

THE NCS™

The National Community Survey™

Sedona, AZ

*Community Livability Report
2020*



POWERED BY POLCO

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The National Community 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 NCS™

The National Community 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 considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement



The Community Livability Report provides the opinions of a representative sample of 608 residents of the City of Sedona. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2020 survey was 38%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

Overview of Results

Residents feel safe in their neighborhoods and downtown Sedona.

Nearly all Sedona residents gave high marks to the overall feeling of safety in the city, and 85% of residents applauded crime prevention services in their community. About 9 in 10 respondents also reported they felt safe from property and violent crime. All of these measures of a safe city exceeded national averages. Residents' evaluations of animal control services in Sedona were also higher than those in communities nationwide and increased since 2017.

Resident views of local governance and leadership remain stable over time but could be an area of focus.

While aspects related to local governance were given ratings that were either similar to or lower than their national comparisons, almost no changes were observed between 2017 and 2020, even amid the COVID-19 pandemic. Most governance evaluations ranged from between about one-third and one-half of residents offering positive ratings. The highest rated item was overall customer service provided by City employees with 79% offering excellent or good reviews.

There have been small gains in Mobility and it remains an area of opportunity.

Assessments of the overall quality of the transportation system, ease of travel by most modes of transportation (by car, bicycle, and public transit), ease of parking, traffic flow, and bus or transit services were lower than the national benchmarks, with one-third or fewer of respondents assigning positive reviews. From 2017 to 2020, evaluations of traffic enforcement, snow removal, traffic flow, ease of travel by car and by bicycle, and the overall public transportation system declined. On a more positive note, more residents favorably rated street repair and street cleaning over this time. Additionally, residents' reported levels of walking or biking instead of driving were higher than levels reported in 2017 and above average. Sedona community members' ratings for sidewalk maintenance services were exceptional and also higher than national comparisons. Survey respondents were asked about their support for the implementation of a robust transit system for locals and visitors and about 8 in 10 strongly or somewhat supported this proposal; further, about two-thirds of respondents also supported extending the transportation sales tax to support this endeavor.

Sedona residents praise the City as a place to visit as well as its natural environment and outdoor amenities.

Sedona as a place to visit (90% excellent or good), was rated much higher than national averages. About 9 in 10 City residents awarded high scores to the overall quality of the natural environment, and around 8 in 10 appreciated the availability of paths and walking trails and recreational opportunities; all of these ratings surpassed those given elsewhere nationwide. When asked how well the City was doing being a place invested in protecting the natural environment, about two-thirds of residents felt the City was doing an excellent or good job. Further, Sedona respondents were more likely than those who lived in other communities to rate the overall quality of the natural environment in the community as essential or very important.

Facets of Livability

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation and strategic planning areas. When competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what facets are deemed most important to residents' quality of life, but which among the most important are perceived to be of relatively lower quality in your community. It is these facets of community livability – more important facets perceived as being of lower quality – to which attention needs to be paid first.

		QUALITY		
		LOWER	SIMILAR	HIGHER
IMPORTANCE	HIGHER		<ul style="list-style-type: none"> • Health and Wellness 	<ul style="list-style-type: none"> • Natural Environment
	SIMILAR	<ul style="list-style-type: none"> • Mobility • Community Design 	<ul style="list-style-type: none"> • Utilities • Parks and Recreation • Education, Arts and Culture • Inclusivity and Engagement 	
	LOWER		<ul style="list-style-type: none"> • Economy 	<ul style="list-style-type: none"> • Safety

FIGURE 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall economic health of Sedona	↔	↑	70%
Overall quality of the transportation system in Sedona	↓↓	↓	26%
Overall design or layout of Sedona's residential and commercial areas	↓	↓	43%
Overall quality of the utility infrastructure in Sedona	↔	*	65%
Overall feeling of safety in Sedona	↑	↔	95%
Overall quality of natural environment in Sedona	↑	↔	92%
Overall quality of parks and recreation opportunities	↔	*	80%
Overall health and wellness opportunities in Sedona	↔	↑	70%
Overall opportunities for education, culture, and the arts	↔	↑	59%
Residents' connection and engagement with their community	↔	*	51%

FIGURE 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY

Percent essential or very important	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall economic health of Sedona	↓	↔	79%
Overall quality of the transportation system in Sedona	↔	↓	80%
Overall design or layout of Sedona's residential and commercial areas	↔	↔	76%
Overall quality of the utility infrastructure in Sedona	↔	*	81%
Overall feeling of safety in Sedona	↓↓	↔	77%
Overall quality of natural environment in Sedona	↑↑	↔	91%
Overall quality of parks and recreation opportunities	↔	*	81%
Overall health and wellness opportunities in Sedona	↑	↔	81%
Overall opportunities for education, culture, and the arts	↔	↔	71%
Residents' connection and engagement with their community	↔	↓	70%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

OVERALL QUALITY OF LIFE IN SEDONA

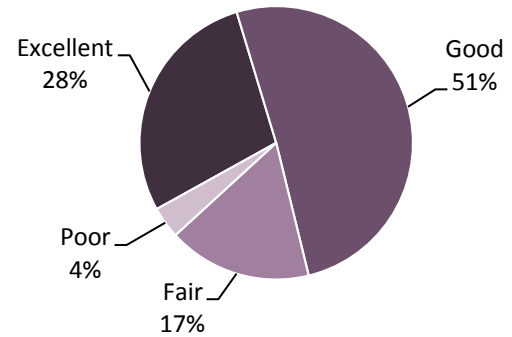


FIGURE 3: QUALITY OF LIFE IN SEDONA

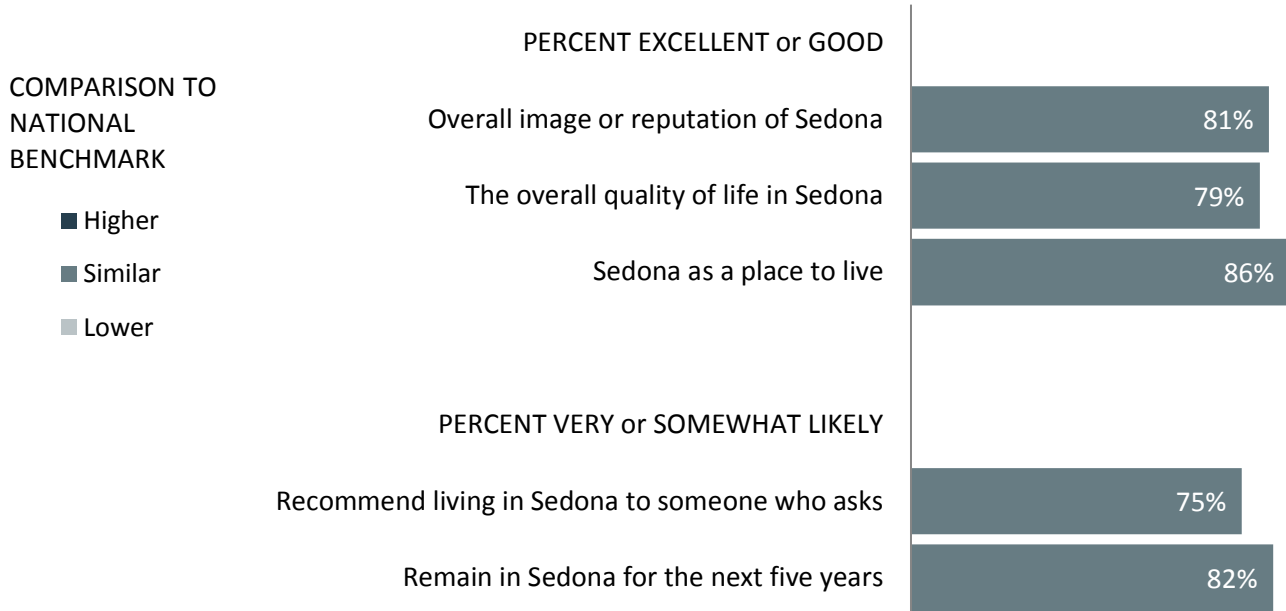


FIGURE 4: QUALITY OF LIFE IN SEDONA - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall image or reputation of Sedona	↔	↔	81%
The overall quality of life in Sedona	↔	↓	79%
Sedona as a place to live	↔	↔	86%

FIGURE 5: RECOMMEND SEDONA - SUMMARY

Percent very or somewhat likely	Comparison to benchmark	Change 2017 to 2020	2020 rating
Recommend living in Sedona to someone who asks	↔	↔	75%
Remain in Sedona for the next five years	↔	↔	82%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

OVERALL CONFIDENCE IN SEDONA GOVERNMENT

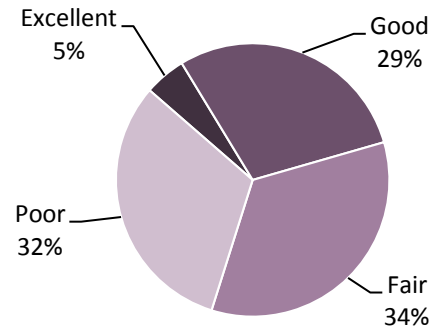


FIGURE 6: GOVERNMENT PERFORMANCE AND SERVICES

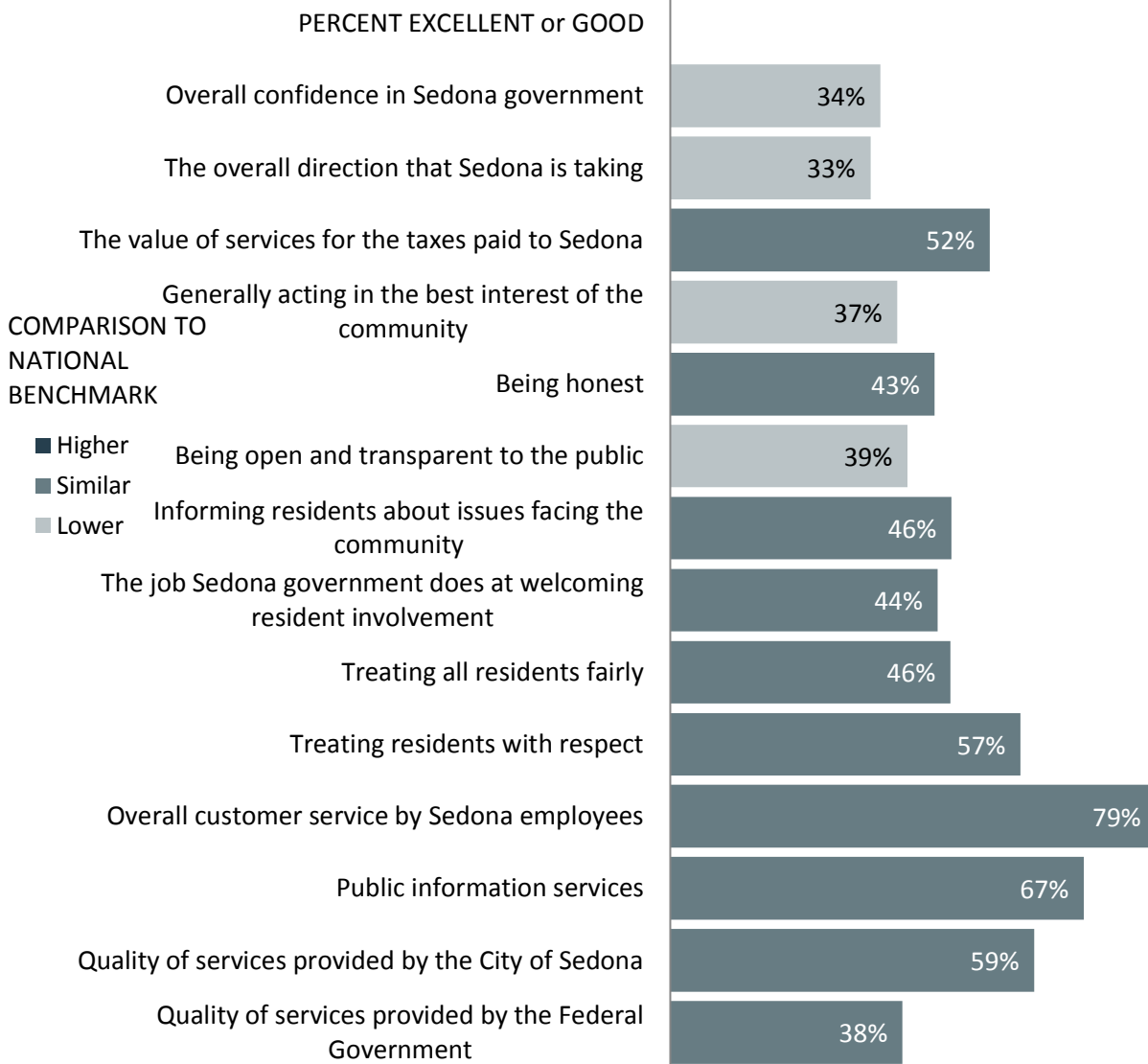


FIGURE 7: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall confidence in Sedona government	↓	↔	34%
The overall direction that Sedona is taking	↓	↔	33%
The value of services for the taxes paid to Sedona	↔	↑	52%
Generally acting in the best interest of the community	↓	↔	37%
Being honest	↔	↔	43%
Being open and transparent to the public	↓	*	39%
Informing residents about issues facing the community	↔	*	46%
The job Sedona government does at welcoming resident involvement	↔	↔	44%
Treating all residents fairly	↔	↔	46%
Treating residents with respect	↔	*	57%
Overall customer service by Sedona employees	↔	↔	79%
Public information services	↔	↔	67%
Quality of services provided by the City of Sedona	↔	↓	59%
Quality of services provided by the Federal Government	↔	↔	38%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

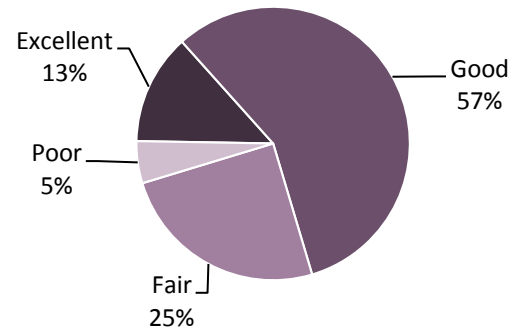
↓↓ Much lower

* Not available

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

OVERALL ECONOMIC HEALTH OF SEDONA



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

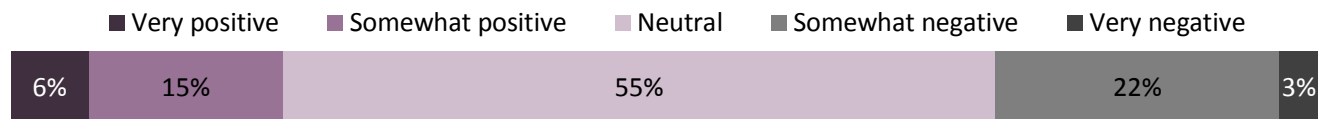


FIGURE 8: ECONOMIC HEALTH

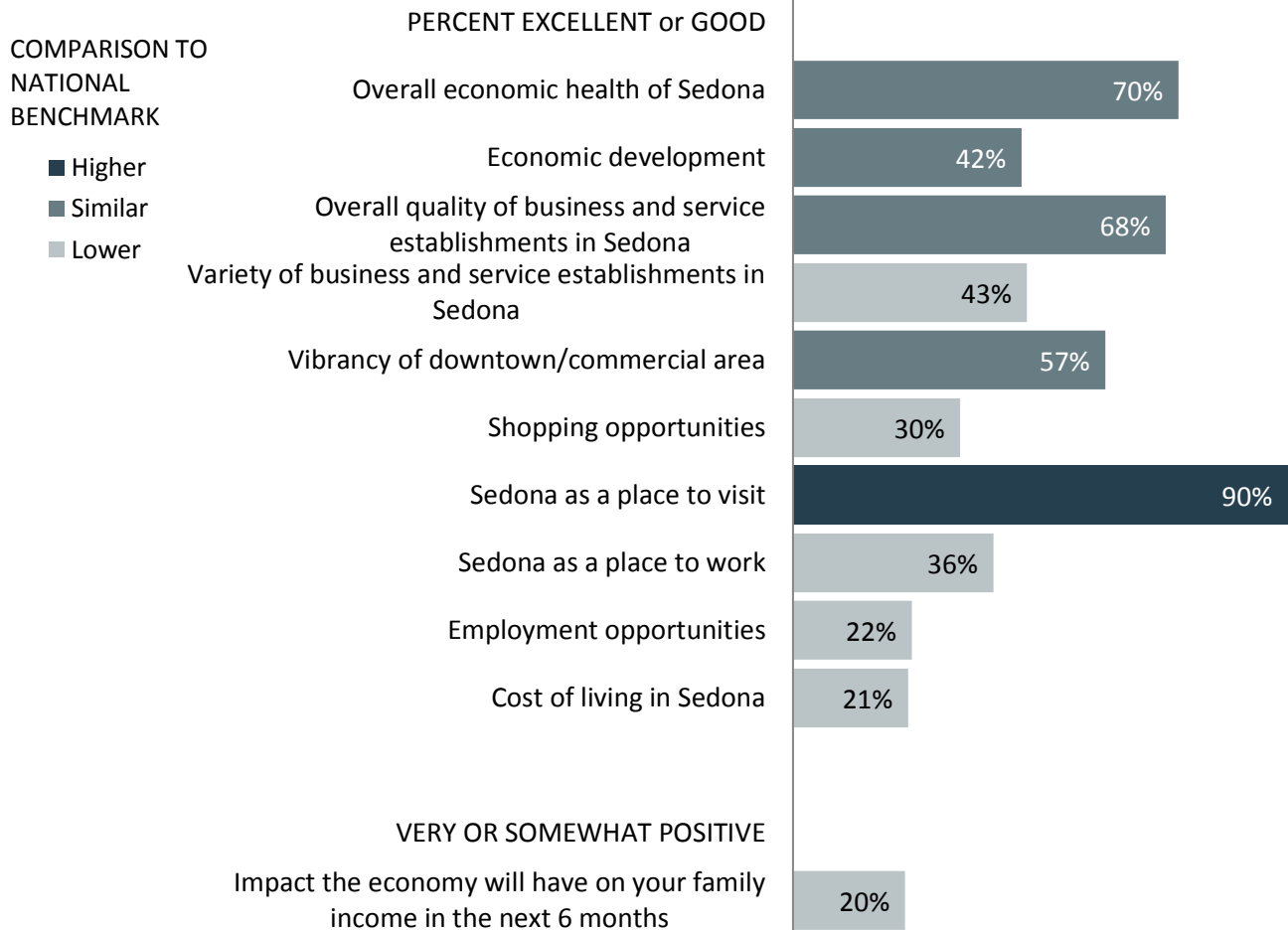


FIGURE 9: ECONOMIC HEALTH - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall economic health of Sedona	↔	↑	70%
Economic development	↔	↔	42%
Overall quality of business and service establishments in Sedona	↔	↑	68%
Variety of business and service establishments in Sedona	↓	*	43%
Vibrancy of downtown/commercial area	↔	↑	57%
Shopping opportunities	↓	↔	30%
Sedona as a place to visit	↑↑	↔	90%
Sedona as a place to work	↓	↔	36%
Employment opportunities	↓	↔	22%
Cost of living in Sedona	↓	↔	21%

FIGURE 10: ECONOMIC IMPACT - SUMMARY

Percent very or somewhat positive	Comparison to benchmark	Change 2017 to 2020	2020 rating
Economy will have positive impact on income	↓	↓	20%

FIGURE 11: HOUSING COST - SUMMARY

Percent for whom housing costs are NOT 30% or more of household income	Comparison to benchmark	Change 2017 to 2020	2020 rating
NOT experiencing housing costs stress	↔	↑	65%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.

OVERALL QUALITY OF THE TRANSPORTATION SYSTEM IN SEDONA

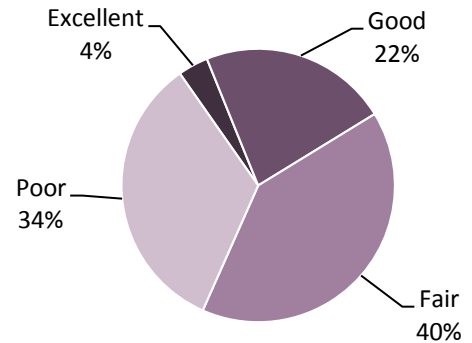


FIGURE 12: MOBILITY IN SEDONA

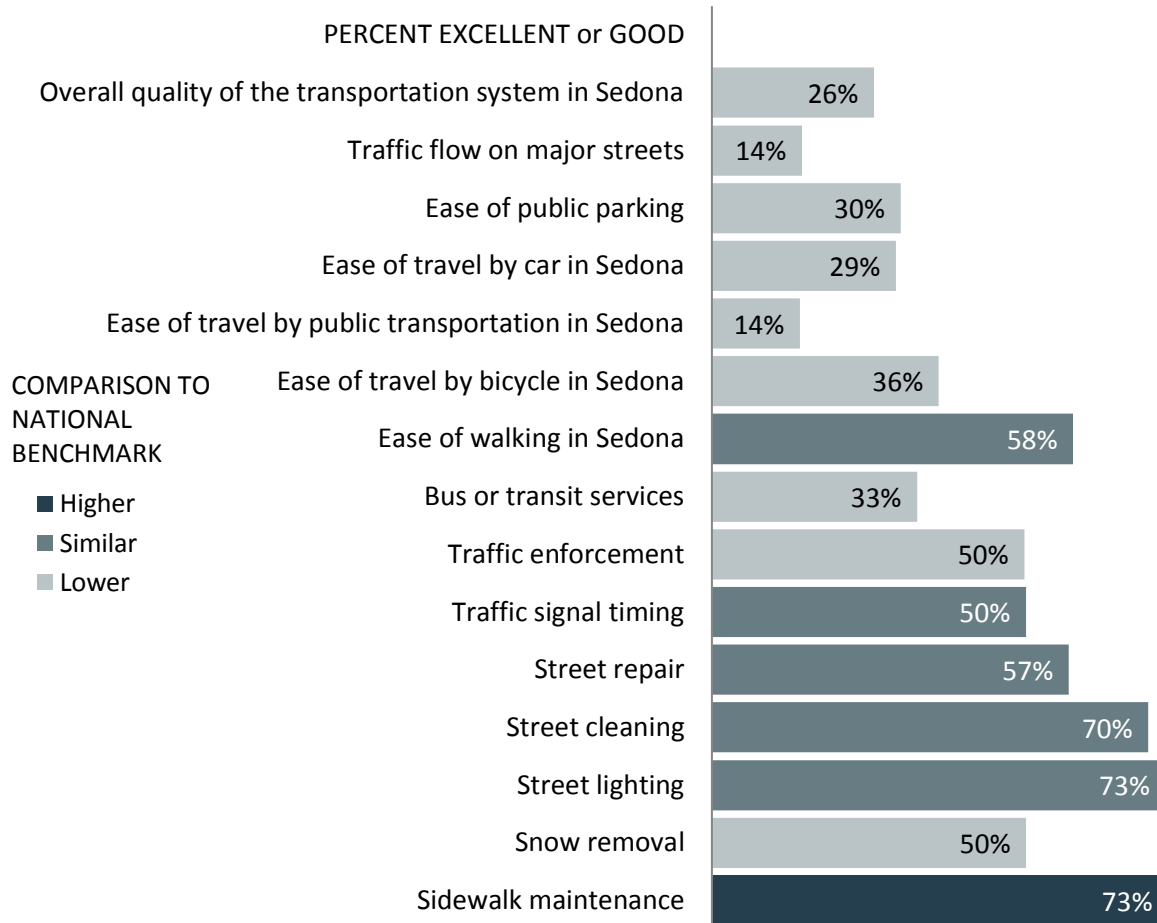


FIGURE 13: USE OF ALTERNATIVE TRANSPORTATION MODES

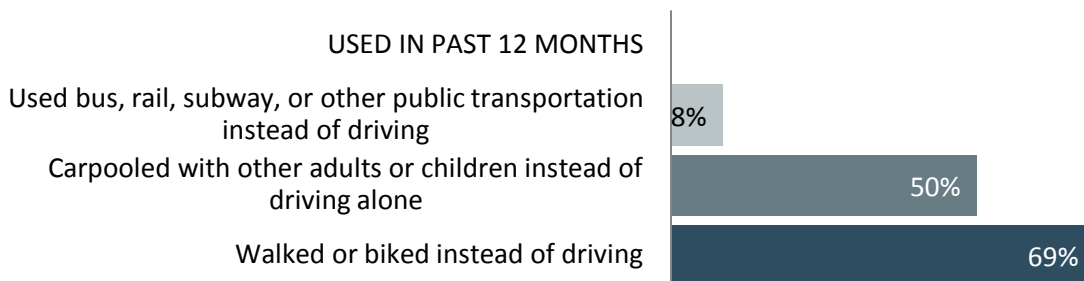


FIGURE 14: MOBILITY IN SEDONA - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall quality of the transportation system in Sedona	↓↓	↓	26%
Traffic flow on major streets	↓↓	↓	14%
Ease of travel by car in Sedona	↓↓	↓	29%
Ease of travel by public transportation in Sedona	↓↓	↔	14%
Ease of travel by bicycle in Sedona	↓	↓	36%
Ease of walking in Sedona	↔	↔	58%
Ease of public parking	↓	↔	30%
Bus or transit services	↓	↔	33%
Traffic enforcement	↓	↓	50%
Traffic signal timing	↔	↔	50%
Street repair	↔	↑	57%
Street cleaning	↔	↑	70%
Street lighting	↔	↔	73%
Snow removal	↓	↓	50%
Sidewalk maintenance	↑	↔	73%

FIGURE 15: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY

Percent who did this in past 12 months	Comparison to benchmark	Change 2017 to 2020	2020 rating
Used bus, rail, subway, or other public transportation instead of driving	↓	↔	8%
Carpooled with other adults or children instead of driving alone	↔	↔	50%
Walked or biked instead of driving	↑	↑	69%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

||

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

OVERALL DESIGN OR LAYOUT OF SEDONA'S RESIDENTIAL AND COMMERCIAL AREAS

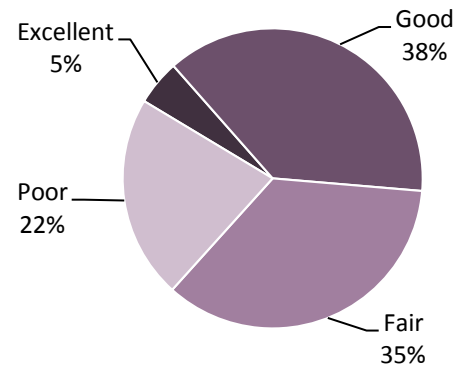


FIGURE 16: COMMUNITY DESIGN

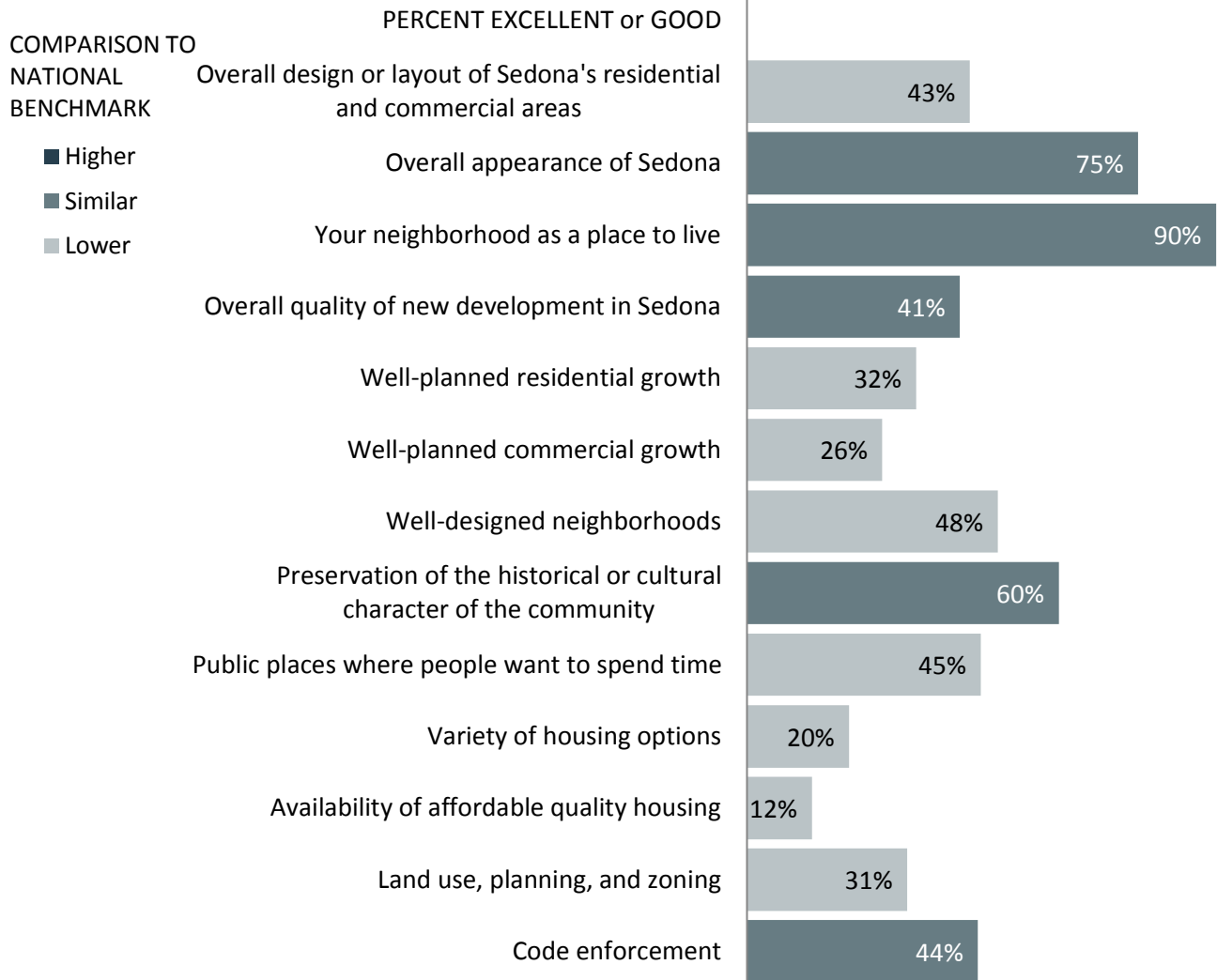


FIGURE 17: COMMUNITY DESIGN - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall design or layout of Sedona's residential and commercial areas	↓	↓	43%
Overall appearance of Sedona	↔	↓	75%
Your neighborhood as a place to live	↔	↔	90%
Overall quality of new development in Sedona	↔	↔	41%
Well-planned residential growth	↓	*	32%
Well-planned commercial growth	↓	*	26%
Well-designed neighborhoods	↓	*	48%
Preservation of the historical or cultural character of the community	↔	*	60%
Public places where people want to spend time	↓	↓	45%
Variety of housing options	↓↓	↔	20%
Availability of affordable quality housing	↓↓	↔	12%
Land use, planning, and zoning	↓	↔	31%
Code enforcement	↔	↔	44%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

OVERALL QUALITY OF THE UTILITY INFRASTRUCTURE IN SEDONA

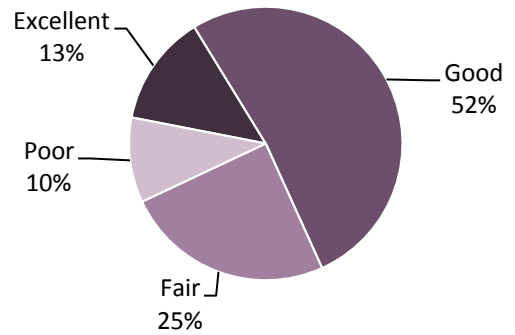


FIGURE 18: UTILITES

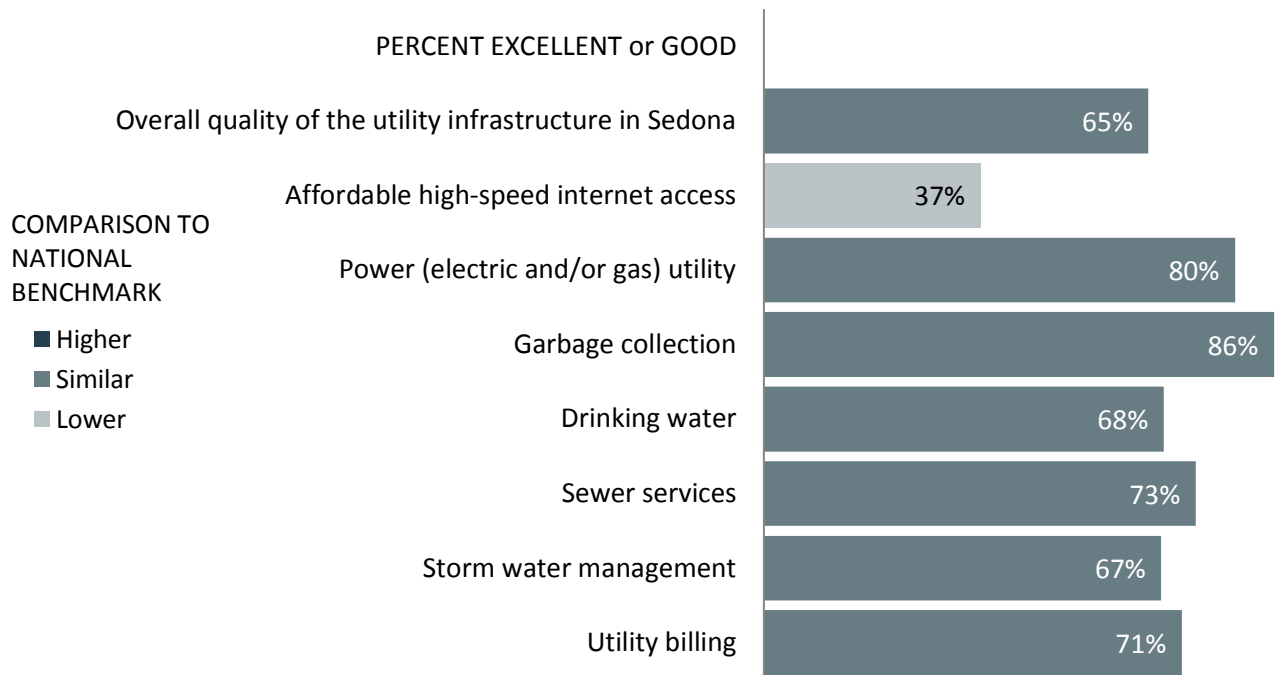


FIGURE 19: UTILITES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall quality of the utility infrastructure in Sedona	↔	*	65%
Affordable high-speed internet access	↓	*	37%
Power (electric and/or gas) utility	↔	↑	80%
Garbage collection	↔	↔	86%
Drinking water	↔	↔	68%
Sewer services	↔	↔	73%
Storm water management	↔	↑	67%
Utility billing	↔	↑	71%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.

OVERALL FEELING OF SAFETY IN SEDONA

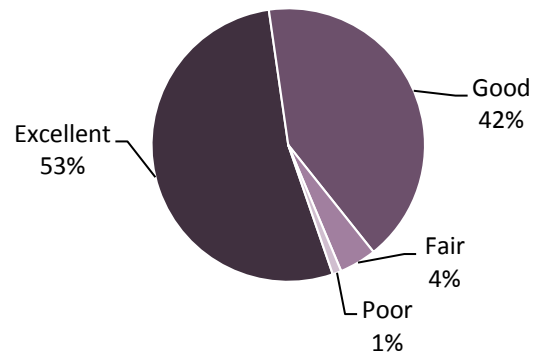


FIGURE 20: SAFETY IN SEDONA

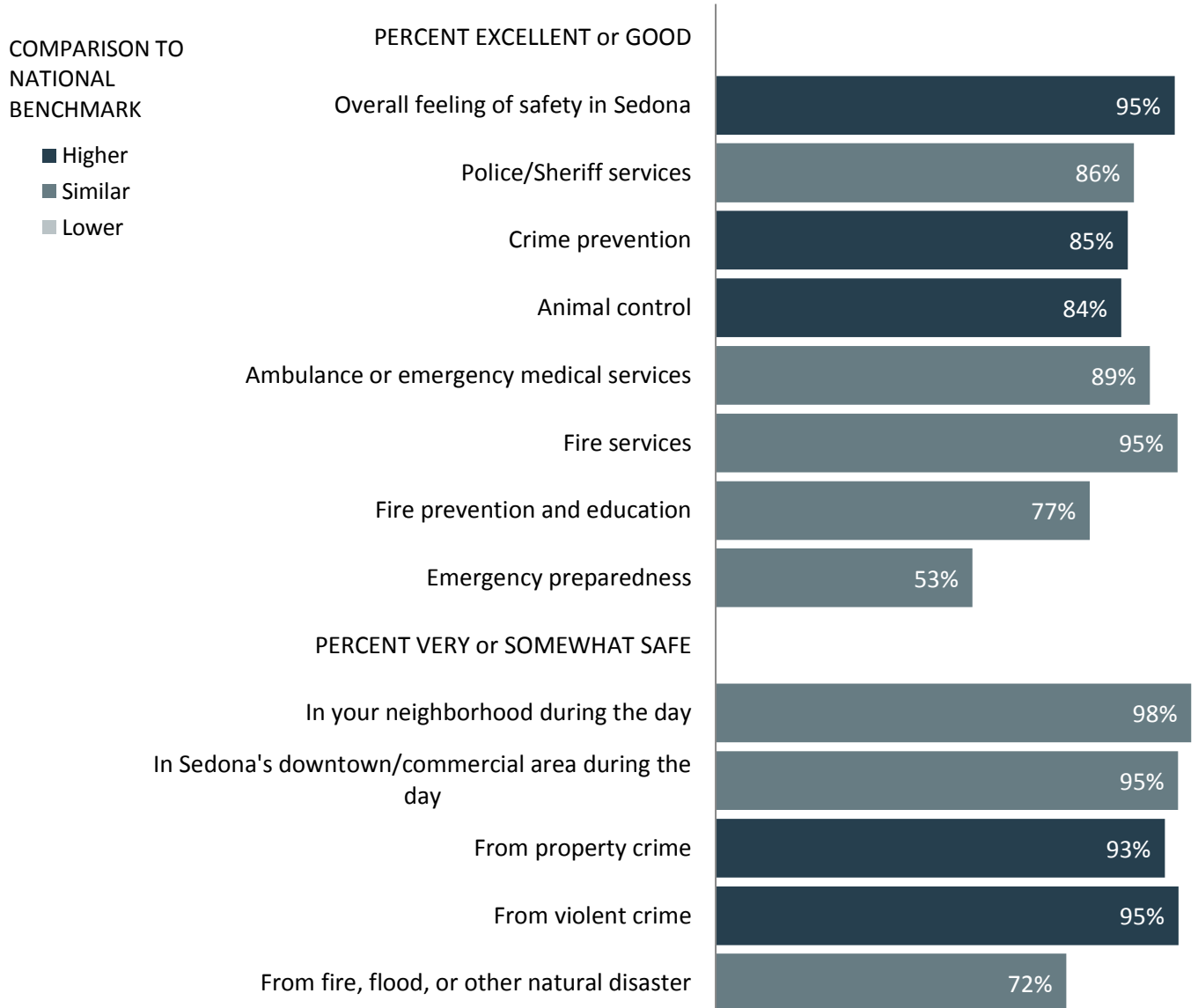


FIGURE 21: SAFETY-RELATED SERVICES - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall feeling of safety in Sedona	↑	↔	95%
Police/Sheriff services	↔	↔	86%
Crime prevention	↑	↔	85%
Animal control	↑	↑	84%
Ambulance or emergency medical services	↔	↔	89%
Fire services	↔	↔	95%
Fire prevention and education	↔	↔	77%
Emergency preparedness	↔	↔	53%

FIGURE 22: FEELINGS OF SAFETY- SUMMARY

Percent who feel very or somewhat safe	Comparison to benchmark	Change 2017 to 2020	2020 rating
In your neighborhood during the day	↔	↔	98%
In Sedona's downtown/commercial area during the day	↔	↔	95%
From property crime	↑	*	93%
From violent crime	↑	*	95%
From fire, flood, or other natural disaster	↔	*	72%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

OVERALL QUALITY OF NATURAL ENVIRONMENT IN SEDONA

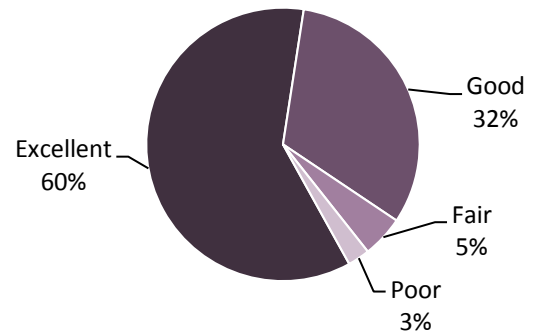


FIGURE 23: NATURAL ENVIRONMENT

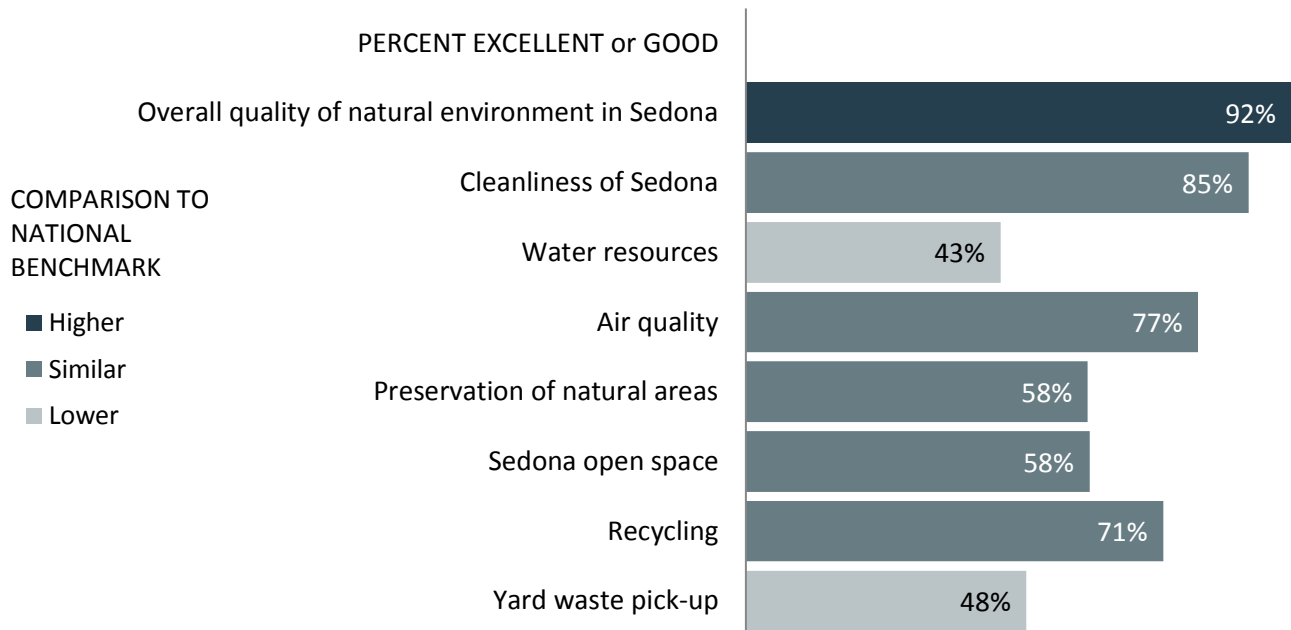


FIGURE 24: NATURAL ENVIRONMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall quality of natural environment in Sedona	↑	↔	92%
Cleanliness of Sedona	↔	↓	85%
Water resources	↓	*	43%
Air quality	↔	↓	77%
Preservation of natural areas	↔	↔	58%
Sedona open space	↔	↔	58%
Recycling	↔	↓	71%
Yard waste pick-up	↓↓	↔	48%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."
 - National Recreation and Park Association

OVERALL QUALITY OF PARKS AND RECREATION OPPORTUNITIES IN SEDONA

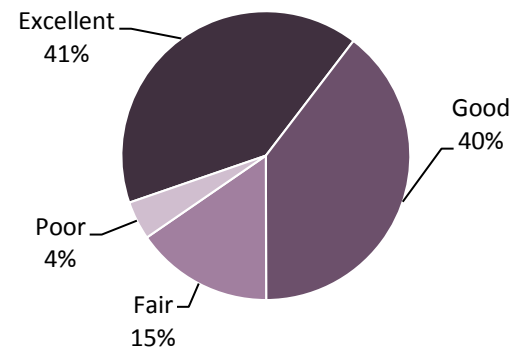


FIGURE 25: PARKS AND RECREATION



FIGURE 26: PARKS AND RECREATION - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall quality of parks and recreation opportunities	↔	*	80%
Availability of paths and walking trails	↑	↔	85%
City parks	↔	↔	75%
Recreational opportunities	↑	↔	81%
Recreation programs or classes	↔	↑	61%
Recreation centers or facilities	↓	↓	51%
Fitness opportunities	↑	↔	85%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

HEALTH AND WELLNESS OPPORTUNITIES IN SEDONA

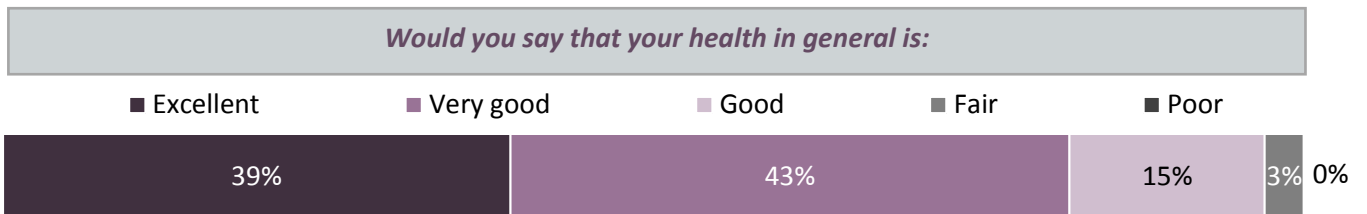
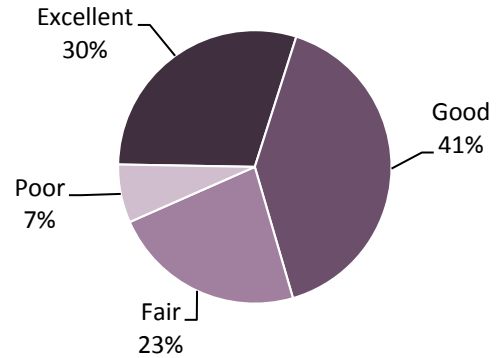


FIGURE 27: HEALTH AND WELLNESS

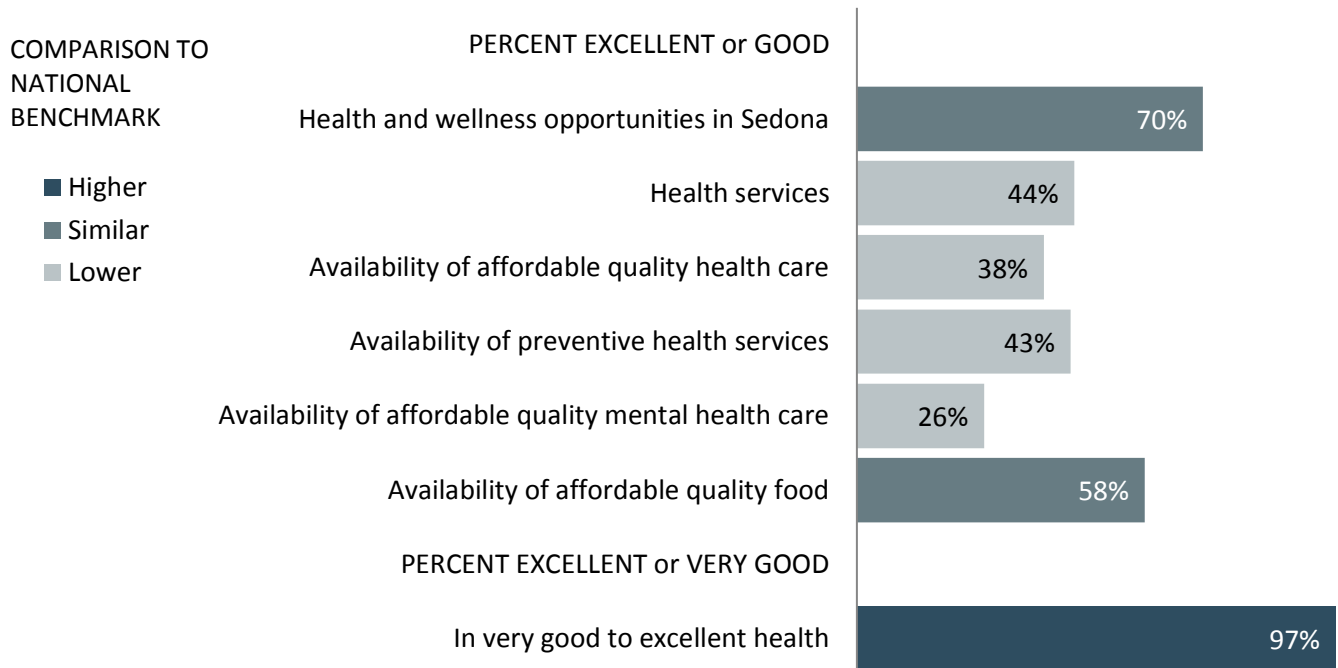


FIGURE 28: HEALTH AND WELLNESS - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall health and wellness opportunities in Sedona	↔	↑	70%
Health services	↓	↔	44%
Availability of affordable quality health care	↓	↔	38%
Availability of preventive health services	↓	↔	43%
Availability of affordable quality mental health care	↓	↔	26%
Availability of affordable quality food	↔	↔	58%

FIGURE 29: PERSONAL HEALTH - SUMMARY

	Comparison to benchmark	Change 2017 to 2020	2020 rating
In very good to excellent health	↑	↔	97%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

OVERALL OPPORTUNITIES FOR EDUCATION, CULTURE, AND THE ARTS IN SEDONA

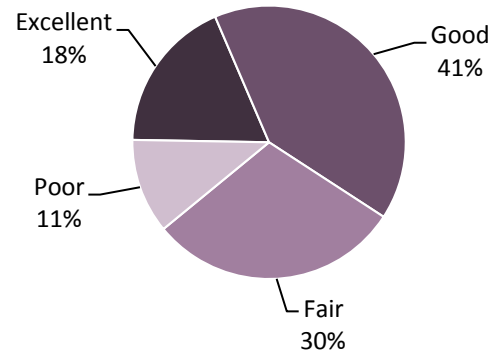


FIGURE 30: EDUCATION, ARTS AND CULTURE

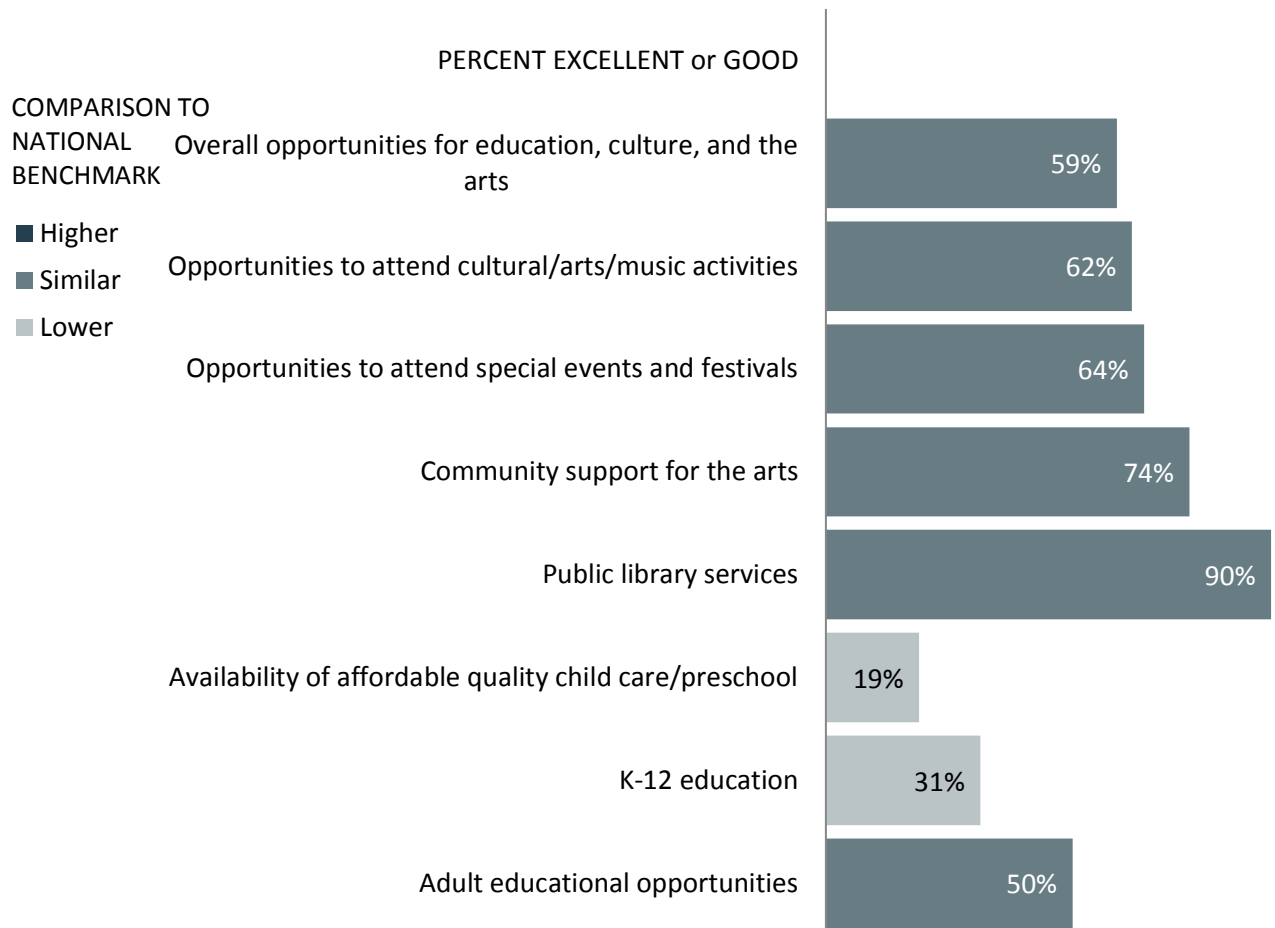


FIGURE 31: EDUCATION, ARTS AND CULTURE - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Overall opportunities for education, culture, and the arts	↔	↑	59%
Opportunities to attend cultural/arts/music activities	↔	↔	62%
Opportunities to attend special events and festivals	↔	↑	64%
Community support for the arts	↔	*	74%
Public library services	↔	↔	90%
Availability of affordable quality child care/preschool	↓↓	↓	19%
K-12 education	↓↓	↔	31%
Adult educational opportunities	↔	↑	50%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

RESIDENTS' CONNECTION AND ENGAGEMENT WITH THEIR COMMUNITY

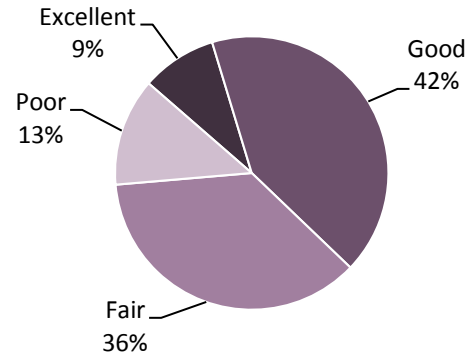


FIGURE 32: INCLUSIVITY AND ENGAGEMENT

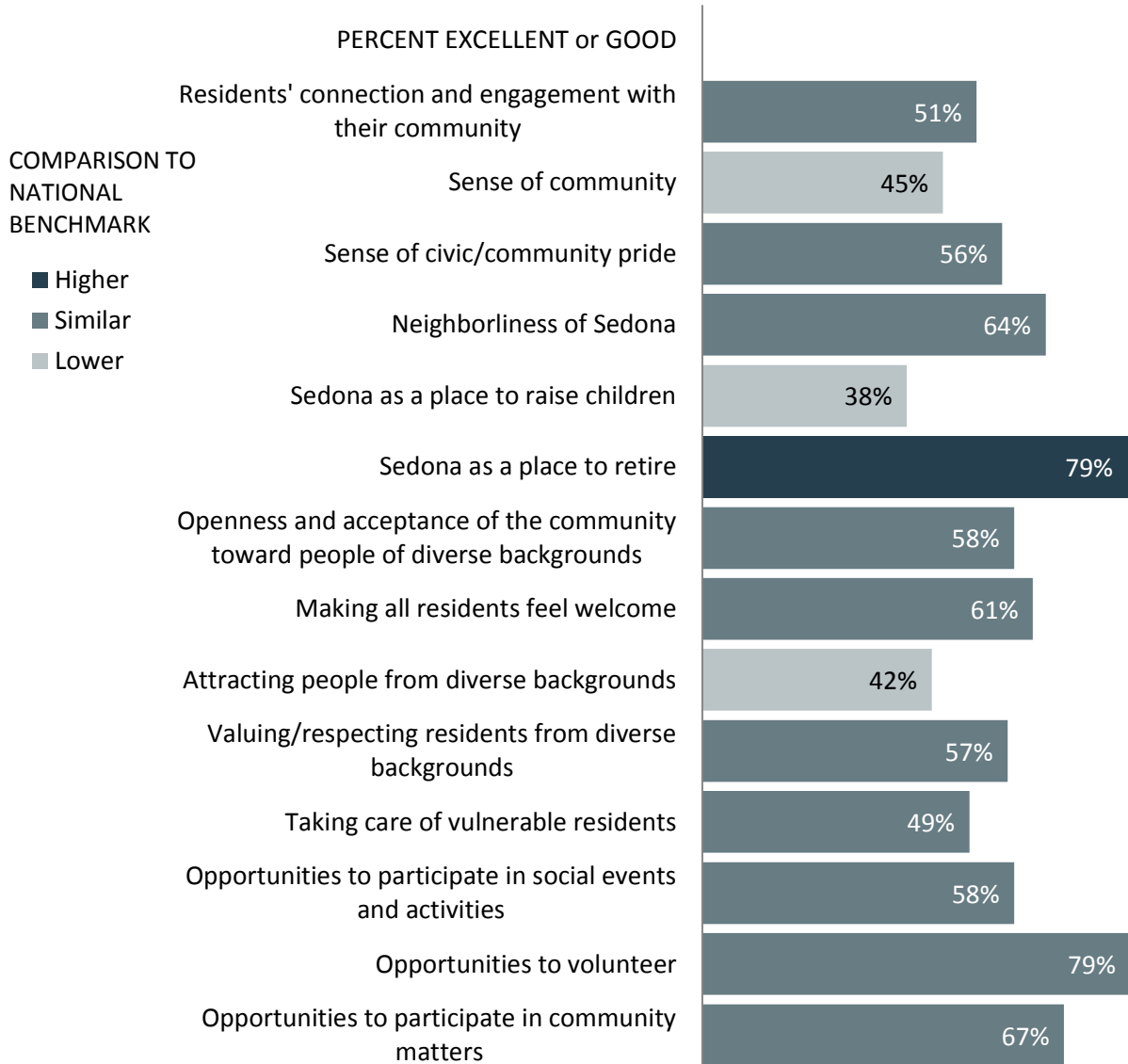


FIGURE 33: INCLUSIVITY AND ENGAGEMENT - SUMMARY

Percent excellent or good	Comparison to benchmark	Change 2017 to 2020	2020 rating
Residents' connection and engagement with their community	↔	*	51%
Sense of community	↓	↔	45%
Sense of civic/community pride	↔	*	56%
Neighborliness of Sedona	↔	↔	64%
Sedona as a place to raise children	↓↓	↓	38%
Sedona as a place to retire	↑	↔	79%
Openness and acceptance of the community toward people of diverse backgrounds	↔	↔	58%
Making all residents feel welcome	↔	*	61%
Attracting people from diverse backgrounds	↓	*	42%
Valuing/respecting residents from diverse backgrounds	↔	*	57%
Taking care of vulnerable residents	↔	*	49%
Opportunities to participate in social events and activities	↔	↔	58%
Opportunities to volunteer	↔	↔	79%
Opportunities to participate in community matters	↔	↔	67%

Legend

↑↑ Much higher

↑ Higher

↔ Similar

↓ Lower

↓↓ Much lower

* Not available

FIGURE 34: RESIDENTS' PARTICIPATION LEVELS

COMPARISON TO NATIONAL BENCHMARK

- Higher
- Similar
- Lower

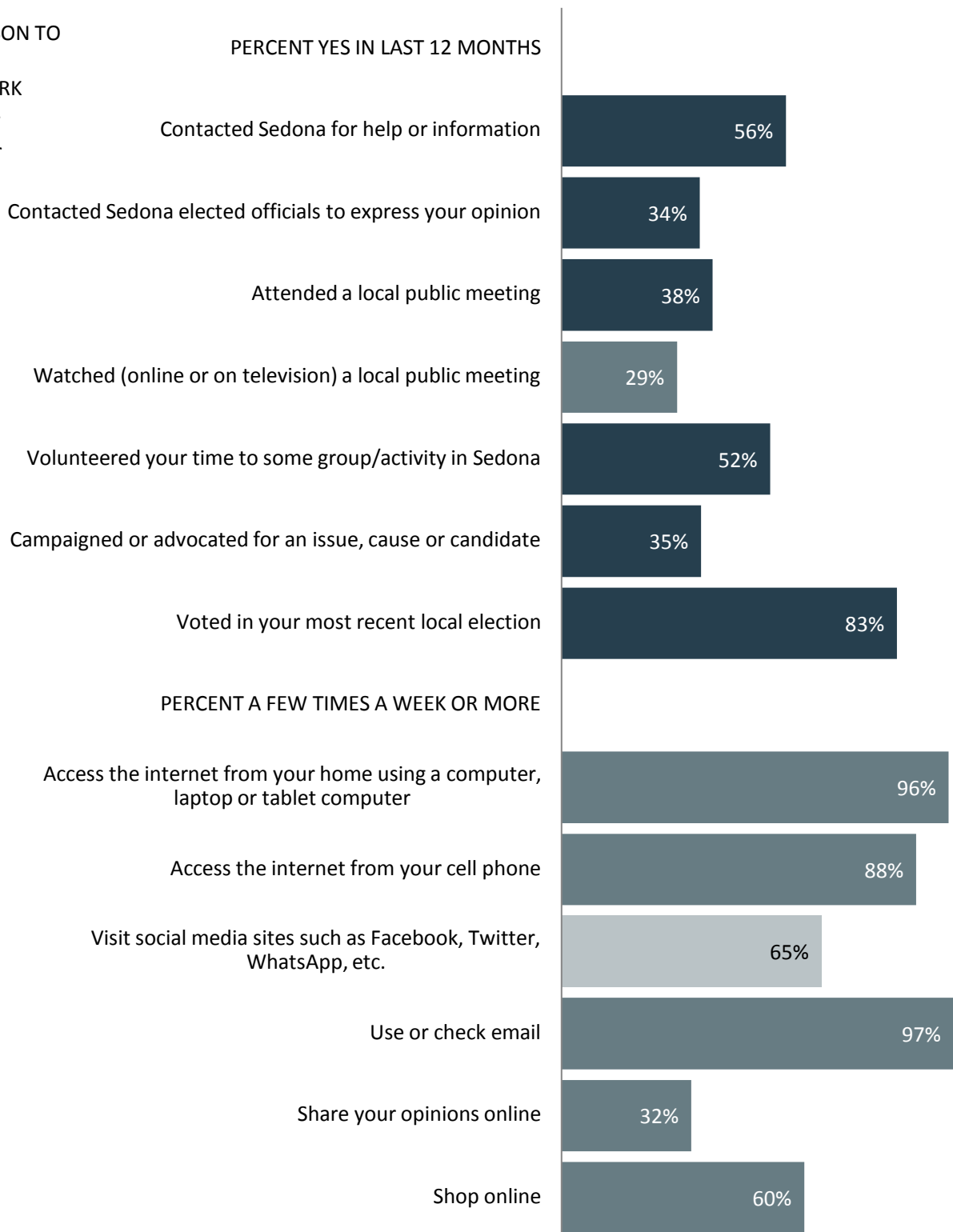


FIGURE 35: RESIDENTS’ PARTICIPATION IN LAST 12 MONTHS- SUMMARY

Percent who had done each in last 12 months	Comparison to benchmark	Change 2017 to 2020	2020 rating
Contacted Sedona for help or information	↑	↔	56%
Contacted Sedona elected officials to express your opinion	↑	↔	34%
Attended a local public meeting	↑	↔	38%
Watched (online or on television) a local public meeting	↔	↑	29%
Volunteered your time to some group/activity in Sedona	↑	↓	52%
Campaigned or advocated for an issue, cause or candidate	↑	↓	35%
Voted in your most recent local election	↑	*	83%

FIGURE 36: RESIDENTS’ GENERAL USE OF TECHNOLOGY- SUMMARY

Percent who report doing each at least a few times a week	Comparison to benchmark	Change 2017 to 2020	2020 rating
Access the internet from your home using a computer, laptop or tablet computer	↔	*	96%
Access the internet from your cell phone	↔	*	88%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	↓	*	65%
Use or check email	↔	*	97%
Share your opinions online	↔	*	32%
Shop online	↔	*	60%

Legend

↑↑ Much higher ↑ Higher ↔ Similar ↓ Lower ↓↓ Much lower * Not available

Special Topics

FIGURE 37: CITY PROTECTING THE NATURAL ENVIRONMENT

Please rate how well Sedona is doing as a place invested in protecting its natural environment.

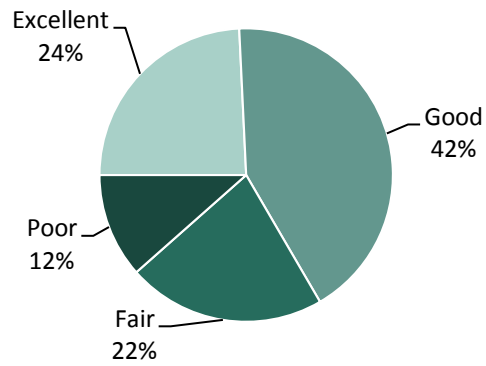


FIGURE 38: PERCEPTIONS OF TOURISM IN SEDONA

In the future, how much of a role would you like to see tourism have in Sedona's economy?

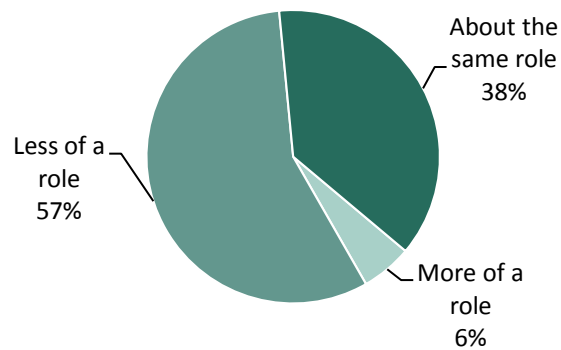


FIGURE 39: SOURCES OF INFORMATION

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

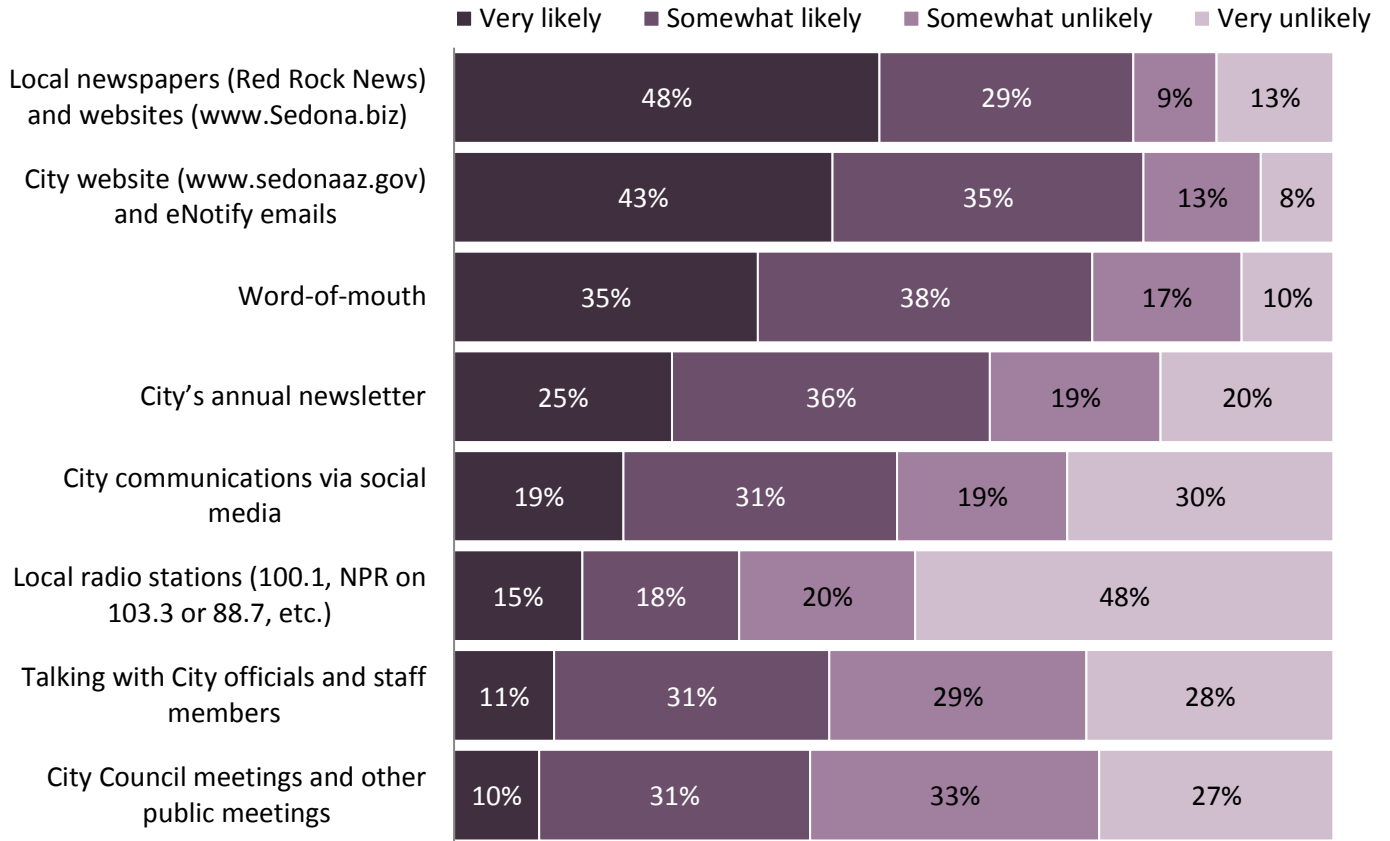


FIGURE 40: PARTICIPATION IN LOCAL ACTIVITIES

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?

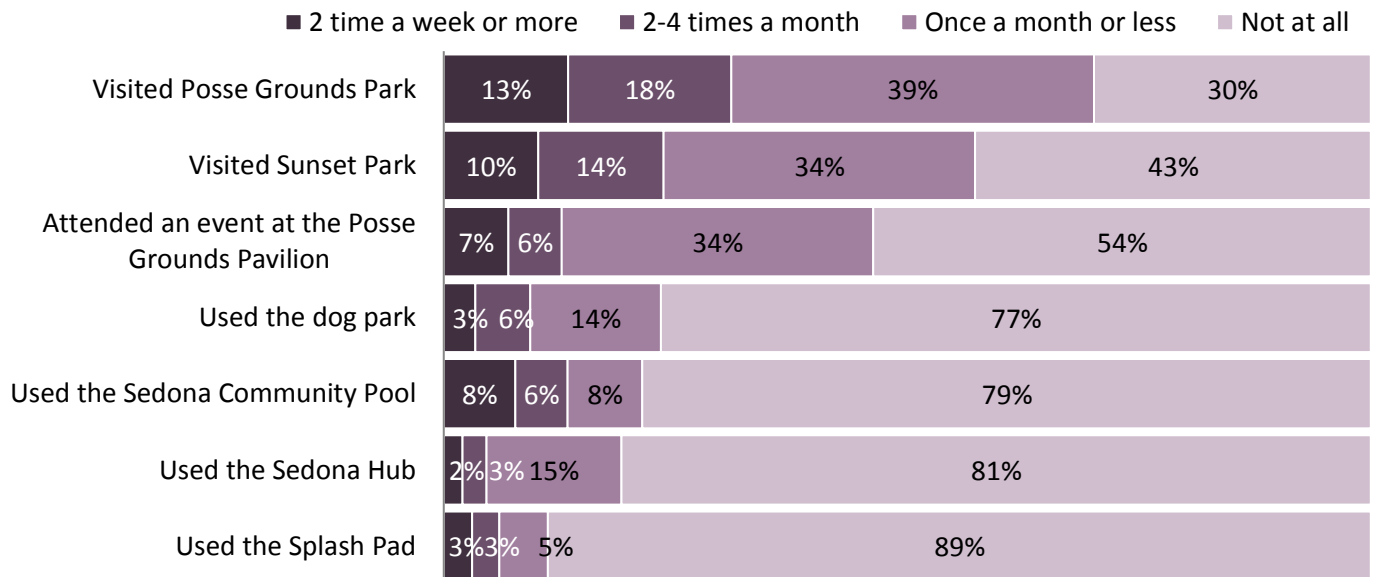


FIGURE 41: SUPPORT FOR MASS TOURISM-RELATED TRANSIT

How much would you support or oppose the City implementing a robust transit system for locals and visitors?

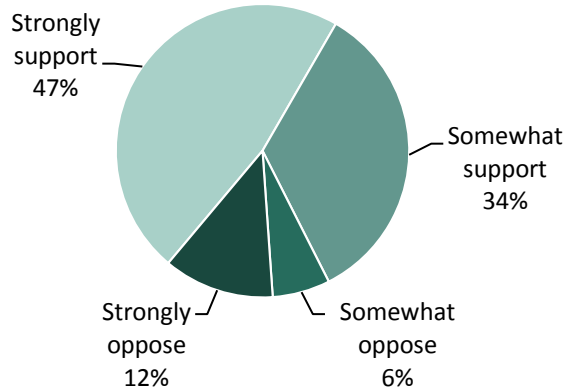


FIGURE 42: SUPPORT FOR EXTENDING TRANSIT SYSTEM SALES TAX

How much would you support or oppose extending the half-cent transportation sales tax beyond 2028 when the current tax is set to expire, in order to pay for a robust transit system in Sedona?

