

# City of Flagstaff Citizen Survey 2009

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# *City of Flagstaff Citizen Survey 2009*

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## *Executive Summary*

- The Social Research Laboratory at Northern Arizona University conducted a survey of Flagstaff residents on behalf of the City of Flagstaff for the seventh time in as many years. In March and April 2009, 402 randomly-selected Flagstaff residents were surveyed by telephone.
- Seventy-seven percent of survey respondents say the City is doing an “excellent” or “good” job providing municipal services. This represents an increase of seven percent from the most recent survey in 2007.
- Twenty-nine percent of Flagstaff residents say that the quality of life in the city has gotten better since they moved here. This 29 percent figure is the highest recorded for this question in the seven times this survey has been conducted, tied with 2003 and 2001.
- “Improving traffic conditions” remains the most common suggestion for improving the quality of life in Flagstaff. “Improving parks and recreation programs and other programs for youth” and “Managing growth and zoning” are also frequently suggested.
- The percentage of Flagstaff residents providing a positive evaluation (meaning a rating of “excellent” or “good”) to individual municipal services ranges from 91 percent for Garbage Collection Services to 33 percent for Building and Planning Services.
- Of the fourteen municipal services rated, nine received their highest-ever positive ratings in the eight-year history of this survey.
- Fifty percent of residents would pay an additional two dollars per month on their utility bill to fund sustainability services, 31 percent would pay an additional three dollars per month, and 23 percent would pay an additional four dollars per month.
- Ninety-two percent agree that the City should use prescribed burns to maintain forest health, and 85 percent think that property owners should be required by law to remove excess vegetation around their property to protect against wildfire.
- Forty-five percent drive out of town to buy items not available here “very often” or “sometimes”; 64 percent shop online for this reason “very often” or “sometimes.”
- Fifty-five percent of residents think that City parks are “very well maintained,” and 41 percent think that City parks are “very safe” to visit.
- Seventy-seven percent of Flagstaff residents visited a Flagstaff Public Library branch in the past year. Forty-one percent have visited the Library website at least once.
- Eighty percent would support extending the City sales tax, 78 percent would support extending the BBB tax, and 74 percent would support a sales tax increase to pay for future water projects.

## ***Methodology***

The City of Flagstaff commissioned the Social Research Laboratory at Northern Arizona University to conduct a survey of Flagstaff residents. The Social Research Laboratory conducted similar surveys in January 2007, December 2005, December 2004, December 2003, November 2002, September 2001, and December 2000. The current survey focused on residents' evaluations of municipal services, issues related to sustainability and environmental management, fire management, parks and recreation, libraries, sales taxes, and other local issues. The survey instrument was collaboratively developed by the City of Flagstaff and the Social Research Laboratory, and featured a core block of questions from previous surveys as well as a series of new questions. Once the survey instrument was written, it was thoroughly pre-tested before data collection was initiated.

The current survey was conducted between March 23 and April 13, 2009 with 402 randomly-selected Flagstaff residents, 18 years of age and older. All adult respondents were screened for living within the Flagstaff city limits and considering Flagstaff to be their primary place of residence. Calling took place every day of the week, with afternoon and evening shifts.

The survey utilized a random-digit dial (RDD) sampling technique to generate a representative sample of households living in the Flagstaff area. RDD produces a more representative sample of the population than other sampling methods because all households with working telephones have an equal chance of being contacted. Listed and unlisted residential households have similar probabilities of being included in the RDD study.

Survey fielding was conducted using Computer Assisted Telephone Interviewing (CATI) technology. CATI is a system in which computers are employed to increase the accuracy, flexibility, and efficiency of telephone surveys. The computer system maintains a database of phone numbers, engages the sampling process, schedules callbacks, and records the disposition of each call. Interviewers are trained on interviewing protocol and use of the CATI system prior to the fielding of the survey. Interviewers view survey questions on the computer screen in a programmed sequence and record respondents' answers with the use of a keyboard. Data entry errors are decreased using this system.

### **Margin of Error**

The "sampling error" associated with a 402-person sample drawn from a population the size of Flagstaff is +/- 4.9 percent at a 95 percent confidence level. "Sampling error" is a social science term that describes the probable difference between interviewing everyone in a given population and interviewing a sample drawn from that population. The percentages obtained in telephone surveys such as these are estimates of what the percentage would be if the entire population had been surveyed.

Thus, if 50 percent of those in the sample are found to agree with a particular statement, the actual percentage of agreement in the population from which the sample is drawn would be between 45.1 percent and 54.9 percent. The 95 percent confidence level means that this +/- 4.9 percent margin of error would occur in 95 out of 100 samples of this size drawn from the city of Flagstaff. Sampling error increases as the sample size is reduced. This must be kept in mind when comparing the responses of different groups within the sample (e.g., men versus women).

Smaller numbers of respondents on any question translate into higher margins of error. Total responses to some questions may be greater or less than 100 percent. In some tables, “Don’t know” and/or “refused” responses are considered to be “missing data” and are not included in the total respondents. Additionally, all figures are rounded to whole numbers.

## **Survey Implementation**

Once a phone contact was initiated, trained interviewers introduced the survey to potential respondents by identifying the name of the calling center and the purpose of the survey. Respondents were assured that nothing was being sold or solicited, and they were guaranteed confidentiality of responses. Respondents were asked for their consent to take the survey and told the survey would take approximately 10 minutes to complete.

Every effort was made to obtain the highest possible completion rate. Several techniques were employed to achieve this goal. Survey fielding utilized an established pattern of callbacks to minimize non-sampling errors that occur from certain types of people not being available at particular times of the day. Also, a refusal conversion process helped to maintain the integrity of the original sampling framework and minimize non-response bias in sampling.

In the refusal conversion process, declined interviews were reattempted using a prescribed call-back schedule. The first time a respondent declined to participate in the survey, the respondent was coded as a “soft-refusal.” The telephone number was returned to the sample database and called again by a skilled “refusal converter,” an interviewer specially trained to convert refusals into completed interviews. If a respondent refused a second time, they were coded as a “medium refusal” and re-contacted by a skilled interviewer in an attempt to complete the interview. If the respondent refused a third time, they were coded as a “hard refusal” and their number was removed from the sample database.

Telephone numbers that were busy, rang without answer, or answered by an answering machine were called a minimum of ten times at different hours of different days before being removed from the sample database. Once “dead,” another phone number in the sample was substituted for the original number. This “call-back” procedure minimized the possibility of nonrandom bias from entering into the data.

## **Quality Control**

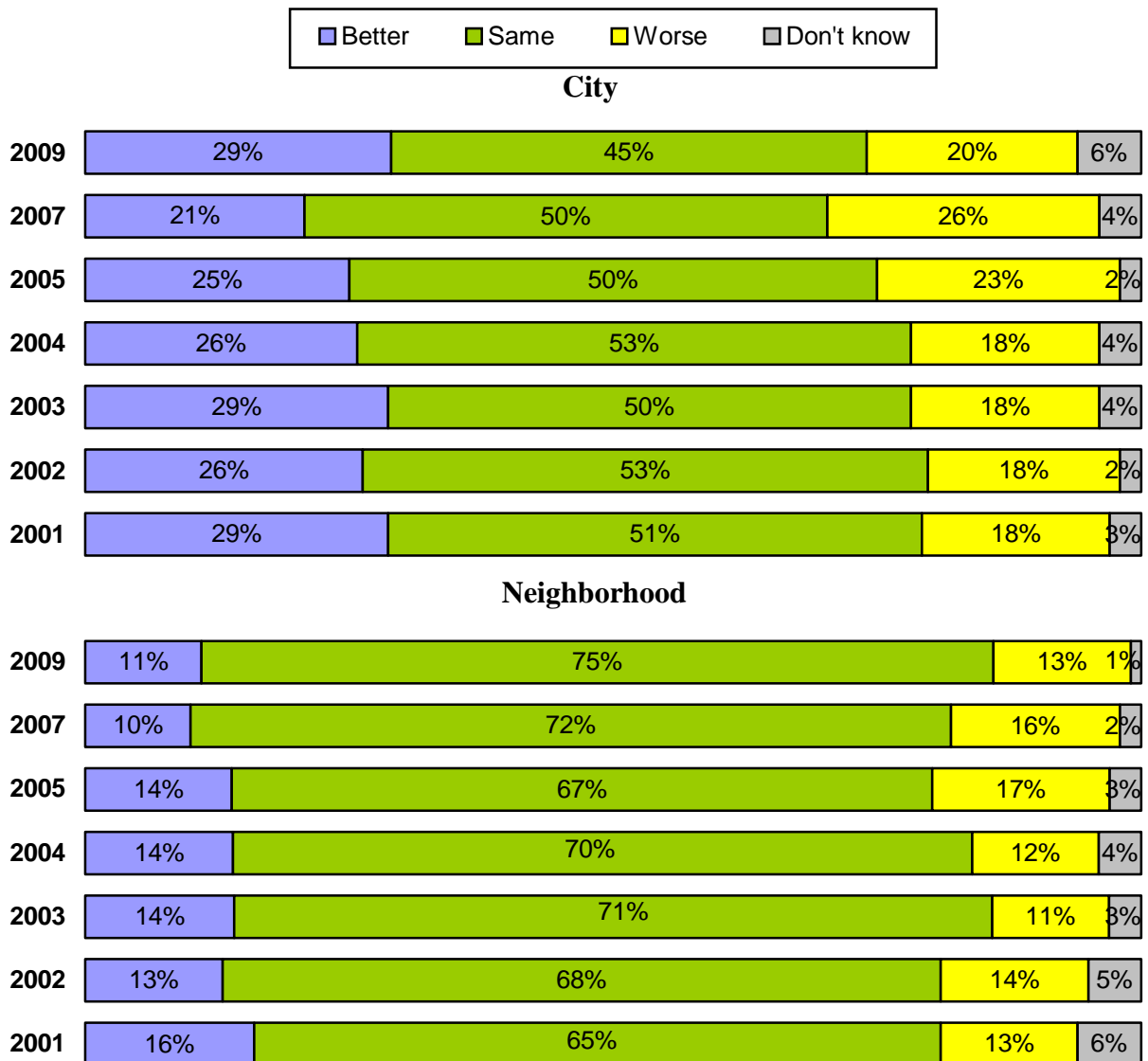
The Social Research Laboratory utilized several quality checks in the collection of data. All interviewers were thoroughly trained in telephone surveying methodology prior to interviewing. After several general training sessions, interviewers received training specific to this project and remained in practice mode until maximum proficiency was reached. Once an interviewer was prepared to administer the survey, supervisors performed frequent and regular monitoring of calls and data collection. Supervisors trained to check on the accuracy and validity of data collection completed a “supervisor call-back” of randomly selected calls. Each calling shift held a pre-shift meeting that prepped interviewers on updates and changes in survey procedures. Interviewer meetings were held regularly and meetings with calling center staff were also held throughout the fielding of the survey to address questions that may have arisen. Survey results were weighted by gender to address sampling imbalances.

## Report of Survey Results

### Quality of Life

More Flagstaff residents say that quality of life in the city has gotten better since they moved here (29%) than say that things have gotten worse (20%). This 29 percent figure represents the highest figure recorded for this question in the seven times this survey has been conducted, tied with 2003 and 2001.

**Figure 1: Flagstaff Quality of Life**

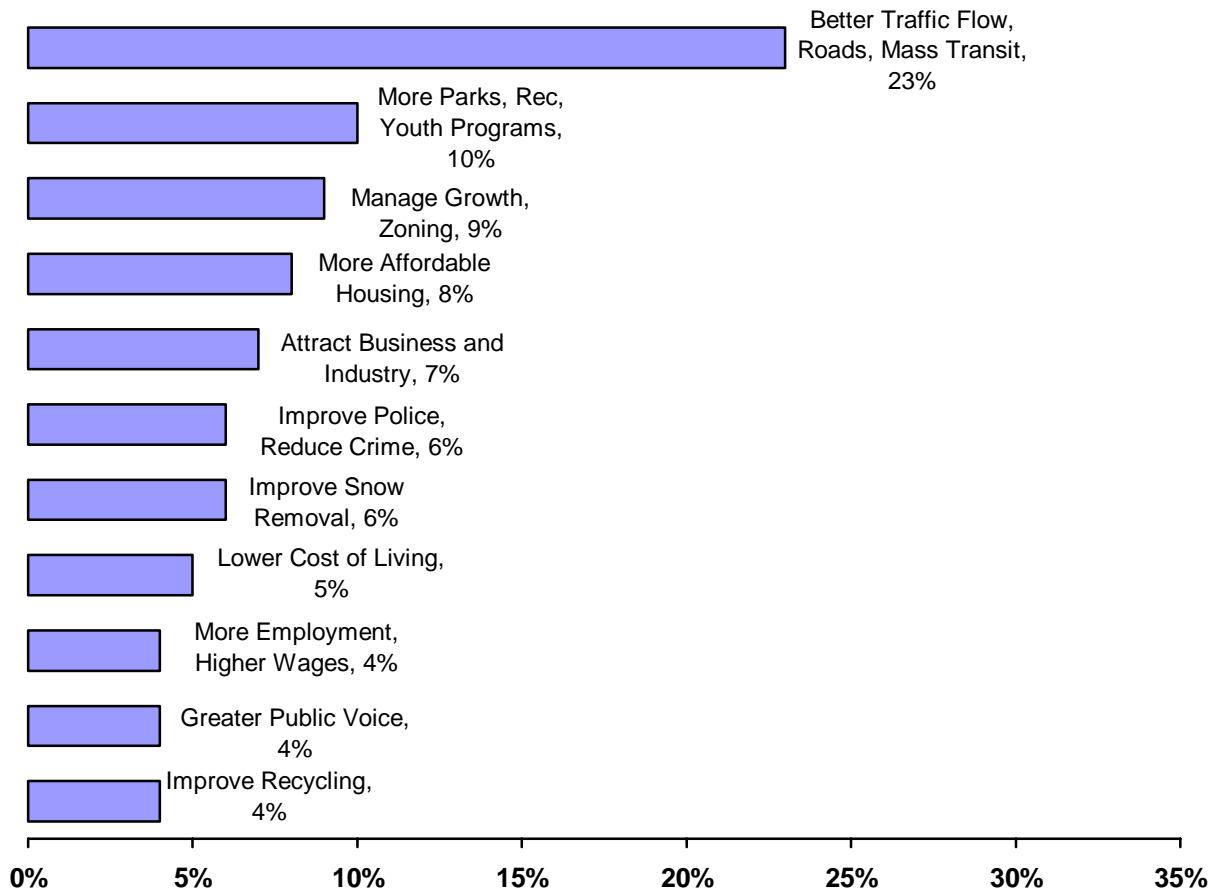


Seventy-five percent of Flagstaff residents believe the quality of life in their neighborhood has stayed about the same during the past year. Eleven percent of residents say it has improved and 13 percent say it has gotten worse. The 75 percent figure is the highest in this survey's history.

Respondents were asked, “What is the one thing that the City of Flagstaff can do to most improve the quality of life in Flagstaff?” Open-ended responses were categorized and analyzed. Similar to previous years, “Improving traffic conditions” is the most popular improvement suggested by Flagstaff residents (23 percent of respondent suggestions – see Figure 2). Ten percent of respondents think Flagstaff’s quality of life would be most improved if the City improved parks and recreation programs and other programs for youth.

Verbatim responses to this open-ended question are reported in Appendix A.

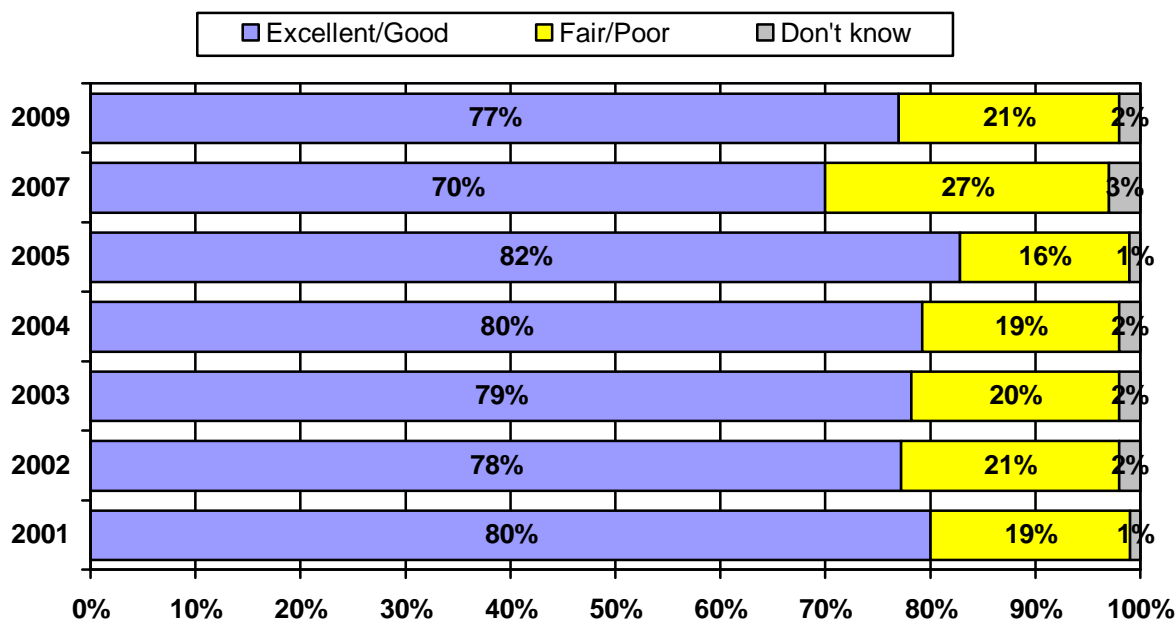
**Figure 2: Top Improvements**



## Municipal Services

Overall satisfaction with City of Flagstaff municipal services rebounded this year after their lowest-ever rating in 2007. Seventy-seven percent of respondents say Flagstaff is doing an “excellent” or “good” job of providing municipal services to the public (Figure 3). Twenty-one percent of residents say the city is only doing a “fair” or “poor” job of providing services, compared to 27 percent in the previous survey.

**Figure 3: Evaluation of Municipal Services, 2001-2009**

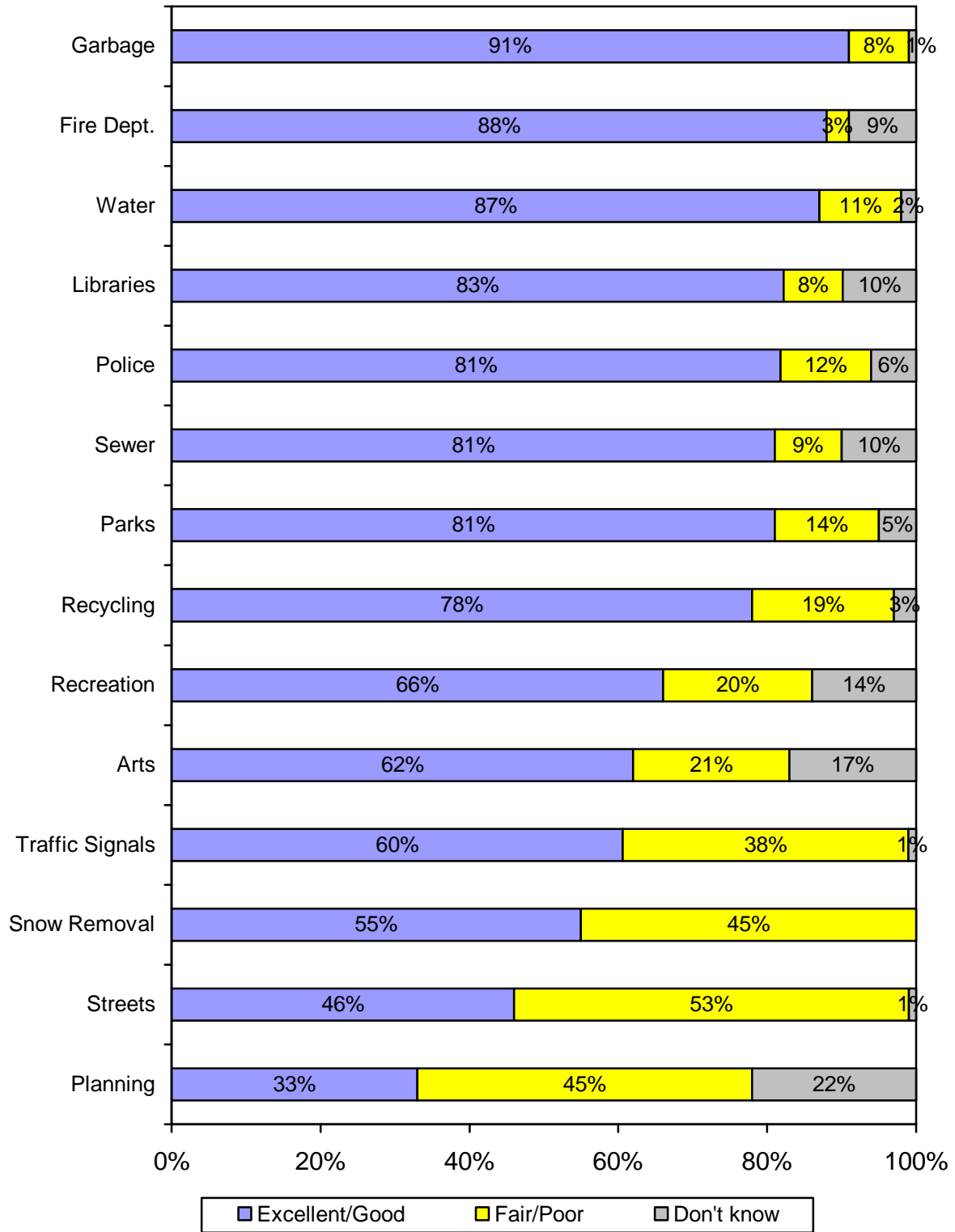


Survey respondents were asked to rate the quality of 14 different Flagstaff municipal services as “excellent,” “good,” “fair,” or “poor” (see Figure 4). The percentage of Flagstaff residents providing a positive evaluation (meaning a rating of “excellent” or “good”) ranges from 91 percent for Garbage Collection Services to 33 percent for Building and Planning Services.

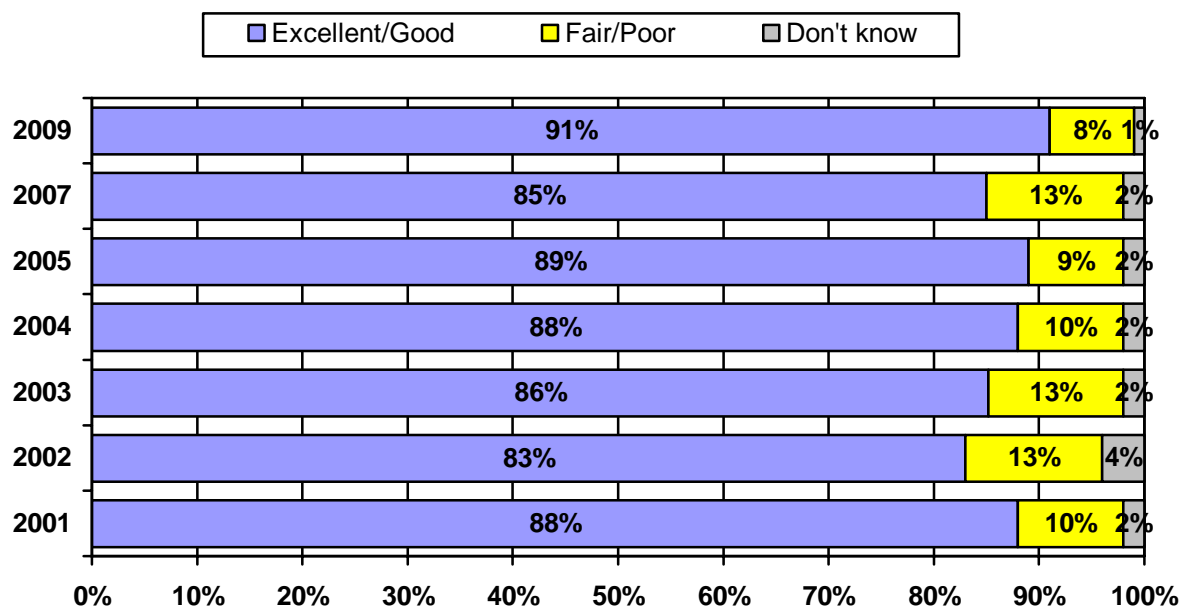
Nine of 14 municipal services receive positive responses from at least two-thirds (66%) of respondents: Garbage Collection Services, Fire Department, Water Services, Libraries, Police Department, Sewer Services, Parks, Recycling, and Recreation. Of the five services below the 66 percent threshold, two are relatively unfamiliar to the public. When asked to rate Community Arts and Cultural Planning and Building and Planning Services, 17 percent and 22 percent of survey respondents, respectively, indicate they are not familiar with these services. This reduces overall positive evaluations of these services.

Only two services, Street Maintenance and Building and Planning Services, are rated negatively overall (i.e., larger proportions of respondents rate these services as “fair” or “poor” rather than “excellent” or “good”). Figures 5-18, below, report cumulative ratings for each service during the 2001-2009 period.

**Figure 4: Evaluation of Municipal Services, 2009**

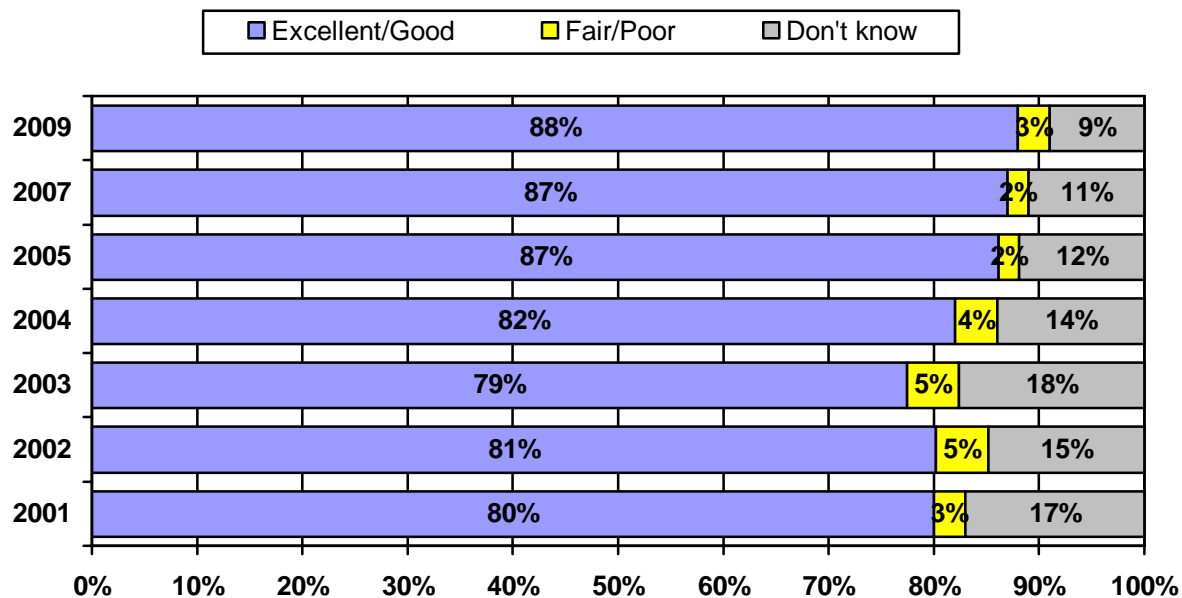


**Figure 5: Evaluation of Garbage Collection, 2001-2009**



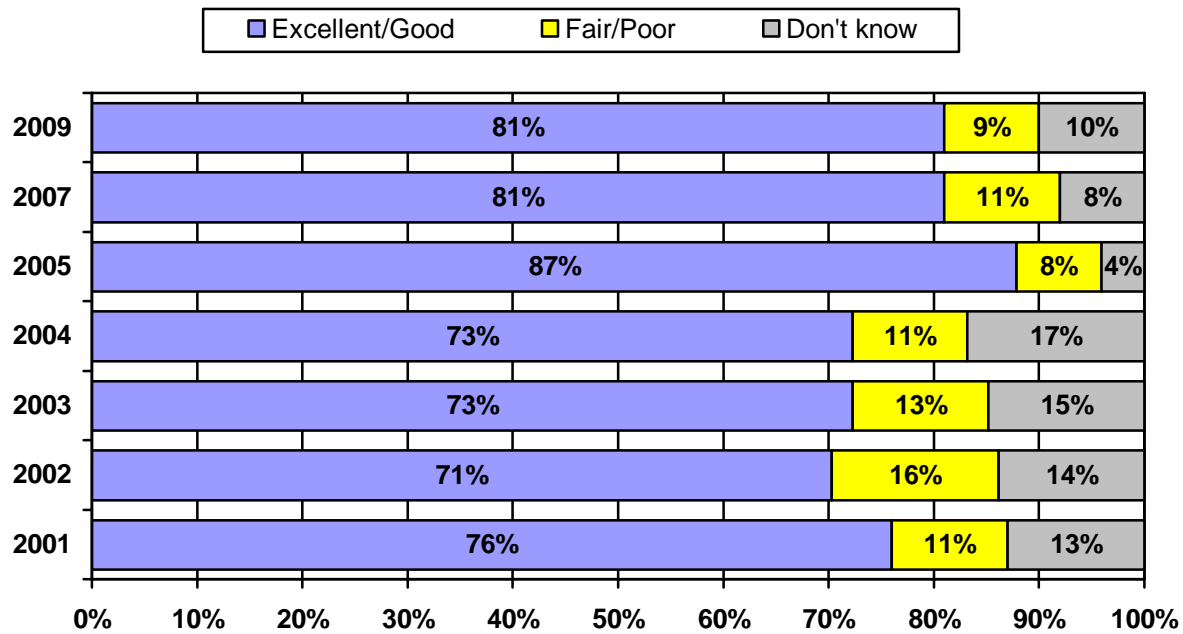
Flagstaff Garbage Collection Services is the highest-rated municipal service this year, rated positively by 91 percent of respondents (Figure 5). This is the highest-ever rating for Garbage Collection.

**Figure 6: Evaluation of Fire Department, 2001-2009**



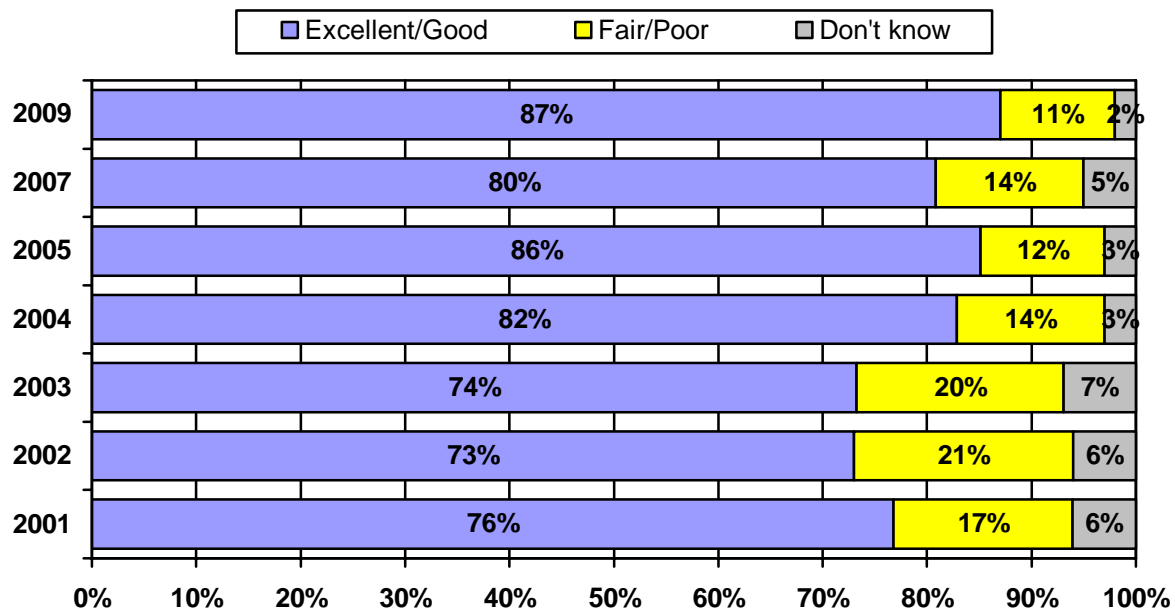
This year, eighty-eight percent of respondents evaluated the Fire Department as “excellent” or “good” (Figure 6), its highest-ever rating.

**Figure 7: Evaluation of Sewers, 2001-2009**



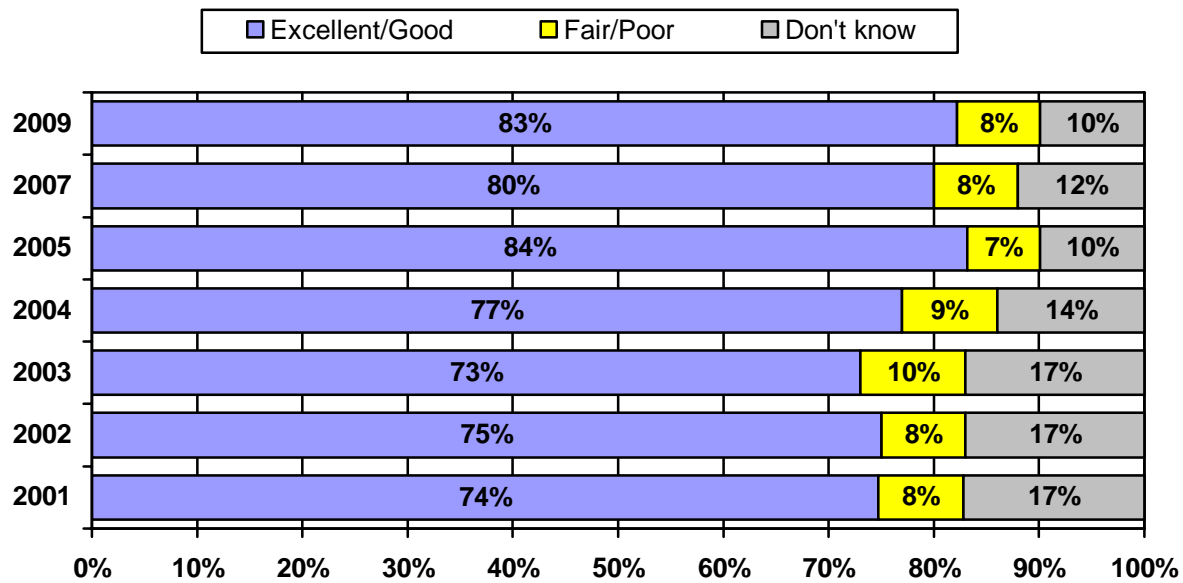
The positive rating of Flagstaff Sewer Services remains high at 81 percent this year (Figure 7).

**Figure 8: Evaluation of Water Services, 2001-2009**



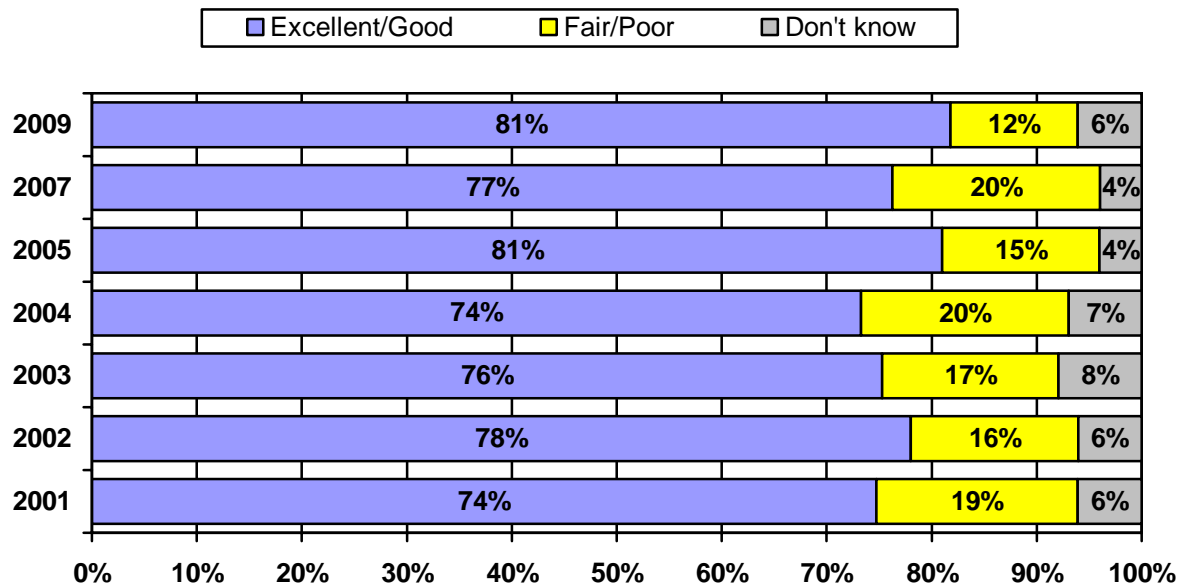
Positive evaluation of Flagstaff Water Services increased to its best-ever rating in 2009 (87%).

**Figure 9: Evaluation of Libraries, 2001-2009**



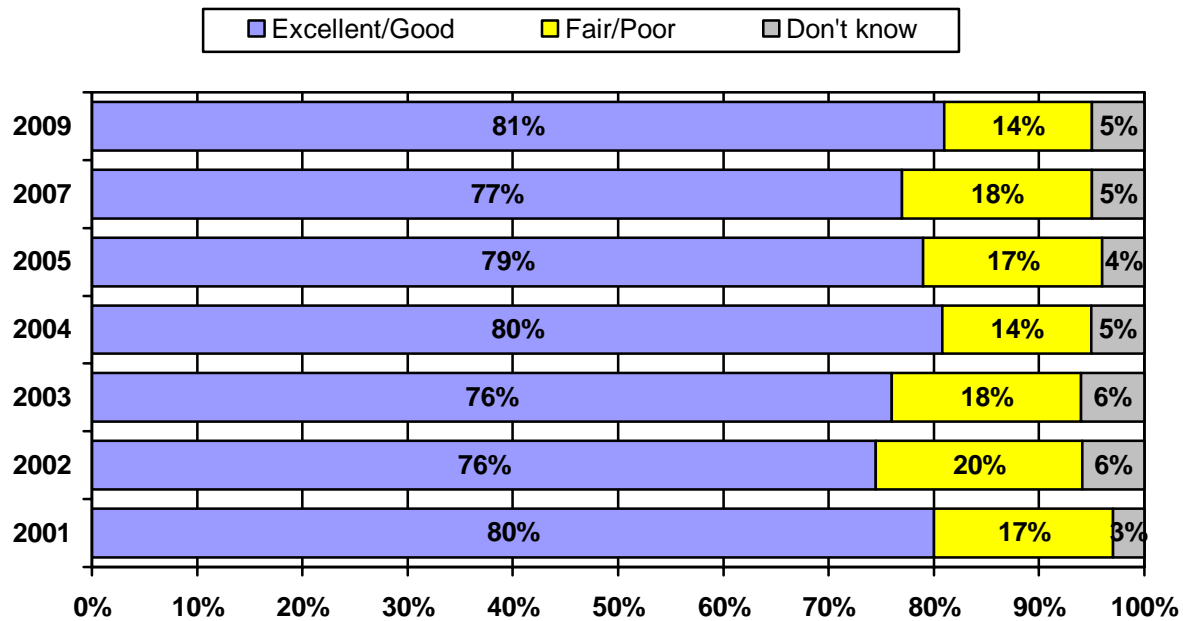
Satisfaction with Flagstaff libraries remained high, at 83 percent, this year (Figure 9).

**Figure 10: Evaluation of Police, 2001-2009**



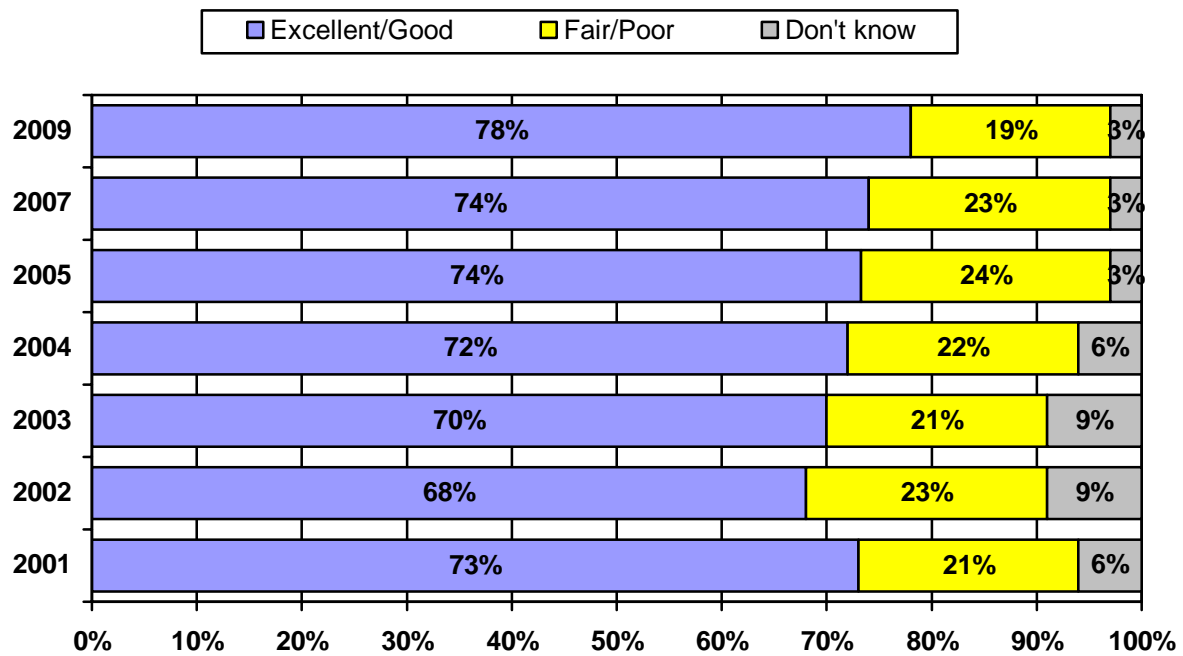
Eighty-one percent of respondents rated Police Services as “excellent” or “good” this year (Figure 10). This is the highest-ever rating for Police, tied with 2005. Meanwhile, the percentage rating Police as “fair” or “poor” is at its lowest ever (12%).

**Figure 11: Evaluation of Parks, 2001-2009**



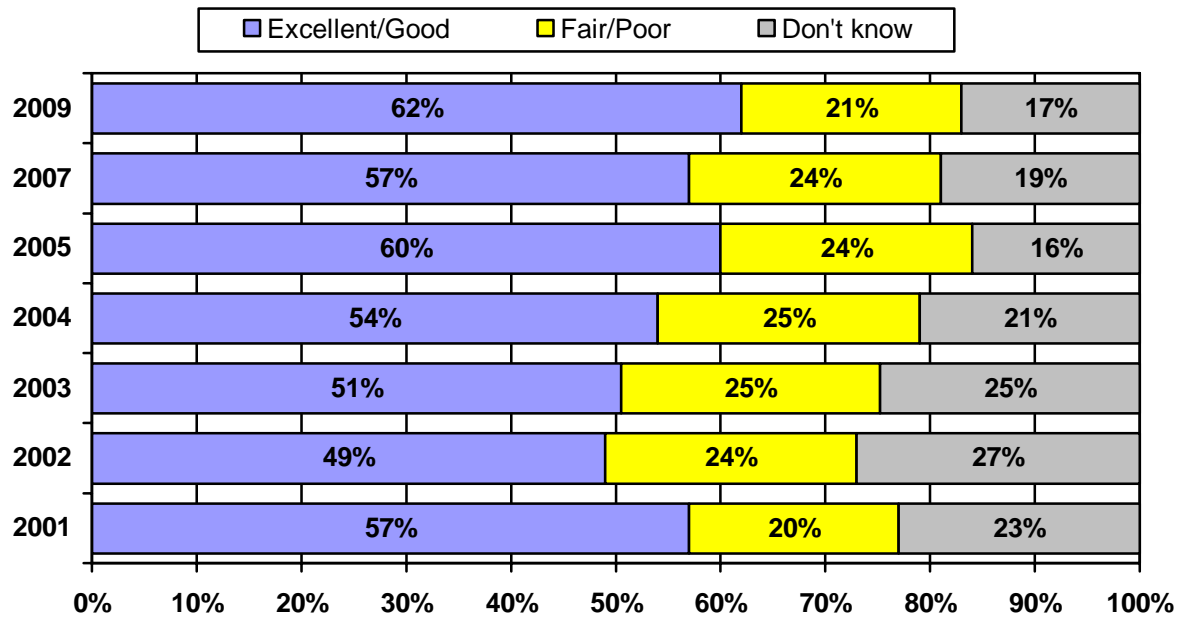
Residents' evaluation of City parks has remained positive over the years with 81 percent of respondents now rating City Parks favorably (Figure 11), the highest-ever percentage for Parks.

**Figure 12: Evaluation of Recycling, 2001-2009**



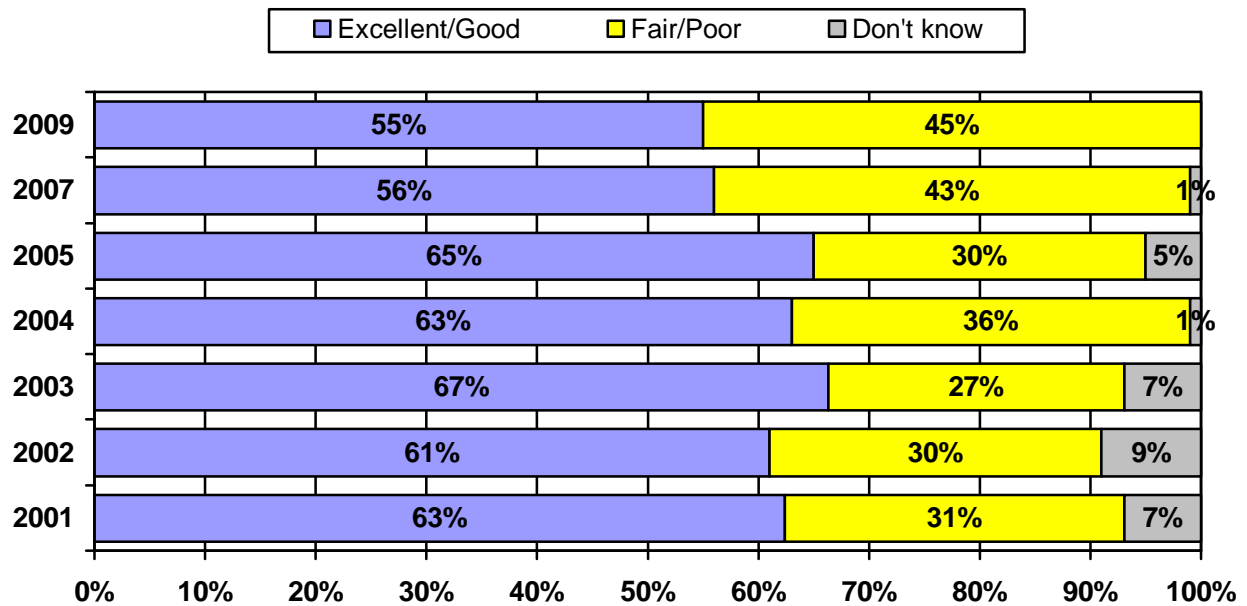
Flagstaff Recycling and Environmental Services received its highest-ever positive rating (78%) this year (Figure 12).

**Figure 13: Evaluation of Community Arts and Cultural Planning, 2001-2009**



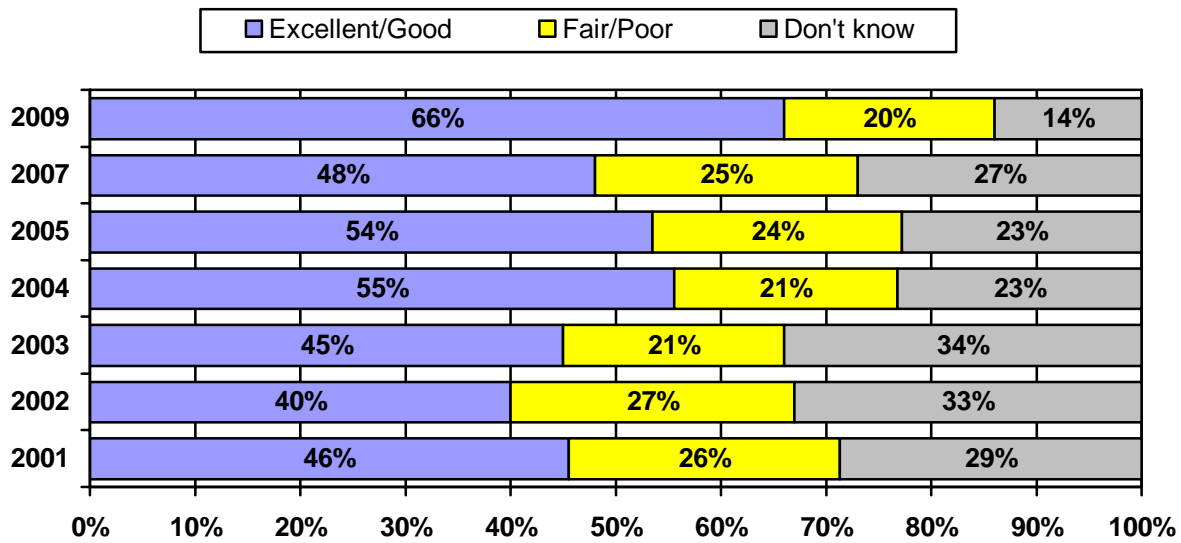
Community Arts and Cultural Planning received its highest-ever positive rating (62%) this year. Seventeen percent remain unfamiliar with this service.

**Figure 14: Evaluation of Snow Removal, 2001-2009**



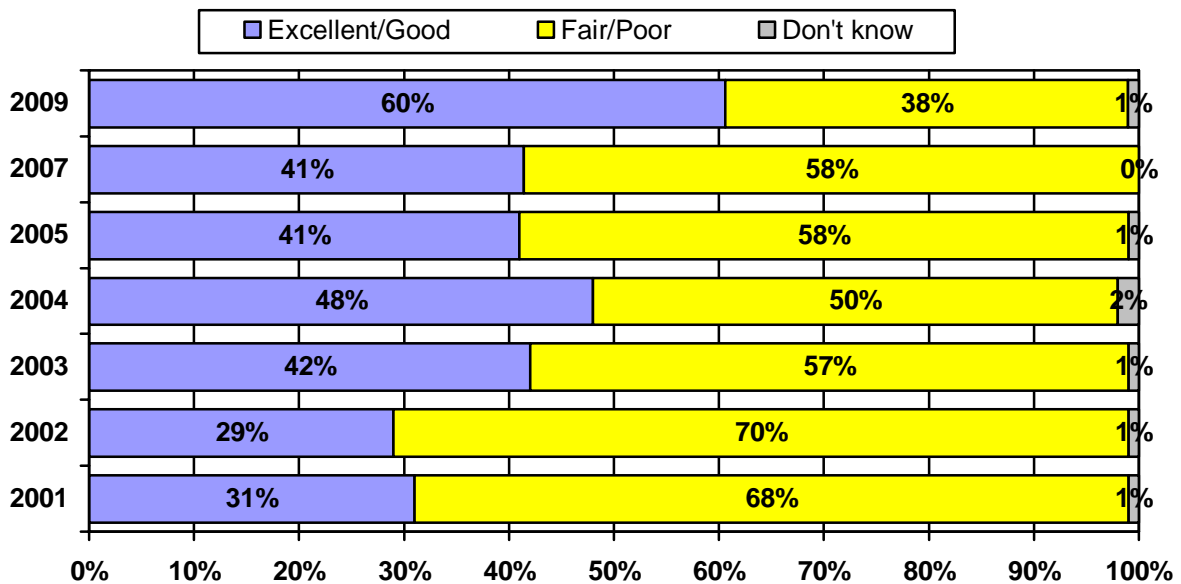
Ratings of Flagstaff's Snow Removal service fell to its lowest-ever (55%) in 2009. It is possible that increased dissatisfaction with snow removal could be explained by the fact that this year's survey and the 2007 survey were conducted during times of the year when snow was falling, rather than in the fall as in 2001-2005.

**Figure 15: Evaluation of Recreation Programs, 2001-2009**



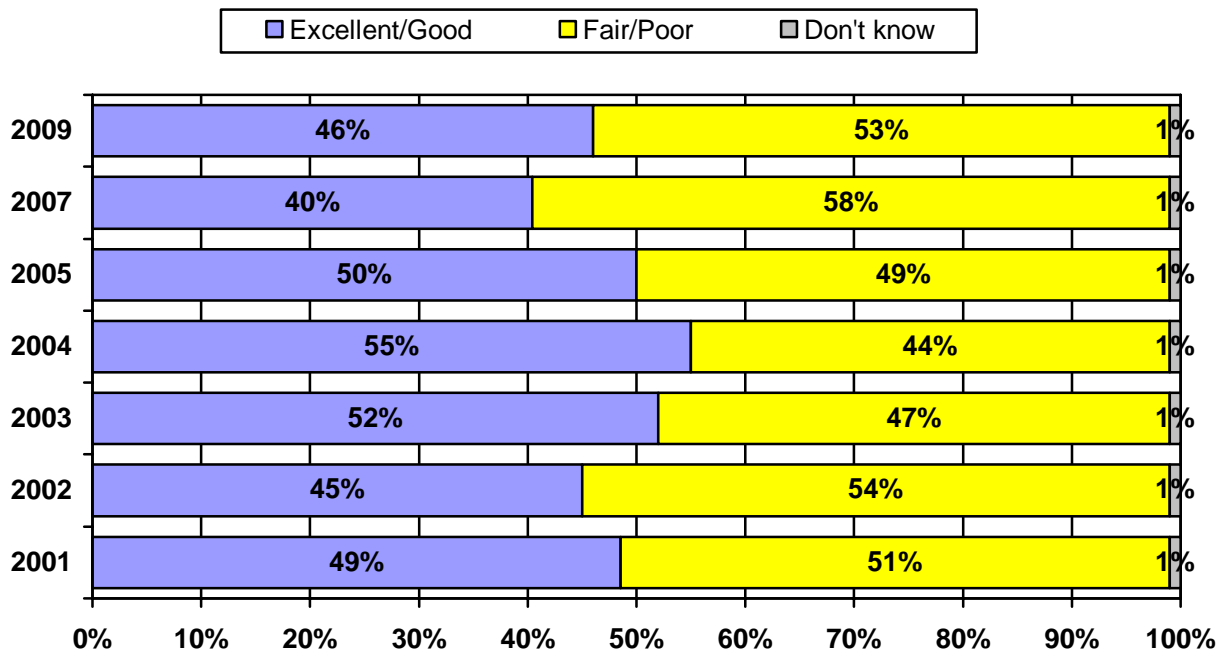
Positive ratings of Flagstaff Recreation Programs jumped to their highest-ever level, 66 percent, in 2009. The percentage of respondents who say that they are unfamiliar with the service dropped from 27 percent to 14 percent this year. It may be that the opening of the Flagstaff Aquaplex explains these ratings.

**Figure 16: Evaluation of Traffic Signals, 2001-2009**



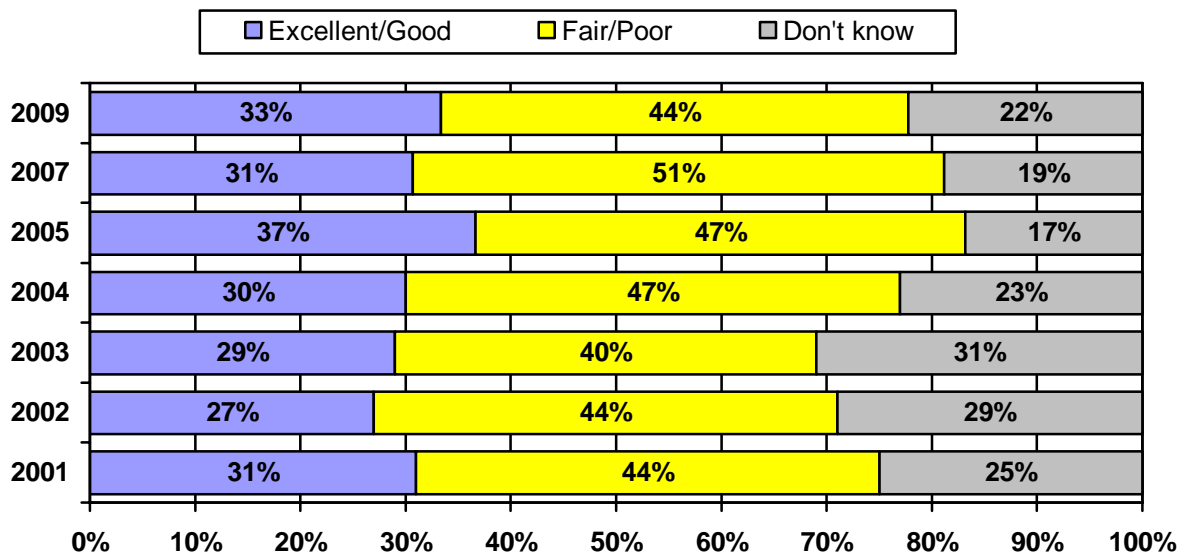
Positive ratings of Traffic Signals rose to their highest-ever level this year, 60 percent.

**Figure 17: Evaluation of Street Maintenance, 2001-2009**



Positive ratings of Street Maintenance rose to 46 percent in 2009, while 53 percent of respondents said the service was “fair” or “poor.”

**Figure 18: Evaluation of Planning/Building Services, 2001-2009**

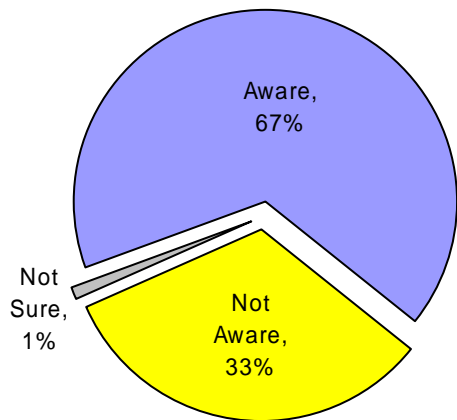


The percentage of respondents rating Planning and Building Services as “excellent” or “good” is 33 percent this year. Twenty-two percent of respondents were unable to answer this question or are unfamiliar with this service.

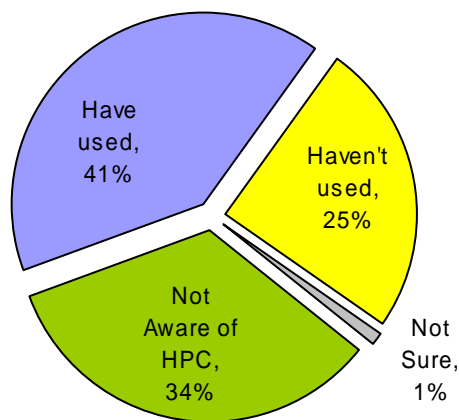
**Sustainability and Environmental Management**

This year’s survey included a series of questions related to issues of sustainability and environmental management. First, respondents were asked about the City of Flagstaff’s Hazardous Products Center (HPC). Sixty-seven percent of Flagstaff residents are aware of the HPC (Figure 19) and 41 percent say they have used it (Figure 20).

**Figure 19: Awareness of Hazardous Products Center**

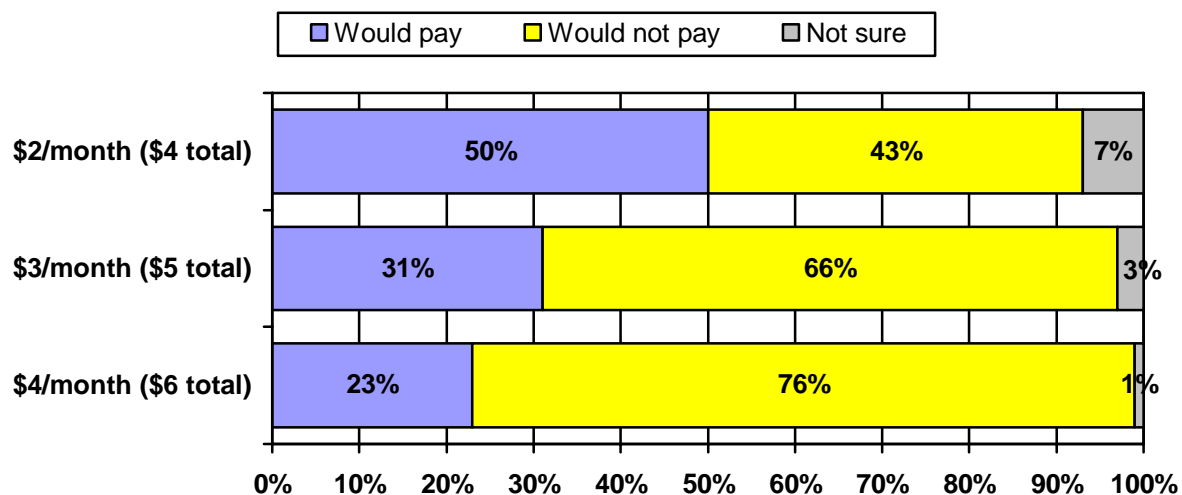


**Figure 20: Use of Hazardous Products Center**



The City of Flagstaff currently charges a monthly fee of two dollars on city utility bills to help pay for recycling education, sustainability, and environmental code enforcement services. Respondents were asked whether they would be willing to pay a higher such fee. Fifty percent would be willing to be an additional two dollars per month, for a total of a four-dollar fee (Figure 21). Thirty-one percent would pay an additional three dollars per month, for a total of a five-dollar fee. Twenty-three percent would pay an additional four dollars per month, for a total of a six-dollar fee.

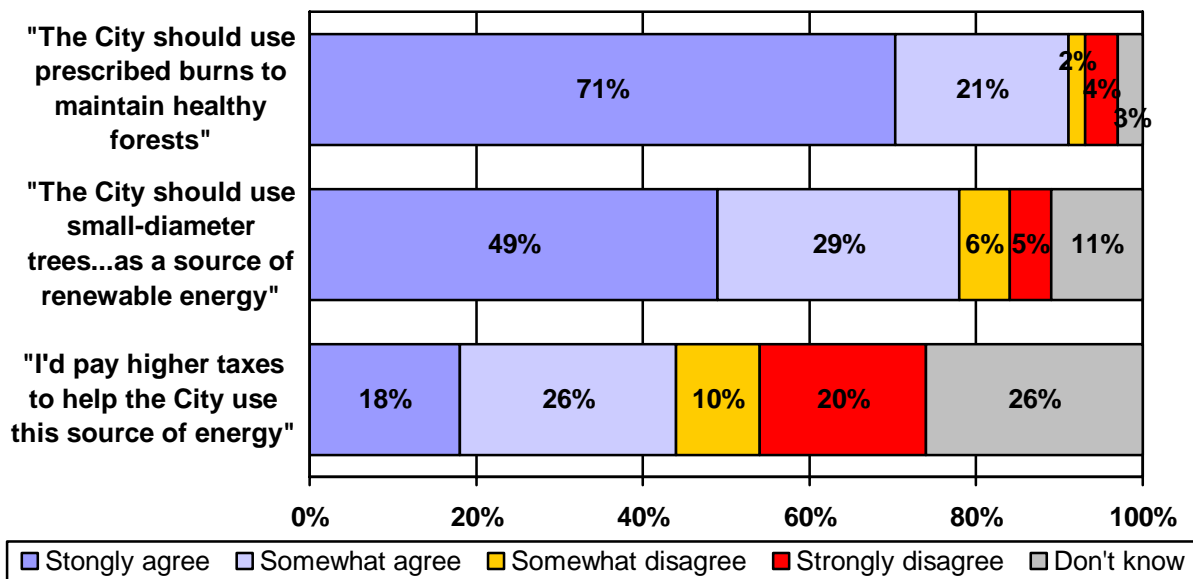
**Figure 21: Willingness to pay additional sustainability fees on utility bill**



**Fire Management**

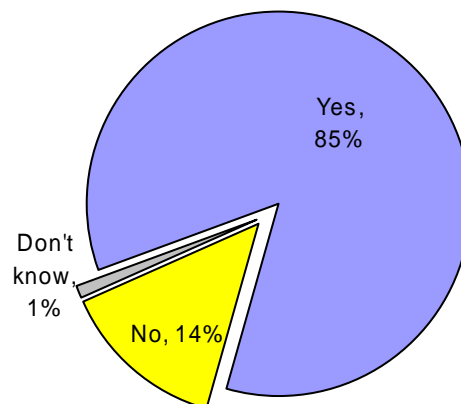
Flagstaff residents were asked a series of questions about fire management issues. Ninety-two percent agree with the statement “The City should use prescribed burns to maintain healthy forests” (Figure 22). Seventy-eight percent agree that “The City should use small-diameter trees and other woody material in our forests as a source of renewable energy.” Those who agreed with this statement were asked whether they “would be willing to pay higher taxes in order to help the City use this source of renewable energy.” A total of 44 percent of all respondents (including those who were not asked the question due to their opposition to the use of this energy source) would be willing to pay such higher taxes.

**Figure 22: Opinions on Fire Management Issues**



Eighty-five percent of Flagstaff residents agree that property owners in the city should be required by law to meet minimum standards of removing excess vegetation around their property in order to protect homes and neighborhoods from wildfire (Figure 23).

**Figure 23: Should property owners be required by law to remove excess vegetation?**



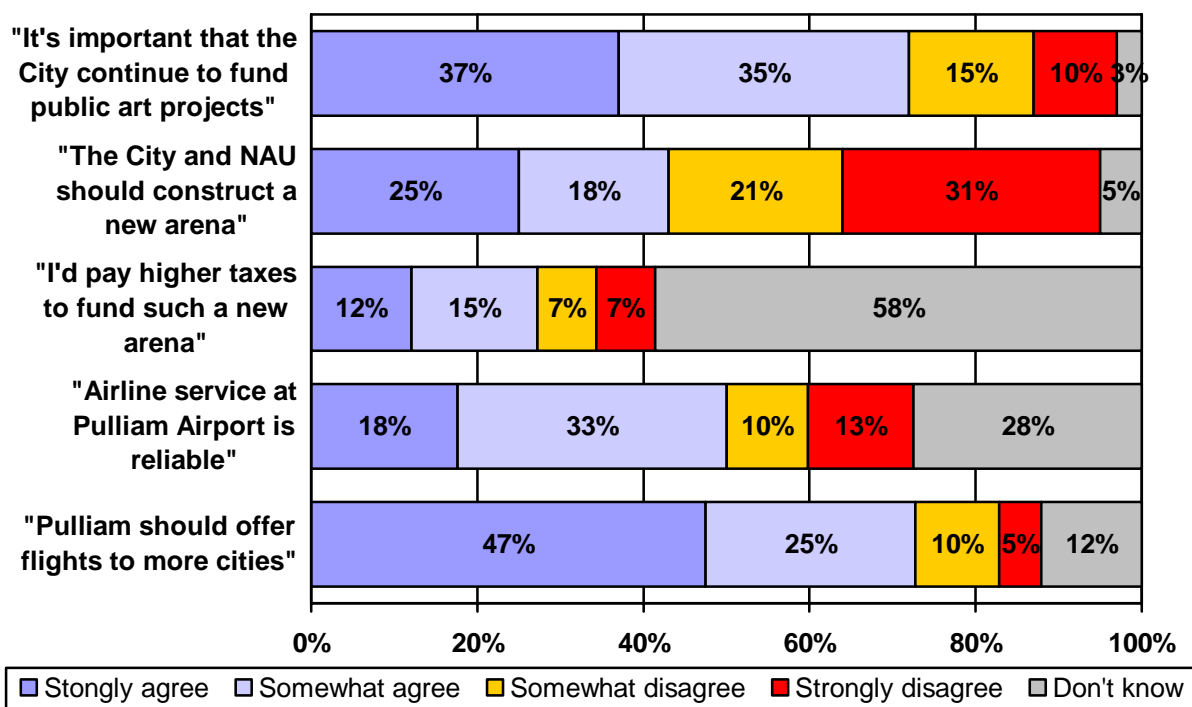
**Arts, Culture, and Commerce**

This year’s survey contained a series of questions related to issues around the arts, culture, and commerce in Flagstaff.

Seventy-two percent of residents agree that “It is important that the City of Flagstaff continue to fund public art projects in the city” (Figure 24). Forty-three percent agree that “The City of Flagstaff should partner with Northern Arizona University to construct a new arena facility to host sports, concerts, and other events.” A total of 27 percent agree that they “would pay higher taxes to help fund a new arena facility in Flagstaff.”

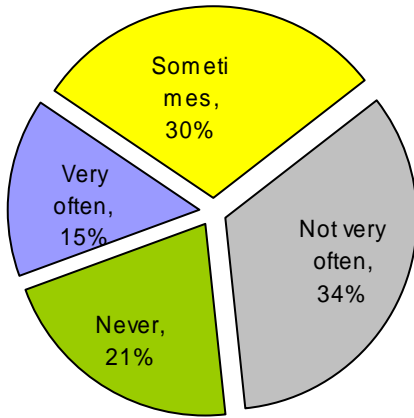
Fifty-one percent agree that “Airline service at Flagstaff’s Pulliam Airport is reliable,” and 72 percent agree that “Flagstaff’s Pulliam Airport should offer flights to more destination cities.”

**Figure 24: Opinions on Arts, Culture, and Commerce Issues**

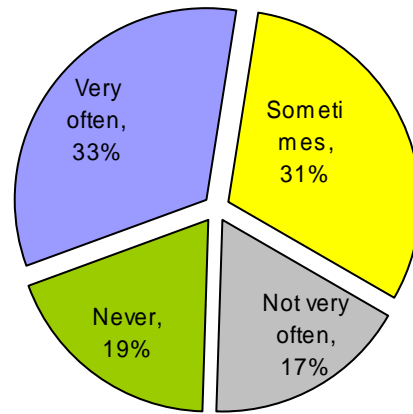


Those who agreed with this last statement were asked, “What one city would you most like to see air service be offered to from Flagstaff?” The most-commonly named city was Denver (21% of responses), followed by Las Vegas (16%), San Diego (8%), Salt Lake City (7%), and San Francisco (5%). For a complete tally of responses, see the annotated survey.

**Figure 25: How often Flagstaff residents drive out of town to buy something not available here**



**Figure 26: How often Flagstaff residents use the Internet to buy something not available here**



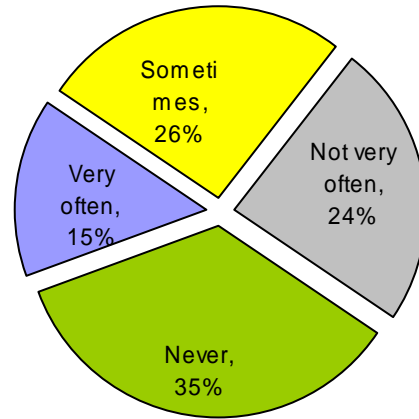
Respondents were asked about how often they drive out of Flagstaff or use the Internet to purchase something that is not available for sale in the city. Fifteen percent drive out of town to shop “very often,” while 30 percent do it “sometimes.” Thirty-three percent shop online “very often,” and 31 percent do so “sometimes.”

## Parks and Recreation

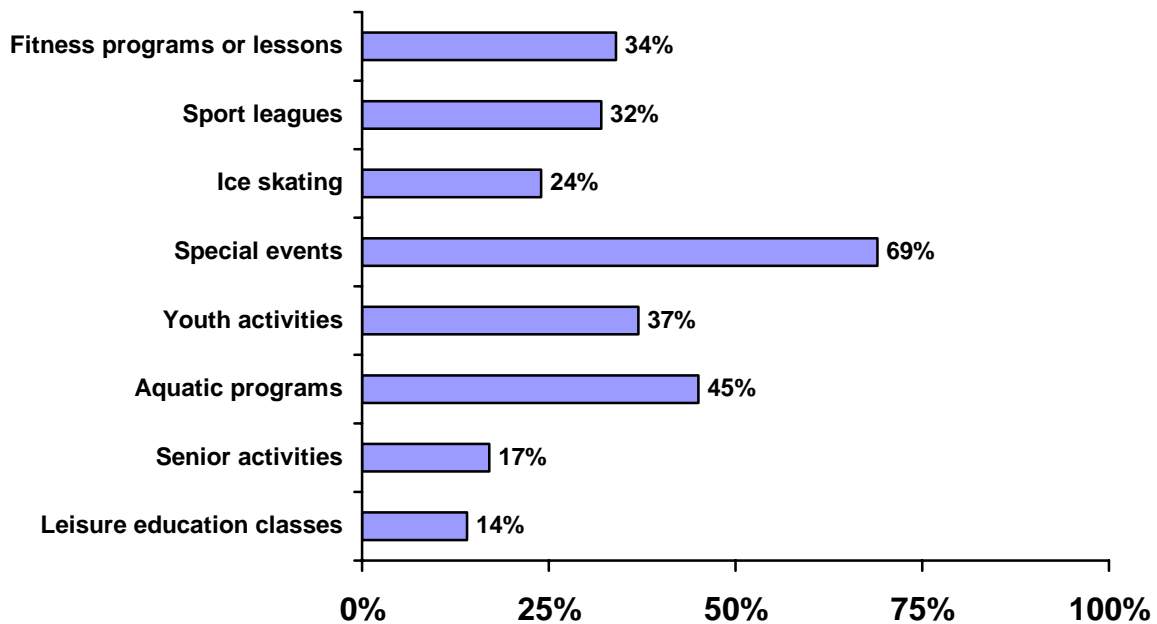
Respondents were asked a number of questions about the City of Flagstaff's Parks and Recreation services and programs. When asked how often they or their family participate in city Parks and Rec programs, 15 percent say "very often," 26 percent say "sometimes," 24 percent say "not very often," and 35 percent say "never" (Figure 27).

Flagstaff residents were then asked whether they or their family had participated in specific Parks and Rec programs in the past year. The highest percentage, 69 percent, had participated in special events such as concerts and festivals (Figure 28). Forty-five percent said they had participated in aquatic programs, 37 percent in youth activities, 34 percent in fitness programs or lessons, 32 percent in sport leagues, 24 percent in ice skating, 17 percent in senior citizen activities, and 14 percent in leisure education classes.

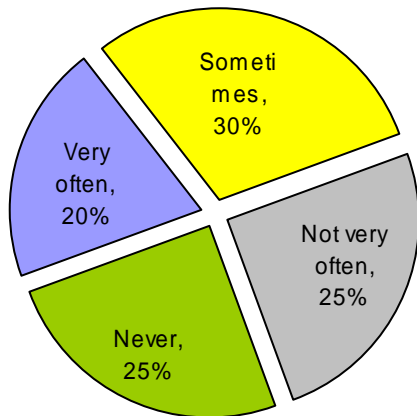
**Figure 27: How often Flagstaff residents participate in City Parks and Rec programs**



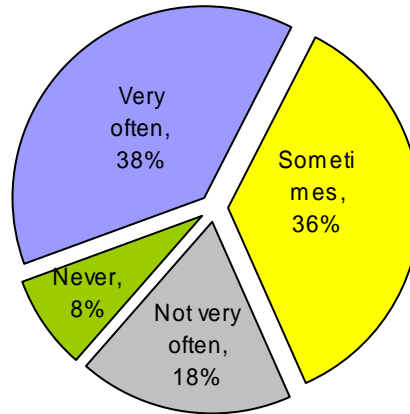
**Figure 28: Participation in Parks and Recreation Programs**



**Figure 29: How often Flagstaff residents visit City rec centers**



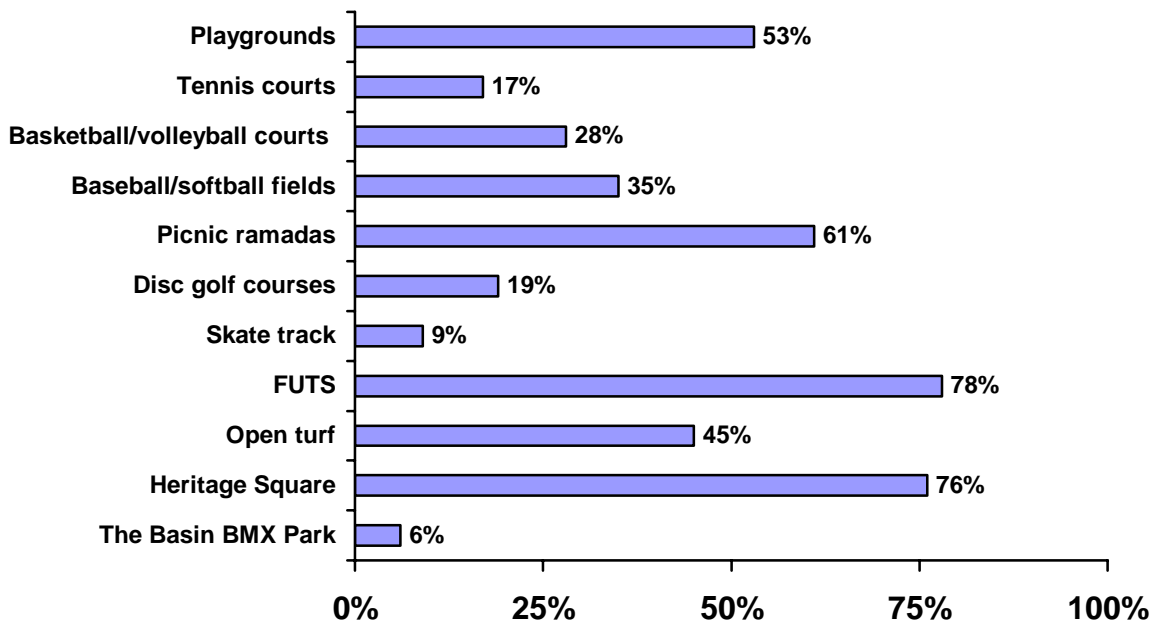
**Figure 30: How often Flagstaff residents visit City parks**



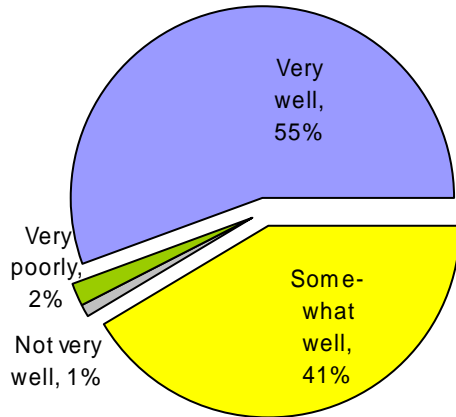
When asked how often they or their family visit City recreation centers, 20 percent say “very often,” 30 percent say “sometimes,” 25 percent say “not very often,” and 25 percent say “never” (Figure 29). When asked how often they or their family visit City parks, 38 percent say “very often,” 36 percent say “sometimes,” 18 percent say “not very often,” and 8 percent say “never” (Figure 30).

Flagstaff residents were then asked whether they or their family had used specific park facilities in the past year. The highest percentage, 78 percent, had used the Flagstaff Urban Trail System (Figure 31). Seventy-six percent had visited Heritage Square, 61 percent used picnic ramadas, 53 percent used playgrounds, 45 percent used open turf, 35 percent used baseball and softball fields, 28 percent used basketball and volleyball courts, 19 percent used disc golf courses, 9 percent used skate tracks, and 6 percent used the Basin BMX Park.

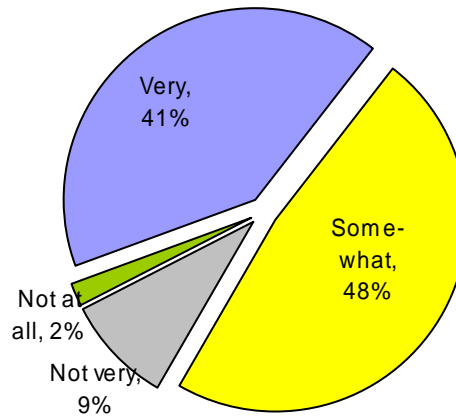
**Figure 31: Park facility use**



**Figure 32: How well-maintained are Flagstaff parks?**



**Figure 33: How safe are Flagstaff parks to visit?**



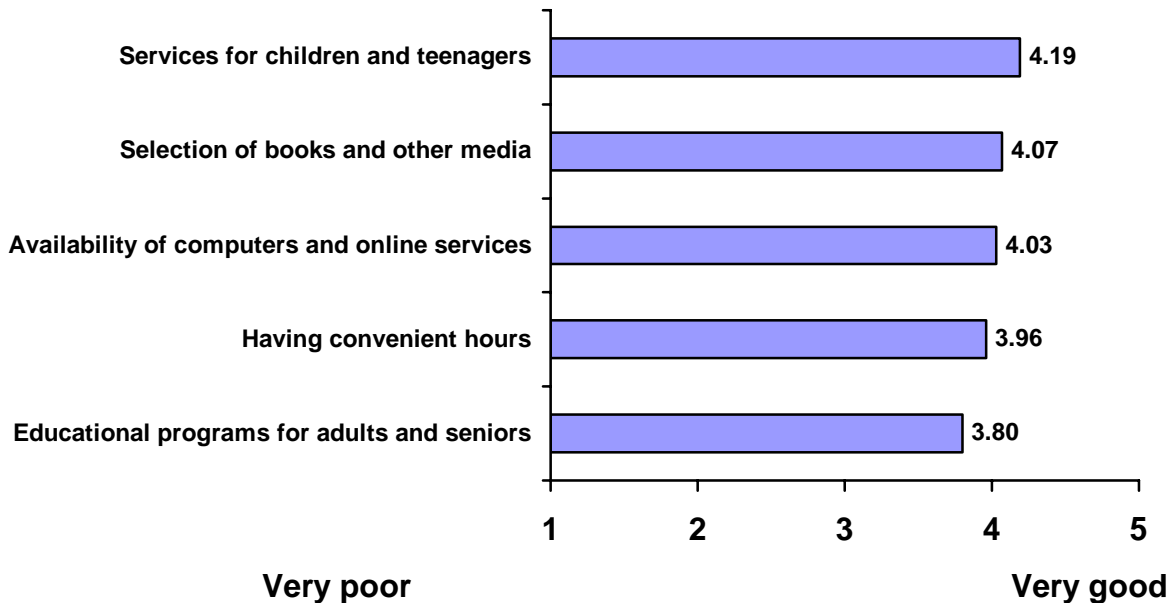
Fifty-five percent of Flagstaff residents believe that City parks are “very well maintained,” while 41 percent think they are “somewhat well maintained” (Figure 32). Forty-one percent think that Flagstaff parks are “very safe” to visit, while 48 percent think they are “somewhat safe” to visit, and nine percent think they are “not safe at all” (Figure 33).

## **Libraries**

Survey respondents were asked how many times they had visited a Flagstaff Public Library in the past year. The average resident visited the library 17.8 times in the past year. Seventy-seven percent of residents had visited at least once in the past year; among these respondents, the average number of visits was 24.14. Forty-one percent of respondents said that they had ever visited the Flagstaff Public Library website.

Respondents were asked to rate various characteristics of Flagstaff Public Libraries on a scale of 1 (very poor) to 5 (very good). The highest-rated characteristic, with an average rating of 4.19, was “Services for children and teenagers,” followed by “The selection of books, CDs, videos and magazines” (4.07), “Availability of computers and online services” (4.03), “Having convenient hours” (3.96), and “Educational programs for adults and seniors” (3.80) (Figure 34).

**Figure 34: Ratings of Characteristics of Flagstaff Public Libraries**



**Taxes**

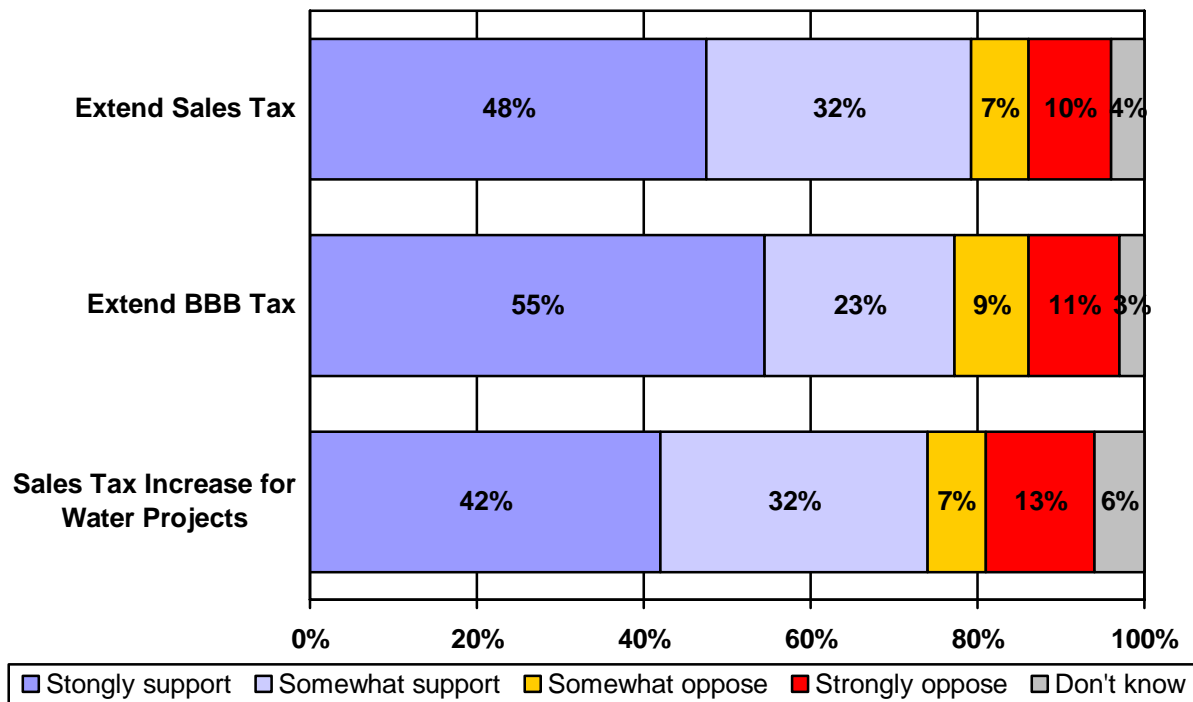
Flagstaff residents were asked about several issues related to City taxes.

The first tax-related question was: “The City of Flagstaff currently imposes a sales tax of one percent on purchases made in the city. This tax pays for over 25 percent of the City’s general fund operations. This tax expires in 2014. In 2010, the City may ask voters to extend the tax for an additional ten years. Would you support or oppose extending this one percent sales tax?” Eighty percent of respondents said they would support extending this tax (Figure 35).

The second question was: “The City of Flagstaff currently imposes a ‘Bed, Board, and Beverage’ or ‘BBB’ sales tax of two percent on purchases at hotels, bars, and restaurants. Flagstaff voters decided that the revenue from this tax should pay for Arts and Science, Beautification, Economic Development and Tourism programs in the city. This tax expires in 2013. In 2010, the City may ask voters to extend the BBB tax for an additional ten years. Would you support or oppose extending the BBB tax?” Seventy-eight percent said they that would support extending the BBB tax.

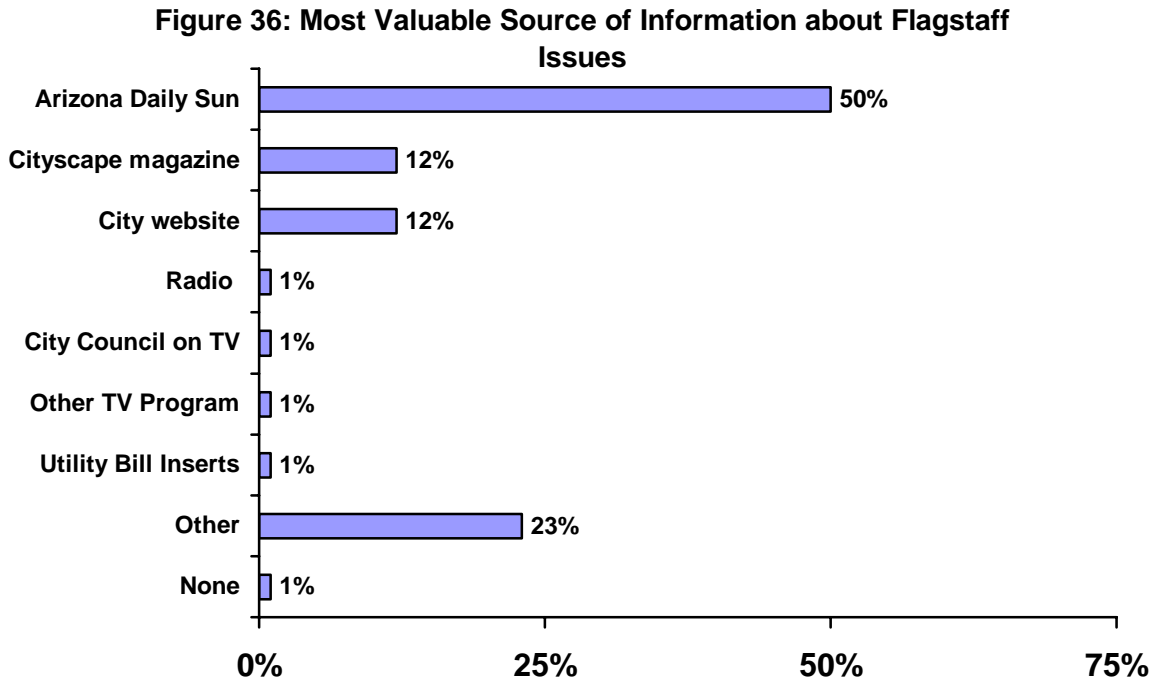
The third question was: “In order to deal with declining local water supplies, The City of Flagstaff is considering an additional one-half percent sales tax that would pay for future water projects. These projects would provide water for the City for the next one hundred years. Would you support or oppose this additional one-half percent sales tax to pay for these water projects?” Seventy-four percent said they would support this tax.

**Figure 35: Support for Tax Issues**



### Information About City Issues

Finally, respondents were asked whether they had enough information available to them when it comes to making informed choices about City of Flagstaff issues, services, and programs. Sixty-nine percent said “yes,” and 28 percent said “no.” Those who said “yes” were asked what their most valuable source of information about City of Flagstaff issues, services, and programs is. Fifty percent identified the *Arizona Daily Sun* newspaper, 12 percent said *Cityscape* magazine, and another 12 percent said the City of Flagstaff website (Figure 36).



## *Annotated Survey*

### **INTRODUCTION**

Hello, my name is {STATE YOUR FIRST AND LAST NAME}, and I am calling from Northern Arizona University on behalf of the City of Flagstaff. We are not selling anything. We are calling to find out how residents feel about services provided by the City of Flagstaff. This information will be used by City officials to make important policy decisions. The survey will only take about 5 to 10 minutes to complete. Your answers are very important to us and are voluntary and confidential. I need to speak to someone who is 18 years of age or older. Would that be you or someone else?

1. Self
2. Someone else

Is now a good time to ask you a few questions?

1. Yes → (Proceed with survey)
2. No → When would be a better time to call you back? (Schedule callback)

### **SCREENING QUESTIONS**

1. First, do you currently live within the Flagstaff city limits?

	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Yes	100% N=402	100% N=407	100% N=423	100% N=410	100% N=407	100% N=400	100% N=410

2. Are you a full-time or part-time resident of Flagstaff?

	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Full-time resident	99%	99%	98%	97%	98%	97%	97%
Part-time resident Flagstaff is primary residence	1%	1%	2%	3%	2%	3%	3%
<b>Total</b>	<b>100%</b> <b>N=402</b>	<b>100%</b> <b>N=407</b>	<b>100%</b> <b>N=423</b>	<b>100%</b> <b>N=410</b>	<b>100%</b> <b>N=407</b>	<b>100%</b> <b>N=400</b>	<b>100%</b> <b>N=418</b>

**QUALITY OF LIFE**

3. In the time you've lived here, do you think Flagstaff has become a better place to live, a worse place, or has it stayed about the same?

	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Better	29%	21%	25%	26%	29%	26%	29%
Worse	20%	26%	23%	18%	18%	18%	18%
Stayed about the same	45%	45%	45%	48%	50%	49%	45%
Both better and worse	4%	5%	5%	5%	--	4%	6%
Don't know	2%	4%	2%	4%	4%	2%	3%
<b>Total</b>	<b>100%</b> <b>N=401</b>	<b>101%</b> <b>N=406</b>	<b>100%</b> <b>N=422</b>	<b>101%</b> <b>N=409</b>	<b>101%</b> <b>N=407</b>	<b>99%</b> <b>N=400</b>	<b>101%</b> <b>N=418</b>

4. Over the past year, would you say that the quality of life in your neighborhood has gotten better, gotten worse, or stayed about the same?

	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Better	11%	10%	14%	14%	14%	13%	16%
Worse	13%	16%	17%	12%	11%	14%	13%
Stayed about the same	75%	70%	66%	69%	71%	67%	64%
Both better and worse	--	2%	1%	1%	--	1%	1%
Don't know	1%	2%	3%	4%	3%	5%	6%
<b>Total</b>	<b>100%</b> <b>N=401</b>	<b>100%</b> <b>N=407</b>	<b>101%</b> <b>N=420</b>	<b>100%</b> <b>N=410</b>	<b>99%</b> <b>N=405</b>	<b>100%</b> <b>N=400</b>	<b>100%</b> <b>N=418</b>

**CITY SERVICES**

5. Now I'd like to ask you some questions about the City of Flagstaff. The City of Flagstaff is responsible for providing municipal services like police and fire protection, as well as implementing and enforcing policies for the community's well-being.

Overall, do you think the City of Flagstaff is doing an excellent, good, fair, or poor job of providing municipal services to you?

	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Excellent	20%	17%	21%	23%	24%	23%	23%
Good	57%	53%	61%	57%	55%	55%	57%
Fair	17%	21%	13%	15%	15%	18%	15%
Poor	4%	6%	3%	4%	5%	3%	4%
Don't know	2%	3%	1%	2%	2%	2%	1%
<b>Total</b>	<b>100%</b> <b>N=401</b>	<b>100%</b> <b>N=407</b>	<b>99%</b> <b>N=422</b>	<b>101%</b> <b>N=409</b>	<b>101%</b> <b>N=407</b>	<b>101%</b> <b>N=398</b>	<b>100%</b> <b>N=418</b>

6. Now, I will read a list of some of the municipal services that the City of Flagstaff provides to its residents. As I read each one, please rate the quality of (*service name here*) as excellent, good, fair, or poor. If you don't have an opinion, just tell me and I'll go on to the next one.

CITY SERVICES AND PROGRAMS		RATING OF SERVICES						
		Excellent	Good	Fair	Poor	Don't know	Total	
							Percent	Count
a. Community Arts and Cultural Planning	<b>2009</b>	<b>20%</b>	<b>42%</b>	<b>17%</b>	<b>4%</b>	<b>17%</b>	<b>100%</b>	<b>N=400</b>
	2007	14%	43%	20%	4%	19%	100%	N= 407
	2005	16%	44%	18%	6%	16%	100%	N=423
	2004	14%	40%	20%	5%	21%	100%	N=410
	2003	12%	39%	20%	5%	25%	101%	N=406
	2002	11%	38%	18%	6%	27%	100%	N=397
	2001	13%	44%	17%	3%	23%	100%	N=416
b. Fire Department	<b>2009</b>	<b>45%</b>	<b>43%</b>	<b>2%</b>	<b>1%</b>	<b>9%</b>	<b>100%</b>	<b>N=402</b>
	2007	38%	49%	2%	--	11%	100%	N= 407
	2005	39%	48%	2%	--	12%	101%	N=423
	2004	40%	42%	4%	--	14%	100%	N=410
	2003	37%	42%	2%	--	18%	99%	N=407
	2002	40%	41%	4%	1%	15%	101%	N=400
	2001	41%	39%	3%	--	17%	100%	N=418
c. Garbage Collection Services	<b>2009</b>	<b>37%</b>	<b>54%</b>	<b>5%</b>	<b>3%</b>	<b>1%</b>	<b>100%</b>	<b>N=401</b>
	2007	33%	52%	10%	3%	2%	100%	N= 406
	2005	38%	51%	7%	2%	2%	100%	N=423
	2004	34%	54%	8%	2%	2%	100%	N=410
	2003	35%	51%	11%	2%	2%	101%	N=407
	2002	33%	50%	10%	3%	4%	100%	N=400
	2001	29%	59%	8%	2%	2%	100%	N=416
d. Libraries	<b>2009</b>	<b>39%</b>	<b>44%</b>	<b>7%</b>	<b>1%</b>	<b>10%</b>	<b>101%</b>	<b>N=402</b>
	2007	28%	52%	7%	1%	12%	100%	N= 407
	2005	36%	48%	6%	1%	10%	101%	N=422
	2004	30%	47%	8%	1%	14%	100%	N=410
	2003	28%	45%	9%	1%	17%	100%	N=407
	2002	29%	46%	6%	2%	17%	100%	N=400
	2001	30%	44%	8%	--	17%	99%	N=414
e. Parks	<b>2009</b>	<b>27%</b>	<b>54%</b>	<b>10%</b>	<b>4%</b>	<b>5%</b>	<b>100%</b>	<b>N=402</b>
	2007	22%	55%	16%	2%	5%	100%	N= 407
	2005	23%	56%	14%	3%	4%	100%	N=423
	2004	23%	57%	13%	1%	5%	99%	N=410
	2003	22%	54%	16%	2%	6%	100%	N=407
	2002	24%	52%	18%	2%	6%	102%	N=400
	2001	26%	54%	15%	2%	3%	100%	N=418
f. Police Department	<b>2009</b>	<b>29%</b>	<b>52%</b>	<b>9%</b>	<b>3%</b>	<b>6%</b>	<b>99%</b>	<b>N=402</b>
	2007	26%	51%	14%	6%	4%	101%	N= 406
	2005	27%	54%	12%	3%	4%	100%	N=423
	2004	28%	46%	15%	5%	7%	101%	N=410
	2003	27%	49%	12%	5%	8%	101%	N=406
	2002	31%	47%	10%	6%	6%	100%	N=398
	2001	32%	42%	13%	6%	6%	99%	N=417

CITY SERVICES AND PROGRAMS		RATING OF SERVICES						
		Excellent	Good	Fair	Poor	Don't know	Total	
							Percent	Count
g. Planning and Building Services	<b>2009</b>	<b>3%</b>	<b>30%</b>	<b>26%</b>	<b>19%</b>	<b>22%</b>	<b>100%</b>	<b>N=402</b>
	2007	3%	28%	31%	20%	19%	100%	N= 405
	2005	5%	32%	30%	17%	17%	101%	N=423
	2004	2%	27%	32%	15%	23%	99%	N=408
	2003	3%	27%	26%	14%	31%	101%	N=407
	2002	3%	24%	25%	19%	29%	100%	N=396
	2001	4%	27%	29%	15%	25%	100%	N=418
h. Recreation Programs	<b>2009</b>	<b>21%</b>	<b>45%</b>	<b>16%</b>	<b>4%</b>	<b>14%</b>	<b>100</b>	<b>N=401</b>
	2007	10%	38%	18%	7%	27%	100%	N= 406
	2005	12%	42%	18%	6%	23%	101%	N=423
	2004	12%	43%	15%	6%	23%	99%	M=409
	2003	11%	34%	15%	6%	34%	100%	N=407
	2002	7%	33%	19%	8%	33%	100%	N=398
	2001	10%	36%	20%	6%	29%	101%	N=414
i. Recycling and Environmental Programs	<b>2009</b>	<b>29%</b>	<b>49%</b>	<b>16%</b>	<b>3%</b>	<b>3%</b>	<b>100%</b>	<b>N=402</b>
	2007	22%	52%	15%	8%	3%	100%	N=406
	2005	26%	48%	18%	6%	3%	101%	N=423
	2004	23%	49%	15%	7%	6%	100%	N=410
	2003	22%	48%	15%	6%	9%	100%	N=407
	2002	18%	50%	17%	6%	9%	100%	N=397
	2001	23%	50%	16%	5%	6%	100%	N=418
j. Sewer Services	<b>2009</b>	<b>22%</b>	<b>59%</b>	<b>8%</b>	<b>1%</b>	<b>10%</b>	<b>100%</b>	<b>N=401</b>
	2007	19%	62%	9%	2%	8%	100%	N=406
	2005	23%	64%	8%	--	4%	99%	N=423
	2004	16%	57%	9%	2%	17%	101%	N=410
	2003	16%	57%	11%	2%	15%	101%	N=407
	2002	14%	57%	14%	2%	14%	101%	N=398
	2001	18%	58%	10%	1%	13%	100%	N=416
k. Snow Removal	<b>2009</b>	<b>17%</b>	<b>38%</b>	<b>24%</b>	<b>21%</b>	<b>--</b>	<b>100%</b>	<b>N=402</b>
	2007	15%	41%	24%	19%	1%	100%	N=406
	2005	14%	51%	23%	7%	5%	100%	N=423
	2004	15%	48%	25%	11%	1%	100%	N=410
	2003	16%	51%	20%	7%	7%	101%	N=407
	2002	16%	45%	20%	10%	10%	101%	N=398
	2001	18%	45%	20%	11%	7%	101%	N=418
l. Street Maintenance	<b>2009</b>	<b>10%</b>	<b>36%</b>	<b>35%</b>	<b>18%</b>	<b>1%</b>	<b>100%</b>	<b>N=402</b>
	2007	7%	34%	38%	20%	1%	100%	N=406
	2005	6%	44%	36%	13%	1%	100%	N=422
	2004	9%	46%	35%	9%	1%	100%	N=410
	2003	8%	44%	36%	11%	1%	100%	N=407
	2002	7%	38%	37%	18%	1%	101%	N=400
	2001	7%	42%	34%	17%	1%	101%	N=417
m. Traffic Signals	<b>2009</b>	<b>9%</b>	<b>51%</b>	<b>25%</b>	<b>13%</b>	<b>1%</b>	<b>99%</b>	<b>N=402</b>
	2007	5%	36%	35%	23%	--	99%	N=406
	2005	5%	36%	35%	23%	1%	100%	N=423
	2004	4%	44%	28%	22%	2%	100%	N=410
	2003	8%	34%	35%	23%	1%	101%	N=406
	2002	5%	24%	36%	35%	1%	101%	N=400
	2001	3%	29%	33%	35%	1%	101%	N=418

CITY SERVICES AND PROGRAMS		RATING OF SERVICES						
		Excellent	Good	Fair	Poor	Don't know	Total	
							Percent	Count
n. Water Services	2009	24%	63%	9%	2%	2%	100%	N=401
	2007	24%	56%	11%	3%	5%	99%	N= 406
	2005	24%	62%	10%	2%	3%	101%	N=423
	2004	21%	61%	13%	1%	3%	99%	N=410
	2003	19%	55%	16%	4%	7%	101%	N=407
	2002	16%	57%	17%	4%	6%	100%	N=398
	2001	22%	54%	15%	2%	6%	99%	N=417

7. What is the one thing the City can do to most improve the quality of life in Flagstaff?

QUALITY OF LIFE SUGGESTIONS	Count	Percent
Better traffic flow, roads, mass transit	76	23%
More parks, recreation and youth programs	33	10%
Manage growth, zoning	31	9%
More affordable housing	26	8%
Attract more business and industry	25	7%
Other	23	7%
Improve snow removal	20	6%
Improve police department / reduce crime	19	6%
Lower cost of living	15	5%
More employment, higher wages	14	4%
Greater public voice	13	4%
Improve recycling	13	4%
Deal with budget / economy / taxes	11	3%
Assist elderly, children, needy, homeless	8	2%
Improve education	8	2%
<b>Total</b>	<b>335</b>	<b>100%</b>

(For the full listing of responses, see Appendix A)

**SUSTAINABILITY AND ENVIRONMENTAL MANAGEMENT**

8. Are you aware of the City of Flagstaff’s Hazardous Products Center, located at the Cinder Lake Landfill north of the city?

	<i>Count</i>	<i>Percent</i>
Yes	267	67%
No	131	33%
Not sure / Don’t know	4	1%
<b>Total</b>	<b>402</b>	<b>101%</b>

9. Have you ever used the Hazardous Products Center?

	<i>Count</i>	<i>Percent</i>
Yes	166	41%
No	99	25%
Not sure / Don’t know	2	1%
[Not aware of HPC]	135	34%
<b>Total</b>	<b>402</b>	<b>101%</b>

10. The City currently charges a two dollar per month fee on your utility bill to help pay for recycling education, sustainability, and environmental code enforcement services. This fee does not cover the full cost of these services. Would you be willing to pay an additional two dollars a month on your utility bill to help fund these services?

	<i>Count</i>	<i>Percent</i>
Yes	201	50%
No	170	43%
Not sure / Depends	29	7%
<b>Total</b>	<b>400</b>	<b>100%</b>

10a. Would you be willing to pay an additional three dollars a month on your utility bill to help fund these services? [asked of those who answered “yes” to Q10]

	<i>Count</i>	<i>Percent</i>	<i>Percent [All Survey Respondents]</i>
Yes	126	63%	31%
No	64	32%	66%
Not sure / Depends	10	5%	3%
<b>Total</b>	<b>200</b>	<b>100%</b>	<b>100%</b>

10b. Would you be willing to pay an additional four dollars a month on your utility bill to fully fund these services? [asked of those who answered “yes” to Q10a]

	<i>Count</i>	<i>Percent</i>	<i>Percent [All Survey Respondents]</i>
Yes	91	72%	23%
No	31	24%	76%
Not sure / Depends	4	4%	1%
<b>Total</b>	<b>126</b>	<b>100%</b>	<b>100%</b>

**FIRE MANAGEMENT**

11. Now I am going to read a list of statements about local forests and open-space areas. For each one, please tell me if you agree or disagree with the statement.

11a. “The City should use prescribed burns to maintain healthy forests.”

	<i>Count</i>	<i>Percent</i>
Strongly agree	285	71%
Somewhat agree	84	21%
Somewhat disagree	8	2%
Strongly disagree	14	4%
Don’t know / depends	10	3%
<b>Total</b>	<b>401</b>	<b>101%</b>

11b. “The City should use small-diameter trees and other woody material in our forests as a source of renewable energy.”

	<i>Count</i>	<i>Percent</i>
Strongly agree	196	49%
Somewhat agree	117	29%
Somewhat disagree	26	6%
Strongly disagree	19	5%
Don’t know / depends	42	11%
<b>Total</b>	<b>400</b>	<b>100%</b>

11b1. “I would be willing to pay higher taxes in order to help the City use this source of renewable energy.” [Asked of those who responded “agree” to 11b]

	<i>Count</i>	<i>Percent</i>	<i>Percent (All Survey Respondents)</i>
Strongly agree	72	23%	18%
Somewhat agree	103	33%	26%
Somewhat disagree	42	13%	10%
Strongly disagree	82	26%	20%
Don't know / depends	14	4%	26%
<b>Total</b>	<b>313</b>	<b>99%</b>	<b>100%</b>

12. To protect Flagstaff homes and neighborhoods from wildfire, do you think that property owners should be required by law to meet minimum standards of removing excess vegetation around their property?

	<i>Count</i>	<i>Percent</i>
Yes	340	85%
No	56	14%
Not sure / Depends	5	1%
<b>Total</b>	<b>401</b>	<b>100%</b>

**ARTS, CULTURE, COMMERCE**

13. Now I am going to read a list of statements about issues in Flagstaff. For each one, please tell me if you agree or disagree with the statement.

13a. “It is important that the City of Flagstaff continue to fund public art projects in the city.”

	<i>Count</i>	<i>Percent</i>
Strongly agree	149	37%
Somewhat agree	141	35%
Somewhat disagree	60	15%
Strongly disagree	40	10%
Don't know / depends	11	3%
<b>Total</b>	<b>401</b>	<b>100%</b>

13b. “The City of Flagstaff should partner with Northern Arizona University to construct a new arena facility to host sports, concerts, and other events.”

	<i>Count</i>	<i>Percent</i>
Strongly agree	101	25%
Somewhat agree	73	18%
Somewhat disagree	86	21%
Strongly disagree	123	31%
Don't know / depends	19	5%
<b>Total</b>	<b>402</b>	<b>100%</b>

13b1. “I would be willing to pay higher taxes to help fund a new arena facility in Flagstaff.”  
[Asked of those who responded “agree” to Q13b]

	<i>Count</i>	<i>Percent</i>	<i>Percent (All Survey Respondents)</i>
Strongly agree	49	28%	12%
Somewhat agree	62	36%	15%
Somewhat disagree	29	17%	7%
Strongly disagree	28	16%	7%
Don't know / depends	6	4%	58%
<b>Total</b>	<b>174</b>	<b>101%</b>	<b>99%</b>

13c. “Airline service at Flagstaff’s Pulliam Airport is reliable.”

	<i>Count</i>	<i>Percent</i>
Strongly agree	70	18%
Somewhat agree	130	33%
Somewhat disagree	39	10%
Strongly disagree	51	13%
Don't know / depends	110	28%
<b>Total</b>	<b>400</b>	<b>102%</b>

13d. “Flagstaff’s Pulliam Airport should offer flights to more destination cities.”

	<i>Count</i>	<i>Percent</i>
Strongly agree	190	47%
Somewhat agree	102	25%
Somewhat disagree	40	10%
Strongly disagree	19	5%
Don't know / depends	49	12%
<b>Total</b>	<b>400</b>	<b>99%</b>

13d1. What one city would you most like to see air service be offered to from Flagstaff?  
 [If “agree” to Q13d. Open-ended responses recoded into categories.]

<b>City</b>	<b>Count</b>	<b>Percent</b>
Denver	48	21%
Las Vegas	37	16%
San Diego	19	8%
Salt Lake City	17	7%
San Francisco	13	5%
Los Angeles	13	5%
New York	10	4%
Phoenix	8	4%
Seattle	6	3%
Portland	5	2%
Albuquerque	5	2%
Tucson	3	1%
Other	48	21%
<b>Total</b>	<b>233</b>	<b>99%</b>

“Other” responses:

- |                     |                   |                     |
|---------------------|-------------------|---------------------|
| Anaheim             | Kansas City       | Orlando             |
| Atlanta             | Lake Havasu City  | Palm Springs        |
| Boston (3)          | Long Beach        | Pennsylvania        |
| Burbank (3)         | Mesa              | Philadelphia (2)    |
| Chicago             | Midwest           | Reno                |
| Cleveland           | Minneapolis       | Sacramento          |
| Dallas (4)          | Nebraska          | Southern California |
| Durango, CO (2)     | Norfolk, VA       | Tacoma              |
| Frankfurt, Germany. | North Carolina    | Tucson (3)          |
| Grand Junction, CO  | Oakland           | Washington DC (3)   |
| Hawaii              | Omaha             | Wichita (2)         |
| Houston             | Orange County (2) | Yuma                |

14. How often do you drive out of town in order to buy something that you can’t find in Flagstaff? Would you say you do this very often, sometimes, not very often, or never?

	<b>Count</b>	<b>Percent</b>
Very often	60	15%
Sometimes	120	30%
Not very often	136	34%
Never	85	21%
<b>Total</b>	<b>401</b>	<b>100%</b>

15. How often do you use the Internet to buy something that you can't find in Flagstaff?  
Would you say you do this very often, sometimes, not very often, or never?

	<i>Count</i>	<i>Percent</i>
Very often	133	33%
Sometimes	125	31%
Not very often	69	17%
Never	75	19%
<b>Total</b>	<b>402</b>	<b>100%</b>

**PARKS AND RECREATION**

[This module repeats some questions that were asked on the City of Flagstaff Citizen Survey in September 2001. Results from 2001 are provided here for purposes of comparison.]

16. Do you or your family participate in City Parks and Recreation programs very often, sometimes, not very often, or never?

	<i>Count</i>	<i>Percent</i>	<i>2001 Percent</i>
Very often	56	14%	15%
Sometimes	131	33%	26%
Not very often	108	27%	24%
Never	105	26%	35%
<b>Total</b>	<b>400</b>	<b>100%</b>	<b>100%</b>

17. Now I am going to read a list of Parks and Recreation programs. Please tell me if you or your family participated in any of these during the past year. [Multiple response; asked only of those respondents who indicated in Q16 that they participate in Parks and Recreation programs]

<b>PARTICIPATION</b>	<i>Yes, Count</i>	<i>Yes, Percent</i>	<i>2001 Percent</i>
a. Fitness programs / lessons	99	34%	22%
b. Sports leagues	95	32%	43%
c. Ice skating programs	72	24%	26%
d. Special events	203	69%	69%
e. Youth activities	110	37%	28%
f. Aquatics programs	132	45%	30%
g. Senior citizen activities	49	17%	11%
h. Leisure Education classes	40	14%	19%

18. How often do you or your family visit a City recreation center such as Flagstaff Recreation Center, Flagstaff Aquaplex, Thorpe Park Community and Senior Center, Cogdill Recreation Center, or Jay Lively Ice Rink: very often, sometimes, not very often, or never?

	<i>Count</i>	<i>Percent</i>	<i>2001 Percent</i>
Very often	82	20%	9%
Sometimes	119	30%	28%
Not very often	99	25%	29%
Never	102	25%	34%
<b>Total</b>	<b>402</b>	<b>100%</b>	<b>100%</b>

19. How often do you or your family visit a City Park such as Thorpe Park, Buffalo Park, Bushmaster Park, Wheeler Park, or others: very often, sometimes, not very often, or never?

	<i>Count</i>	<i>Percent</i>	<i>2001 Percent</i>
Very often	152	38%	37%
Sometimes	145	36%	39%
Not very often	72	18%	18%
Never	33	8%	6%
<b>Total</b>	<b>402</b>	<b>100%</b>	<b>100%</b>

20. Now I am going to read a list of park facilities in Flagstaff. Please tell me if you or your family have used any of these facilities in the past year. [Asked only to those respondents who indicated in Q19 that they visit city parks)]

<b>PARK FACILITY USE</b>	<i>Yes, Count</i>	<i>Yes, Percent</i>	<i>2001 Percent</i>
a. Playgrounds	196	53%	53%
b. Tennis courts	62	17%	22%
c. Basketball / Volleyball courts	104	28%	40%
d. Baseball / Softball fields	127	35%	42%
e. Picnic ramadas	224	61%	64%
f. Disc golf courses	69	19%	18%
g. Skate track	35	9%	18%
h. Flagstaff Urban Trails System	287	78%	72%
i. Open turf	167	45%	52%
j. Heritage Square	282	76%	70%
k. The Basin BMX Park	23	6%	n/a

21. Do you think Flagstaff City Parks are very well maintained, somewhat well maintained, not very well maintained, or very poorly maintained? [asked of park visitors]

	<i>Count</i>	<i>Percent</i>	<i>2001 Percent</i>
Very well maintained	198	55%	60%
Somewhat well maintained	147	41%	38%
Not very well maintained	4	1%	2%
Very poorly maintained	8	2%	1%
<b>Total</b>	<b>357</b>	<b>99%</b>	<b>101%</b>

22. How safe do you think Flagstaff city parks are to visit? Are they are very safe, somewhat safe, not very safe or not at all safe places to visit?

	<i>Count</i>	<i>Percent</i>	<i>2001 Percent</i>
Very safe	151	41%	49%
Somewhat safe	180	48%	46%
Not very safe	33	9%	4%
Not at all safe	8	2%	1%
<b>Total</b>	<b>372</b>	<b>100%</b>	<b>100%</b>

**LIBRARY**

23. About how many times in the past year have you visited a Flagstaff Public Library branch?

<i>Average visits</i>	<i>Average visits (among those who have visited)</i>	<i>Lowest</i>	<i>Highest</i>	<i>Standard Deviation</i>
17.80	24.14	0	365	36.985

24. Have you ever visited the Flagstaff Public Library website?

	<i>Count</i>	<i>Percent</i>
Yes	166	41%
No	232	58%
Don't know	4	1%
<b>Total</b>	<b>402</b>	<b>100%</b>

25. On a scale from 1 to 5, with 1 being “very poor” and 5 being “very good,” how would you rate the Flagstaff Public Library on each of the following characteristics?

	<i>Average Score</i>	<i>Standard Deviation</i>
a. Availability of computers and online services	4.03	0.915
b. The selection of books, CDs, videos and magazines	4.07	0.827
c. Having convenient hours	3.96	1.027
d. Services for children and teenagers	4.19	0.868
e. Educational programs for adults and seniors	3.80	0.912

**SALES TAXES**

26. The City of Flagstaff currently imposes a sales tax of one percent on purchases made in the city. This tax pays for over 25 percent of the City’s general fund operations. This tax expires in 2014. In 2010, the City may ask voters to extend the tax for an additional ten years. Would you support or oppose extending this one percent sales tax?

	<i>Count</i>	<i>Percent</i>
Strongly support	193	48%
Somewhat support	126	32%
Somewhat oppose	26	7%
Strongly oppose	39	10%
Don’t know / Depends	17	4%
<b>Total</b>	<b>401</b>	<b>101%</b>

27. The City of Flagstaff currently imposes a “Bed, Board, and Beverage” or “BBB” sales tax of two percent on purchases at hotels, bars, and restaurants. Flagstaff voters decided that the revenue from this tax should pay for Arts and Science, Beautification, Economic Development and Tourism programs in the city. This tax expires in 2013. In 2010, the City may ask voters to extend the BBB tax for an additional ten years. Would you support or oppose extending the BBB tax?

	<i>Count</i>	<i>Percent</i>
Strongly support	220	55%
Somewhat support	91	23%
Somewhat oppose	34	9%
Strongly oppose	46	11%
Don’t know / Depends	11	3%
<b>Total</b>	<b>402</b>	<b>101%</b>

28. In order to deal with declining local water supplies, The City of Flagstaff is considering an additional one-half percent sales tax that would pay for future water projects. These projects would provide water for the City for the next one hundred years. Would you support or oppose this additional one-half percent sales tax to pay for these water projects?

	<i>Count</i>	<i>Percent</i>
Strongly support	169	42%
Somewhat support	127	32%
Somewhat oppose	27	7%
Strongly oppose	52	13%
Don’t know / Depends	26	6%
<b>Total</b>	<b>401</b>	<b>100%</b>

**INFORMATION ABOUT CITY ISSUES**

29. When it comes to making informed choices about City of Flagstaff issues, services, and programs, do you think that you have enough information available to you?

	<i>Count</i>	<i>Percent</i>
Yes	278	69%
No	112	28%
Don't know	10	3%
<b>Total</b>	<b>400</b>	<b>100%</b>

30. What is your most valuable source of information about City of Flagstaff issues, services and programs? [Asked of those who answered "yes" to Q29]

	<i>Count</i>	<i>Percent</i>
Newspaper (Arizona Daily Sun)	135	50%
Cityscape magazine	31	12%
City of Flagstaff website	31	12%
Radio	4	1%
Televised City Council work sessions	3	1%
Other television program	1	1%
Inserts in utility bills	1	1%
Other	62	23%
None	1	1%
<b>Total</b>	<b>269</b>	<b>102%</b>

**DEMOGRAPHICS**

Now I would like to ask you a few questions so that we can classify your answers.

D1. How many years have you lived in Flagstaff?

	<b>2009</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Less than one year	2%	5%	4%	8%	8%	8%
1-5 years	18%	29%	28%	34%	30%	31%
6-10 years	18%	15%	19%	14%	19%	16%
11-20 years	24%	22%	22%	15%	16%	20%
More than 20 years	38%	30%	27%	29%	26%	26%
<b>Total</b>	<b>100%</b>	<b>101%</b>	<b>100%</b>	<b>100%</b>	<b>99%</b>	<b>101%</b>

D2. Do you own or rent your home?

	<b>2009</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Own	74%	72%	66%	59%	57%	57%
Rent	23%	28%	33%	39%	41%	42%
Other arrangement	2%	--	1%	2%	2%	1%
<b>Total</b>	<b>99%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

D3. Are you registered to vote in the City of Flagstaff?

	<b>2009</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Yes	91%	86%	75%	72%	79%	75%
No	9%	14%	25%	28%	21%	25%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

D4. In what year were you born? [recoded into age categories]

	<b>2009</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Age 18-34	12%	29%	30%	32%	39%	36%
Age 35-59	58%	48%	53%	49%	43%	50%
Age 60 or over	30%	23%	17%	20%	17%	14%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>101%</b>	<b>99%</b>	<b>100%</b>

D5. What is the highest grade of school or year of college that you have completed?

	<b>2009</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Grade school	2%	2%	2%	6%	2%	4%
High school degree	12%	15%	16%	14%	14%	14%
Some college/ Associate's degree	30%	29%	27%	33%	38%	37%
Bachelor's degree	26%	28%	27%	26%	27%	23%
Post-bachelor's degree	30%	26%	28%	22%	20%	22%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>101%</b>	<b>101%</b>	<b>100%</b>

D6. Are you of Hispanic, Latino, or Spanish origin?

D7. What do you consider your primary race to be?

	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>
White	71%	81%	79%	70%	77%
Hispanic, Latino, Mexican- American	12%	8%	12%	11%	12%
Asian	1%	1%	1%	2%	1%
Black or African American	2%	2%	2%	2%	1%
American Indian or Alaska Native	4%	6%	4%	6%	7%
Native Hawaiian or other Pacific Islander	1%	--	1%	1%	--
Other Race	10%	2%	1%	9%	2%
<b>Total</b>	<b>101%</b>	<b>100%</b>	<b>100%</b>	<b>101%</b>	<b>100%</b>

D8. Which of the following income groups include your total family income in the past year before taxes? Tell me to stop when I read the correct category.

	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Up to \$9,999	5%	4%	5%	5%	8%	9%	10%
\$10,000 to \$24,999	9%	11%	15%	19%	21%	18%	15%
\$25,000 to \$49,999	22%	29%	27%	24%	32%	30%	32%
\$50,000 to \$74,999	25%	21%	20%	23%	17%	21%	22%
\$75,000 to \$99,999	19%	16%	17%	16%	11%	13%	13%
\$100,000 to \$149,999	14%	11%	9%	9%	9%	7%	6%
Over \$150,000	8%	7%	6%	4%	2%	2%	3%
<b>Total</b>	<b>102%</b>	<b>99%</b>	<b>99%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>101%</b>

D9. Do you have any children under the age of 18 living in your home?

	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Yes	36%	38%	38%	36%	36%	38%	36%
No	64%	62%	62%	64%	64%	62%	64%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

D10. Do you live North or South of Route 66?

D11. Do you live East or West of Fourth Street?

	<b>2009</b>	<b>2007</b>	<b>2005</b>
North of Route 66 / West of Fourth Street	37%	35%	25%
North of Route 66 / East of Fourth Street	20%	21%	27%
South of Route 66 / East of Fourth Street	18%	16%	14%
South of Route 66 / West of Fourth Street	26%	28%	34%
<b>Total</b>	<b>101%</b>	<b>100%</b>	<b>100%</b>

D12. Respondent Gender

	<b>2009</b>	<b>2007</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>	<b>2002</b>	<b>2001</b>
Female	50%	50%	50%	50%	50%	50%	50%
Male	50%	50%	50%	50%	50%	50%	50%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Appendix A**  
**Open-ended responses:**  
**“What one thing can the City do to most improve the quality of life in Flagstaff?”**

- A little more advertising of events for youths. It is very rare that I get any information about that.
- A transit system would be more valuable
- Adding sidewalks and bus service in the southeast quadrants of the city
- Address the traffic problems
- Affordable housing (6)
- Allow more growth without so much restrictions from tree-hugging granola heads.
- Approach things more intelligently in terms of growth. They discourage businesses to come here.
- Arrange for reasonable parking downtown. And have glass recycling
- At this point in time I guess it would be to help small business
- Attract high-paying employers
- Attract more business, and tourism because the city of Flagstaff needs tourism and lower the cost of living
- Balance your budget.
- Be more helpful to the citizens of Flagstaff, especially the elderly
- Become more eco friendly and make us more an icon for recycling and green technology
- Better city planning or city officials
- Better communication
- Better control of parks for the well being of the children.
- Better education at all levels.
- Better plowing during winter
- Better police activity for gangs
- Better public transportation
- Better roads
- Better snow plowing in residential areas
- Better sports for kids.
- Better transportation for the disabled
- Bigger sidewalks
- Bring a Trader Joe's to town
- Bring in better jobs
- Bring in more businesses
- Bring more jobs other than tourism to city.
- Bringing in more commercial enterprises, restaurants, theatres, commercial development
- Build a permanent homeless shelter a larger one.
- Build a super Wal-Mart
- Build more sports complexes for kids; soccer football
- Building beautiful new facilities but facilities aren't accessible to the people they are built for, bad hours for kids for aquaplex for example, and can't always afford these facilities
- Building services need to improve for businesses

- Buy better material to build the streets out of
- Cap growth slow the rate of growth
- Change the city council
- Children's art; they need to fund these programs in the schools
- Choice of building department.
- City council & mayor and all decision makers need to look at all parts of Flagstaff, instead of special interest groups when making their decisions.
- City council needs to found out what real people are about, need to know what the majority wants
- City council seems to act out of personal objective, needs to be more efficient. Too much bureaucracy.
- Clean manufacturing for businesses for employment
- Clean the streets and not blocking the residential areas; like driveways
- Clearing and cleaning the streets where I live on main street, the houses around my area are not well maintained , they have a lot of junk around and don't seem to care, its badly very maintained area I try to keep my yard clean , there is a n apartment
- Control city growth better.
- Control development
- Cost of housing
- Cost of living is way too high
- Cost of living in terms of housing..
- Create more youth activities.
- Crime, everything else around here is pretty good
- Cut down on street vacancy.
- Cut taxes.
- Deal with housing.
- Decent public arts, just what we have is sort of uninspiring
- Decrease barriers to attract new business outside of retail
- Do a better job at recycling efforts.
- Do a better job on the maintenance of the streets and around the streets
- Do something about the snow removal. Parking for non local sledders
- Do something about homeless people and drug addicts.
- Do something about Milton. Very congested.
- Do something about the bums.
- Do something about the traffic
- Do something with the indigents who stay on the street corners and ask for money
- Don't cut services
- Educate
- Education for children. Supporting their schools more.
- Encourage more local businesses and culture.
- Enforce bicyclists to use bike lane not car lanes. Give them tickets too.
- Enforce loitering laws
- Enforce parking regulations there need to be more than what's present for parking in snow conditions illegal parking, blocking of fire hydrants and bike lanes
- Enforce some of the city ordinances for part-time homeowners for snow removal on sidewalks.
- Environmental conservation.

- Expand on bike lines for safety reasons.
- Expand open space, to preserve it
- Fire trucks are not fully staffed; only three rather than four firefighters -- safety well-being concern
- Fix the budgets, quit laying off workers
- Fix the potholes
- Fix the roads
- Fix the streets (2)
- Get back the station, we have no local TV station
- Get out of trying to control the lives of citizens and allow citizens to have more input
- Get rid of bums.
- Get rid of the city council
- Get some decent jobs, let some companies come in that will pay a decent wage.
- Get the mayor to stop talking so much about herself
- Get the traffic signals synchronized better.
- Getting around town, there has got to be an easier way; traffic -- only a couple of ways to get around town; traffic seems to be congested because there is only a few ways to get places; different routes of getting there.
- Good affordable housing for low and medium income levels
- Have a response time when the police are called
- Have better social services available for the elderly and disabled. Services are not available, there's no transportation. From health care to transportation. The city doesn't provide for anyone who is not able bodied.
- Have teachers for their classes, I took swimming at the peaks, half the time they didn't have a teacher, or had a teacher that didn't show up
- Help bring in better paying jobs, bring in more industries
- Help lower income people get better housing, I have seen good people move out of Flagstaff because they could not afford the housing
- Help the downtown area
- Help with housing costs.
- Help with the job and housing situation
- Hire more police officers
- Housing (2)
- I am looking forward to the city of Flagstaff putting on the hornless railroad crossing gates through town.
- I don't know; I cant think of anything off the top of my head, the only thing that bothers us how expensive houses are and I know they cant do anything about that
- I guess it would be alleviate from the traffic problems. It's pretty congested on the west side on the weekends when people come into town.
- I think it is mostly in its traffic and road system.
- I think one of the biggest things is making a road between 180 by Snowbowl out to I-40 because of the congestion created by only having one road.
- I think planning, design and development..
- I think that they need to bring in more industrial work, clean jobs, they need to bring more work into this area that has nothing to do with tourism.

- I think the biggest thing they can do is try to bring in more green industries to provide good jobs for regular people.
- I think they can use some additional park and green spaces within the city limits. And a snowplay area .
- I think they need to do more to help the poor people with house some decent housing
- I think they should add a municipal golf course
- I think, maybe more emphasis to parks and recreation.
- I would have to say providing jobs that pay adequate amounts of money.
- I would say do not close down the pools in town, like the one at Mt. Elden Middle School. The aquaplex isn't equipped to give swimming lessons to the people who need it or want it.
- I would say limit development.
- I would say more accommodation of more bike and pedestrian friendly crossing on Humphreys and 180.. And Milton is a bad entrance from Grand Canyon to the city.. I think that it is an eyesore.. It could be more attractively for the people passing through
- I would say provide more programs for youth. In the winter there is basically nothing for the kids to do.. Indoor soccer.
- I'd like to see more sledding hills for the kids to play on. Just more places for children to play in the snow in general.
- Implement a long term plan for water security.
- Improve air quality, with controlled burns and traffic.
- Improve planning and zoning permit process
- Improve services to the poor for example homeless shelters domestic violence shelters affordable housing
- Improve the parking situation downtown where it is horrible, it's bad
- Improve the roads and the plowing.
- Improve the snow plowing. (2)
- Improve the snow removing plowing, there are better ways of doing it.
- Improve traffic congestion
- Improvement of the police patrol in the area of high crime areas lower economic areas they need to patrol more the trash pick up on the south side is worse than on the north side
- Improving facilities for families.
- Improving household collection for recycling especially glass, or in the city and planning certain roads and residential areas are too narrow for winter snow removal
- Improving the quality of the streets and maintaining them. Help and support the schools in Flagstaff in some way and encourage quality businesses to come to Flagstaff.
- Increase taxes on part time residents
- Increase the frequency and scope of the public transportation system.
- Increase the number of police so they can maintain and enforce traffic laws
- Increase the pay for people that work here or have more affordable housing or cost of living.
- Inform there citizens about the limitations that the city faces
- Is to stop telling me how to live my life, to get rid of the tax on hard surface water runoff
- I think they need to budget better with tax increases in a slow economy the property taxes increased based on the housing values based on two years ago
- Jobs, from talking to I know they would like to see more job diversity
- Just better envisioning of the future; trying to plan ahead better in general.
- Just maintain it's current level of services

- Keep my taxes low and keep sales taxes low
- Keep open spaces within the city limits
- Keep the part time residents out of the town,, they are buying up all the real estate.. Those of us that are full time residents can't even afford to buy a house.
- Leave citizens alone so we can live our life in peace, shouldn't be passing gay rights bills and bills for different groups, we are all Americans
- Less is more; we over spend in a lot of ways
- Less noise from trains
- Less police officers and more educational funds
- Let more business come into Flagstaff
- Let up on Wal-Mart, let it develop.
- Library services should be improved, there should be Sunday services.
- Limit building
- Limit growth (2)
- Listen to all people as opposed to special interest groups.
- Love to see different types of restaurants here
- Lower food prices, gas prices, do something about the Flagstaff abortion clinic because they are killing children and are only in it for the money
- Lower housing cost, and provide monies for education.
- Lower the cost of housing; economy--easier for ft residents to find housing.
- Lower the cost of living. (3)
- Lower the cost of rentals and raise the pay scale.
- Lower the local taxes
- Lower the price of housing. Make housing more affordable.
- Lower the taxes.
- Lower their rates, on their utilities, trash water, what have you.
- Lowering the rents
- Maintain its community funding and continue to seek the input of its community members
- Maintain the nature part of the natural resources
- Maintaining education system
- Make a beach
- Make changes to lower real estate costs, real estate development costs, lessen bureaucracy all over Flagstaff.
- Make it more clear about recycling, I don't feel like we're able to recycle stuff - give me more info about how to do so.
- Make living more affordable, and have business pay decent wages.
- Make more available community programs for kids
- Make recycled water more available to homeowners.
- Make snow plowing more efficient.
- Make stronger efforts against domestic violence
- Make the biking trails more consistent in meeting up with county roads
- Make things more affordable
- Manage the traffic better synchronizing the signals, that would be nice, providing another way around the tracks, you know, other than San Francisco, better road repair, more timely, and snow removal, snow removal is my number one pet peeve right now,
- Milton road!! Fix traffic

- More affordable housing
- More affordable housing
- More bike routes around town
- More businesses, it would lower prices and give competition to the one that are here, More community involvement
- More crosswalks on Milton
- More expansion; dining facilities, family recreation sites, shopping facilities, new growth
- More gang police clean up the crime
- More green building
- More jobs (2)
- More money for education
- More oversight on zoning and developments
- More parks
- More police
- More scholarships for the needy
- More security in the parks at night time.
- More things to do for kids
- More venues, concerts and stuff. The NAU dome doesn't get used that much.
- More youth activities
- Mostly, to promote activities for residents rather than advocating for out of town tourists, like a resident pass for the sledding hill rather than a pay for time usage fee.
- Need sidewalks on South Milton and Woodland blvd. South side of the street.
- Neighborhoods should have stricter rules on how they keep up their property
- No more train crossing signals, and have the snow plowing stop shoving snow in the drive ways
- Not to over build get a factory in here to get job quit sending them to china made in America
- Not expanding urban sprawl, protecting open spaces.
- Not letting the city staff dictate policy they tell the city council what needs to be done
- Not raise the prices of community activities like swimming
- Not to cut down trees or build more hotels or golf course
- Overall, the lulls in traffic flow and problems getting around due to bottleneck during tourist season and heavy traffic volume seasons. Constrained traffic flow from the tracks, still a big problem on the west side.
- Parks and Rec need to do more sport tournaments, and plan more multicultural events.
- Planning and building services
- Police department try to center on one thing to make more money for the city but its bad for the citizens and puts the citizens in bad situations.
- Prices; everything costs more because things have to come up the hill, the cost of living keeps going up, we need more opportunities for work, businesses have tried to come in but have been shot down for one reason or another, small business growth would help
- Probably we need more recreation areas
- Probably be political, it's all politics here and if it's less, that would be better.
- Probably get a new city council
- Probably plowing when it snows, not leaving it in front of the driveway, but taking it away.
- Probably traffic, we talked about lights and the congestion they have during rush hour
- Promote open space

- Promote sustainability.
- Property maintenance ordinance
- Provide affordable housing and take care of the snow plowing
- Provide bike lanes on every street
- Provide low and medium housing zone some areas for low income housing just force it I guess they can do that
- Provide more affordable housing
- Provide public/community recreation opportunities that are affordable by everyone. Aquaplex is too small and too expensive.
- Public toilets, people coming through town need a place to go to the bathroom
- Put into some alternatives to Milton and route 66. Put in an overpasses at Enterprise. And extend John Wesley Powell. Get traffic off of Humphreys and fort valley road
- Put more emphasis on environmental quality, composting, community gardens, better , rain water catchments
- Put more plows in the snow.
- Quiet the railroad. Its too loud
- Really don't have anything that seems to come to mind.
- Recreation for children
- Recreation for youth, their is nothing for them to do softball fields for the girls youth groups, more involved in foot ball
- Recycle fluorescent lamps
- Replace city council
- Road repairs in a timely manner
- Services tend to favor the older folks over the younger folks, need more youth oriented facilities
- Sign code needs to be much stricter. Also, we need more sidewalks. Less development within the city and more open space. Fill the open space we have. One other thing, the barking dogs needs to come to a decrease.
- Simplify things in planning an zoning to make it easier for businesses to conduct business, make it easier to build homes
- Slow down growth
- Smooth out the roads, potholes, etc.
- Snow plow
- Snow plowing could be improved
- Snow removal, plowing the side streets.
- Solve traffic congestion.
- Somehow adjust the taxes on the commercial properties.. The commercial properties are so far out there that no one is will to buy or develop them.. To control the street drunk and alcoholics..
- Spend within their budget
- Stop shoveling snow in to private properties, and start recycling glass.
- Stop the snow plow from putting snow back in your driveway
- Street maintenance.
- Street repair
- Streets are in bad condition
- Subsidize the local TV station.
- Support the libraries

- Take better care of the kids
- Take care of housing cost of living
- Take care of the pot holes. Had to replace tires
- Take care of the streets!
- Take care of us better
- Take off intact fees off of building permits.
- Team up with the people that run the Orpheum theater so they don't lose it
- The biggest issue is traffic
- The biggest issue would be streamlining traffic, and finding a way to make the flow of traffic more efficient, especially along Milton.
- The city could use better industry, more jobs.
- The Fourth Street dept in Flagstaff should stop cutting down trees, and there should be another senior health center by the mall on the east side
- The housing issue is one of the biggest issues
- The infrastructure here is too expensive, it makes it too difficult to get things started here, to build things here, etc. It seems like Flagstaff fights anything that could change that, it's too difficult to grow and progress here.
- The mayor need to listen to what the citizens are saying
- The only bad quality is traffic aren't triggered by bicycles to enhance bicycle facilities
- The police department
- The roads need to be taken care of
- The schools
- The thing I'm most concerned about is the growing disparity in economic status, it's always been a place where people of lower income status to live, and it continues to grow in that way. I'm afraid of growing tension because of that.
- The urban trail system they can extend it to fox trail park and encourage mass transit more public transportation
- There are a lot of roads that need attention. The city could pick up glass.
- There doing a good at the present time
- There needs to be a way to bridge that gap between the higher income families and lower income families
- There should be better traffic flow
- They could establish more community meetings in local neighborhoods so more can people bring issues up pertinent to their neighborhood.
- They could expand more on their recreation department.
- They could improve their recycling and their traffic flow
- They could plow the streets better not just move the snow but remove it and fix roads that are in need of repair
- They need to be better about getting snow off the streets in the winter.
- They need to be more business friendly and attract more businesses because there isn't much of a range for shopping.
- They need to focus more and residents and Flagstaff needs to find other revenue besides tourism
- They need to have more art programs
- They should expand the hours of the public transportation system, the bus,, from the early am to the late pm.

- They should keep up with neighborhood housing, cleanliness and animal control
- They shouldn't spent money on unnecessary things like pools
- They should've stopped allowing growth a long time ago. Growth is probably the biggest problem here, it's blown to proportions beyond the means here. Improve all the services across the board to be equal with the growth of the city.
- To attract industries that have good-paying jobs.
- To keep the services at the level they're at. To be sure to include community members in their planning, and being really careful of cutting essential services due to budget cuts.
- Traffic
- Traffic and parking
- Traffic control
- Traffic control and traffic bypasses.. Anything to do without having to go through Milton or route 66 we have to get directly from i17 to the fort valley snow bowl area without having to go through town.
- Traffic control design some alternate routes diverting some of the tourists, maybe a direct route to the Grand Canyon
- Traffic control. Making it more efficient.
- Traffic flow and road maintenance
- Traffic laws
- Traffic on Milton.
- Traffic on Milton...improve!
- Traffic congestion
- Transient population control in the parks
- Try bringing more good quality businesses to flag, other than tourism
- Try to get traffic across town
- Try to new businesses the high cost of living makes difficult for families to stay
- Use more natural energy resources rather than APS
- We need better paying jobs more than any thing
- We need help with the traffic
- We need to have an infrastructure that supports our population growth
- When it comes to building there are ordinances to plant trees but it seems like many areas with lots of trees are being built on, not enough open space like there used to be.
- Wireless internet
- Work better jobs. The wages a man makes can't afford to live here. Including city workers
- Work on being safe. For the snow plowing keep the snow off properties
- Work on cost of living
- Work on making partnerships with schools.
- Work on the east side-urban planning.
- Work on traffic
- Work on traffic and maybe build another bridge for the railroad.
- You know I really don't know what they could do to improve the quality of life
- Zoning