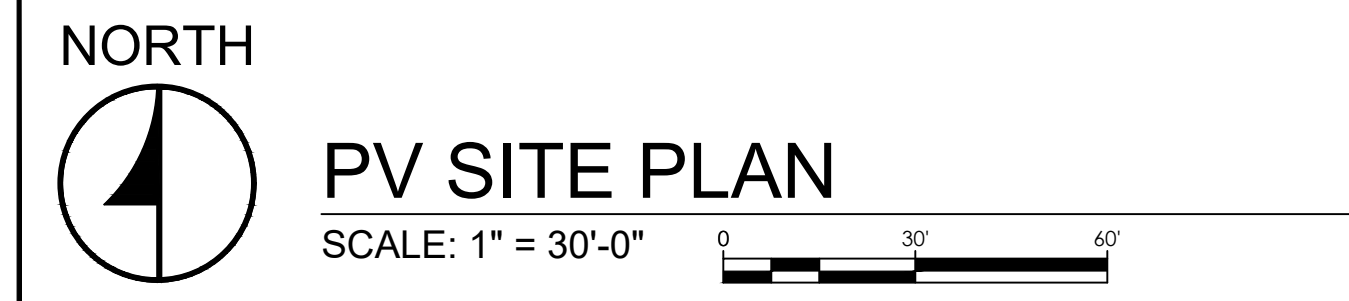
Date: \_\_\_\_\_

Date: \_\_\_\_\_



ADJACENT PARCEL: 408-24-326  
 ZONING: CO

- EQUIPMENT NOTES (#):**
- NOT ALL NOTES MAY APPLY
1. NEW 300kVA PAD MOUNTED UTILITY TRANSFORMER USED AS PV POI. TO BE FURNISHED AND INSTALLED BY APS OR ITS APPROVED REPRESENTATIVES.
  2. INSTALL NEW 600A 208Y/120V PAD MOUNTED SERVICE ENTRANCE SECTION FOR APS OWNED PV SYSTEM.
  3. INSTALL NEW 225kVA 208V Δ-480V Y STEP DOWN TRANSFORMER.
  4. INSTALL NEW SMA SUNNY TRIPower CORE1 50-US, 50kW UTILITY INTERACTIVE INVERTER. TYP. OF 3.
  5. INSTALL NEW PANEL BOARD 'PV-AC' TO ACT AS DEDICATED AC COMBINER.
  6. INSTALL NEW AC DISCONNECT SWITCH TO SERVE AS DEDICATED PHOTOVOLTAIC SYSTEM UTILITY DISCONNECT SWITCH.
  7. INSTALL NEW PV COVERED PARKING CANOPY 'A'.
  8. INSTALL NEW PV COVERED PARKING CANOPY 'B'.
  9. INSTALL NEW PV COVERED PARKING CANOPY 'C'.
  10. INSTALL NEW PV COVERED PARKING CANOPY 'D'.
  11. INSTALL NEW PV COVERED PARKING CANOPY 'E'.
  12. EXISTING UTILITY TRANSFORMER TO REMAIN.
  13. EXISTING BUILDING, NO MODULES HERE.
  14. STEEL COLUMN BY OTHERS.
  15. NEW TRENCH, SEE DETAILS SHEET E-4.0.
  16. NEW EQUIPMENT PAD.



| NO. | DATE | REASON |
|-----|------|--------|
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|--|---|---|------|----------|---------------------|--------|--------|-------|------|------|--|
| <p>Harmon ELECTRIC INC.<br/>WE POWER ARIZONA®<br/>ROC070948 ROC134789</p>  | <p>Harmon SOLAR<br/>AS SURE AS THE SUN RISES.</p> | NO.   | DATE | REVISION | DWN                 | CHD    | EXD    | RWVD  | APVD | W.A. |  |
|  |   | OVERALL PV SITE PLAN<br>CITY OF SEDONA PV<br>102 ROADRUNNER DRIVE<br>SEDONA, AZ 86336 |      |          |                     |        |        |       |      |      |  |
|  |   | SCALE AS NOTED DATE 10/01/2019  |      |          |                     |        |        |       |      |      |  |
| <b>WORK SAFELY TODAY</b>   |   | DWN   | WRK  | EXD      | APPROVED            |        | JAW    |       | W.A. |      |  |
|  |   | CHD   | WRK  | RWVD     | DRAWING APPROVED BY |        |        |       |      |      |  |
| THIS DRAWING IS CONFIDENTIAL AND SHALL NOT BE USED OR REPRODUCED IN ANY PART WITHOUT WRITTEN CONSENT OF PINNACLE WEST CAPITAL CORPORATION. |   | SIZE  | DISC | TYPE     | SYS                 | SUBSYS | NUMBER | SHEET |      |      |  |
|  |   | 24"X36"   |      | E        | PV                  | NUMBER | E-2.0  |       |      |      |  |



**CITY COUNCIL  
AGENDA BILL**

**AB 2540  
November 12, 2019  
Regular Business**

**Agenda Item: 8b**

**Proposed Action & Subject:** Discussion/possible direction regarding intended goals, objectives, and possible future action items related to *Sense of Place* as a Council priority item.

|                               |   |
|-------------------------------|---|
| <b>Department</b>             | City Manager's Office   |
| <b>Time to Present</b>        | 10 minutes  |
| <b>Total Time for Item</b>    | 90 minutes  |
| <b>Other Council Meetings</b> | January 15, 2019  |
| <b>Exhibits</b>               | A. Community Plan Chapter 8: Community<br>B. 2017 National Citizen Survey Results |

|                               |                                    |                             |                                     |
|-------------------------------|------------------------------------|-----------------------------|-------------------------------------|
| City Attorney Approval        | 11/5/2019 SDC                      | <b>Expenditure Required</b> | \$ 0                                |
| City Manager's Recommendation | For discussion and direction only. | <b>Amount Budgeted</b>      | \$ 0                                |
|                               |                                    | Account No. (Description)   | N/A                                 |
|                               |                                    | Finance Approval            | <input checked="" type="checkbox"/> |

**SUMMARY STATEMENT**

**Background:** During the January 15, 2019 Council retreat, by majority consensus, Council agreed to the following priorities and rankings:

- Traffic - High
- Housing - High
- Environmental Stewardship/Sustainability – High
- Political Capital & Communication - High
- Permanent Base Adjustment - High
- Sedona Chamber of Commerce & Tourism Bureau - High
- Economic Diversification - Medium
- Emergency Preparedness - Medium
- Short-Term Rentals – Medium
- Sense of Place - Low

While staff focus has been on addressing the higher ranked priority items, this agenda item provides an opportunity for City Council to further discuss the goals and intent of establishing

*Sense of Place* as a Council priority and to identify desired outcomes and/or action items moving forward. While Council had not necessarily defined *Sense of Place*, the City's Community Plan may provide guidance on what that means to the community as adopted in that document.

The Community Plan identifies *Sense of Place* as one of six vision themes and answers the questions regarding what it will look like, what it means, and how it will happen.

Following is a summary of Community Plan elements captured within the main bullet points. Below each set of main bullet points, sub-bullet points in red describe actions taken by the City that may address each point.

According to that vision theme (Community Plan, page 15):

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

What Will It Look Like:

- Sedona will have a unique and distinctive image and identity.
- The built environment will blend with the natural environment.
  - The Land Development Code (LDC) update continued and/or strengthened design standards for things like height, color, signage, materials, landscaping, etc.
  - The Community Focus Area (CFA) plans identify additional design standards and desired characteristics for new and redevelopment specific to each of these unique areas of the community.
- Oak Creek will be a prominent and protected feature of the community.
  - A main goal of the Schnebly CFA/Oak Creek Heritage District is to preserve and protect Oak Creek.
  - The Uptown CFA is underway and incorporates preservation and protection of Oak Creek.
  - The CFA's encourage a creek walk or park.
- Historic sites will be recognized and preserved.
  - Historic Ranger Station was purchased by the City, and the proposed park includes building restoration (within next two fiscal years).
  - Historic Recognition Program was added in addition to landmarking program.

What It Means:

- We will be known as a clean, green, and sustainable community.
  - The new building codes incorporated several sustainable building requirements, including the adoption of a new energy code.
  - New Sustainability Program (recent additions of Coordinator and Vista positions)
  - All CFA Plans
  - Completion of a Greater Sedona Transit Implementation Plan to pursue transit as an alternative means of transportation for both visitors and residents.
  - A bicycle/pedestrian planning effort is currently underway, and a number of new multi-use paths have either been constructed or are in the planning and design phase currently.
  - Chamber Sustainable Tourism Plan
- Sedona will be a serene and beautiful place to live and visit.
  - LDC & Development Review
  - All CFA Plans

- Specific Sustainable Tourism Plan goals and objectives
- Sedona will retain its small-town character.
  - LDC & Development Review
  - All CFA Plans
  - Parks & Rec Events

#### How It Will Happen:

- Design standards will continue to limit building height, lighting, signs, and colors.
  - LDC & Development Review
- The built environment will integrate the natural topography and vegetation.
  - All CFA Plans
  - Schnebly CFA/OC Heritage District
- The City Historic Landmark Program will protect and celebrate historic sites.
  - Historic Preservation Program/HPC (recognition program, events, etc.)

The Community Plan also identifies Community Connections as one of those six vision themes as follows. (Community Plan, page 11):

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

#### What Will It Look Like:

- There will be people-oriented public gathering spaces throughout the City.
  - Proposed Ranger Station Park
  - Parks and Recreation – parks, events, and event venues (Hub, Pavilion)
- Parks, plazas, cafes, concert venues, festivals, and markets will be dynamic places where people socialize.
  - Parks and Recreation – parks, events, and event venues (Hub, Pavilion)
  - All CFA Plans
- There will be a diversity of people interacting with each other – whether by age or background, resident, or visitor.
  - Parks and Recreation – parks and events

#### What It Means:

- We will be a friendly, welcoming, and neighborly community.
- We will be a community of active and productive volunteers.
  - Citizen Engagement Program
  - City/PD volunteers/Commissioners
  - Volunteer Rangers
- We will collaborate with and support each other.
  - Public planning collaboration (CFAs, transportation/transit/bike-ped plans, etc.)
    - Citizen Engagement Program
- We will have a variety of educational opportunities for learning and interaction.
  - Arts and Culture Artist in the Classroom Program
  - Citizen's Academy/PD Citizen's Academy
- We will help nurture a safe, supportive community that is responsive to the needs of youth and families.
  - Affordable housing needs assessment and development of action plan in progress.
  - Parks and Recreation programs
  - Police Dept programs

How It Will Happen:

- There will be walkable districts with a mix of residential and commercial.
  - The new Land Development Code includes new mixed-use zoning districts.
  - A bicycle/pedestrian planning effort is currently underway, and a number of new multi-use paths have either been constructed or are in the planning and design phase currently.
  - Pedestrian wayfinding kiosks, pedestrian lighting, and new sidewalk connections have been installed in Uptown to improve walkability.
- There will be more direct access between neighborhoods and popular destinations.
  - The 2017 Transportation Master Plan identified the need for new bicycle/pedestrian and vehicular connections between neighborhoods. Several projects are underway.
  - A bicycle/pedestrian planning effort is currently underway, and a number of new multi-use paths have either been constructed or are in the planning and design phase currently.

Other clues as to the kinds of things that could enhance sense of place could be found in the Community Plan Chapter titled, “Community”. That chapter includes sections on community character, arts, culture, and historic preservation as is included as Exhibit A.

A brief review of literature on “sense of place” suggests it is commonly thought of as the characteristics that create a bond between people and places. In that regard, it is not limited to the natural or even physical environment but also encompasses sociocultural aspects of society. Recent citizen surveys may also reveal clues into community characteristics that strengthen our sense of place and those that don’t. For instance, citizens gave high ratings in areas including: “the overall natural environment”, “cleanliness”, “air quality”, “place to visit”, “recreational opportunities”, and “opportunities to volunteer”. Citizens gave low scores in areas including: “travel by public transportation”, “affordable quality housing”, “cost of living”, “employment opportunities”, and “childcare and preschool”. The complete survey results are included in Exhibit B.

Are other things playing in that may undermine these goals? Short term rentals and the changing community character? Less residents, more tourists, changing neighborhoods, exodus of families/children, extreme housing prices?

**Community Plan Consistent:** Yes - No - Not Applicable

**Board/Commission Recommendation:** Applicable - Not Applicable

**Alternative(s):** N/A

**MOTION**

**I move to:** for discussion and direction only.

## 8. COMMUNITY

### Goals

- Cultivate an appreciation and respect for Sedona's distinctive community character.
- Ensure that the needs and aspirations of the community now and into the future are met through a variety of cultural activities, opportunities, and facilities.
- Create increased opportunities for formal and informal social interactions.
- Enhance opportunities for artistic display, engagement and learning.
- Preserve and celebrate the community's history.

### Community Chapter:

- Community Character
- Arts
- Culture
- Historic Preservation
- Policies
- Action Plan



### What Changed Since 2002?

- Thirteen additional properties designated as historic landmarks for a total of 23.
- Four properties placed on the National Register of Historic Places.
- A matching grant program established as incentive for property owners to preserve landmark properties.
- Sedona Arts and Culture Collaborative formed in early 2013.
- Sedona Performing Arts Alliance formed as a non-profit organization in 2009.
- Sedona Performing Arts Center at Red Rock High School opened in 2011.

### What's New in This Plan?

- Recommendation to establish Sedona as a center for arts education.
- A greater focus on creating opportunities for performing arts events.
- Support for an art museum as a significant community need.
- Recommendation to implement transfer of development rights as a tool for preserving historic sites.
- Recommendation for increased investment in the community's youth.
- Recommendation for increased outreach and inclusion efforts to Sedona's ethnically-diverse communities.

Sedonans enjoy a lifestyle that is matched by few other places. More than anything else, Sedonans value the natural scenic wonders of our area, the clean air and water, the wildlife that share it with us, and the special ambience that distinguishes our community. These values are the foundation for the quality of life for residents, and the quality of experience for the millions of visitors who help to sustain our economy. Aldo Leopold understood this when he wrote:

*"Examine each question in terms of what is ethically and aesthetically right, as well as what is economically expedient. A thing is right when it tends to preserve the integrity, stability, and beauty of the biotic community. It is wrong when it tends otherwise."*

Sedonans throughout the community planning process and in other forums have made it clear that they want places to gather for enjoyment of recreation, performing arts, and relaxation. Sedonans also expect to discuss and act on the affairs of the community.



# COMMUNITY CHARACTER

Sedona is first and foremost a community of people representing different experiences, genders, age, ethnicities, ideas, values, and expectations. Together, Sedonans stitch together the “community fabric” that defines, ties, and at times challenges the community’s character. This community fabric, comprised of diverse opinions, beliefs, and ideas, affirms the major theme of the Plan: that all aspects of community life are closely related.

The term “community character” is hard to define, but it encompasses many things that contribute to quality of life for residents and to visitor experiences. However, for many, if not all, each experience is distinct. For example, many Sedonans still treasure a “small-town” feeling. Others see that small-town ambience slipping away with growth and new residents. One of the most obvious

character features that a new arrival sees is a harmony in buildings and signage that have minimum visual impact. There are others who believe that this harmony is being lost as new development introduces different architectural designs and expression. These differences contribute to the vibrancy of the community experience in Sedona and are part of what makes the community unique.

## Ethnic Diversity

For a large part of its history, Sedona has been largely ethnically homogeneous in terms of population character and demographics. However, many Sedonans have been influenced and affected by the cultural and historical impacts of Native American communities that have lived and traveled through Sedona over thousands of years. More recently, Sedona has experienced increased ethnic and cultural diversity, particularly in the growth of the Hispanic community. Increased ethnic diversity presents challenges and opportunities for Sedona. Key challenges come from the need for individuals, organizations, and City government to increase their knowledge and understanding of the distinctive social, cultural, and communication attributes of these communities. The opportunities presented by this increased ethnic diversity include but are not limited to new cultural experiences, new ideas and forums for social interactions, increased avenues for public and private dialogues and expanded knowledge of individual and collective cultures.

## Key Issues

- Need for better understanding of Sedona’s ethnic diversity.
- Need for central gathering place(s).
- Need to maintain Sedona’s spirit of volunteerism.
- Need to promote a variety of educational resources and programs.
- Need for more activities for youth.
- Need for more of a focus on supporting families.

## Community Characteristics

|                                       |     |
|---------------------------------------|-----|
| Population under 5                    | 3%  |
| Population under 18                   | 12% |
| Population over 65                    | 29% |
| Hispanic or Latino                    | 14% |
| White (Not Hispanic or Latino)        | 82% |
| Other (Not White, Hispanic or Latino) | 4%  |
| Persons below poverty                 | 11% |
| Family households with children       | 13% |

*Source: U.S. Census 2010*

### Community Gathering Places

During the public meetings for the Community Plan, many people called for a “string of pearls”—localized and possibly specialized indoor and outdoor places where young and old can mingle, play, and work together. The “string” as discussed would be a system of pathways and sidewalks connecting the “pearls” with minimum need for automobiles. In addition, people expressed the need for a central gathering place or places within mixed use, walkable districts with a mix of retail stores, public buildings, performance venues, and places just to relax in within a concentrated area conducive to walking. These expressions are addressed in greater detail in other elements of the Plan, but their future realization will further help refine and grow Sedona’s community character.

### Volunteerism

One of a community’s most indicative characteristics is its spirit of volunteerism. In Sedona, volunteers have founded and sustained active organizations that contribute to quality of life for residents and experience for visitors. Some are helped in specific efforts by grants and partnerships with City government. The volunteer spirit of past and present citizens has helped to create frameworks, outcomes, institutions, and successes for Sedona to grow and prosper. Sedona volunteers also play a key role in City government functions and programs. Overall, Sedona’s volunteers contribute immensely to the community’s quality of life, sense of place, and collective vitality.

### Educational Opportunities

Sedona benefits from having educational opportunities for all ages and levels and interest of learning. These different educational institutions contribute to and help define the community’s character. Within the City, the Sedona-Oak Creek Unified School District currently operates Sedona Red Rock High School and West Sedona School. Sedona Red Rock High School has a current student population of approximately 500 students. West Sedona School, with a current student population of approximately 450 students, offers elementary education (kindergarten through sixth grade), middle school (seventh and eighth grade). There is also a Montessori program for kindergarten and first grade, and a charter school. The City’s public school institutions, while small, offer a variety of educational resources and programs to support the growth and development of Sedona’s youth.



Yavapai College operates a branch campus in Sedona known as the Sedona Center for Arts and Technology, home to the Sedona Film School at Yavapai College and the Osher Lifelong Learning Institute. The Sedona Center provides education in many different formats, such as part-time and full-time classes, day, evening, online, hybrid, and weekend classes, as well as “intensives” featuring full-time instruction in short sessions. The Center is also home to the Small Business Development Center, Community Education for the Verde Valley, and the Yavapai College Foundation-Greater Verde Valley Chapter.

### Youth and Families

The City currently supports youth and families through events, activities, and grants to community organizations. In partnership with the YMCA, the City operates the Sedona Teen Center at Posse Grounds Park, which provides after school

care for children and programming for teens. The City also owns and operates the Jack Malmgren Skate Park at Posse Grounds Park. The City operates and manages the community pool at Posse Grounds Park, which is open to youth, families, and individuals of all ages.

### Health and Safety

Sedona’s residents desire a healthy and safe community that is supportive of its people, families, and community life. The health, safety, and welfare of the community is a priority throughout the Community Plan, including public safety services such as police and fire, medical facilities and services, community services, and physical infrastructure such as roads and drainage systems.



## ARTS

### Key Issues

- Need to enhance Sedona's role as an important arts community.
- Need for locations conducive to artists, musicians, performers, and events.
- Need for centralized archive to document artists' history.
- Desire for Sedona to be a destination for arts education.

Sedona has a long history of art and artistic expression. From early Americans who engraved the petroglyphs to early white settlers who made music, painted, and wrote, residents have expressed their wonder and appreciation for the area's physical beauty and have created records of local artistic heritage. More recently, Nassan Gobran and Max Ernst came to Sedona, and the community came together to create the Sedona Arts Center which was George Jordan's old apple barn. Their works, and the almost 100 movies made here, showed the scenic beauty of Greater Sedona to the world. In 1965, Joe Beeler and others gathered at the Oak Creek Tavern and founded the Cowboy Artists of America. Their paintings and sculptures inspired others, and helped grow Sedona's artistic heritage.



In 2009, the City's Arts and Culture Commission prepared a vision statement, "The Culture of Sedona" that in part reads: *There is also a growing acknowledgment that we need to create an environment more encouraging to local artists and musicians and performers. This aligns with the challenge of building a greater sense of community, providing more opportunities for public gathering places where arts-related events and displays can be part of the community fabric.*

Visitors come to Sedona for its artistic offerings more than for any other purpose except the natural beauty and outdoor recreation. There is a growing interest in Sedona as a destination for arts education with collaboration among schools and other arts groups to explore programming and facilities options. During the public outreach for the Plan, participants also expressed significant support for an arts museum that could document the long history of artists in the community and contribute to the recognition of Sedona as an arts community.

There are two primary components of arts in Sedona: visual arts and performing arts. Both are key ingredients in defining and sustaining Sedona's regional, national and international appeal. The beauty and sweep of Sedona's natural environment provide a compelling backdrop for the exploration of these tangible elements of the City's artistic past and future. The works of Sedona sculptors have gained worldwide recognition. Sedona's Art in Public Places program sponsors works by

local artists placed where everyone can enjoy them. Painters and photographers alike are inspired by the grandeur of Sedona's red rock formations and clear blue skies. Classes are offered to transform the snapshot fans into serious amateurs, salon winners, and professionals. More than 100 motion pictures and television shows have been filmed here, and Sedonans are motivated to continue this legacy. Education in the art of film and video has been featured at Yavapai College and in various other public and private classes.

Sedona offers a variety of performance art events hosted or produced by local and regional arts organizations as well as national and international artists. Top performers and excellent local talent have created a legacy of performing arts here. Jazz on the Rocks, Sedona Arts Center, Southwest Theater, Chamber Music Sedona, Canyon Moon Theater, and many others have made our community a mecca for song and story. Old western movies made here led to more modern ones and paved the way for the Sedona

International Film Festival. Today, our streets are lined with galleries exhibiting paintings, sculptures, photographs, and varied crafts made by locals and other artists. Thousands are attracted to Sedona to enjoy and buy artwork and marvel at the scenic grandeur that inspires them.

Sedona's pioneers had no television or radio for entertainment, but there were talented self-taught musicians and improvisational performers. Throughout the years, Sedonans have enjoyed performances from local, regional and national performers at events including plays put on by the Sedona Arts Center, Earl Sennett's Southwest Theater and Sedona Jazz on the Rocks. In addition, Sedonans have produced hundreds of books, essays, articles, plays and poems.

Throughout its long association with the arts, Sedona has benefited from individual and collective inspiration that comes not only from the magnificence of its natural environment, but from the creativity of the people who have come to live, visit, paint, sculpt, and perform.



## CULTURE

### Key Issues

- Need for formal and informal gathering spaces for cultural celebrations and events.
- Need for increased understanding and appreciation of the community's cultural heritage.

Culture challenges our preconceptions and compels us to perceive the world differently. Culture is tied to Sedona's unique identity. Culture in Sedona is not easily definable, as it involves art, music, language, humanity, spiritual beliefs, metaphysical philosophies, and individual and shared values. Culture's value on personal identity and inspiration is wide ranging and hard to measure. Nonetheless, the impact of culture on Sedona cuts across a broad range of issues, including economic development, public health, environmental protection, public safety and education. In all of its variations, Sedona is committed to a vibrant cultural life.

Sedona's cultural heritage stems from a rich variety of people in its history. The Sinagua left evidence of their culture in their structures, the artifacts of their lives, and the stories that historians have gleaned from research. The ranchers and orchard farmers had a profound effect on Sedona's cultural heritage that is still felt today. The movie makers, artists, and visitors from all over the world have brought different perspectives, as well as spreading word of Sedona's natural beauty around the world. Sedona's cultural heritage is the sum of all of the folklore, traditions, knowledge, arts, ideas, and buildings we have inherited from the generations that preceded us. It enriches people's lives, and it is incumbent on current and future generations to preserve it.

Sedona recognizes and celebrates its unique cultural heritage, combining a rich and varied history of Native American, Hispanic, pioneer, ranching and cowboy cultures. These cultures are each manifested by their unique language, architecture, cuisine, customs, music and spirituality. Sedonans also celebrate their community as a varied village functioning as a cohesive community that is not limited to a particular cultural group or heritage. In recognizing the past, Sedonans also embrace change as a positive force in the growth of the community.

Public and private cultural events cannot exist without a place for people to gather and experience them. These spaces can come in the shape of formal concert halls or more intimate outdoor amphitheatres built into City parks or commercial centers. In Sedona, there are a number of cultural venues, including but not limited to the Performing Arts Center at the Sedona Red Rock High School and the Mary D. Fisher Theater. However, Sedona could benefit from the presence of more formal and informal cultural event spaces.

Sedona's distinct cultural offerings and its long-standing commitment to its diverse cultural events and offerings sustain its national and international reputation as a distinctive cultural attraction.

# HISTORIC PRESERVATION

The City’s historical heritage contributes to the distinctive identity and character of the community. Historic structures reflect the community’s past, providing a record of history that is far more intriguing and understandable than the written record. History and cultural heritage also provides occasions for the community to interact, learn, and celebrate the defining characteristics of the City.

In 1997 the City demonstrated a commitment to its cultural heritage by adopting the Historic Preservation Ordinance, which established the City Historic Landmark program. The City awards maintenance funding for landmarked properties through its Historic Preservation Small Grant Program. The *Historic Resource Survey of the City of Sedona* is an inventory of known historic sites that is regularly updated, and includes both landmarked properties and those that are not landmarked. In 2013 there were 23 designated City Historic Landmark properties, four of which are also on the National Register of Historic Places.

The City partners with the Sedona Historical Society, the Sedona Main Street Program, and others, especially on heritage education and events.

Sedona’s historical heritage is a vital part of its community character. It reminds residents and visitors of where the community has come from and guides it as it moves forward into the future. It offers tangible reminders of what it took to build a community and the need to remember, honor, and celebrate Sedona’s historical underpinnings.

### Key Issues

- Potential loss or damage of historic sites from natural disasters, intentional destruction, or neglect.
- Potential loss or significant alteration of historic sites due to residential or commercial redevelopment.

### City Historic Landmarks

|                                  |           |
|----------------------------------|-----------|
| Walter and Ruth Jordan Home*     | 1931      |
| Walter Jordan Packing House*     | 1946      |
| Walter Jordan Tractor Shed*      | 1934      |
| Saddlerock Ranch House           | 1950      |
| George Jordan Sales Building     | 1938      |
| Gassaway House                   | 1937      |
| Sedona Ranger Station Residence* | 1912      |
| Sedona Ranger Station Barn*      | 1912-1937 |
| USFS Pump House                  | 1930      |
| Farley Cabin                     | 1937      |
| Hart Store*                      | 1925      |
| Cook’s Cedar Glade Cemetery      | 1905      |
| Dr. Williamson House             | 1949      |
| DaVoss-Hawley House              | 1937      |
| Pushmataha Building              | 1957      |
| Owenby Ditch                     | 1893-1901 |
| Madole Home-Pony Soldier         | 1962      |
| Bennett-Purtymun Cabin           | 1922      |
| Chapel of the Holy Cross*        | 1955      |
| Dr. H. H. Nininger House         | 1959-60   |
| Doodlebug Ranch                  | 1930      |
| Van Ess House                    | 1964      |
| Dorothy Philips House            | 1955      |

\*Listed on the National Register of Historic Places



## COMMUNITY POLICIES

1. Increase outreach and inclusion efforts to Sedona's ethnically diverse and special needs communities.
2. Support partnerships between the schools, City, non-profit organizations, and businesses that invest in and involve youth in community and cultural education, projects, and programs.
3. Attract and retain creative professionals, businesses, and educational institutions that contribute to the arts, cultural, and economic vitality of the community.
4. Support contributions to the community from the spiritual, metaphysical, and healing sectors.
5. Support public and private partnerships that will provide sustainable and dedicated funding for arts and cultural programs and facilities.
6. Foster partnerships and networks between the City's cultural, arts, and history sectors that support arts and cultural programs and non-profit organizations.
7. Pursue increased incentives for private installation of arts within the built environment.
8. Modify and create City policies and regulations that support arts and cultural performance venues, artist studios, museums, events, instruction, and activities that further establish Sedona as a center for arts and cultural vitality, innovation, and education.
9. Support and provide education programs, projects, and events that promote Sedona's unique cultural heritage and increase public awareness and appreciation of historic sites and the City Historic Landmark Program.
10. Create incentives, tools, and programs that preserve historic sites, such as the transfer of development rights, allowing adaptive uses of historic structures, and a public/private partnership fund.

11. Support public and private efforts that reflect and celebrate community with events, expressions, displays, and activities that will foster cultural innovation and creativity and promote the value and impact of arts, culture, and history to Sedona's community character.
12. Encourage collaboration and partnerships among community groups, including public, non-profit, and private youth and family service providers.
13. Support facilities and services that address the health, safety, and welfare needs of the community.
14. Support programs and services for youth and families, including efforts to enhance intergenerational activities between youth and adults that create mutual relationships, respect, and knowledge sharing.



## COMMUNITY ACTION PLAN

| Action   | Lead   | Partners   |
|--|--|--|
| <b>Priority 1 (0-5 years):</b>   |  |  |
| 1 Maintain and enhance the Art in Public Places program.   | City Manager's Office                        | Public Works, City Council, citizen volunteers   |
| 2 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   |
| 3 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   |
| 4 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   |
| 5 Work with public and private sector partners to develop an art museum.   | City Manager's Office                        | City Council, arts organizations, property owners  |
| 6 Pursue acquisition of the historic Ranger Station by a public or community organization.   | City Manager's Office                        | Community Development, City Council, citizen volunteers  |
| 7 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   |
| 8 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. | Community Development, City Manager's Office | City Council, citizen volunteers, Planning and Zoning Commission, arts organizations               |
| 9 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 |
| 10 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                                  |
| 11 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, schools, citizen volunteers, arts organizations                                      |

| Action  | Lead   | Partners  |
|---|--|---|
| <b>Priority 1 (0-5 years):</b>  |  |   |
| 12 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                |
| 13 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 |
| 14 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      |
| 15 Maintain the City's small grants program for arts and cultural organizations.  | City Manager's Office                                | Citizen volunteers, City Council  |
| 16 Maintain the City's small grants program for historically designated buildings and properties.   | Community Development                                | Citizen volunteers, City Council  |
| 17 Pursue increased and affordable community events and activities that promote family togetherness and a sense of community.   | Parks and Recreation                                 | City Manager's Office, Police, community organizations                  |
| 18 Explore the development of an online youth and family resources guide.   | City Manager's Office and/or community organizations | Community organizations   |

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

**Sedona, AZ**  
Community Livability Report

DRAFT  
2017



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The National Citizen Survey™  
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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.

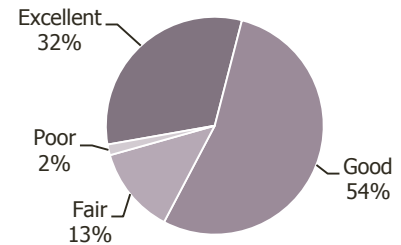


# Quality of Life in Sedona

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



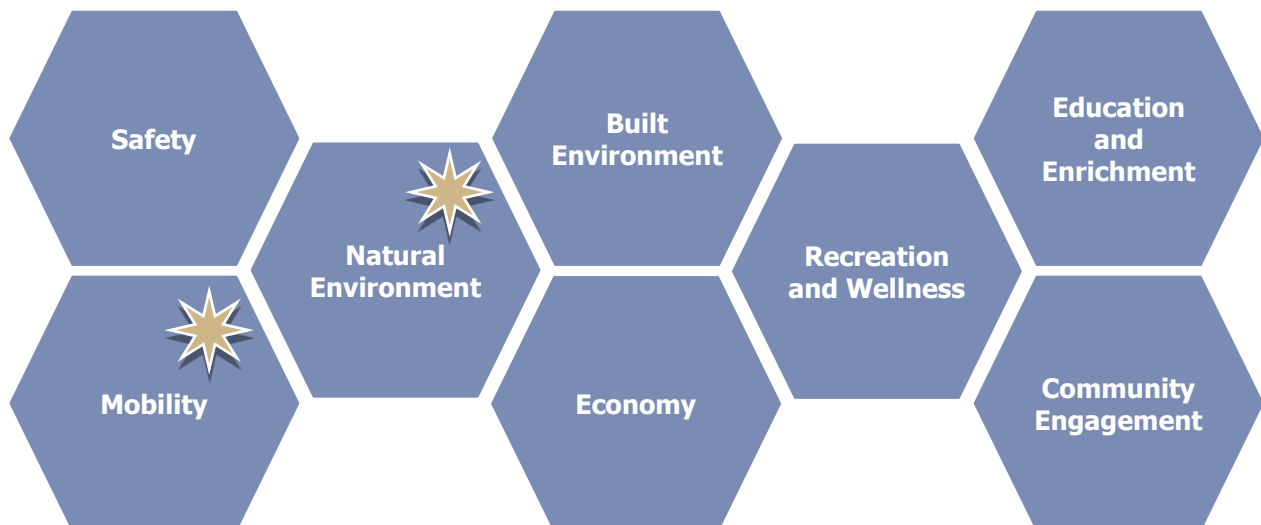
In addition to a summary of ratings, the image below includes one or more stars to indicate which community facets were the most important focus areas for the community. Residents identified Mobility and Natural Environment as priorities for the Sedona community in the coming two years. Ratings for all 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?*

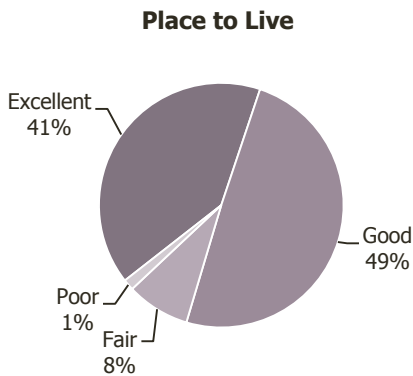
Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community. In the case of Sedona, 90% rated the City as an excellent or good place 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.

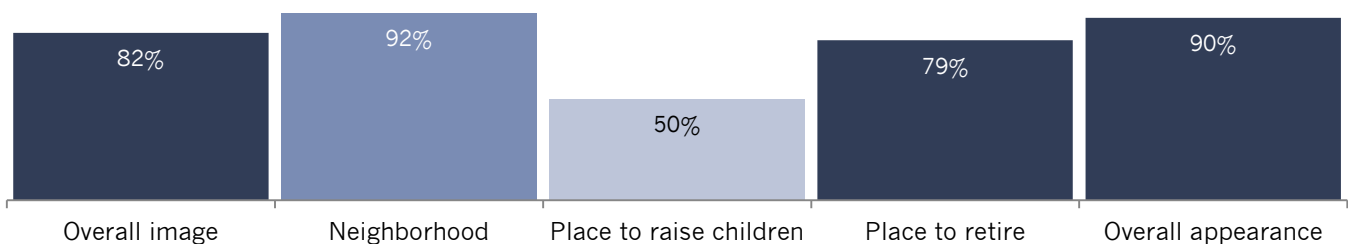
Delving deeper into Community Characteristics, survey respondents rated over 40 features of the community within the eight facets of Community Livability. Overall, residents' ratings for Community Characteristics varied and tended to be similar to or lower than comparison communities.

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)



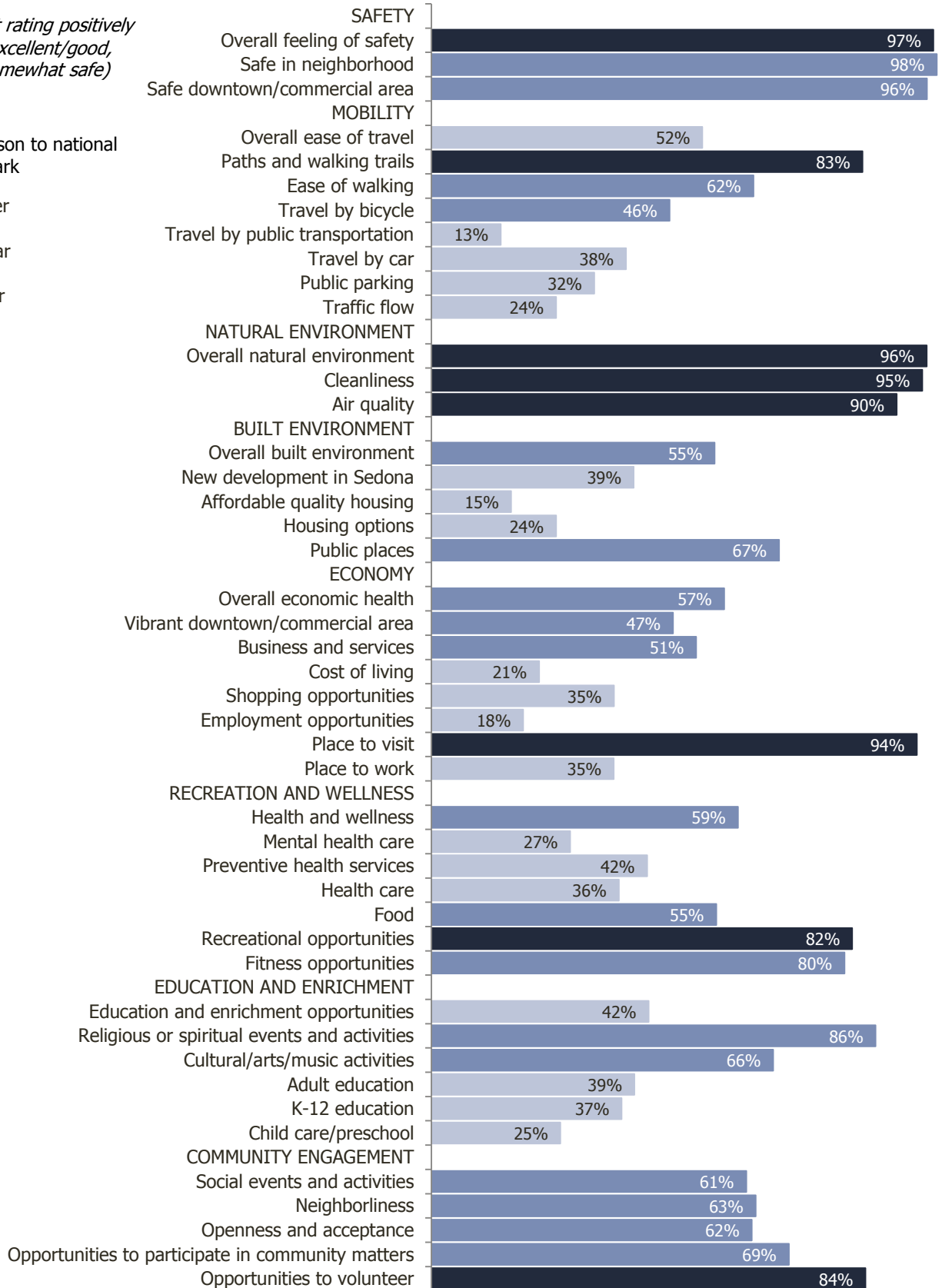
# The National Citizen Survey™

Figure 1: Aspects of Community Characteristics

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

Comparison to national  
benchmark

- Higher
- Similar
- Lower



# Governance

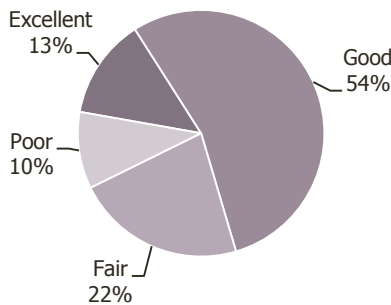
*How well does the government of Sedona meet the needs and expectations of its residents?*

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.

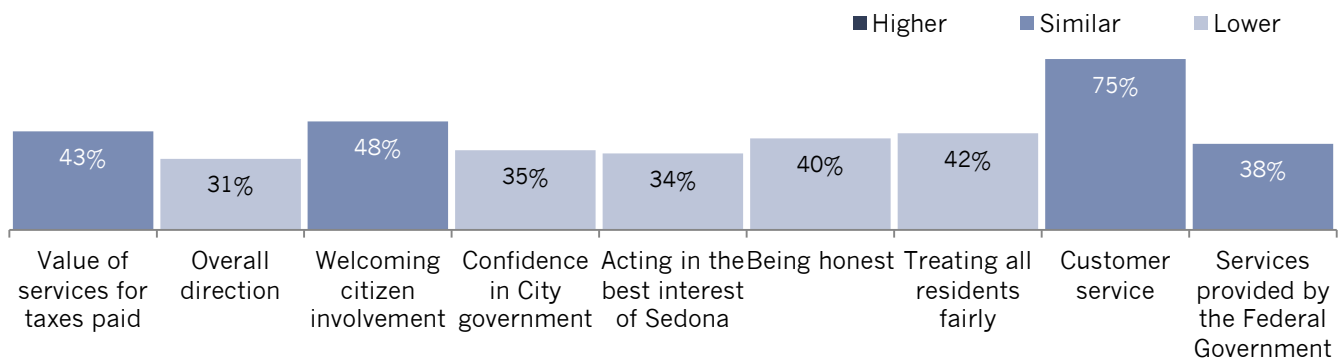
**Overall Quality of City Services**



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*



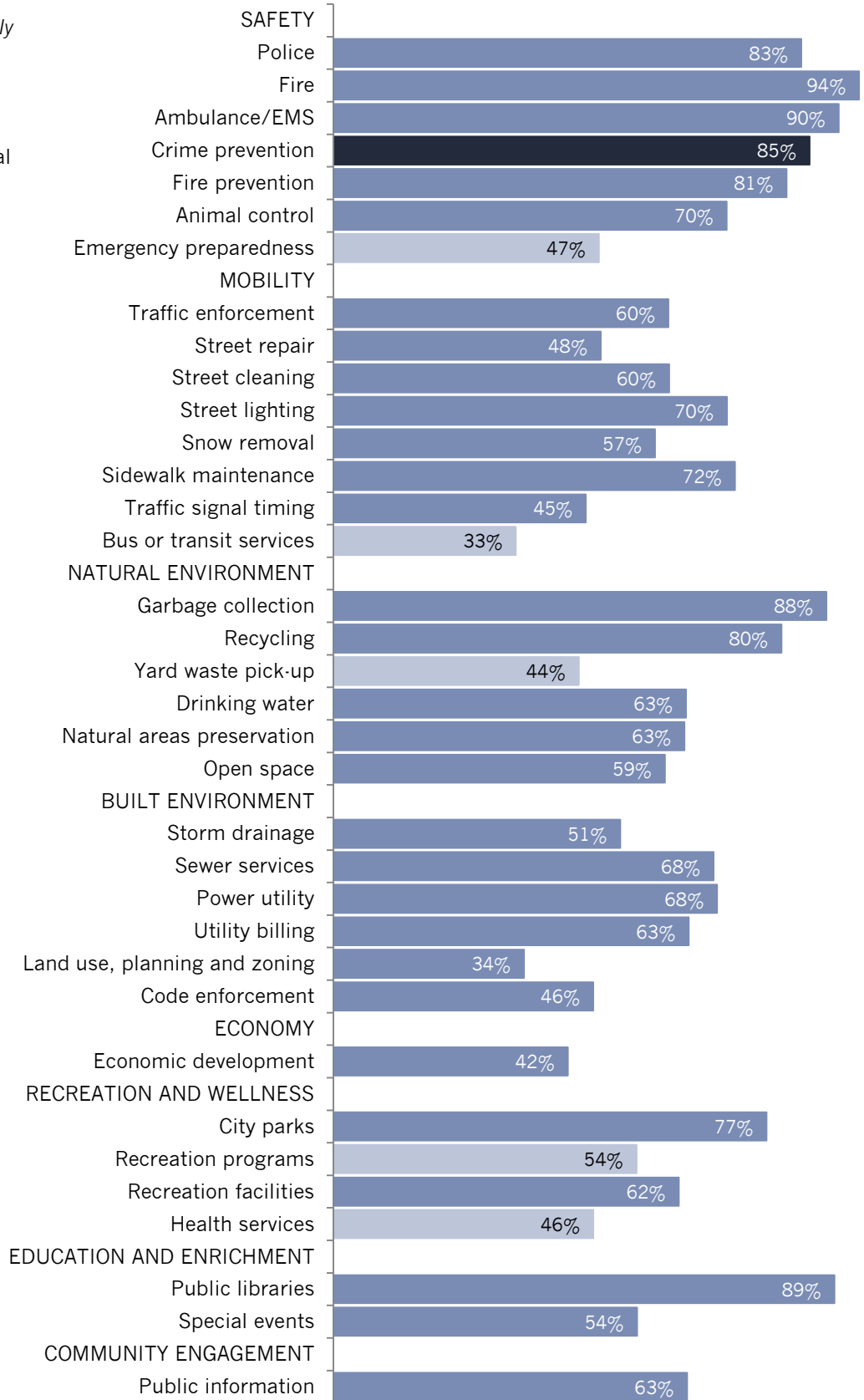
# The National Citizen Survey™

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.

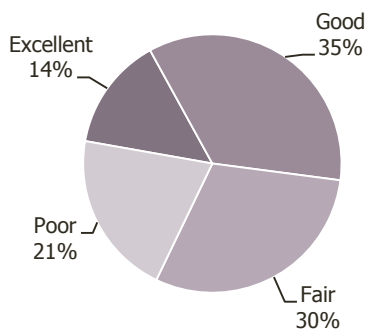
About 8 in 10 survey respondents indicated that they would recommend living in Sedona to someone who asked and planned to remain in the community for the next five years, and about half of residents reported they had contacted City employees, a rate that decreased over time. These ratings were similar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

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.

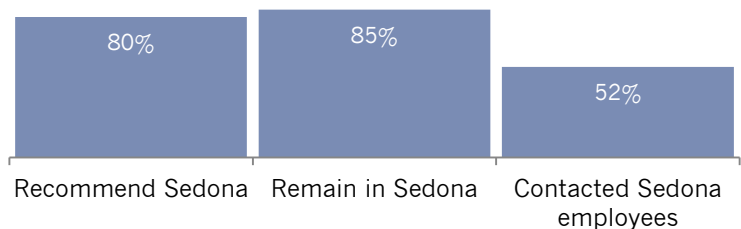
**Sense of Community**



*Percent rating positively  
(e.g., very/somewhat likely,  
yes)*

Comparison to national benchmark

■ Higher ■ Similar ■ Lower



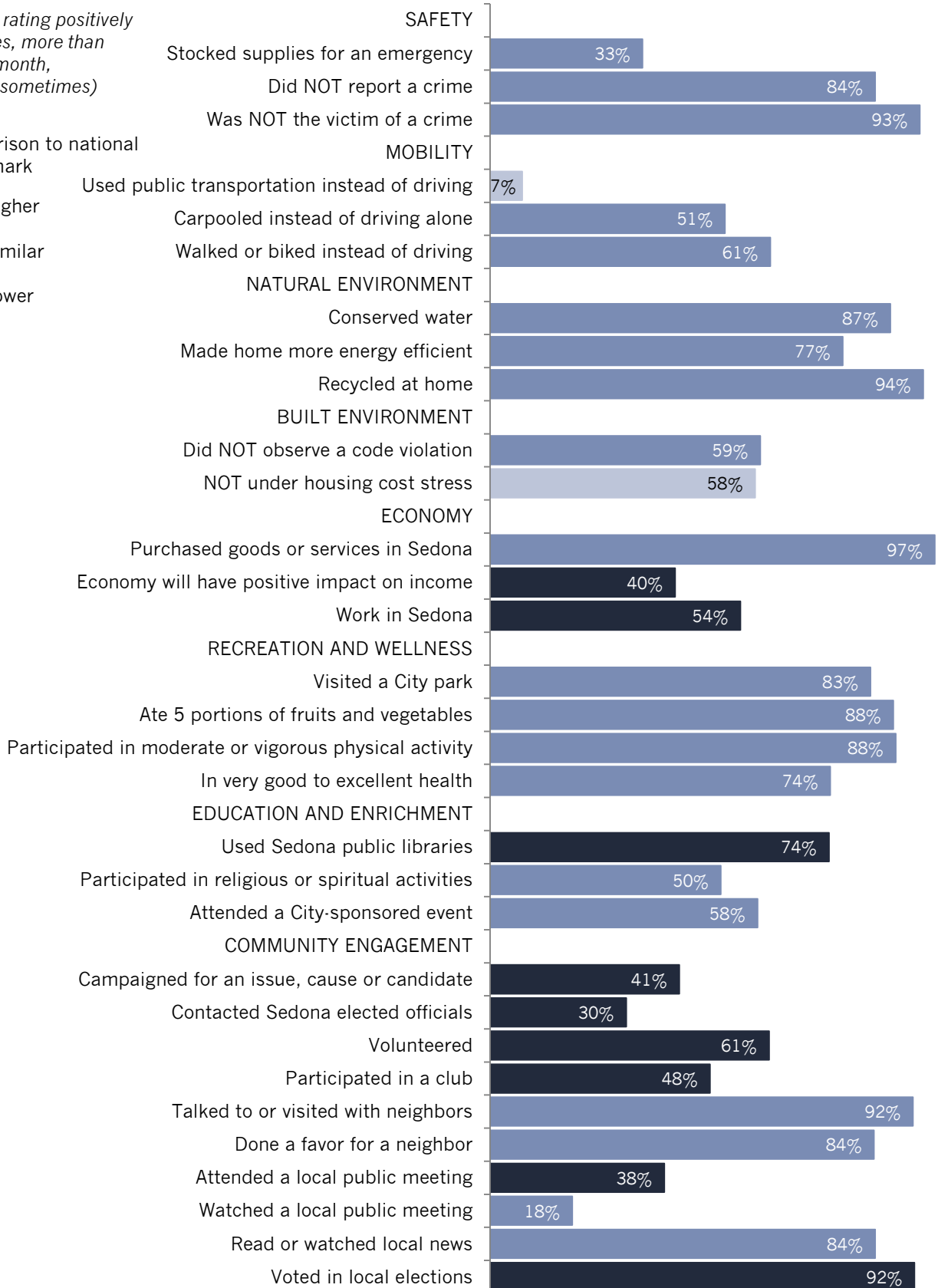
## The National Citizen Survey™

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



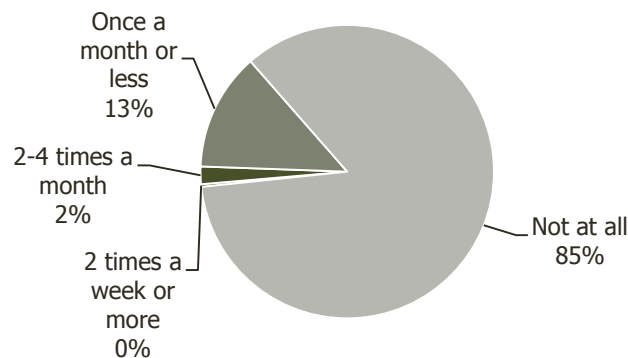
# Special Topics

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

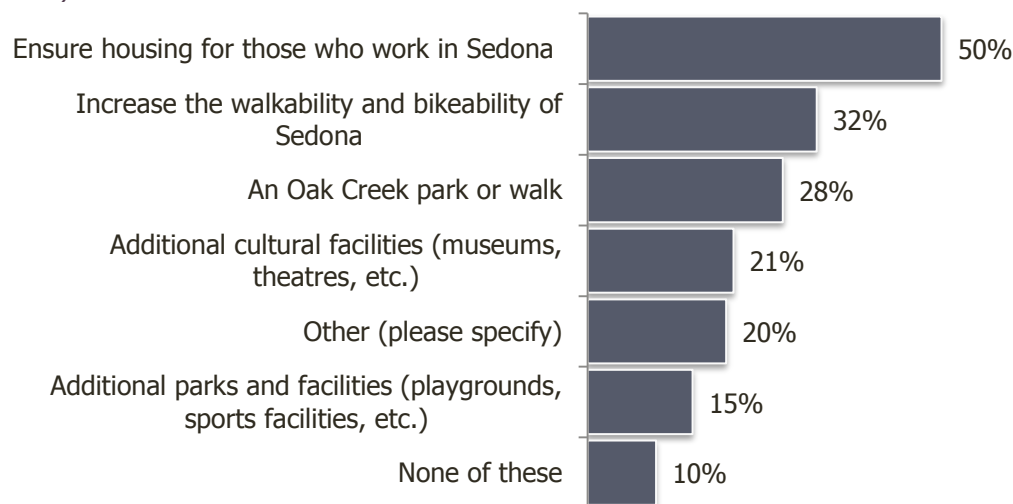
*In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Sedona?*



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:*



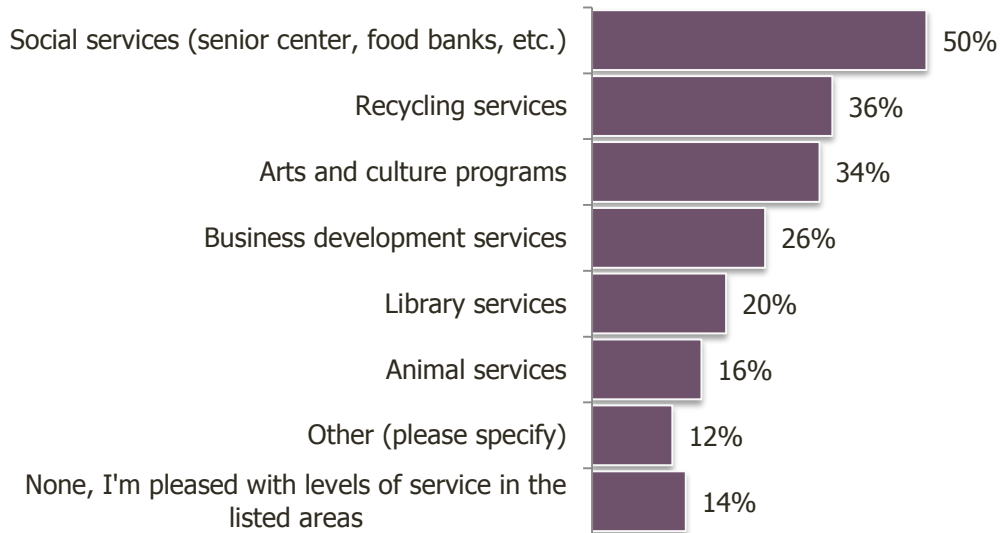
Total may exceed 100% as respondents could select more than one option.

## The National Citizen Survey™

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.

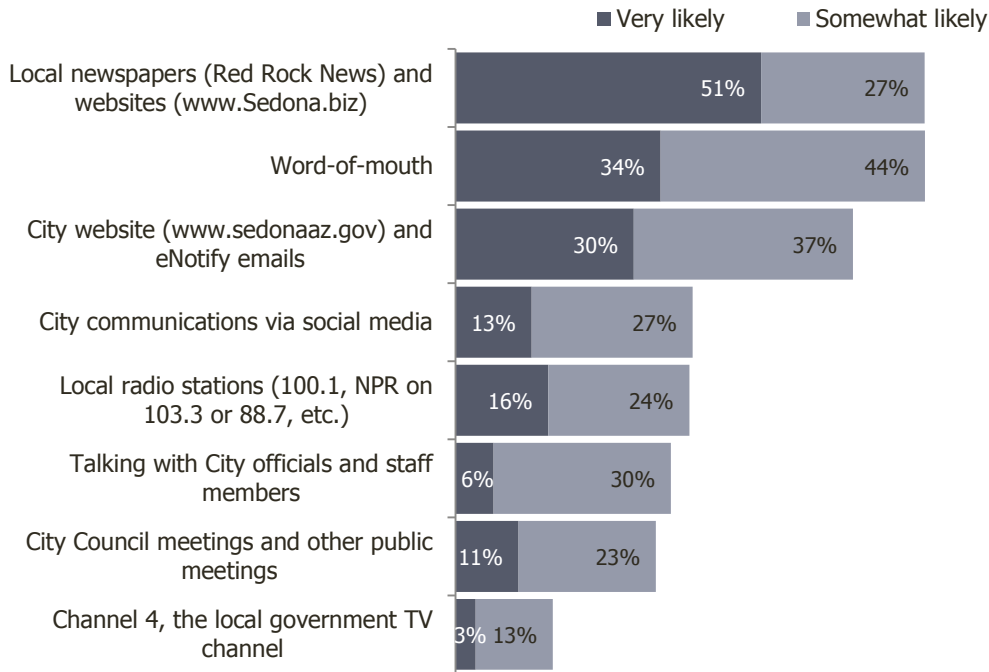


## The National Citizen Survey™

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:*

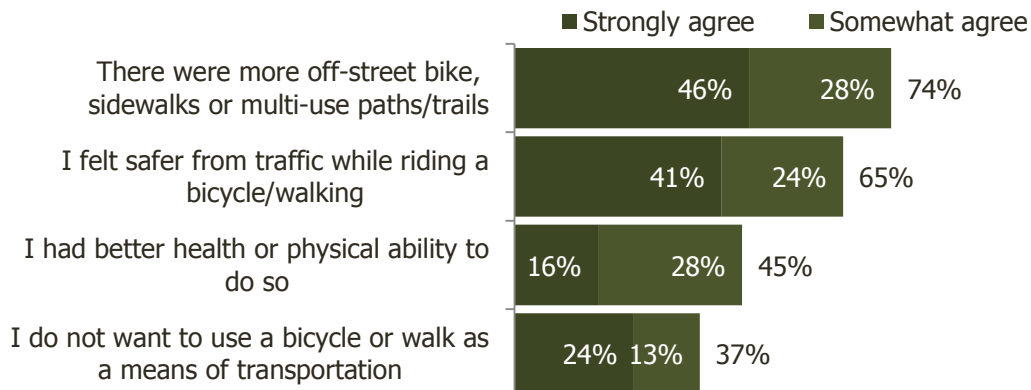


About three-quarters of survey respondents reported they would ride a bicycle or walk more often if there were more off-street bike, sidewalks or multi-use paths and roughly two-thirds would use alternative transportation if they felt safer from traffic. Four in five residents agreed that they would 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...***

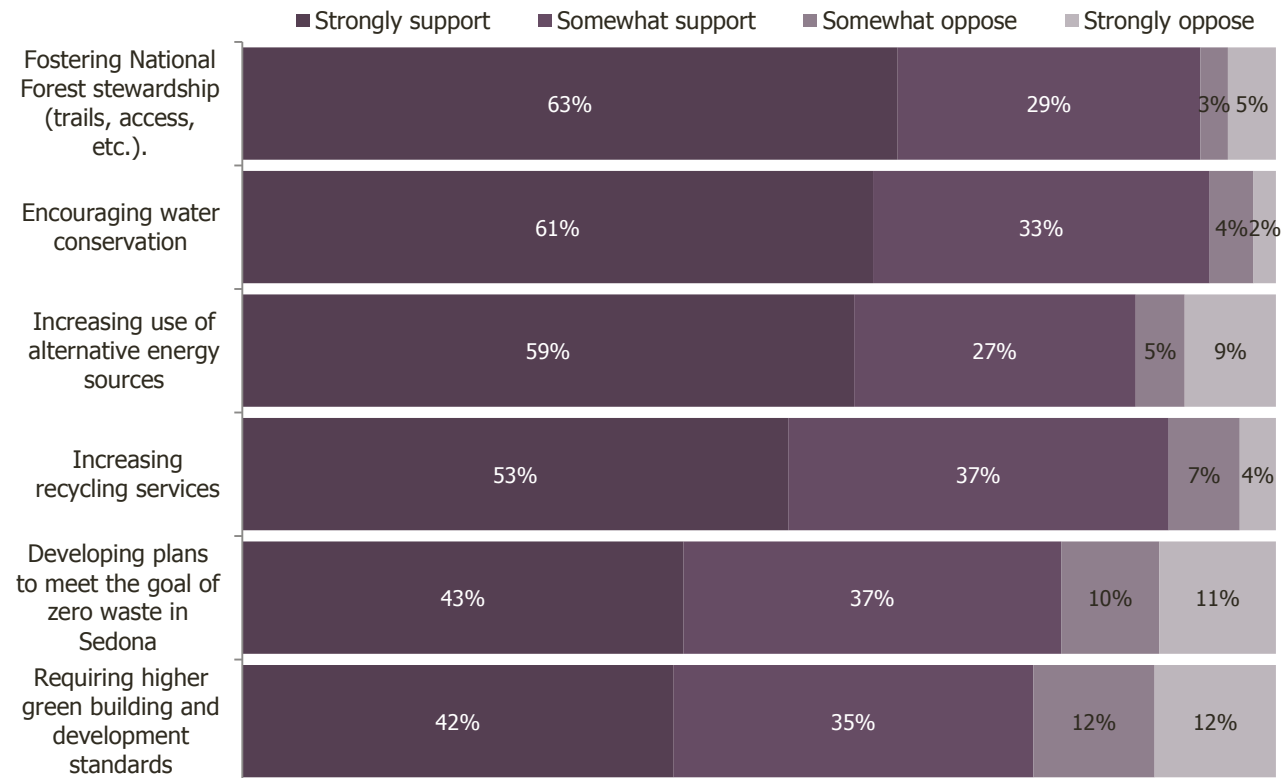


## The National Citizen Survey™

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:

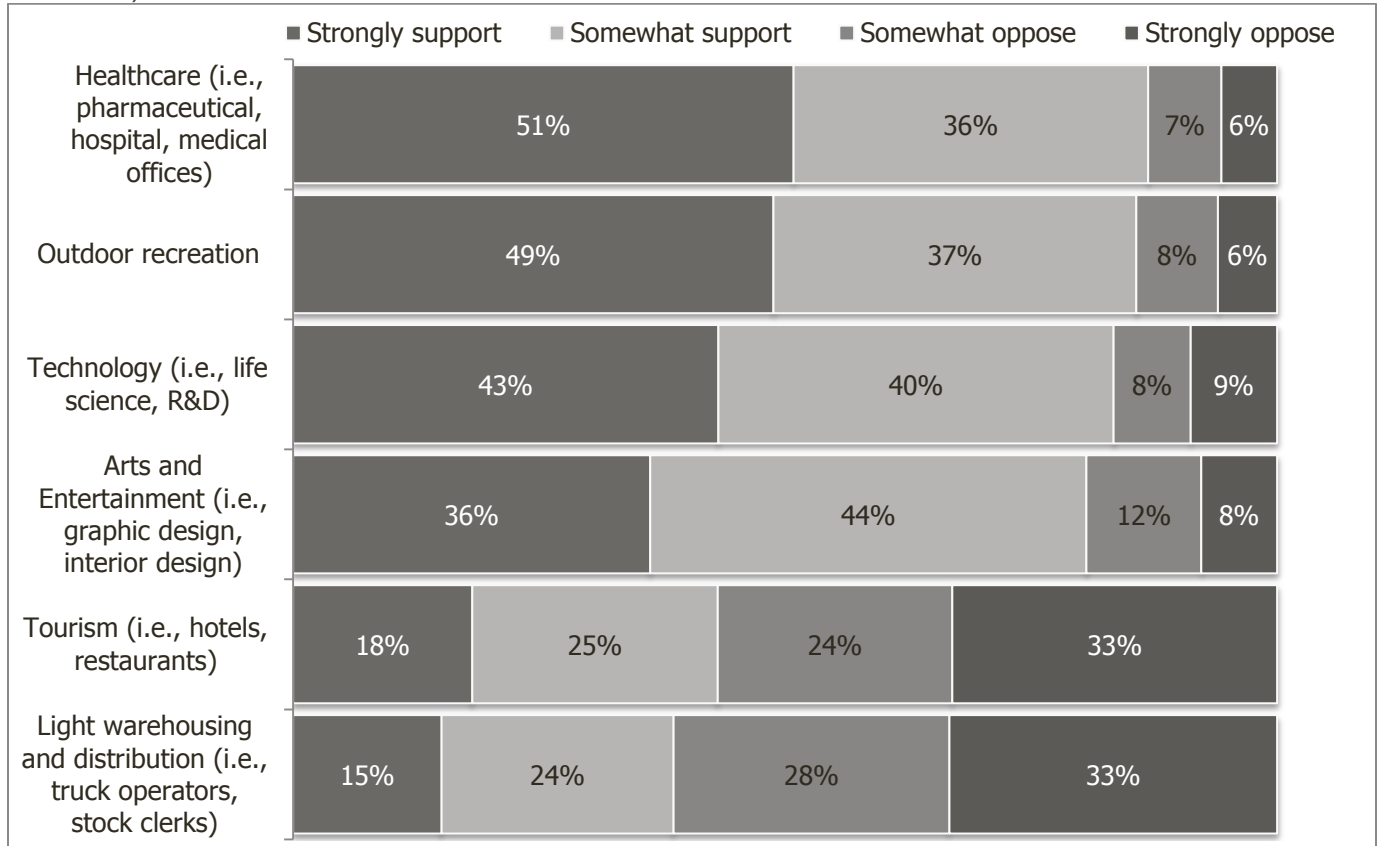


The National Citizen Survey™

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.