

Distribution of Sample by Type of Respondent

Type	Number	Percent
Town Hall Participant	101	8.8 %
Resident	1043	91.2 %
Total	1144	100.0 %

Q1. Prior to this survey, did you know that the Town of Fountain Hills was developing a strategic plan to assist in identifying priorities for the Town?

N=1144

Color	
Stakeholder	Resident
B	Y

Q1 Know town developing strategic plan

1=Yes	97.0%	74.8%
2=No	3.0%	25.2%

Q2. Using a scale from "1" to "5" where "1" is "Extremely Important" and "5" is "Not Important," please indicate how important each of the following reasons were in your decision to live in Fountain Hills?

N=1144

Color	
Stakeholder	Resident
B	Y

Q2a Small-town atmosphere in the community

1=Extremely important	48.5%	51.1%
2=Very important	25.7%	25.8%
3=Important	20.8%	16.4%
4=Less important	4.0%	4.7%
5=Not important	1.0%	2.1%

Q2b Availability of shopping to meet the needs of local residents

1=Extremely important	13.0%	24.6%
2=Very important	31.0%	24.8%
3=Important	40.0%	31.5%
4=Less important	13.0%	14.4%
5=Not important	3.0%	4.6%

Q2. Using a scale from "1" to "5" where "1" is "Extremely Important" and "5" is "Not Important," please indicate how important each of the following reasons were in your decision to live in Fountain Hills?

N=1144

Color	
Stakeholder	Resident
B	Y

Q2c Low crime rate

1=Extremely important	56.4%	70.8%
2=Very important	26.7%	20.2%
3=Important	11.9%	7.6%
4=Less important	5.0%	1.1%
5=Not important	0.0%	0.4%

Q2d Quality of housing

1=Extremely important	30.7%	46.7%
2=Very important	38.6%	36.1%
3=Important	28.7%	15.0%
4=Less important	2.0%	1.6%
5=Not important	0.0%	0.6%

Q2. Using a scale from "1" to "5" where "1" is "Extremely Important" and "5" is "Not Important," please indicate how important each of the following reasons were in your decision to live in Fountain Hills?

N=1144

Color	
Stakeholder	Resident
B	Y

Q2e Level of taxation

1=Extremely important	23.8%	40.2%
2=Very important	17.8%	24.2%
3=Important	37.6%	27.0%
4=Less important	11.9%	6.6%
5=Not important	8.9%	2.0%

Q2f Employment opportunities

1=Extremely important	2.0%	6.2%
2=Very important	6.0%	9.0%
3=Important	22.0%	25.6%
4=Less important	33.0%	27.6%
5=Not important	37.0%	31.6%

Q2. Using a scale from "1" to "5" where "1" is "Extremely Important" and "5" is "Not Important," please indicate how important each of the following reasons were in your decision to live in Fountain Hills?

N=1144

Color	
Stakeholder	Resident
B	Y

Q2g Availability of arts & cultural amenities

1=Extremely important	11.9%	7.5%
2=Very important	18.8%	14.2%
3=Important	28.7%	37.5%
4=Less important	34.7%	26.4%
5=Not important	5.9%	14.5%

Q2h Quality of local governmental services

1=Extremely important	24.8%	27.0%
2=Very important	28.7%	29.7%
3=Important	36.6%	33.6%
4=Less important	7.9%	6.0%
5=Not important	2.0%	3.7%

Q2. Using a scale from "1" to "5" where "1" is "Extremely Important" and "5" is "Not Important," please indicate how important each of the following reasons were in your decision to live in Fountain Hills?

N=1144

Color	
Stakeholder	Resident
B	Y

Q2i Financial stability of local government

1=Extremely important	46.0%	41.6%
2=Very important	30.0%	29.3%
3=Important	16.0%	23.4%
4=Less important	6.0%	3.9%
5=Not important	2.0%	1.8%

Q2j Appearance, views, & overall beauty of the Town

1=Extremely important	67.3%	56.3%
2=Very important	23.8%	29.6%
3=Important	7.9%	11.3%
4=Less important	1.0%	2.0%
5=Not important	0.0%	0.7%

Q2. Using a scale from "1" to "5" where "1" is "Extremely Important" and "5" is "Not Important," please indicate how important each of the following reasons were in your decision to live in Fountain Hills?

N=1144

Color	
Stakeholder	Resident
B	Y

Q2k Proximity to family and friends

1=Extremely important	5.0%	9.9%
2=Very important	16.0%	13.5%
3=Important	29.0%	24.9%
4=Less important	21.0%	26.0%
5=Not important	29.0%	25.7%

Q2l Availability of parks & open space

1=Extremely important	25.7%	24.1%
2=Very important	29.7%	30.4%
3=Important	31.7%	31.9%
4=Less important	10.9%	8.9%
5=Not important	2.0%	4.7%

Q2. Using a scale from "1" to "5" where "1" is "Extremely Important" and "5" is "Not Important," please indicate how important each of the following reasons were in your decision to live in Fountain Hills?

N=1144

Color	
Stakeholder	Resident
B	Y

Q2m Availability of recreational activities

1=Extremely important	10.0%	13.3%
2=Very important	29.0%	23.6%
3=Important	40.0%	35.6%
4=Less important	14.0%	19.1%
5=Not important	7.0%	8.4%

Q2n Town is a planned community with specific standards

1=Extremely important	33.7%	30.5%
2=Very important	26.7%	30.1%
3=Important	26.7%	27.0%
4=Less important	8.9%	8.9%
5=Not important	4.0%	3.5%

Q2. Using a scale from "1" to "5" where "1" is "Extremely Important" and "5" is "Not Important," please indicate how important each of the following reasons were in your decision to live in Fountain Hills?

N=1144

Color	
Stakeholder	Resident
B	Y

Q2o Community's commitment to preserving & protecting environmental resources

1=Extremely important	40.6%	39.0%
2=Very important	28.7%	29.7%
3=Important	27.7%	22.6%
4=Less important	3.0%	5.5%
5=Not important	0.0%	3.2%

Q3. Which of the items listed above will have the MOST impact on your decision to stay in the Town of Fountain Hills.

N=1144

	Color	
	Stakeholder B	Resident Y
<u>Q3 Most impact</u>		
A=Small-town atmosphere	30.7%	32.2%
B=Availability of shopping	3.0%	3.1%
C=Low crime rate	8.9%	16.4%
D=Quality of housing	2.0%	4.3%
E=Level of taxation	5.9%	11.0%
F=Employment opportunities	0.0%	0.8%
G=Availability of arts & cultural amenities	2.0%	0.6%
H=Quality of local governmental services	3.0%	0.8%
I=Financial stability of local government	2.0%	2.7%
J=Appearance, views & overall beauty	20.8%	11.8%
K=Proximity to family & friends	2.0%	2.2%
L=Availability of parks & open space	3.0%	0.8%
M=Availability of recreational activities	3.0%	0.4%
N=Town is planned community	5.0%	1.2%
O=Commitment to preserving environmental resources	6.9%	2.4%
Z=None chosen	2.0%	9.4%

Q3. Which of the items listed above will have the MOST impact on your decision to stay in the Town of Fountain Hills.

	Color	
	Stakeholder B	Resident Y
N=1144		
<u>Q3 2nd</u>		
A=Small-town atmosphere	13.9%	11.2%
B=Availability of shopping	6.9%	6.2%
C=Low crime rate	13.9%	21.3%
D=Quality of housing	0.0%	5.8%
E=Level of taxation	4.0%	9.5%
F=Employment opportunities	1.0%	0.8%
G=Availability of arts & cultural amenities	4.0%	1.0%
H=Quality of local governmental services	4.0%	2.3%
I=Financial stability of local government	12.9%	4.6%
J=Appearance, views & overall beauty	13.9%	13.3%
K=Proximity to family & friends	1.0%	2.1%
L=Availability of parks & open space	3.0%	2.8%
M=Availability of recreational activities	2.0%	0.7%
N=Town is planned community	5.9%	3.5%
O=Commitment to preserving environmental resources	9.9%	3.6%
Z=None chosen	4.0%	11.3%

Q3. Which of the items listed above will have the MOST impact on your decision to stay in the Town of Fountain Hills.

N=1144

	Color	
	Stakeholder B	Resident Y
<u>Q3 3rd</u>		
A=Small-town atmosphere	6.9%	7.2%
B=Availability of shopping	3.0%	4.5%
C=Low crime rate	9.9%	13.0%
D=Quality of housing	5.9%	7.0%
E=Level of taxation	6.9%	8.0%
F=Employment opportunities	0.0%	0.1%
G=Availability of arts & cultural amenities	2.0%	1.4%
H=Quality of local governmental services	8.9%	3.8%
I=Financial stability of local government	5.0%	5.0%
J=Appearance, views & overall beauty	9.9%	15.3%
K=Proximity to family & friends	1.0%	1.4%
L=Availability of parks & open space	4.0%	3.5%
M=Availability of recreational activities	3.0%	1.6%
N=Town is planned community	10.9%	5.3%
O=Commitment to preserving environmental resources	13.9%	7.0%
Z=None chosen	8.9%	15.8%

Q3. Which of the items listed above will have the MOST impact on your decision to stay in the Town of Fountain Hills. (all three selections)

N=1144	Color	
	Stakeholder B	Resident Y
<u>Q3 SUM OF TOP 3 CHOICES</u>		
A=Small-town atmosphere	51.5%	50.8%
B=Availability of shopping	12.9%	13.8%
C=Low crime rate	32.7%	50.7%
D=Quality of housing	7.9%	17.2%
E=Level of taxation	16.8%	28.5%
F=Employment opportunities	1.0%	1.6%
G=Availability of arts & cultural amenities	7.9%	3.0%
H=Quality of local governmental services	15.8%	6.9%
I=Financial stability of local government	19.8%	12.3%
J=Appearance, views & overall beauty	44.6%	40.5%
K=Proximity to family & friends	4.0%	5.8%
L=Availability of parks & open space	9.9%	7.0%
M=Availability of recreational activities	7.9%	2.7%
N=Town is planned community	21.8%	10.0%
O=Commitment to preserving environmental resources	30.7%	13.0%
Z=None chosen	2.0%	9.4%

Q4. New Business Development in Downtown Fountain Hills. Which of the following approaches to new businesses development in downtown Fountain Hills would you prefer:

N=1144

Color	
Stakeholder	Resident
B	Y

Q4 Approach to new business development

1=Serve needs of local residents	56.4%	53.7%
2=Destinations for tourists	34.7%	33.2%
3=Neither of these	5.0%	10.5%
9=Don't know	4.0%	2.7%

Q5. Arts and Cultural Programs and Facilities. Which of the following approaches to the development of arts and cultural programs and facilities in downtown Fountain Hills would you prefer:

N=1144

Color	
Stakeholder	Resident
B	Y

Q5 Approach to development of arts & cultural programs

1=Serve needs of local residents	41.6%	30.6%
2=Destinations for tourists	41.6%	36.7%
3=Neither of these	13.9%	25.3%
9=Don't know	3.0%	7.4%

Q6. Community Vision. Several statements about the future of Fountain Hills are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

N=1144

Color	
Stakeholder	Resident
B	Y

Q6a Important to strengthen the small town identity

1=Stongly agree	47.5%	41.8%
2=Agree	32.7%	36.0%
3=Neutral	16.8%	15.9%
4=Disagree	3.0%	4.2%
5=Strongly disagree	0.0%	2.1%

Q6b Important to establish architectural controls

1=Stongly agree	47.5%	38.8%
2=Agree	38.6%	43.1%
3=Neutral	10.9%	13.3%
4=Disagree	3.0%	3.6%
5=Strongly disagree	0.0%	1.2%

Q6. Community Vision. Several statements about the future of Fountain Hills are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

N=1144

Color	
Stakeholder B	Resident Y

Q6c Town government & local schools should work together

1=Stongly agree	35.6%	23.5%
2=Agree	37.6%	43.0%
3=Neutral	24.8%	30.8%
4=Disagree	2.0%	1.9%
5=Strongly disagree	0.0%	0.7%

Q6d Have more recreation amenities

1=Stongly agree	13.9%	13.3%
2=Agree	45.5%	33.0%
3=Neutral	28.7%	37.8%
4=Disagree	6.9%	11.4%
5=Strongly disagree	5.0%	4.4%

Q6. Community Vision. Several statements about the future of Fountain Hills are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

N=1144

Color	
Stakeholder	Resident
B	Y

Q6e Promote lifelong learning for residents of all ages

1=Stongly agree	17.8%	15.8%
2=Agree	39.6%	38.3%
3=Neutral	33.7%	34.7%
4=Disagree	6.9%	7.8%
5=Strongly disagree	2.0%	3.5%

Q6f Ensure that high quality housing is maintained

1=Stongly agree	30.7%	43.1%
2=Agree	51.5%	45.0%
3=Neutral	16.8%	9.8%
4=Disagree	1.0%	1.7%
5=Strongly disagree	0.0%	0.5%

Q6. Community Vision. Several statements about the future of Fountain Hills are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

N=1144

Color	
Stakeholder	Resident
B	Y

Q6g Strictly enforce General Plan & Zoning ordinances

1=Strongly agree	47.5%	37.7%
2=Agree	34.7%	41.5%
3=Neutral	14.9%	16.2%
4=Disagree	3.0%	3.3%
5=Strongly disagree	0.0%	1.4%

Q6h Activity center for teens

1=Strongly agree	14.3%	22.9%
2=Agree	37.8%	39.7%
3=Neutral	33.7%	26.6%
4=Disagree	7.1%	6.3%
5=Strongly disagree	7.1%	4.6%

Q6. Community Vision. Several statements about the future of Fountain Hills are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

N=1144

Color	
Stakeholder	Resident
B	Y

Q6i New aquatic/swimming facilities

1=Stongly agree	37.6%	26.6%
2=Agree	19.8%	19.8%
3=Neutral	22.8%	26.7%
4=Disagree	10.9%	13.5%
5=Strongly disagree	8.9%	13.4%

Q6j New stand-alone senior center

1=Stongly agree	18.8%	7.5%
2=Agree	15.8%	19.8%
3=Neutral	35.6%	41.5%
4=Disagree	18.8%	19.3%
5=Strongly disagree	10.9%	11.9%

Q6. Community Vision. Several statements about the future of Fountain Hills are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

N=1144

Color	
Stakeholder B	Resident Y

Q6k New performing arts center

1=Stongly agree	12.9%	7.0%
2=Agree	16.8%	17.0%
3=Neutral	36.6%	42.2%
4=Disagree	18.8%	19.9%
5=Strongly disagree	14.9%	13.9%

Q6l Annex State Trust Land

1=Stongly agree	77.2%	21.2%
2=Agree	15.8%	24.9%
3=Neutral	6.9%	30.9%
4=Disagree	0.0%	10.8%
5=Strongly disagree	0.0%	12.2%

Q6. Community Vision. Several statements about the future of Fountain Hills are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

N=1144

Color	
Stakeholder	Resident
B	Y

Q6m Do more to enhance stewardship

1=Stongly agree	27.7%	24.8%
2=Agree	44.6%	35.7%
3=Neutral	20.8%	28.0%
4=Disagree	5.0%	7.6%
5=Strongly disagree	2.0%	3.9%

Q6n Require new residential development to use low water vegetation

1=Stongly agree	46.5%	39.1%
2=Agree	39.6%	34.4%
3=Neutral	8.9%	16.7%
4=Disagree	4.0%	7.4%
5=Strongly disagree	1.0%	2.4%

Q6. Community Vision. Several statements about the future of Fountain Hills are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

N=1144

Color	
Stakeholder	Resident
B	Y

Q6o Take over garbage collection services

1=Stongly agree	31.7%	19.0%
2=Agree	9.9%	19.6%
3=Neutral	22.8%	26.3%
4=Disagree	18.8%	19.0%
5=Strongly disagree	16.8%	16.1%

Q6p Create a curbside recycling program

1=Stongly agree	31.0%	25.2%
2=Agree	30.0%	27.2%
3=Neutral	23.0%	27.9%
4=Disagree	10.0%	9.5%
5=Strongly disagree	6.0%	10.2%

Q6. Community Vision. Several statements about the future of Fountain Hills are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

N=1144

	Color	
	Stakeholder	Resident
	B	Y

Q6q Develop a new community park

1=Stongly agree	9.0%	6.0%
2=Agree	23.0%	15.5%
3=Neutral	46.0%	41.3%
4=Disagree	16.0%	24.2%
5=Strongly disagree	6.0%	12.9%

Q6r Resurface streets more often

1=Stongly agree	8.0%	7.1%
2=Agree	23.0%	22.4%
3=Neutral	52.0%	50.0%
4=Disagree	14.0%	15.6%
5=Strongly disagree	3.0%	4.9%

Q6. Community Vision. Several statements about the future of Fountain Hills are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

N=1144

Color	
Stakeholder	Resident
B	Y

Q6s Widen Fountain Hills Boulevard

1=Stongly agree	11.0%	7.3%
2=Agree	21.0%	17.7%
3=Neutral	30.0%	29.3%
4=Disagree	20.0%	29.6%
5=Strongly disagree	18.0%	16.2%

Q6t Enhance pedestrian safety

1=Stongly agree	23.0%	16.4%
2=Agree	36.0%	34.1%
3=Neutral	25.0%	29.4%
4=Disagree	12.0%	13.3%
5=Strongly disagree	4.0%	6.9%

Q6. Community Vision. Several statements about the future of Fountain Hills are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

N=1144

Color	
Stakeholder	Resident
B	Y

Q6u Improve public transportation

1=Stongly agree	18.0%	15.2%
2=Agree	27.0%	27.1%
3=Neutral	33.0%	33.5%
4=Disagree	15.0%	14.3%
5=Strongly disagree	7.0%	10.0%

Q7. Although the Town of Fountain Hills is currently in good financial shape, when the Town reaches buildout in as few as nine years a revenue shortfall is projected due to the loss of new construction revenue and a diminishing share of State funds. Knowing this, which of the following courses of action do you think the Town should pursue:

N=1144

Color	
Stakeholder	Resident
B	Y

Q7 Course of action Town should pursue

1=Levy primary property tax	66.3%	25.3%
2=Increase sales tax	10.9%	22.6%
3=Keep the same	7.9%	10.4%
4=Cut or reduce services	5.9%	12.1%
9=Don't know	8.9%	29.6%

Q8. Willingness to Pay. Since the Town of Fountain Hills is projected to have a deficit at buildout, many of the projects that are being considered for the Strategic Plan cannot be implemented without additional funding. For each of the items listed below, please indicate how willing you would be to pay the additional cost shown. The additional cost would be paid through user fees, property taxes, and/or sales taxes. Remember that the costs listed would be in addition to the estimated annual cost of \$66 per household required to maintain services at existing levels.

N=1144

Color	
Stakeholder	Resident
B	Y

Q8a Invest in activities that will strengthen the small town identity

1=Very willing	21.2%	14.2%
2=Somewhat	44.4%	29.2%
3=Not sure	18.2%	20.4%
4=Not willing	16.2%	36.3%

Q8b Establish an architectural review board

1=Very willing	36.4%	16.9%
2=Somewhat	19.2%	30.2%
3=Not sure	26.3%	22.7%
4=Not willing	18.2%	30.1%

Q8. Willingness to Pay. Since the Town of Fountain Hills is projected to have a deficit at buildout, many of the projects that are being considered for the Strategic Plan cannot be implemented without additional funding. For each of the items listed below, please indicate how willing you would be to pay the additional cost shown. The additional cost would be paid through user fees, property taxes, and/or sales taxes. Remember that the costs listed would be in addition to the estimated annual cost of \$66 per household required to maintain services at existing levels.

N=1144

Color	
Stakeholder	Resident
B	Y

Q8c Have the Town work more closely with local schools

1=Very willing	80.2%	57.7%
2=Somewhat	9.9%	21.8%
3=Not sure	7.9%	14.0%
4=Not willing	2.0%	6.5%

Q8d Add recreation amenities

1=Very willing	36.7%	25.2%
2=Somewhat	32.7%	33.4%
3=Not sure	14.3%	15.8%
4=Not willing	16.3%	25.7%

Q8. Willingness to Pay. Since the Town of Fountain Hills is projected to have a deficit at buildout, many of the projects that are being considered for the Strategic Plan cannot be implemented without additional funding. For each of the items listed below, please indicate how willing you would be to pay the additional cost shown. The additional cost would be paid through user fees, property taxes, and/or sales taxes. Remember that the costs listed would be in addition to the estimated annual cost of \$66 per household required to maintain services at existing levels.

N=1144

Color	
Stakeholder	Resident
B	Y

Q8e Invest in initiatives that will support lifelong learning opportunities

1=Very willing	25.7%	13.1%
2=Somewhat	28.7%	30.4%
3=Not sure	20.8%	26.4%
4=Not willing	24.8%	30.2%

Q8f Increase enforcement of housing quality codes

1=Very willing	10.1%	6.8%
2=Somewhat	25.3%	19.6%
3=Not sure	36.4%	28.2%
4=Not willing	28.3%	45.3%

Q8. Willingness to Pay. Since the Town of Fountain Hills is projected to have a deficit at buildout, many of the projects that are being considered for the Strategic Plan cannot be implemented without additional funding. For each of the items listed below, please indicate how willing you would be to pay the additional cost shown. The additional cost would be paid through user fees, property taxes, and/or sales taxes. Remember that the costs listed would be in addition to the estimated annual cost of \$66 per household required to maintain services at existing levels.

N=1144

Color	
Stakeholder B	Resident Y

Q8g Strictly enforce General Plan & Zoning ordinances

1=Very willing	33.7%	20.8%
2=Somewhat	27.7%	35.2%
3=Not sure	29.7%	24.1%
4=Not willing	8.9%	19.8%

Q8h Build a new teen activity center

1=Very willing	7.0%	11.5%
2=Somewhat	24.0%	22.3%
3=Not sure	26.0%	24.0%
4=Not willing	43.0%	42.2%

Q8. Willingness to Pay. Since the Town of Fountain Hills is projected to have a deficit at buildout, many of the projects that are being considered for the Strategic Plan cannot be implemented without additional funding. For each of the items listed below, please indicate how willing you would be to pay the additional cost shown. The additional cost would be paid through user fees, property taxes, and/or sales taxes. Remember that the costs listed would be in addition to the estimated annual cost of \$66 per household required to maintain services at existing levels.

N=1144

Color	
Stakeholder	Resident
B	Y

Q8i Build a new aquatic center

1=Very willing	30.7%	16.6%
2=Somewhat	19.8%	16.1%
3=Not sure	14.9%	15.7%
4=Not willing	34.7%	51.6%

Q8j Build a larger stand-alone senior center

1=Very willing	15.0%	3.7%
2=Somewhat	20.0%	13.0%
3=Not sure	23.0%	24.4%
4=Not willing	42.0%	58.9%

Q8. Willingness to Pay. Since the Town of Fountain Hills is projected to have a deficit at buildout, many of the projects that are being considered for the Strategic Plan cannot be implemented without additional funding. For each of the items listed below, please indicate how willing you would be to pay the additional cost shown. The additional cost would be paid through user fees, property taxes, and/or sales taxes. Remember that the costs listed would be in addition to the estimated annual cost of \$66 per household required to maintain services at existing levels.

N=1144

Color	
Stakeholder	Resident
B	Y

Q8k Build a new performing arts center

1=Very willing	13.1%	6.6%
2=Somewhat	15.2%	12.3%
3=Not sure	24.2%	20.3%
4=Not willing	47.5%	60.9%

Q8l Annex State Trust Land

1=Very willing	91.1%	44.1%
2=Somewhat	7.9%	16.8%
3=Not sure	1.0%	21.1%
4=Not willing	0.0%	18.1%

Q8. Willingness to Pay. Since the Town of Fountain Hills is projected to have a deficit at buildout, many of the projects that are being considered for the Strategic Plan cannot be implemented without additional funding. For each of the items listed below, please indicate how willing you would be to pay the additional cost shown. The additional cost would be paid through user fees, property taxes, and/or sales taxes. Remember that the costs listed would be in addition to the estimated annual cost of \$66 per household required to maintain services at existing levels.

N=1144

Color	
Stakeholder	Resident
B	Y

Q8m Enhance the Towns stewardship of the natural environment

1=Very willing	16.0%	13.3%
2=Somewhat	34.0%	27.1%
3=Not sure	33.0%	26.5%
4=Not willing	17.0%	33.1%

Q8n Require new residential development to use low water vegetation

1=Very willing	30.3%	29.7%
2=Somewhat	27.3%	31.3%
3=Not sure	27.3%	18.9%
4=Not willing	15.2%	20.1%

Q8. Willingness to Pay. Since the Town of Fountain Hills is projected to have a deficit at buildout, many of the projects that are being considered for the Strategic Plan cannot be implemented without additional funding. For each of the items listed below, please indicate how willing you would be to pay the additional cost shown. The additional cost would be paid through user fees, property taxes, and/or sales taxes. Remember that the costs listed would be in addition to the estimated annual cost of \$66 per household required to maintain services at existing levels.

N=1144

Color	
Stakeholder	Resident
B	Y

Q8o Establish Town-operated garbage collection service

1=Very willing	21.2%	15.8%
2=Somewhat	22.2%	15.1%
3=Not sure	11.1%	18.4%
4=Not willing	45.5%	50.7%

Q8p Establish a curbside recycling program

1=Very willing	17.2%	12.4%
2=Somewhat	18.2%	16.8%
3=Not sure	19.2%	19.0%
4=Not willing	45.5%	51.8%

Q8. Willingness to Pay. Since the Town of Fountain Hills is projected to have a deficit at buildout, many of the projects that are being considered for the Strategic Plan cannot be implemented without additional funding. For each of the items listed below, please indicate how willing you would be to pay the additional cost shown. The additional cost would be paid through user fees, property taxes, and/or sales taxes. Remember that the costs listed would be in addition to the estimated annual cost of \$66 per household required to maintain services at existing levels.

N=1144

Color	
Stakeholder	Resident
B	Y

Q8q Acquire land, develop, and maintain new 15-acre community park

1=Very willing	17.0%	5.9%
2=Somewhat	21.0%	18.0%
3=Not sure	27.0%	26.6%
4=Not willing	35.0%	49.5%

Q8r Ensure all streets are well maintained & smooth

1=Very willing	24.0%	12.1%
2=Somewhat	30.0%	37.6%
3=Not sure	32.0%	28.1%
4=Not willing	14.0%	22.2%

Q8. Willingness to Pay. Since the Town of Fountain Hills is projected to have a deficit at buildout, many of the projects that are being considered for the Strategic Plan cannot be implemented without additional funding. For each of the items listed below, please indicate how willing you would be to pay the additional cost shown. The additional cost would be paid through user fees, property taxes, and/or sales taxes. Remember that the costs listed would be in addition to the estimated annual cost of \$66 per household required to maintain services at existing levels.

N=1144

Color	
Stakeholder	Resident
B	Y

Q8s Widen Fountain Hills Boulevard

1=Very willing	12.1%	7.3%
2=Somewhat	21.2%	15.0%
3=Not sure	16.2%	18.6%
4=Not willing	50.5%	59.1%

Q8t Enhance pedestrian safety

1=Very willing	26.7%	15.9%
2=Somewhat	30.7%	27.9%
3=Not sure	21.8%	24.3%
4=Not willing	20.8%	31.9%

Q8. Willingness to Pay. Since the Town of Fountain Hills is projected to have a deficit at buildout, many of the projects that are being considered for the Strategic Plan cannot be implemented without additional funding. For each of the items listed below, please indicate how willing you would be to pay the additional cost shown. The additional cost would be paid through user fees, property taxes, and/or sales taxes. Remember that the costs listed would be in addition to the estimated annual cost of \$66 per household required to maintain services at existing levels.

N=1144

Color	
Stakeholder	Resident
B	Y

Q8u Improve public transportation services

1=Very willing	18.2%	12.2%
2=Somewhat	23.2%	21.3%
3=Not sure	20.2%	22.8%
4=Not willing	38.4%	43.7%

Q9. Of the items listed in Q#8 (above) that you would be willing to fund, which ones do you think are the most IMMEDIATE items for the Town of Fountain Hills to pursue over the next 5 years?

N=1144	Color	
	Stakeholder	Resident
	B	Y
<u>Q9 1st choice</u>		
A=Strengthen small town identity	5.0%	7.5%
B=Establish architectural review board	7.9%	6.0%
C=Work closely with local schools	8.9%	9.7%
D=Add recreation amenities	4.0%	5.7%
E=Support lifelong learning opportunities	2.0%	1.4%
F=Enforcement of housing codes	0.0%	1.7%
G=Enforce General Plan & Zoning ordinances	1.0%	4.6%
H=New teen activity center	2.0%	3.5%
I=New aquatic center	10.9%	8.1%
J=Stand-alone senior center	5.9%	1.0%
K=New performing arts center	2.0%	1.6%
L=Annex State Trust Land	36.6%	11.3%
M=Enhance Town's stewardship	2.0%	2.3%
N=Use low water vegetation	1.0%	3.6%
O=Town-operated garbage collection	2.0%	3.4%
P=Curbside recycling program	0.0%	2.9%
Q=New 15-acre community park	0.0%	0.7%
R=Streets well maintained & smooth	2.0%	2.4%
S=Widen Fountain Hills Boulevard	1.0%	2.1%
T=Enhance pedestrian safety	1.0%	2.6%
U=Improve public transportation	0.0%	3.2%
Z=None chosen	5.0%	14.9%

Q9. Of the items listed in Q#8 (above) that you would be willing to fund, which ones do you think are the most IMMEDIATE items for the Town of Fountain Hills to pursue over the next 5 years? (SUM OF TOP 4 CHOICES)

N=1144	Color	
	Stakeholder B	Resident Y
<u>Q9 Sum of Top 4 Choices</u>		
A=Strengthen small town identity	17.8%	15.9%
B=Establish architectural review board	27.7%	16.3%
C=Work closely with local schools	26.7%	26.0%
D=Add recreation amenities	23.8%	22.3%
E=Support lifelong learning opportunities	14.9%	10.7%
F=Enforcement of housing codes	4.0%	6.9%
G=Enforce General Plan & Zoning ordinances	21.8%	20.5%
H=New teen activity center	7.9%	13.0%
I=New aquatic center	36.6%	17.7%
J=Stand-alone senior center	15.8%	3.5%
K=New performing arts center	10.9%	5.7%
L=Annex State Trust Land	63.4%	31.6%
M=Enhance Town's stewardship	14.9%	13.3%
N=Use low water vegetation	10.9%	24.4%
O=Town-operated garbage collection	13.9%	12.4%
P=Curbside recycling program	7.9%	11.2%
Q=New 15-acre community park	9.9%	5.8%
R=Streets well maintained	8.9%	15.0%
S=Widen Fountain Hills Boulevard	6.9%	7.5%
T=Enhance pedestrian safety	14.9%	15.4%
U=Improve public transportation	12.9%	10.9%
Z=None chosen	5.0%	14.9%

Q10. In addition to those listed in Question #9, what other items would you be willing to fund over the next 6-10 years? (SUM OF TOP 4)

N=1144	Color	
	Stakeholder B	Resident Y
<u>Q10 Sum of Top 4 Choices</u>		
A=Strengthen small town identity	24.8%	12.0%
B=Establish architectural review board	8.9%	10.2%
C=Work closely with local schools	6.9%	9.6%
D=Add recreation amenities	22.8%	14.0%
E=Support lifelong learning opportunities	17.8%	10.6%
F=Enforcement of housing quality codes	11.9%	5.3%
G=Enforce General Plan & Zoning ordinances	13.9%	8.5%
H=New teen activity center	18.8%	7.5%
I=New aquatic center	13.9%	7.5%
J=Stand-alone senior center	10.9%	6.4%
K=New performing arts center	8.9%	6.4%
L=Annex State Trust Land	8.9%	5.8%
M=Enhance Town's stewardship	13.9%	12.2%
N=Use low water vegetation	22.8%	13.3%
O=Town-operated garbage collection	13.9%	6.3%
P=Curbside recycling program	7.9%	7.9%
Q=New 15-acre community park	17.8%	7.7%
R=Streets well maintained & smooth	23.8%	15.6%
S=Widen Fountain Hills Boulevard	11.9%	5.5%
T=Enhance pedestrian safety	20.8%	12.4%
U=Improve public transportation	11.9%	8.7%
Z=None chosen	15.8%	41.5%

Q11. Which of the following would be the best way(s) to inform you about the Town's strategic planning process and other Town issues?

N=1144	Color	
	Stakeholder B	Resident Y
<u>Q11 Best ways to inform</u>		
01=Town newsletter, The Compass	78.2%	59.6%
02=Television news	12.9%	11.6%
03=Fountain Hills Cable Channel 11	30.7%	18.8%
04=Fountain Hills Times Newspaper	89.1%	70.9%
05=Scottsdale Tribune Newspaper	13.9%	8.1%
06=Arizona Republic Newspaper	33.7%	33.2%
07=Town website	40.6%	22.6%
08=Condo/home owner association meetings	6.9%	5.5%
09=Local radio station	7.9%	3.6%
10=Town Hall meeting	43.6%	16.4%
11=Neighborhood meeting	10.9%	6.0%
12=E-mail from the Town	50.5%	21.2%
99=Other	6.9%	1.8%
00=None chosen	0.0%	1.7%

Q12. Several items that may influence your perception of the Town of Fountain Hills are listed below. Using a scale of 1 to 5, where "1" means "excellent" and "5" means "poor," please rate the following: (excluding don't know)

N=1144	Color	
	Stakeholder	Resident
	B	Y

Q12a As a place to live

1=Excellent	77.0%	66.6%
2=Good	20.0%	29.8%
3=Average	3.0%	3.1%
4=Below average	0.0%	0.3%
5=Poor	0.0%	0.2%

Q12b As a place to raise children

1=Excellent	38.0%	33.6%
2=Good	36.7%	40.8%
3=Average	22.8%	19.0%
4=Below average	2.5%	4.8%
5=Poor	0.0%	1.8%

Q12c As a place to retire

1=Excellent	60.2%	53.6%
2=Good	24.5%	33.4%
3=Average	14.3%	10.7%
4=Below average	1.0%	1.7%
5=Poor	0.0%	0.6%

Q12. Several items that may influence your perception of the Town of Fountain Hills are listed below. Using a scale of 1 to 5, where "1" means "excellent" and "5" means "poor," please rate the following: (excluding don't know)

N=1144

Color	
Stakeholder	Resident
B	Y

Q12d Quality of life

1=Excellent	58.0%	50.0%
2=Good	38.0%	43.3%
3=Average	3.0%	6.0%
4=Below average	0.0%	0.1%
5=Poor	1.0%	0.6%

Q14. What is your age?

N=1144

Color	
Stakeholder	Resident
B	Y

Q14 What is your age

1=Under 35 years	1.0%	10.3%
2=35-44 years	11.9%	15.2%
3=45-54 years	7.9%	22.3%
4=55-64 years	26.7%	22.2%
5=65-74 years	36.6%	18.2%
6=75+ years	15.8%	10.2%
9=Not provided	0.0%	1.5%

2000 Census Data % Distribution by Age (adults only)

- 16% 18-34 years
- 19% 35-44 years
- 22% 45-54 years
- 20% 55-64 years
- 15% 65-74 years
- 9% 75+ years

Q15. Would you say your total annual household income is:

N=1144

Color	
Stakeholder	Resident
B	Y

Q15 Total annual household income

1=Under \$25,000	2.0%	4.1%
2=\$25,000-\$49,999	13.9%	13.9%
3=\$50,000-\$74,999	17.8%	16.9%
4=\$75,000-\$99,999	15.8%	16.9%
5=\$100,000-\$149,999	19.8%	16.2%
6=\$150,000 or more	15.8%	16.6%
9=Not provided	14.9%	15.4%

Q16. Are you employed?

N=1144

Color	
Stakeholder	Resident
B	Y

Q16 Are you employed

1=Yes	48.5%	56.0%
2=No	50.5%	41.7%
9=Not provided	1.0%	2.3%

2000 Census Data % in Labor Force

59.9% Yes
40.1% No

Q17. Are you a year-round or seasonal resident of Fountain Hills?

N=1144	Color	
	Stakeholder	Resident
	B	Y

Q17 Year-round or seasonal resident

1=Year-round	99.0%	93.0%
2=Seasonal	1.0%	5.8%
9=Not provided	0.0%	1.2%

Q19. Which of the following BEST describes your race?

N=1144	Color	
	Stakeholder	Resident
	B	Y

Q19 Race

1=Hispanic/Latino	0.0%	1.6%
2=White	97.0%	94.4%
3=African American	1.0%	0.5%
4=Asian/Pacific Islander	0.0%	1.0%
5=Native American	0.0%	1.0%
6=Other	0.0%	0.3%
9=Not provided	2.0%	2.3%

2000 Census Data for Ethnicity

- 96.3% White
- 0.6% African American
- 0.5% American Indian
- 1.0% Asian/Pacific Islander
- 1.6% Other

Q20. Your gender:

N=1144	Color	
	Stakeholder	Resident
	B	Y

Q20 Gender

1=Male	49.5%	52.4%
2=Female	50.5%	47.6%