

# The City of Sedona 2020 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are anonymous and will be reported in group form only.

## 1. Please rate each of the following aspects of quality of life in Sedona.

|  | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|--|------------------|-------------|-------------|-------------|-------------------|
| Sedona as a place to live.....             | 1                | 2           | 3           | 4           | 5                 |
| Your neighborhood as a place to live ..... | 1                | 2           | 3           | 4           | 5                 |
| Sedona as a place to raise children.....   | 1                | 2           | 3           | 4           | 5                 |
| Sedona as a place to work.....             | 1                | 2           | 3           | 4           | 5                 |
| Sedona as a place to visit.....            | 1                | 2           | 3           | 4           | 5                 |
| Sedona as a place to retire.....           | 1                | 2           | 3           | 4           | 5                 |
| The overall quality of life in Sedona..... | 1                | 2           | 3           | 4           | 5                 |
| Sense of community .....                   | 1                | 2           | 3           | 4           | 5                 |

## 2. Please rate each of the following characteristics as they relate to Sedona as a whole.

|  | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|--|------------------|-------------|-------------|-------------|-------------------|
| Overall economic health of Sedona .....  | 1                | 2           | 3           | 4           | 5                 |
| Overall quality of the transportation system (auto, bicycle, foot, bus) in Sedona .....                                    | 1                | 2           | 3           | 4           | 5                 |
| Overall design or layout of Sedona's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.) ..... | 1                | 2           | 3           | 4           | 5                 |
| Overall quality of the utility infrastructure in Sedona (water, sewer, storm water, electric/gas) .....                    | 1                | 2           | 3           | 4           | 5                 |
| Overall feeling of safety in Sedona.....   | 1                | 2           | 3           | 4           | 5                 |
| Overall quality of natural environment in Sedona.....  | 1                | 2           | 3           | 4           | 5                 |
| Overall quality of parks and recreation opportunities.....   | 1                | 2           | 3           | 4           | 5                 |
| Overall health and wellness opportunities in Sedona.....   | 1                | 2           | 3           | 4           | 5                 |
| Overall opportunities for education, culture and the arts.....   | 1                | 2           | 3           | 4           | 5                 |
| Residents' connection and engagement with their community .....  | 1                | 2           | 3           | 4           | 5                 |

## 3. Please indicate how likely or unlikely you are to do each of the following.

|   | <u>Very likely</u> | <u>Somewhat likely</u> | <u>Somewhat unlikely</u> | <u>Very unlikely</u> | <u>Don't know</u> |
|---|--------------------|------------------------|--------------------------|----------------------|-------------------|
| Recommend living in Sedona to someone who asks..... | 1                  | 2                      | 3                        | 4                    | 5                 |
| Remain in Sedona for the next five years.....       | 1                  | 2                      | 3                        | 4                    | 5                 |

## 4. Please rate how safe or unsafe you feel:

|   | <u>Very safe</u> | <u>Somewhat safe</u> | <u>Neither safe nor unsafe</u> | <u>Somewhat unsafe</u> | <u>Very unsafe</u> | <u>Don't know</u> |
|---|------------------|----------------------|--------------------------------|------------------------|--------------------|-------------------|
| In your neighborhood during the day.....                  | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |
| In Sedona's downtown/commercial area during the day ..... | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |
| From property crime .....                                 | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |
| From violent crime.....                                   | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |
| From fire, flood or other natural disaster.....           | 1                | 2                    | 3                              | 4                      | 5                  | 6                 |

## 5. Please rate the job you feel the Sedona community does at each of the following.

|   | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Making all residents feel welcome .....                                       | 1                | 2           | 3           | 4           | 5                 |
| Attracting people from diverse backgrounds.....                               | 1                | 2           | 3           | 4           | 5                 |
| Valuing/respecting residents from diverse backgrounds.....                    | 1                | 2           | 3           | 4           | 5                 |
| Taking care of vulnerable residents (elderly, disabled, homeless, etc.) ..... | 1                | 2           | 3           | 4           | 5                 |

## 6. Please rate each of the following characteristics as they relate to Sedona as a whole.

|   | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Overall quality of business and service establishments in Sedona..... | 1                | 2           | 3           | 4           | 5                 |
| Variety of business and service establishments in Sedona.....         | 1                | 2           | 3           | 4           | 5                 |
| Vibrancy of downtown/commercial area.....                             | 1                | 2           | 3           | 4           | 5                 |
| Employment opportunities.....   | 1                | 2           | 3           | 4           | 5                 |
| Shopping opportunities.....   | 1                | 2           | 3           | 4           | 5                 |
| Cost of living in Sedona.....   | 1                | 2           | 3           | 4           | 5                 |
| Overall image or reputation of Sedona.....                            | 1                | 2           | 3           | 4           | 5                 |

**7. Please rate each of the following characteristics as they relate to Sedona as a whole.**

|   | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Traffic flow on major streets.....  | 1                | 2           | 3           | 4           | 5                 |
| Ease of public parking.....   | 1                | 2           | 3           | 4           | 5                 |
| Ease of travel by car in Sedona.....  | 1                | 2           | 3           | 4           | 5                 |
| Ease of travel by public transportation in Sedona.....                                | 1                | 2           | 3           | 4           | 5                 |
| Ease of travel by bicycle in Sedona.....  | 1                | 2           | 3           | 4           | 5                 |
| Ease of walking in Sedona.....  | 1                | 2           | 3           | 4           | 5                 |
| Well-planned residential growth.....  | 1                | 2           | 3           | 4           | 5                 |
| Well-planned commercial growth.....   | 1                | 2           | 3           | 4           | 5                 |
| Well-designed neighborhoods.....  | 1                | 2           | 3           | 4           | 5                 |
| Preservation of the historical or cultural character of the community.....            | 1                | 2           | 3           | 4           | 5                 |
| Public places where people want to spend time.....                                    | 1                | 2           | 3           | 4           | 5                 |
| Variety of housing options.....   | 1                | 2           | 3           | 4           | 5                 |
| Availability of affordable quality housing.....                                       | 1                | 2           | 3           | 4           | 5                 |
| Overall quality of new development in Sedona.....                                     | 1                | 2           | 3           | 4           | 5                 |
| Overall appearance of Sedona.....   | 1                | 2           | 3           | 4           | 5                 |
| Cleanliness of Sedona.....  | 1                | 2           | 3           | 4           | 5                 |
| Water resources (beaches, lakes, ponds, riverways, etc.).....                         | 1                | 2           | 3           | 4           | 5                 |
| Air quality.....  | 1                | 2           | 3           | 4           | 5                 |
| Availability of paths and walking trails.....   | 1                | 2           | 3           | 4           | 5                 |
| Fitness opportunities (including exercise classes and paths or trails, etc.)....      | 1                | 2           | 3           | 4           | 5                 |
| Recreational opportunities.....   | 1                | 2           | 3           | 4           | 5                 |
| Availability of affordable quality food.....  | 1                | 2           | 3           | 4           | 5                 |
| Availability of affordable quality health care.....                                   | 1                | 2           | 3           | 4           | 5                 |
| Availability of preventive health services.....                                       | 1                | 2           | 3           | 4           | 5                 |
| Availability of affordable quality mental health care.....                            | 1                | 2           | 3           | 4           | 5                 |
| Opportunities to attend cultural/arts/music activities.....                           | 1                | 2           | 3           | 4           | 5                 |
| Community support for the arts.....   | 1                | 2           | 3           | 4           | 5                 |
| Availability of affordable quality childcare/preschool.....                           | 1                | 2           | 3           | 4           | 5                 |
| K-12 education.....   | 1                | 2           | 3           | 4           | 5                 |
| Adult educational opportunities.....  | 1                | 2           | 3           | 4           | 5                 |
| Sense of civic/community pride.....   | 1                | 2           | 3           | 4           | 5                 |
| Neighborliness of residents in Sedona.....  | 1                | 2           | 3           | 4           | 5                 |
| Opportunities to participate in social events and activities.....                     | 1                | 2           | 3           | 4           | 5                 |
| Opportunities to attend special events and festivals.....                             | 1                | 2           | 3           | 4           | 5                 |
| Opportunities to volunteer.....   | 1                | 2           | 3           | 4           | 5                 |
| Opportunities to participate in community matters.....                                | 1                | 2           | 3           | 4           | 5                 |
| Openness and acceptance of the community toward people<br>of diverse backgrounds..... | 1                | 2           | 3           | 4           | 5                 |

**8. Please indicate whether or not you have done each of the following in the last 12 months.**

|  | <u>No</u> | <u>Yes</u> |
|--|-----------|------------|
| Contacted the City of Sedona (in-person, phone, email or web) for help or information.....   | 1         | 2          |
| Contacted Sedona elected officials (in-person, phone, email or web) to express your opinion.....   | 1         | 2          |
| Attended a local public meeting (of local elected officials like City Council or County<br>Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)..... | 1         | 2          |
| Watched (online or on television) a local public meeting.....  | 1         | 2          |
| Volunteered your time to some group/activity in Sedona.....  | 1         | 2          |
| Campaigned or advocated for a local issue, cause or candidate.....   | 1         | 2          |
| Voted in your most recent local election.....  | 1         | 2          |
| Used bus, rail, subway or other public transportation instead of driving.....  | 1         | 2          |
| Carpooled with other adults or children instead of driving alone.....  | 1         | 2          |
| Walked or biked instead of driving.....  | 1         | 2          |

# The City of Sedona 2020 Community Survey

## 9. Please rate the quality of each of the following services in Sedona.

|   | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| Public information services.....  | 1                | 2           | 3           | 4           | 5                 |
| Economic development.....   | 1                | 2           | 3           | 4           | 5                 |
| Traffic enforcement.....  | 1                | 2           | 3           | 4           | 5                 |
| Traffic signal timing.....  | 1                | 2           | 3           | 4           | 5                 |
| Street repair.....  | 1                | 2           | 3           | 4           | 5                 |
| Street cleaning.....  | 1                | 2           | 3           | 4           | 5                 |
| Street lighting.....  | 1                | 2           | 3           | 4           | 5                 |
| Snow removal.....   | 1                | 2           | 3           | 4           | 5                 |
| Sidewalk maintenance.....   | 1                | 2           | 3           | 4           | 5                 |
| Bus or transit services.....  | 1                | 2           | 3           | 4           | 5                 |
| Land use, planning, and zoning.....   | 1                | 2           | 3           | 4           | 5                 |
| Code enforcement (weeds, abandoned buildings, etc.).....  | 1                | 2           | 3           | 4           | 5                 |
| Affordable high-speed internet access.....  | 1                | 2           | 3           | 4           | 5                 |
| Garbage collection.....   | 1                | 2           | 3           | 4           | 5                 |
| Drinking water.....   | 1                | 2           | 3           | 4           | 5                 |
| Sewer services.....   | 1                | 2           | 3           | 4           | 5                 |
| Storm water management (storm drainage, dams, levees, etc.).....  | 1                | 2           | 3           | 4           | 5                 |
| Power (electric and/or gas) utility.....  | 1                | 2           | 3           | 4           | 5                 |
| Utility billing.....  | 1                | 2           | 3           | 4           | 5                 |
| Police/Sheriff services.....  | 1                | 2           | 3           | 4           | 5                 |
| Crime prevention.....   | 1                | 2           | 3           | 4           | 5                 |
| Animal control.....   | 1                | 2           | 3           | 4           | 5                 |
| Ambulance or emergency medical services.....  | 1                | 2           | 3           | 4           | 5                 |
| Fire services.....  | 1                | 2           | 3           | 4           | 5                 |
| Fire prevention and education.....  | 1                | 2           | 3           | 4           | 5                 |
| Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)..... | 1                | 2           | 3           | 4           | 5                 |
| Preservation of natural areas (open space, farmlands and greenbelts).....   | 1                | 2           | 3           | 4           | 5                 |
| Sedona open space.....  | 1                | 2           | 3           | 4           | 5                 |
| Recycling.....  | 1                | 2           | 3           | 4           | 5                 |
| Yard waste pick-up.....   | 1                | 2           | 3           | 4           | 5                 |
| City parks.....   | 1                | 2           | 3           | 4           | 5                 |
| Recreation programs or classes.....   | 1                | 2           | 3           | 4           | 5                 |
| Recreation centers or facilities.....   | 1                | 2           | 3           | 4           | 5                 |
| Health services.....  | 1                | 2           | 3           | 4           | 5                 |
| Public library services.....  | 1                | 2           | 3           | 4           | 5                 |
| Overall customer service by Sedona employees (police, receptionists, planners, etc.).....                             | 1                | 2           | 3           | 4           | 5                 |

## 10. Please rate the following categories of Sedona government performance.

|   | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| The value of services for the taxes paid to Sedona.....               | 1                | 2           | 3           | 4           | 5                 |
| The overall direction that Sedona is taking.....                      | 1                | 2           | 3           | 4           | 5                 |
| The job Sedona government does at welcoming resident involvement..... | 1                | 2           | 3           | 4           | 5                 |
| Overall confidence in Sedona government.....                          | 1                | 2           | 3           | 4           | 5                 |
| Generally acting in the best interest of the community.....           | 1                | 2           | 3           | 4           | 5                 |
| Being honest.....   | 1                | 2           | 3           | 4           | 5                 |
| Being open and transparent to the public.....                         | 1                | 2           | 3           | 4           | 5                 |
| Informing residents about issues facing the community.....            | 1                | 2           | 3           | 4           | 5                 |
| Treating all residents fairly.....                                    | 1                | 2           | 3           | 4           | 5                 |
| Treating residents with respect.....                                  | 1                | 2           | 3           | 4           | 5                 |

**11. Overall, how would you rate the quality of the services provided by each of the following?**

|                             | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>Don't know</u> |
|-----------------------------|------------------|-------------|-------------|-------------|-------------------|
| The City of Sedona.....     | 1                | 2           | 3           | 4           | 5                 |
| The Federal Government..... | 1                | 2           | 3           | 4           | 5                 |

**12. Please rate how important, if at all, you think it is for the Sedona community to focus on each of the following in the coming two years.**

|   | <u>Essential</u> | <u>Very important</u> | <u>Somewhat important</u> | <u>Not at all important</u> |
|---|------------------|-----------------------|---------------------------|-----------------------------|
| Overall economic health of Sedona .....   | 1                | 2                     | 3                         | 4                           |
| Overall quality of the transportation system (auto, bicycle, foot, bus) in Sedona.....                                    | 1                | 2                     | 3                         | 4                           |
| Overall design or layout of Sedona's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)..... | 1                | 2                     | 3                         | 4                           |
| Overall quality of the utility infrastructure in Sedona (water, sewer, storm water, electric/gas) .....                   | 1                | 2                     | 3                         | 4                           |
| Overall feeling of safety in Sedona.....  | 1                | 2                     | 3                         | 4                           |
| Overall quality of natural environment in Sedona.....   | 1                | 2                     | 3                         | 4                           |
| Overall quality of parks and recreation opportunities.....  | 1                | 2                     | 3                         | 4                           |
| Overall health and wellness opportunities in Sedona.....  | 1                | 2                     | 3                         | 4                           |
| Overall opportunities for education, culture and the arts .....   | 1                | 2                     | 3                         | 4                           |
| Residents' connection and engagement with their community .....   | 1                | 2                     | 3                         | 4                           |

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

- Excellent       Good       Fair       Poor       Don't know

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

- More of a role       Less of a role       About the same role

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

|  | <u>Very likely</u> | <u>Somewhat likely</u> | <u>Somewhat unlikely</u> | <u>Very unlikely</u> | <u>Don't know</u> |
|--|--------------------|------------------------|--------------------------|----------------------|-------------------|
| City website (www.sedonaaz.gov) and eNotify emails.....              | 1                  | 2                      | 3                        | 4                    | 5                 |
| Local newspapers (Red Rock News) and websites (www.Sedona.biz) ..... | 1                  | 2                      | 3                        | 4                    | 5                 |
| Local radio stations (100.1, NPR on 103.3 or 88.7, etc.) .....       | 1                  | 2                      | 3                        | 4                    | 5                 |
| City Council meetings and other public meetings.....                 | 1                  | 2                      | 3                        | 4                    | 5                 |
| Talking with City officials and staff members.....                   | 1                  | 2                      | 3                        | 4                    | 5                 |
| City communications via social media.....                            | 1                  | 2                      | 3                        | 4                    | 5                 |
| Word-of-mouth .....  | 1                  | 2                      | 3                        | 4                    | 5                 |
| City's annual newsletter.....  | 1                  | 2                      | 3                        | 4                    | 5                 |

**16. 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?**

|  | <u>2 times a week or more</u> | <u>2-4 times a month</u> | <u>Once a month or less</u> | <u>Not at all</u> |
|--|-------------------------------|--------------------------|-----------------------------|-------------------|
| Used the Sedona Community Pool .....                 | 1                             | 2                        | 3                           | 4                 |
| Used the Splash Pad.....                             | 1                             | 2                        | 3                           | 4                 |
| Visited Sunset Park.....                             | 1                             | 2                        | 3                           | 4                 |
| Visited Posse Grounds Park.....                      | 1                             | 2                        | 3                           | 4                 |
| Attended an event at the Posse Grounds Pavilion..... | 1                             | 2                        | 3                           | 4                 |
| Used the dog park.....                               | 1                             | 2                        | 3                           | 4                 |
| Used the Sedona Hub .....                            | 1                             | 2                        | 3                           | 4                 |

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

- Strongly support       Somewhat support       Somewhat oppose       Strongly oppose       Don't know

**18. 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?**

- Strongly support       Somewhat support       Somewhat oppose       Strongly oppose       Don't know

# The City of Sedona 2020 Community Survey

**Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.**

**D1. In general, how many times do you:**

|   | Several<br>times a day | Once<br>a day | A few times<br>a week | Every<br>few weeks | Less often<br>or never | Don't<br>know |
|---|------------------------|---------------|-----------------------|--------------------|------------------------|---------------|
| Access the internet from your home using a computer, laptop or tablet computer..... | 1                      | 2             | 3                     | 4                  | 5                      | 6             |
| Access the internet from your cell phone.....                                       | 1                      | 2             | 3                     | 4                  | 5                      | 6             |
| Visit social media sites such as Facebook, Twitter, WhatsApp, etc. ....             | 1                      | 2             | 3                     | 4                  | 5                      | 6             |
| Use or check email.....   | 1                      | 2             | 3                     | 4                  | 5                      | 6             |
| Share your opinions online.....   | 1                      | 2             | 3                     | 4                  | 5                      | 6             |
| Shop online.....  | 1                      | 2             | 3                     | 4                  | 5                      | 6             |

**D2. Would you say that in general your health is:**

- Excellent   
  Very good   
  Good   
  Fair   
  Poor

**D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?**

**Do you think the impact will be:**

- Very positive   
  Somewhat positive   
  Neutral   
  Somewhat negative   
  Very negative

**D4. How many years have you lived in Sedona?**

- Less than 2 years  
 2-5 years  
 6-10 years  
 11-20 years  
 More than 20 years

**D5. Which best describes the building you live in?**

- One family house detached from any other houses  
 Building with two or more homes (duplex, townhome, apartment or condominium)  
 Mobile home  
 Other

**D6. Do you rent or own your home?**

- Rent  
 Own

**D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?**

- Less than \$500             \$2,000 to \$2,499  
 \$500 to \$999             \$2,500 to \$2,999  
 \$1,000 to \$1,499         \$3,000 to \$3,499  
 \$1,500 to \$1,999         \$3,500 or more

**D8. Do any children 17 or under live in your household?**

- No     Yes

**D9. Are you or any other members of your household aged 65 or older?**

- No     Yes

**D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)**

- Less than \$25,000     \$75,000 to \$99,999  
 \$25,000 to \$49,999     \$100,000 to \$149,999  
 \$50,000 to \$74,999     \$150,000 or more

**D11. Are you Spanish, Hispanic or Latino?**

- No, not Spanish, Hispanic or Latino  
 Yes, I consider myself to be Spanish, Hispanic or Latino

**D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)**

- American Indian or Alaskan Native  
 Asian, Asian Indian or Pacific Islander  
 Black or African American  
 White  
 Other

**D13. In which category is your age?**

- 18-24 years             55-64 years  
 25-34 years             65-74 years  
 35-44 years             75 years or older  
 45-54 years

**D14. What is your gender?**

- Female  
 Male  
 Identify in another way

**Thank you!** Please return the completed survey in the postage-paid envelope to:  
**National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502**