

# Town of Fountain Hills Strategic Planning Survey

Please take a few minutes to complete this important survey. Your input will be used to set short and long-term priorities for our community. If you have questions, please call the Strategic Plan Update line: 480-816-5295.

1. **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?**

(1) Yes     (2) No     (9) Not sure

2. **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?**

Reason	Extremely Important	Very Important	Important	Less Important	Not Important
A. Small-town atmosphere in the community	1	2	3	4	5
B. Availability of shopping to meet the needs of local residents	1	2	3	4	5
C. Low crime rate	1	2	3	4	5
D. Quality of housing	1	2	3	4	5
E. Level of taxation	1	2	3	4	5
F. Employment opportunities	1	2	3	4	5
G. Availability of arts and cultural amenities	1	2	3	4	5
H. Quality of local governmental services	1	2	3	4	5
I. Financial stability of local government	1	2	3	4	5
J. Appearance, views, and overall beauty of the Town	1	2	3	4	5
K. Proximity to family and friends	1	2	3	4	5
L. Availability of parks and open space	1	2	3	4	5
M. Availability of recreational activities	1	2	3	4	5
N. The Town is a planned community with specific standards for architecture and controls for zoning	1	2	3	4	5
O. The community's commitment to preserving and protecting environmental resources	1	2	3	4	5

3. **Which of the items listed above will have the MOST impact on your decision to stay in the Town of Fountain Hills.** [List up to 3 choices using the letters from Question #2; if none of these issues will impact your decision to stay in the Town, circle "NONE."]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ NONE

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

- (1) Attract new businesses that mainly serve the needs of local residents  
 (2) Attract new businesses and shopping areas that would be destinations for tourists and residents from other communities  
 (3) Neither of these; new businesses are not needed in Fountain Hills  
 (9) Don't know

5. **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:**

- (1) Develop arts and cultural programs and facilities that mainly serve the needs of local residents  
 (2) Develop arts and cultural programs and facilities that would be destinations for tourists and residents from other communities  
 (3) Neither of these; more arts and cultural amenities are not needed in Fountain Hills  
 (9) Don't know

6. **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:

Reason	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. It is important to strengthen the small town identity of Fountain Hills	1	2	3	4	5
B. It is important to establish architectural controls for commercial aesthetic compatibility in Fountain Hills	1	2	3	4	5
C. The Town government and local schools should work together more closely	1	2	3	4	5
D. Fountain Hills should have more recreation amenities	1	2	3	4	5
E. The Town should promote lifelong learning for residents of all ages	1	2	3	4	5
F. The Town should ensure that high quality housing is maintained	1	2	3	4	5
G. The Town should strictly enforce General Plan and Zoning ordinances	1	2	3	4	5
H. The Town should have an activity center for teens	1	2	3	4	5
I. The Town should have new aquatic/swimming facilities for people of all ages	1	2	3	4	5
J. Fountain Hills should have a new stand-alone senior center	1	2	3	4	5
K. Fountain Hills should have a new performing arts center	1	2	3	4	5
L. Fountain Hills should annex State Trust Land	1	2	3	4	5
M. Fountain Hills should do more to enhance the Town's stewardship of the natural environment by establishing view corridors and adding trails/washes	1	2	3	4	5
N. The Town should require new residential development to use low water native vegetation for landscaping	1	2	3	4	5
O. The town should take over garbage collection services instead of having several private contractors to choose from	1	2	3	4	5
P. Fountain Hills should create a curbside recycling program	1	2	3	4	5
Q. Fountain Hills should develop a new community park	1	2	3	4	5
R. Fountain Hills should resurface streets more often	1	2	3	4	5
S. The Town should widen Fountain Hills Boulevard	1	2	3	4	5
T. Fountain Hills should enhance pedestrian safety by adding sidewalks and improving striping at crosswalks	1	2	3	4	5
U. The Town should Improve public transportation services <b>to and from</b> Fountain Hills and other communities	1	2	3	4	5

7. **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:**

- \_\_\_ (1) Raise revenue by levying a primary property tax of approximately \$66 per year per household to eliminate the projected deficit and keep the Town's current service levels the same (the Town does not currently have a primary property tax)
- \_\_\_ (2) Raise revenue by increasing the Town's sales tax by 0.2 cents which will cost the average household approximately \$66 per year (the current sales tax rate is 8.9 cents)
- \_\_\_ (3) Keep service levels the same, but postpone raising revenue until a future date. By delaying an increase in revenue, the annual payments that will be paid by residents in the future will be higher than the amount currently estimated of \$66 per household
- \_\_\_ (4) Cut or reduce services provided by the Town
- \_\_\_ (9) Don't know/Need more information

8. **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.

How willing would you be to pay to:		Very Willing	Somewhat Willing	Not Sure	Not Willing
A.	Invest in activities that will strengthen the community's small town identity, such as celebration days and events (annual cost of \$32 per household)	1	2	3	4
B.	Establish an architectural review board to ensure the architectural aesthetic compatibility of commercial property in Fountain Hills (annual cost of \$8 per household)	1	2	3	4
C.	Have the Town work more closely with local schools (annual cost of \$0 per household)	1	2	3	4
D.	Add recreation amenities, such as hiking trails and bike lanes, and programs, such as concerts, to the Town's parks & recreation system (annual cost of \$17 per household)	1	2	3	4
E.	Invest in initiatives that will support lifelong learning opportunities for residents of all ages (annual cost of \$10 per household)	1	2	3	4
F.	Increase enforcement of housing quality codes by inspecting existing properties whenever occupancy changes (annual cost of \$30 per household)	1	2	3	4
G.	Strictly enforce General Plan and Zoning ordinances (annual cost of \$8 per household)	1	2	3	4
H.	Build a new teen activity center (annual cost of \$41 per household)	1	2	3	4
I.	Build a new aquatic (swimming) center that has features for people of all ages (annual cost of \$84 per household)	1	2	3	4
J.	Build a larger, stand-alone senior center (annual cost of \$42 per household)	1	2	3	4
K.	Build a new performing arts center (annual cost of \$48 per household)	1	2	3	4
L.	Annex State Trust Land (annual cost of \$0 per household)	1	2	3	4
M.	Enhance the Town's stewardship of the natural environment by establishing view corridors and adding/improving trails and washes (annual cost of \$68 per household)	1	2	3	4
N.	Require new residential development to use low water native vegetation for landscaping (annual cost of \$10 per household)	1	2	3	4
O.	Establish a Town-operated garbage collection service (annual cost of \$276 per household – this fee would replace what you pay for your current garbage service)	1	2	3	4
P.	Establish a curbside recycling program (annual cost of \$105 per household)	1	2	3	4
Q.	Acquire land, develop, and maintain a new 15-acre community park (annual cost of \$68 per household)	1	2	3	4
R.	Ensure all streets in Fountain Hills are well maintained and smooth (annual cost of \$120 per household)	1	2	3	4
S.	Widen Fountain Hills Boulevard (annual cost of \$25 per household)	1	2	3	4
T.	Enhance pedestrian safety by adding sidewalks and improving striping at crosswalks (annual cost of \$17 per household)	1	2	3	4
U.	Improve public transportation services to and from Fountain Hills and other communities (annual cost of \$20 per household)	1	2	3	4

9. **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?** [List up to 4 choices using the letters from Question 8; if do not think any of the items are needed in the next 5 years, circle "NONE."]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

10. **In addition to those listed in Question #9, what other items would you be willing to fund over the next 6-10 years?** [List up to 4 choices using the letters from Question 8; **DO NOT LIST ITEMS THAT YOU ALREADY LISTED IN Question 9**; if do not think any other items are needed in the next 10 years, circle "NONE."]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

**11. Which of the following would be the best way(s) to inform you about the Town's strategic planning process and other Town issues? (check all that apply)**

- (01) The Town newsletter, *The Compass*
- (02) Television News
- (03) Fountain Hills Cable Channel 11
- (04) *Fountain Hills Times* Newspaper
- (05) *Scottsdale Tribune* Newspaper
- (06) *Arizona Republic* Newspaper
- (07) Town website ([www.fh.az.gov](http://www.fh.az.gov))
- (08) Condo/home owner association meetings
- (09) Local radio station (1620 AM, KFHX)
- (10) Town Hall Meeting
- (11) Neighborhood meeting
- (12) E-mail from the Town
- (99) Other: \_\_\_\_\_

**12. 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:**

<i>How Would You Rate...</i>	<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A. The Town of Fountain Hills as a place to live	1	2	3	4	5	9
B. The Town of Fountain Hills as a place to raise children	1	2	3	4	5	9
C. The Town of Fountain Hills as a place to retire	1	2	3	4	5	9
D. The overall quality of life in Fountain Hills	1	2	3	4	5	9

**DEMOGRAPHICS.** The following information will help us better understand the needs of our community.

**13. How many persons living in your household (counting yourself), are?**

- Under age 10 \_\_\_\_\_
- Ages 10-19 \_\_\_\_\_
- Ages 20-24 \_\_\_\_\_
- Ages 24-34 \_\_\_\_\_
- Ages 35-44 \_\_\_\_\_
- Ages 45-54 \_\_\_\_\_
- Ages 55-64 \_\_\_\_\_
- Ages 65-74 \_\_\_\_\_
- Ages 75+ \_\_\_\_\_

**14. What is your age?**

- (1) under 35 year
- (2) 35-44 years
- (3) 45-54 years
- (4) 55-64 years
- (5) 65-74 years
- (6) 75+ years

**15. Would you say your total annual household income is:**

- (1) Under \$25,000
- (2) \$25,000 to \$49,999
- (3) \$50,000 to \$74,999
- (4) \$75,000 to \$99,999
- (5) \$100,000 to \$149,999
- (6) \$150,000 or more

**16. Are you employed?**

- (1) Yes – if YES, in which zip code do you work? \_\_\_\_\_
- (2) No

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

- (1) Year- Round
- (2) Seasonal

**18. Approximately how many months per year do you spend in Fountain Hills? \_\_\_\_\_ months**

**19. Which of the following best describes your race? (check all that apply)**

- (1) Hispanic/Latino
- (2) White (Non-Hispanic)
- (3) African American (Non-Hispanic)
- (4) Asian/Pacific Islander
- (5) Native American
- (6) Other: \_\_\_\_\_

**20. Your gender: \_\_\_\_\_(1) Male \_\_\_\_\_(2) Female**

**The Town of Fountain Hills Thanks you for your time!**

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

The information printed on the sticker to the right will be used to help identify which areas of the Town have needs for various services. If your address is not correct, please provide the correct information. Thank you.

