

THE NCS™

The National Community Survey™

Sedona, AZ

Trends Over Time

2020



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About Trends Over Time

The National Community Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. The NCS captures residents' opinions 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

This report discusses trends over time, comparing the 2020 ratings for the City of Sedona to its previous survey results in 2002, 2004, 2007, and 2017. Additional reports and technical appendices are available under separate cover.



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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.

Understanding the Tables

Trend data for Sedona represent important comparison data and should be examined for improvements or declines¹. Deviations from stable trends over time, especially, represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Meaningful differences between survey years have been noted within the following tables as being "higher" or "lower" if the differences are greater than six percentage points between the 2017 and 2020 surveys, otherwise the comparisons between 2017 and 2020 are noted as being "similar." Additionally, the benchmark comparisons for the current survey results are presented for reference.

Overall, ratings in Sedona for 2020 generally remained stable. Of the 119 items for which comparisons were available, 79 items were rated similarly in 2017 and 2020, 22 items showed a decrease in ratings and 18 showed an increase in ratings. Notable trends over time included the following:

- Within the facet of Mobility, Sedona residents gave higher ratings to street repair and street cleaning in 2020 compared to 2017. However, survey respondents were more critical of the overall quality of the transportation system in 2020 and were less pleased with the ease of travel by bicycle and several aspects of car travel (ease of travel by car, traffic enforcement, traffic flow, and snow removal).
- Compared to 2017, residents awarded higher scores to the overall economic health of Sedona, the vibrancy of the downtown/commercial area and overall quality of business and service establishments in 2020. Fewer residents reported experiencing housing cost stress; however, fewer survey participants felt optimistic about the impact of the local economy on their incomes in 2020 than in 2017.
- Sedona community members gave higher ratings to their utilities (storm water management, power utility, and utility billing) and education and enrichment opportunities (overall opportunities, adult educational opportunities, and opportunities to attend special events and festivals) in 2020.
- Declines were seen in 2020 within the areas of Natural Environment and Community Design, including recycling, air quality, cleanliness, the overall appearance of Sedona, public places where people want to spend time, and the overall design or layout of the City's residential and commercial areas.

¹ In 2020, The NCS survey was updated to include new and refreshed items. Consequently, some of the trends may be impacted due to wording modifications that could have potentially altered the meaning of the item for the respondent.

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Table 1: Quality of Life

Quality of Life Items Percent rating positively (e.g., excellent/good, very/somewhat likely)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall image or reputation of Sedona	NA	NA	NA	82%	81%	Similar	Similar
The overall quality of life in Sedona	81%	83%	84%	85%	79%	Lower	Similar
Sedona as a place to live	83%	88%	91%	90%	86%	Similar	Similar
Recommend living in Sedona to someone who asks	NA	NA	NA	80%	75%	Similar	Similar
Remain in Sedona for the next five years	NA	NA	NA	85%	82%	Similar	Similar

Table 2: Governance

Governance Items Percent rating positively (e.g., excellent/good)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall confidence in Sedona government	NA	NA	NA	35%	34%	Similar	Lower
The overall direction that Sedona is taking	39%	38%	38%	31%	33%	Similar	Lower
The value of services for the taxes paid to Sedona	45%	47%	55%	43%	52%	Higher	Similar
Generally acting in the best interest of the community	NA	NA	NA	34%	37%	Similar	Lower
Being honest	NA	NA	NA	40%	43%	Similar	Similar
Being open and transparent to the public	NA	NA	NA	NA	39%	NA	Lower
Informing residents about issues facing the community	NA	NA	NA	NA	46%	NA	Similar
The job Sedona government does at welcoming resident involvement	57%	65%	61%	48%	44%	Similar	Similar
Treating all residents fairly	NA	NA	NA	42%	46%	Similar	Similar
Treating residents with respect	NA	NA	NA	NA	57%	NA	Similar
Overall customer service by Sedona employees	79%	81%	78%	75%	79%	Similar	Similar
Public information services	NA	NA	68%	63%	67%	Similar	Similar
Quality of services provided by the City of Sedona	72%	68%	66%	68%	59%	Lower	Similar
Quality of services provided by the Federal Government	40%	40%	32%	38%	38%	Similar	Similar

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Table 3: Economy

Economy Items Percent rating positively (e.g., excellent/good, very/somewhat positive)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall economic health of Sedona	NA	NA	NA	57%	70%	Higher	Similar
Economic development	NA	42%	NA	42%	42%	Similar	Similar
Overall quality of business and service establishments in Sedona	NA	NA	NA	51%	68%	Higher	Similar
Variety of business and service establishments in Sedona	NA	NA	NA	NA	43%	NA	Lower
Vibrancy of downtown/commercial area	NA	NA	NA	47%	57%	Higher	Similar
Shopping opportunities	NA	NA	NA	35%	30%	Similar	Lower
Sedona as a place to visit	NA	NA	NA	94%	90%	Similar	Much higher
Sedona as a place to work	NA	NA	37%	35%	36%	Similar	Lower
Employment opportunities	NA	NA	NA	18%	22%	Similar	Lower
Cost of living in Sedona	NA	NA	NA	21%	21%	Similar	Lower
Economy will have positive impact on income	13%	36%	23%	40%	20%	Lower	Lower
NOT experiencing housing costs stress	NA	NA	NA	58%	65%	Higher	Similar

Table 4: Mobility

Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall quality of the transportation system in Sedona	NA	NA	NA	52%	26%	Lower	Much lower
Traffic flow on major streets	NA	NA	23%	24%	14%	Lower	Much lower
Ease of travel by car in Sedona	39%	46%	44%	38%	29%	Lower	Much lower
Ease of travel by public transportation in Sedona	NA	NA	NA	13%	14%	Similar	Much lower
Ease of travel by bicycle in Sedona	NA	NA	21%	46%	36%	Lower	Lower
Ease of walking in Sedona	48%	53%	47%	62%	58%	Similar	Similar
Ease of public parking	NA	NA	NA	32%	30%	Similar	Lower
Bus or transit services	NA	NA	32%	33%	33%	Similar	Lower

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Mobility Items Percent rating positively (e.g., excellent/good, yes in the last 12 months)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Traffic enforcement	65%	59%	65%	60%	50%	Lower	Lower
Traffic signal timing	NA	NA	NA	45%	50%	Similar	Similar
Street repair	NA	50%	44%	48%	57%	Higher	Similar
Street cleaning	72%	63%	52%	60%	70%	Higher	Similar
Street lighting	49%	46%	47%	70%	73%	Similar	Similar
Snow removal	NA	NA	NA	57%	50%	Lower	Lower
Sidewalk maintenance	67%	55%	56%	72%	73%	Similar	Higher
Used bus, rail, subway, or other public transportation instead of driving	NA	NA	NA	7%	8%	Similar	Lower
Carpooled with other adults or children instead of driving alone	NA	NA	NA	51%	50%	Similar	Similar
Walked or biked instead of driving	NA	NA	NA	61%	69%	Higher	Higher

Prior to 2020, 'Overall quality of the transportation system' was 'Overall ease of getting to the places you usually have to visit'. Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.

Table 5: Community Design

Community Design Items Percent rating positively (e.g., excellent/good)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall design or layout of Sedona's residential and commercial areas	NA	NA	NA	55%	43%	Lower	Lower
Overall appearance of Sedona	75%	85%	81%	90%	75%	Lower	Similar
Your neighborhood as a place to live	87%	88%	89%	92%	90%	Similar	Similar
Overall quality of new development in Sedona	NA	NA	NA	39%	41%	Similar	Similar
Well-planned residential growth	NA	NA	NA	NA	32%	NA	Lower
Well-planned commercial growth	NA	NA	NA	NA	26%	NA	Lower
Well-designed neighborhoods	NA	NA	NA	NA	48%	NA	Lower
Preservation of the historical or cultural character of the community	NA	NA	NA	NA	60%	NA	Similar

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Community Design Items Percent rating positively (e.g., excellent/good)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Public places where people want to spend time	NA	NA	NA	67%	45%	Lower	Lower
Variety of housing options	NA	NA	NA	24%	20%	Similar	Much lower
Availability of affordable quality housing	10%	9%	11%	15%	12%	Similar	Much lower
Land use, planning, and zoning	27%	33%	27%	34%	31%	Similar	Lower
Code enforcement	53%	55%	49%	46%	44%	Similar	Similar

Table 6: Utilities

Utilities Items Percent rating positively (e.g., excellent/good)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall quality of the utility infrastructure in Sedona	NA	NA	NA	NA	65%	NA	Similar
Affordable high-speed internet access	NA	NA	NA	NA	37%	NA	Lower
Power (electric and/or gas) utility	NA	NA	NA	68%	80%	Higher	Similar
Garbage collection	NA	NA	NA	88%	86%	Similar	Similar
Drinking water	NA	NA	NA	63%	68%	Similar	Similar
Sewer services	49%	59%	63%	68%	73%	Similar	Similar
Storm water management	39%	44%	49%	51%	67%	Higher	Similar
Utility billing	NA	NA	NA	63%	71%	Higher	Similar

Table 7: Safety

Safety Items Percent rating positively (e.g., excellent/good, very/somewhat safe)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall feeling of safety in Sedona	NA	NA	NA	97%	95%	Similar	Higher
Police/Sheriff services	89%	80%	84%	83%	86%	Similar	Similar
Crime prevention	82%	73%	81%	85%	85%	Similar	Higher
Animal control	79%	71%	75%	70%	84%	Higher	Higher
Ambulance or emergency medical services	NA	NA	NA	90%	89%	Similar	Similar
Fire services	NA	NA	NA	94%	95%	Similar	Similar

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Safety Items Percent rating positively (e.g., excellent/good, very/somewhat safe)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Fire prevention and education	NA	NA	NA	81%	77%	Similar	Similar
Emergency preparedness	NA	NA	NA	47%	53%	Similar	Similar
In your neighborhood during the day	97%	97%	97%	98%	98%	Similar	Similar
In Sedona's downtown/commercial area during the day	90%	93%	95%	96%	95%	Similar	Similar
From property crime	74%	70%	77%	NA	93%	NA	Higher
From violent crime	82%	80%	86%	NA	95%	NA	Higher
From fire, flood, or other natural disaster	NA	NA	NA	NA	72%	NA	Similar

Table 8: Natural Environment

Natural Environment Items Percent rating positively (e.g., excellent/good)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall quality of natural environment in Sedona	NA	NA	NA	96%	92%	Similar	Higher
Cleanliness of Sedona	NA	NA	NA	95%	85%	Lower	Similar
Water resources	NA	NA	NA	NA	43%	NA	Lower
Air quality	NA	NA	NA	90%	77%	Lower	Similar
Preservation of natural areas	NA	NA	NA	63%	58%	Similar	Similar
Sedona open space	NA	NA	NA	59%	58%	Similar	Similar
Recycling	NA	NA	70%	80%	71%	Lower	Similar
Yard waste pick-up	NA	NA	NA	44%	48%	Similar	Much lower

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Table 9: Parks and Recreation

Parks and Recreation Items Percent rating positively (e.g., excellent/good)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall quality of parks and recreation opportunities	NA	NA	NA	NA	80%	NA	Similar
Availability of paths and walking trails	NA	NA	NA	83%	85%	Similar	Higher
City parks	63%	74%	71%	77%	75%	Similar	Similar
Recreational opportunities	59%	11%	70%	82%	81%	Similar	Higher
Recreation programs or classes	61%	63%	66%	54%	61%	Higher	Similar
Recreation centers or facilities	NA	NA	NA	62%	51%	Lower	Lower
Fitness opportunities	NA	NA	NA	80%	85%	Similar	Higher

Table 10: Health and Wellness

Health and Wellness Items Percent rating positively (e.g., excellent/good, excellent/very good)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall health and wellness opportunities in Sedona	NA	NA	NA	59%	70%	Higher	Similar
Health services	NA	47%	51%	46%	44%	Similar	Lower
Availability of affordable quality health care	33%	NA	34%	36%	38%	Similar	Lower
Availability of preventive health services	NA	NA	NA	42%	43%	Similar	Lower
Availability of affordable quality mental health care	NA	NA	NA	27%	26%	Similar	Lower
Availability of affordable quality food	NA	NA	NA	55%	58%	Similar	Similar
In very good to excellent health	NA	NA	NA	95%	97%	Similar	Higher

Table 11: Education, Arts, and Culture

Education, Arts, and Culture Items Percent rating positively (e.g., excellent/good)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall opportunities for education, culture, and the arts	NA	NA	NA	42%	59%	Higher	Similar
Opportunities to attend cultural/arts/music activities	NA	67%	63%	66%	62%	Similar	Similar
Opportunities to attend special events and festivals	NA	NA	NA	54%	64%	Higher	Similar
Community support for the arts	NA	NA	NA	NA	74%	NA	Similar

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Education, Arts, and Culture Items Percent rating positively (e.g., excellent/good)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Public library services	90%	92%	93%	89%	90%	Similar	Similar
Availability of affordable quality child care/preschool	10%	37%	12%	25%	19%	Lower	Much lower
K-12 education	NA	NA	NA	37%	31%	Similar	Much lower
Adult educational opportunities	NA	NA	NA	39%	50%	Higher	Similar

Table 12: Inclusivity and Engagement

Inclusivity and Engagement Items Percent rating positively (e.g., excellent/good)	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Residents' connection and engagement with their community	NA	NA	NA	NA	51%	NA	Similar
Sense of community	48%	56%	54%	49%	45%	Similar	Lower
Sense of civic/community pride	NA	NA	NA	NA	56%	NA	Similar
Neighborliness of Sedona	NA	NA	NA	63%	64%	Similar	Similar
Sedona as a place to raise children	65%	56%	54%	50%	38%	Lower	Much lower
Sedona as a place to retire	80%	81%	79%	79%	79%	Similar	Higher
Openness and acceptance of the community toward people of diverse backgrounds	NA	NA	NA	62%	58%	Similar	Similar
Making all residents feel welcome	NA	NA	NA	NA	61%	NA	Similar
Attracting people from diverse backgrounds	NA	NA	NA	NA	42%	NA	Lower
Valuing/respecting residents from diverse backgrounds	NA	NA	NA	NA	57%	NA	Similar
Taking care of vulnerable residents	NA	NA	NA	NA	49%	NA	Similar
Opportunities to participate in social events and activities	NA	NA	NA	61%	58%	Similar	Similar
Opportunities to volunteer	NA	NA	NA	84%	79%	Similar	Similar
Opportunities to participate in community matters	NA	NA	NA	69%	67%	Similar	Similar

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Table 13: Participation

Participation Items Percent having done each in last 12 months, or having done each a few times a week or more	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Contacted Sedona for help or information	66%	59%	71%	52%	56%	Similar	Higher
Contacted Sedona elected officials to express your opinion	NA	NA	NA	30%	34%	Similar	Higher
Attended a local public meeting	49%	50%	56%	38%	38%	Similar	Higher
Watched (online or on television) a local public meeting	NA	NA	NA	18%	29%	Higher	Similar
Volunteered your time to some group/activity in Sedona	63%	66%	67%	61%	52%	Lower	Higher
Campaigned or advocated for an issue, cause or candidate	NA	NA	NA	41%	35%	Lower	Higher
Voted in your most recent local election	NA	NA	NA	NA	83%	NA	Higher
Access the internet from your home using a computer, laptop or tablet computer	NA	NA	NA	NA	96%	NA	Similar
Access the internet from your cell phone	NA	NA	NA	NA	88%	NA	Similar
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	NA	NA	NA	NA	65%	NA	Lower
Use or check email	NA	NA	NA	NA	97%	NA	Similar
Share your opinions online	NA	NA	NA	NA	32%	NA	Similar
Shop online	NA	NA	NA	NA	60%	NA	Similar

Table 14: Focus Areas

Focus Areas Percent rating each as "essential" or "very important"	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall economic health of Sedona	NA	NA	NA	83%	79%	Similar	Lower
Overall quality of the transportation system in Sedona	NA	NA	NA	86%	80%	Lower	Similar
Overall design or layout of Sedona's residential and commercial areas	NA	NA	NA	82%	76%	Similar	Similar
Overall quality of the utility infrastructure in Sedona	NA	NA	NA	NA	81%	NA	Similar
Overall feeling of safety in Sedona	NA	NA	NA	78%	77%	Similar	Much lower
Overall quality of natural environment in Sedona	NA	NA	NA	90%	91%	Similar	Much higher
Overall quality of parks and recreation opportunities	NA	NA	NA	NA	81%	NA	Similar

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Focus Areas Percent rating each as "essential" or "very important"	2002	2004	2007	2017	2020	2020 rating compared to 2017	Comparison to benchmark
Overall health and wellness opportunities in Sedona	NA	NA	NA	77%	81%	Similar	Higher
Overall opportunities for education, culture, and the arts	NA	NA	NA	68%	71%	Similar	Similar
Residents' connection and engagement with their community	NA	NA	NA	78%	70%	Lower	Similar

Prior to 2020, 'Overall quality of the transportation system' was 'Overall ease of getting to the places you usually have to visit'. Differences in ratings may be at least partially attributable to changes in question wording and should be interpreted cautiously.