

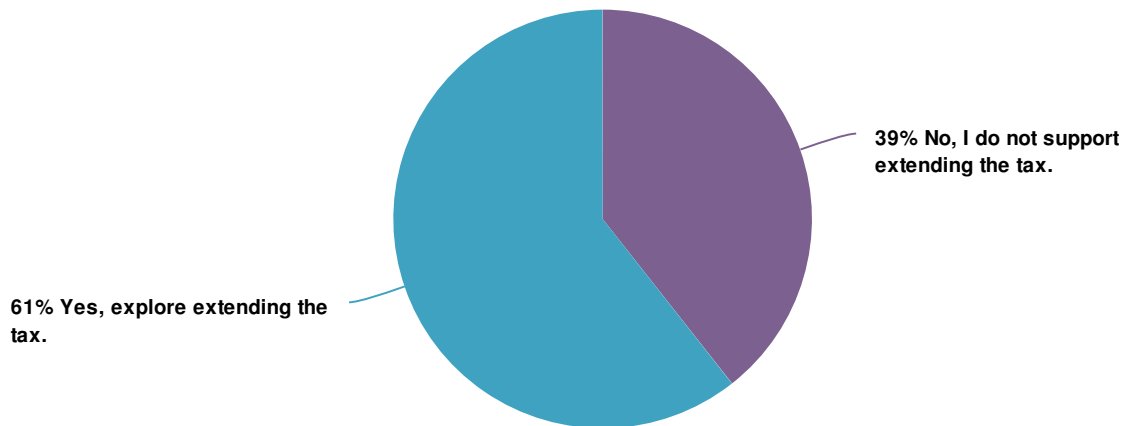
Report for Budget Survey Fiscal Year 2021



Response Counts



Totals: 476

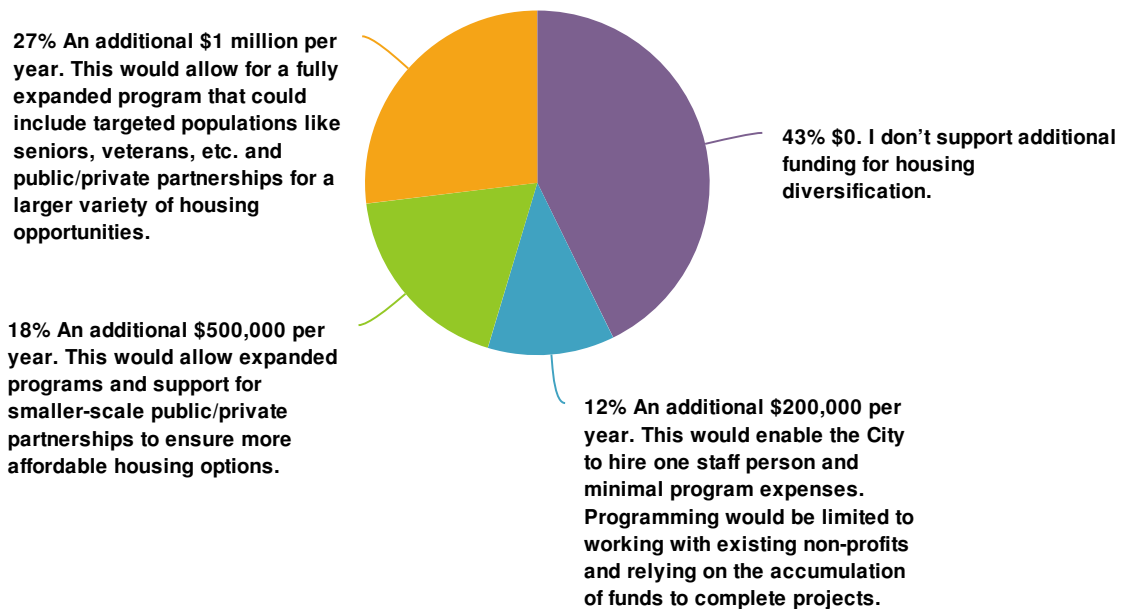
1. Transit The voter-approved Community Plan calls for transit to reduce cars on the road and expand mobility. Added benefits include moving workforce and visitors to their destinations and reducing emissions. According to the recently developed transit implementation plan, transit is going to cost the City approximately \$4 - \$5 million per year in operations and debt payments. The question at hand Would you be willing to pay for transit by extending the existing half-cent transportation sales tax beyond 2028 when the current tax is set to expire?



Value		Percent	Responses
No, I do not support extending the tax.		39.4%	183
Yes, explore extending the tax.		60.6%	282

Totals: 465

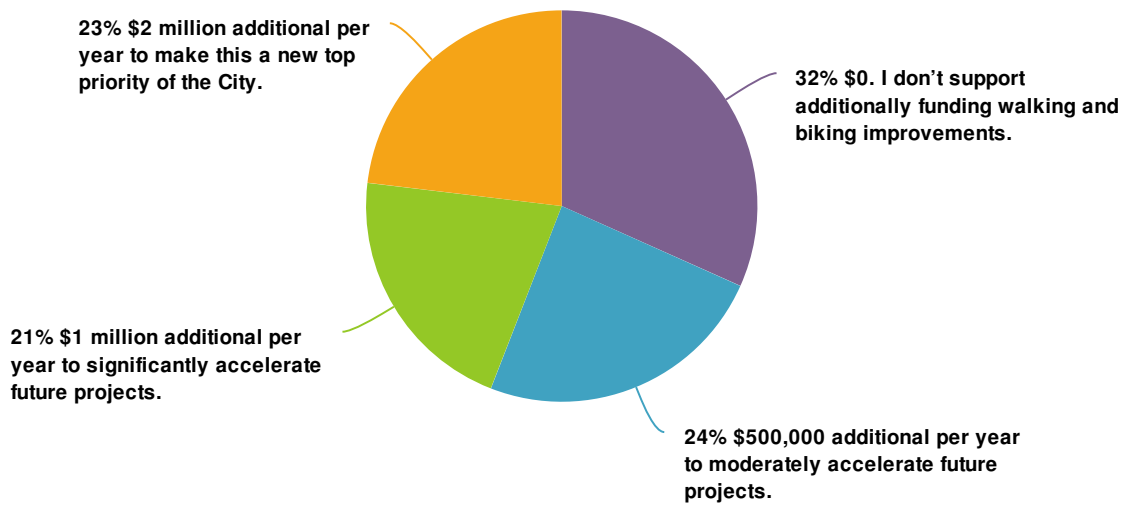
2. Housing Diversification and Affordability The Community Plan calls for housing options for a variety of income levels. The City is working on a housing diversification plan but any projects or programs will be expensive. The City has accumulated almost \$2 million in a housing fund and commits \$100,000 every year to this fund. 43 percent of Sedona residents are cost burdened with housing, meaning they're spending more than 30 percent of their income on housing. Many people commute because they can't afford to live here. Long-term rentals are being displaced by short-term rentals, and costs have steadily increased to buy in to Sedona's housing market. The question at hand What level of funding do you support for housing diversification in addition to what is already allocated?



Value	Percent	Responses
\$0. I don't support additional funding for housing diversification.	42.7%	197
An additional \$200,000 per year. This would enable the City to hire one staff person and minimal program expenses. Programming would be limited to working with existing non-profits and relying on the accumulation of funds to complete projects.	11.9%	55
An additional \$500,000 per year. This would allow expanded programs and support for smaller-scale public/private partnerships to ensure more affordable housing options.	18.4%	85
An additional \$1 million per year. This would allow for a fully expanded program that could include targeted populations like seniors, veterans, etc. and public/private partnerships for a larger variety of housing opportunities.	26.9%	124

Totals: 461




3. Walking and Biking Improvements Outcomes of the Community Plan include increased walkability and bikeability to better connect key destinations and give residents an alternative to driving. The initial goal is to connect the core walking and biking routes with improvements like sidewalks, bike paths and shared use paths, but to get to the smaller, secondary connections, the current pace of projects will need to accelerate. For approximately every 1 mile of walking and biking improvements, it costs between \$750,000 to \$1.5 million or more depending on the project. The question at hand Currently the City has approximately \$5 million budgeted for projects to complete 3.3 miles of improvements over the next three years. Recognizing the more that is allocated towards this topic, the faster the City can complete projects, what level of funding do you support for walking and biking improvements in addition to what is already allocated?




Value	Percent	Responses
\$0. I don't support additionally funding walking and biking improvements.	31.7%	147
\$500,000 additional per year to moderately accelerate future projects.	24.2%	112
\$1 million additional per year to significantly accelerate future projects.	21.0%	97
\$2 million additional per year to make this a new top priority of the City.	23.1%	107

Totals: 463

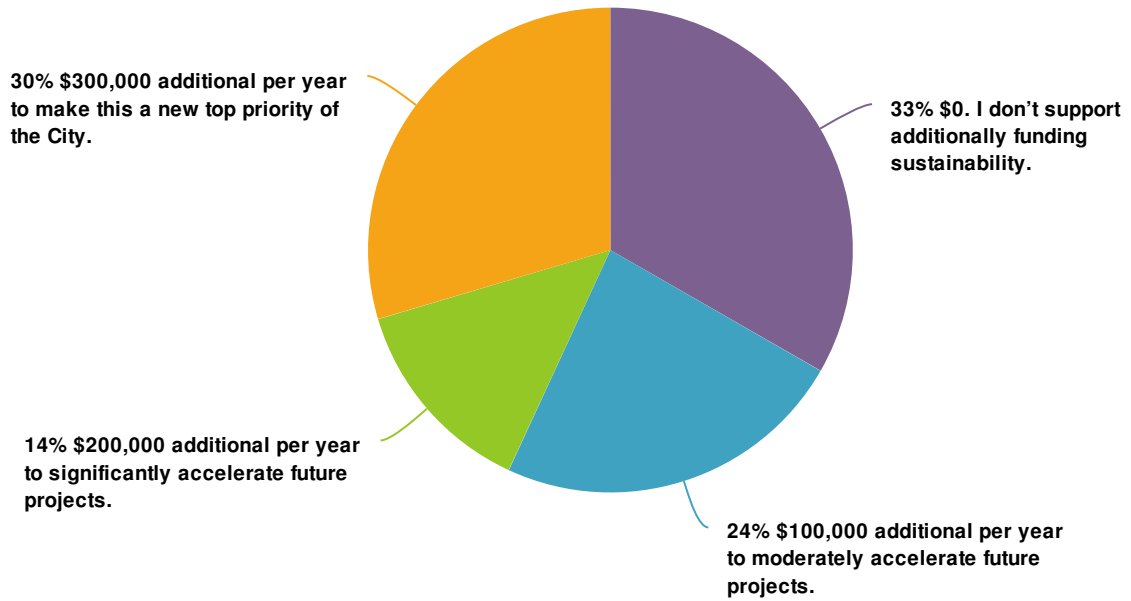
4. Priority Ranking Resources are limited. Please rank the topics in order of importance to fund:

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Transit	1		846	401
Walking and Biking Improvements	2		804	408
Housing Diversification and Affordability	3		786	398



 Lowest Rank Highest Rank

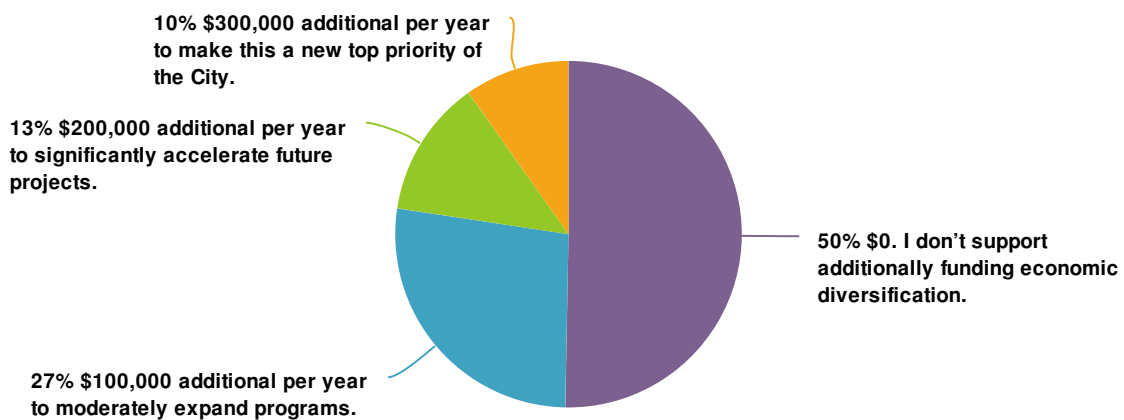
5. Environmental Sustainability One of the most prominent components of the Community Plan is environmental sustainability. The City started a program and hired a coordinator in 2018. The City currently spends \$260,000 a year for initial programs, which includes program highlights such as: household hazardous waste and electronics collection the fix-it clinic water refill stations electric vehicle charging stations working with local environmental groups developing sustainability plans trail maintenance and Oak Creek watershed restoration Depending on funding, future projects could include: a more robust electric vehicle charging network renewable energy for City facilities continued transition of the City vehicle fleet to electric vehicles renewable energy and electric vehicles incentive programs for residents home energy retrofits assistance program harmful emissions reduction program The question at hand Recognizing the more that is allocated towards this topic, the more robust and expedited the solutions will be, what level of funding do you support for environmental sustainability projects in addition to what is already allocated?



Value	Percent	Responses
\$0. I don't support additionally funding sustainability.	33.3%	155
\$100,000 additional per year to moderately accelerate future projects.	23.6%	110
\$200,000 additional per year to significantly accelerate future projects.	13.5%	63
\$300,000 additional per year to make this a new top priority of the City.	29.6%	138

Totals: 466

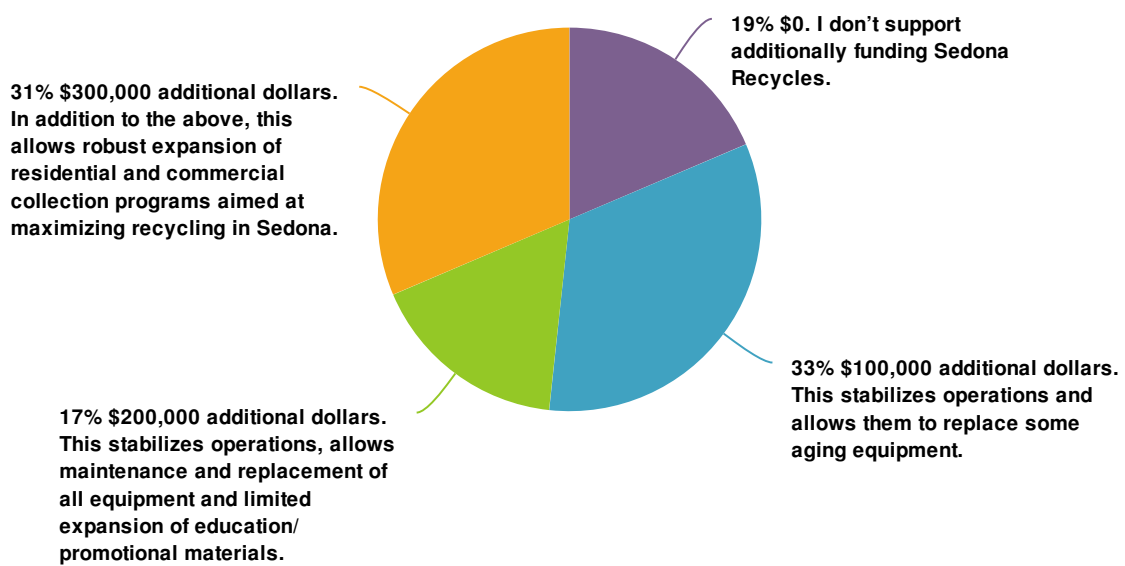
6. Economic Diversification A prominent theme of the Community Plan is economic diversification. The City started a program and hired a director in 2016. The City currently spends \$256,000 a year, which includes program highlights such as: small business training and assistance connecting businesses with loan programming entrepreneurial events Depending on funding, future projects could include: a coworking space a shared invention and development lab industry-specific "Shark Tank" competitions recruitment of targeted industries such as health care, agriculture and the arts broadband development Outcomes from having a diverse economy include more economic sustainability during boom and bust cycles, an expanded economy beyond tourism, higher wage jobs, diverse business opportunities and stronger workforce. The question at hand Recognizing the more that is allocated towards this topic, the more robust and expedited the solutions will be, what level of funding do you support for economic diversification projects, in addition to what is already allocated?



Value	Percent	Responses
\$0. I don't support additionally funding economic diversification.	50.3%	232
\$100,000 additional per year to moderately expand programs.	27.1%	125
\$200,000 additional per year to significantly accelerate future projects.	12.8%	59
\$300,000 additional per year to make this a new top priority of the City.	9.8%	45

Totals: 461

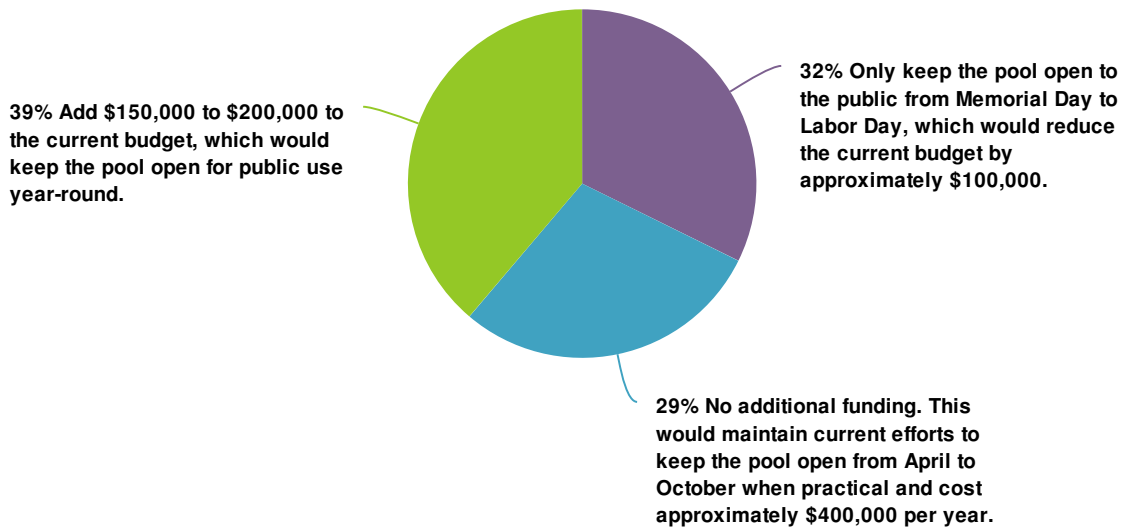
7. Sedona Recycles A major theme of the Community Plan is environmental stewardship. The City pays Sedona Recycles \$200,000 per year to provide recycling services for the community; this funding is up significantly over the last few years since sale prices and markets for recyclable materials have declined. Current funding is the minimum necessary to maintain operations but not enough to fully stabilize the program, let alone expand it. The question at hand Should additional funding be provided to ensure robust recycling services are offered now and into the future?



Value	Percent	Responses
\$0. I don't support additionally funding Sedona Recycles.	18.6%	87
\$100,000 additional dollars. This stabilizes operations and allows them to replace some aging equipment.	33.1%	155
\$200,000 additional dollars. This stabilizes operations, allows maintenance and replacement of all equipment and limited expansion of education/ promotional materials.	16.9%	79
\$300,000 additional dollars. In addition to the above, this allows robust expansion of residential and commercial collection programs aimed at maximizing recycling in Sedona.	31.4%	147

Totals: 468

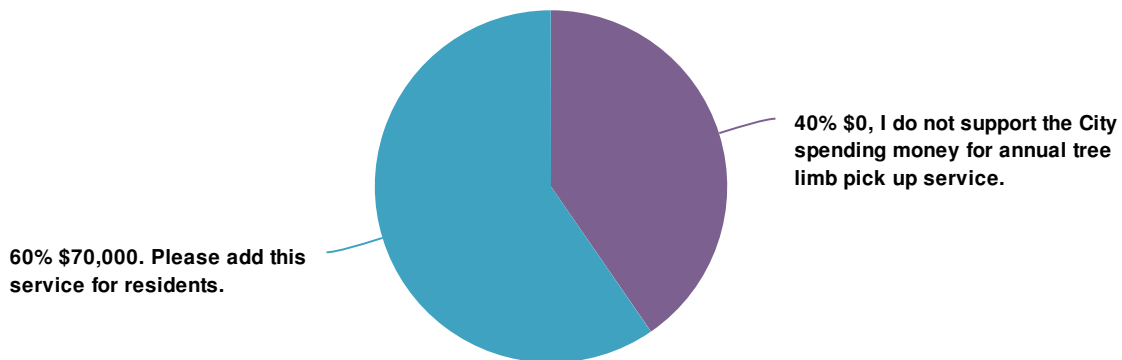
8. The Community Pool In Fiscal Year 2020, the City budgeted over \$400,000 to operate the outdoor, community pool. To keep the pool affordable the City charges \$2-\$5 per swim and provides subsidies to cover the additional costs. Historically, the City operates the following pool seasons: Standard season: pool is always open Memorial Day to Labor Day: Average number of visits during this time: 100 per day. Subsidy the City pays: approximately \$30 per visit. Extended season: when possible, pool is open April, May, September and October: Average number of visits: 16 per day. Subsidy the City pays: approximately \$40 per visit. Winter season: currently only for swim teams to rent from November to March. Average number of visits: no data. Subsidy the City is predicted to pay: approximately \$100 per visit. Things to keep in mind There are a group of winter swimmers that would like the pool to be open year-round for open swim who cite significant health benefits including physical therapy and disease management. Adults may join a swim team for \$85 per month for structured activities that do not include open swim. Keeping the pool open all year for the public would require fulltime, year-round staff. It is estimated to cost an additional \$150,000 to \$200,000 to keep the pool open year-round. The question at hand What level of funding do you support?



Value	Percent	Responses
Only keep the pool open to the public from Memorial Day to Labor Day, which would reduce the current budget by approximately \$100,000.	32.3%	151
No additional funding. This would maintain current efforts to keep the pool open from April to October when practical and cost approximately \$400,000 per year.	28.9%	135
Add \$150,000 to \$200,000 to the current budget, which would keep the pool open for public use year-round.	38.8%	181

Totals: 467

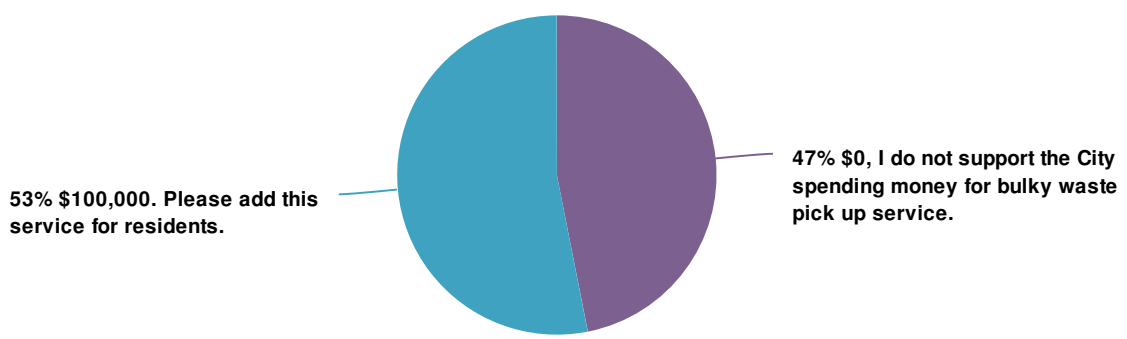
9. Annual Tree Limb Pick Up In 2019 the City collected tree damage debris, as a snowstorm with rare levels of accumulation resulted in significant tree damage citywide. From this effort many residents expressed a desire to have a free, annual curbside yard waste collection citywide. It is expected to cost approximately \$70,000 for this once-a-year service. The question at hand What level of funding do you support for annual tree limb pick up?



Value	Percent	Responses
\$0, I do not support the City spending money for annual tree limb pick up service.	40.4%	188
\$70,000. Please add this service for residents.	59.6%	277

Totals: 465

10. Annual Bulky Waste Pick Up The City could offer free, curbside bulky waste pick up service once a year to collect oversized items like furniture and mattresses that can't fit in a standard trash bin. It's expected this will cost approximately \$100,000. What level of funding do you support for annual bulky waste pick up?



Value	Percent	Responses
\$0, I do not support the City spending money for bulky waste pick up service.	46.9%	219
\$100,000. Please add this service for residents.	53.1%	248

Totals: 467

11. Please rank the topics in order of importance to fund:

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Sedona Recycles	1		1,887	417
Environmental sustainability	2		1,809	411
The Community Pool	3		1,431	412
Economic diversification	4		1,319	395
Annual tree limb pick up	5		1,191	413
Annual bulky waste pick up	6		1,091	411

Lowest Rank Highest Rank

12. Are there other priorities that were not asked about in this survey or comments you would like to add?

