



REPORT: SEDONA RESIDENT SURVEY

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EXECUTIVE SUMMARY

- **590 Sedona residents participated in a survey between March 15 and April 4, 2022.** The data from the survey is accurate at a margin of error of +/- 4.1%, at a 95% confidence level. The purpose of the survey was to examine familiarity with the current Community Plan, assess whether values from the current Community Plan continue to resonate today, almost 10 years after the Plan was published, and to better understand issues and concerns Sedona residents would like included within the Community Plan update.
- **Sedona residents are divided in familiarity with the current Sedona Community Plan.** About half of residents say they are familiar with the plan (9% very familiar; 40% somewhat familiar) and about half say they are unfamiliar with the plan (28% very unfamiliar; 20% somewhat unfamiliar). Newer residents of Sedona, part-time residents, and renters are less familiar with the current community plan than residents who have lived in Sedona for quite some time, full-time residents, and residential owners.
- **All values put forward in the current plan are positively received by Sedona residents.** When asked to rate the importance of seven value statements drawn from the current Sedona plan, with 10 being 'this is very important to me', the range of ratings is between 7.3 and 9.4.
- **Protecting the natural environment and respecting the value of local surroundings receive the highest ratings of importance among all value statements presented to respondents.** The value statement with the highest rating of importance is 'I want Sedona to be known for practices that respect and protect the natural environment, and as the responsible caretaker of one of the world's greatest treasures.' This statement received an importance rating of 9.4. The next most highly rated value statement is 'I want Sedona to appreciate and respect our unique surroundings that reflect the natural beauty, arts, culture, heritage, and opportunities for physical and spiritual renewal.' This statement received an importance rating of 9.0.
- **The most consistent differences in value orientations are by gender (women versus men), followed by ethnicity (Latinos versus non-Latinos).** Generally speaking, across the board, women, Latino respondents, renters, and respondents with less than a college education assign greater importance to value statements compared to their counterparts in the study.

- **Sustainability, a core concept of the current Community Plan, received an importance rating of 8.2 on a scale from 1 to 10 where 10 means ‘this is very important to me.’** While all population subgroups believe the value of sustainability is important to them (minimum rating = 8.1), younger residents, lower income residents, part time residents, and residents with a high school degree or some college rate the importance of sustainability higher than their counterparts.
- **Traffic congestion and the difficulty of getting from one part of Sedona to another is the largest problem expressed by Sedona residents.** Almost three-quarters of Sedona residents identify traffic as one of the top three problems facing Sedona over the next 10 years. Concerns about traffic are followed by concerns about the lack of affordable housing in Sedona, a need for better management of forest, wildlife, and environmental resources, including regulation of off-road vehicles, and regulation of short term rentals are also important problems facing Sedona over the next 10 years.
- **Many of the problems identified by Sedona residents are related to a deep concern about the oversaturation of tourists and overemphasis on building a tourist economy.** The top concerns of traffic, affordable housing, short term rentals, overuse of local resources, the need to focus on the local community, the need for more regulated growth, better parking for locals residents, concerns about elected officials, and concerns about the Chamber of Commerce often come back to dissatisfaction with Sedona being inundated with tourists and overwhelmed by a tourist-oriented economy.
- **The top three items Sedona residents would like to see addressed in the Community Plan update include regulation of short term rentals, traffic congestion, and a need to focus on the local community with building of local infrastructure.** Other items residents would like included in the Community Plan update include a focus on regulating tourism, addressing the need for affordable housing, management of natural resources in the area, better parking for local residents, regulation of growth, a focus on environmental sustainability, and building of an underpass or overpass at Tlaquepaque.

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INTRODUCTION

The city of Sedona is launching a ten-year update of their current Community Plan which was originally published in 2013. According to a recent press release from the City:

The Sedona Community Plan is the city's guiding, general plan and is a statement of community vision, goals and development policies that guide the city in making development decisions such as rezonings, new development standards, more specific planning and funding priorities.

The process of updating the Community Plan incorporates multiple opportunities for citizen engagement. This statistically valid survey of Sedona residents was a first step in systematically reaching out to Sedona residents and being inclusive of their interests. The goal of the Sedona Household Survey was to elicit resident feedback on the previous 10 year plan and begin to inform development of the current ten-year update to the current Community Plan. The survey also contributes broadly to an engagement process that is inclusive and welcoming of participation in the community plan update from all sectors of the Sedona community.

Dr. Frederic Solop, Co-director of GlobalLocal Vision, LLC, served as principal investigator for this research project. Dr. Solop worked with City of Sedona representatives to develop the scope and methodology of this research project and to develop the survey instrument. Data collection, data analysis, and report writing were conducted by Dr. Solop.

Background

According to 2020 US census data, Sedona, Arizona has a population of 9,684 residents.¹ The US Postal Service reports that there are approximately 6,600 households in Sedona with, according to Sedona representatives, about 20% being second homes.

¹ The United States 2020 Census <<https://data.census.gov/cedsci/all?q=Sedona,%20AZ>>

Arizona state law requires that communities develop a local or regional plan that documents current conditions, establishes a vision for the future, and sets out goals and policies that place communities on a path to realizing the vision. The plan is then subject to renewal every 10 years. At this time, Sedona is working on renewing their 10 year community plan. The City of Sedona values citizen engagement as an important component of the renewal process.

In sum, the objectives for the Sedona Household Survey included:

1. Gather statistically valid information from Sedona residents.
2. Gauge the current importance of vision statements included in 2013 Community Plan.
3. Understand the most important issues facing Sedona over the next 10 years.
4. Engage residents in developing the Sedona Community Plan update.

Report Format

This report presents a comprehensive analysis of the study results. The first section of the report reviews the design of the research study, including detailed information about how data was collected, when data was collected, how the data was handled, and the margin of error associated with the data findings. The second section of the report takes a deep dive into the data findings. Each question of the survey is introduced to the reader with a descriptive review of data findings. The descriptive review is followed by a deeper analysis of trends in the data that includes information reflecting significant differences in the findings between population sub-groups. An annotated version of the survey featuring survey questions and frequency of responses, is found in Appendix A. Appendix B features banner tables that break out substantive survey questions by population sub-groups, with an indication of significant relationships. Appendix C includes verbatim responses to open-ended questions.

A description of the project methodology follows in the next section of the report.

METHODOLOGY

The Sedona Community Plan survey features a household survey conducted with residents living in the City of Sedona. All households within the City (6,628) were sent an invitation to participate in the survey with a unique passcode. Households were invited to access the survey through one of four methods: directing an internet browser to a web address, texting to receive a survey link, using a QR code, and phoning in a request to participate in the survey followed by a live interviewer calling and conducting the survey with the respondents. Once connected to the survey instrument, respondents entered their passcode and began taking the survey. Surveys were available in English and Spanish.

Dr. Frederic Solop, Co-Director of GlobalLocal Vision, LLC, served as principal investigator for this project. Dr. Solop worked with City of Sedona staff to design the survey instrument. The instrument was vetted with an array of stakeholders, including public officials, government employees, advisory group members, and other interested parties. Stakeholder feedback was incorporated into the final survey instrument. The survey was administered once all project partners felt comfortable moving forward and collecting information using the instrument. Data collection took place between March 15, 2022 and April 4, 2022. GlobalLocal Vision, LLC is responsible for the analysis included in this report.

The survey was completed by 590 Sedona residents. The data associated with 590 completed surveys is accurate at a margin of error of +/- 4.1%, at a 95% confidence level. 'Margin of error' is a social science term that describes the probable difference between interviewing everyone in a given population and interviewing a portion of people from that population. The percentages obtained in surveys such as this are estimates of what the percentage of responses would be if the entire population had been surveyed. Theoretically, if sampling error is +/- 4.1%, survey results will fluctuate by no more than 4.1 percent in the positive or negative directions of the stated frequency in 19 out of 20 studies using a similarly drawn sample. This is also known as a 95% confidence level. Furthermore, sampling error is inversely related to the number of surveys collected assuming the study was conducted either with a total population or a random sample of a population: studies conducted with more people are associated with smaller margins of error; studies with fewer people are associated with larger margins of error.

Data Significance

In this report, data findings are cross-tabulated by sub-groupings of people (e.g., older versus younger respondents, and college educated and high school educated respondents) and presented in Appendix B. Relationships determined to be 'significant' are discussed in the report findings. 'Significance' is a statistical term indicating that differences in sub-group findings actually exist in the real world. They are not a product of chance. For this analysis, significance is determined using a chi-square test of significance. A significance level $\leq .05$ indicates that there is a 95% or greater chance that observed relationships are actually occurring in the data. The 95% threshold is a test of significance well-accepted among social scientists

While a reader may look at sub-group differences on any one question and believe the difference large enough to be important, these differences may statistically prove to not be significant. This is because the concept of significance depends upon the size of the each sub-group population and the number of categories being imposed on the data. There is a difference, for example, between dividing income into two categories (e.g., less than \$100k per year or more than \$100k per year) or as five categories (\$0- \$25k per year, \$26k-\$50k per year, \$51k-\$75k per year, \$76k-\$100k per year, and more than \$100k per year). Data divided into 5 categories suggests lower numbers of cases falling into some cells and larger numbers of cases falling into other cells. These conditions may skew the chi square statistical test.

One example illustrates this point. Looking at the tables in Appendix B, the importance of sustainability is rated 9.3 by LatinX respondents and 8.2 by non-LatinX respondents (higher ratings indicate greater importance). This difference of 1.1 appears to be large, yet according to the chi square test of significance, the difference is not significant. This is largely a reflection of the relatively small proportion of respondents identifying as LatinX.

Understanding significance in the data deepens the analysis available to observers of information. Information differences may appear to be large, but if determined to now be statistically significant, observations of differences are assumed to be products of chance and not to be trusted. Significance is a function of several factors including magnitude of differences in the data, population size, and table size. Significant differences in sub-group cross-tabulations are indicated by orange-shading in the Appendix B banner tables and discussed in the findings section of the report. Banner

table data is meant to be read down a column to understand sub-group preferences, and findings are meant to be compared across between sub-group populations.

Study Limitations

Despite the use of rigorous scientific methodology, all surveys involve challenges and limitations. The Sedona Household Survey was mailed to all 6,628 household addresses in Sedona. This included 5,657 residential addresses and 971 post office boxes. The mailing was overseen by Hansen Lightworks, Inc, a regular vendor of the City of Sedona. The mailing printer sourced the list of Sedona household address from Caudata, a source of addresses that has been used previously by the City of Sedona. Mailing of the survey invitation was accompanied by a press campaign and social media campaign organized by the City of Sedona. This campaign widely publicized the availability of the survey and encouraged everyone living in Sedona to participate.

Despite this inclusive effort to encourage survey participation, it came to the researchers attention that some residents did not receive an invitation to participate in the survey. After additional investigation it was apparent that two types of situations accounted for the failure to receive a survey invitation. In some circumstances, the US Postal Service did not deliver the invitation to an address. In other circumstances some individuals were not included in the original database of households. There may be several reasons why mail was not delivered to a household. For example, the mail could have been delivered to the wrong address, or the mail was lost somewhere in the delivery process. Since some of the names accompanying addresses were incorrect, someone other than the named recipient may have retrieved the mail and discarded the invitation. It is difficult to say why a household may have been left out of the Caudata database. An address could be new and records not recently updated. Perhaps someone moved recently and no new occupants were yet recorded. Many circumstances may have led to any one household not receiving an invitation. An examination of missing invitations led the principal investigator to conclude that the situation was a random occurrence. No specific pattern of households failing to receive invitations existed, and there was no impact to the validity of study results.

Researchers created an opportunity for anyone not receiving an invitation to participate in the survey. People not receiving a survey invitation were invited to leave a voice message at a designated phone number indicating their interest in taking the survey. A live interviewer called the respondents back and allowed the respondent to complete the survey with a unique access code. 10 surveys were completed with a live interviewer, and 2 of those completed surveys included a new access code provided by

the interviewer. People could also send a text message to a designated phone number. By the end of the survey, 8 text messages were received (and answered) requesting a new access code. In all, only 10 respondents completed surveys with an access code provided by survey administrators. This data further points to concerns about the failure to receive a survey invitation not being widespread.

Another limitation of this study is that the survey was administered in English and Spanish, meaning that monolingual speakers of other languages were not able to participate in the study. Researchers, however, believe the monolingual population speaking other than English or Spanish in Sedona to be very small and bias associated with only conducting the research in English and Spanish is minimal.

To account for other naturally occurring biases associated within survey research, ratio-estimation adjustments were made to the dataset with respect to gender, education, and age after fielding was completed. The results of data weighting appear in Table 1.

Table 1: Weighted Survey Demographics

	Census*	Weighted Survey Data
Gender		
Female	50%	51%
Male	50%	49%
Education		
< College	50%	50%
College +	50%	50%
Age		
18 - 64	58%	58%
65+	42%	42%

*<https://worldpopulationreview.com/us-cities/Sedona-az-population>

* ACS 2020 5-year unless noted

* <https://censusreporter.org/profiles/16000US0465350-Sedona-az/>

ANALYSIS

An analysis of findings from the survey results are presented in this section of the report. Information is presented in the order presented on the survey instrument.

A. Familiarity with Current Sedona Community Plan

Overview

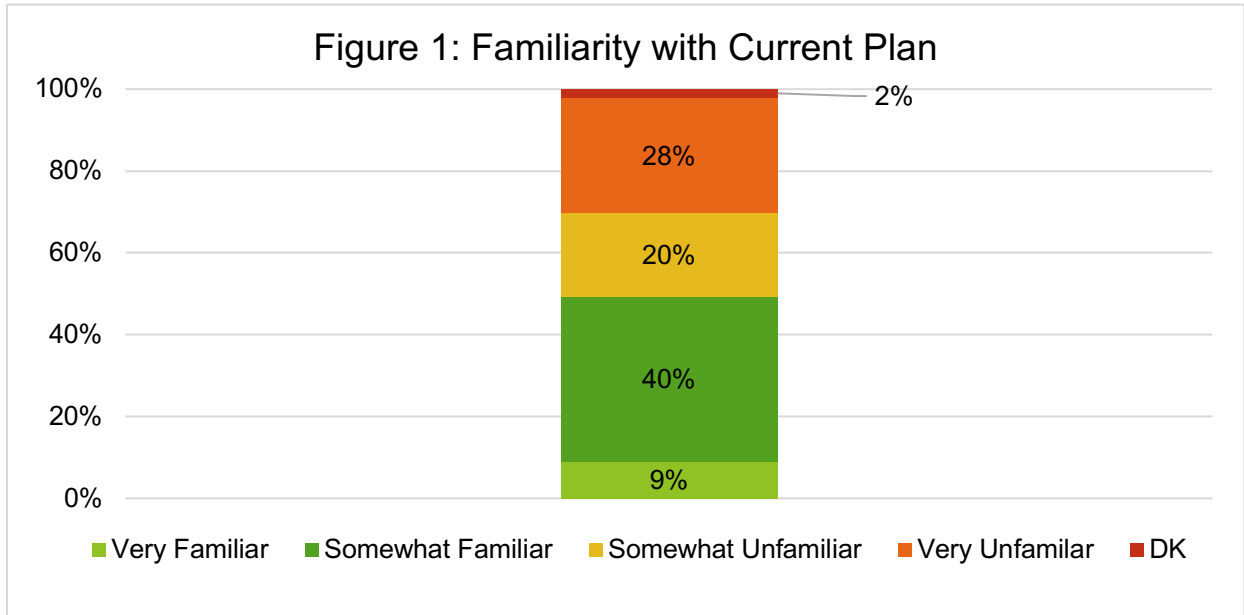
- Sedona residents are about equally divided in familiarity with the current Sedona Community plan. 49% are familiar with the Plan and 48% are not unfamiliar with the Plan.
- The largest differences in familiarity with the Plan are observed between property owners (53%) and renters (19%); full-time Sedona residents (51%) and part-time residents (35%); and, people living in Sedona for 11 or more years (63%) and people living in Sedona 10 years or less (37%)

Analysis

The first question on the Sedona Household Survey probed Sedona residents' familiarity with the Current Sedona Community Plan that was adopted ten years ago.

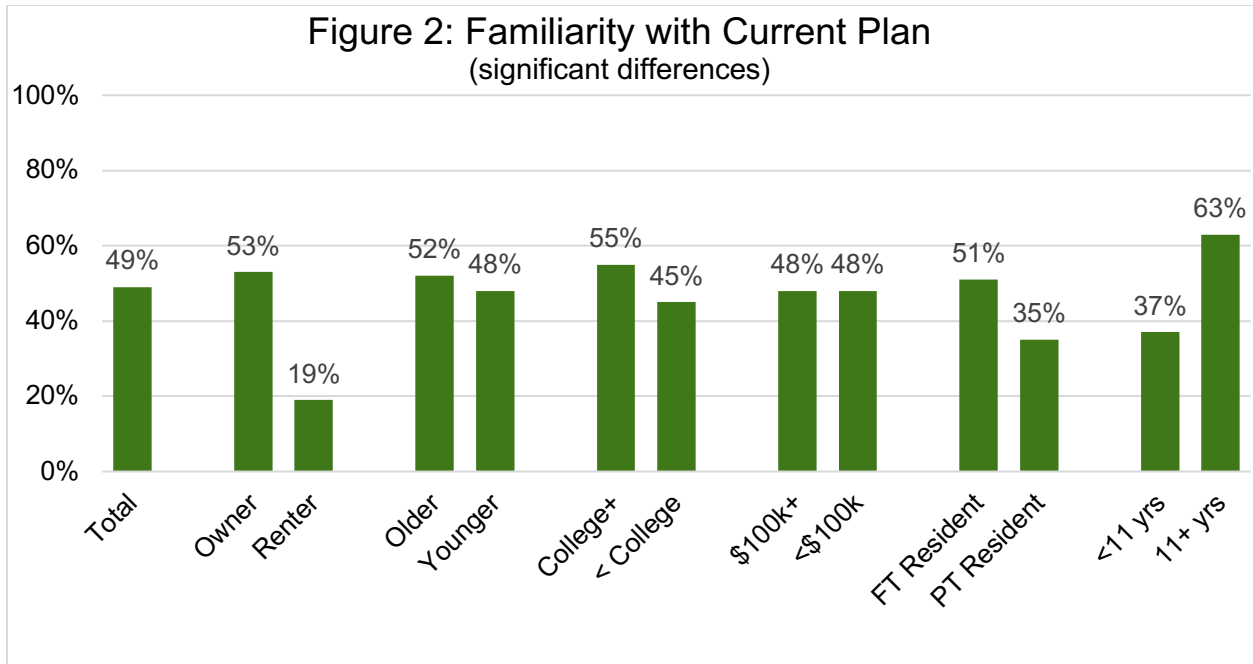
Survey respondents are divided in their familiarity with the current plan. Just under half of survey respondents (49%) are familiar with the plan, with about one-in-ten respondents saying they were 'very familiar' with the current plan (see Figure 1). An almost equal proportion of respondents (48%) said they were unfamiliar with the plan, with more than one-quarter of respondents (28%) being 'very unfamiliar' with the current plan.

The Sedona Community Plan reflects the community's vision for the future of Sedona and helps guide future decision-making. The current Plan was adopted in 2013. How familiar are you with the current Sedona Community Plan?



Familiarity with the plan is uneven throughout the Sedona residential community. The most significant differences in familiarity with the current plan appear between property owners and renters, older and younger respondents, college and non-college educated respondents, income, nature of residency in Sedona, and number of years living in Sedona (see Figure 2).

The most dramatic differences in familiarity with the plan can be seen between owners (53% familiarity) and renters (19% familiarity), full-time residents (51% familiarity) and part-time residents (35% familiarity), and people living in Sedona 10 years or less (37% familiarity) and people living in Sedona 11 or more years (63% familiarity). In sum, newer residents, part-time residents, and renters are less familiar with the current community plan than residents who have lived in Sedona for quite some time, full-time residents, and property owners.



B. Importance of Values from Current Plan

Overview

- All values statements included in the current Community Plan continue to resonate today with Sedona residents.
- The values most widely embraced today include respecting and protecting the natural environment, and appreciating and respecting the unique surroundings of Sedona.
- The values in the middle tier of rankings include traveling efficiently throughout the city, walking and biking on safe routes between neighborhoods, and building a diverse, resilient economy.
- The values least widely embraced by residents are the importance of having places to meet and share experiences and availability of a range of housing options.

Analysis

The current Sedona Community Plan includes a range of values statements. In order to test the relevance of these value statements today, ten years since the current plan was adopted, each value embedded within the current document was reformulated as a statement operating as a testable proposition. After being read each statement, respondents were asked to rate the importance of the statement using a scale from 1 to 10 with 1 being 'this is not important to me' and 10 being 'this is very important to me.'

Each of the values statements is presented in Figure 3 in order from the value most widely embraced by survey respondents (respecting and protecting the natural environment) to the value least widely embraced by respondents (Sedona having a range of diverse housing alternatives) [See Figure 3]. Although there was a wide range of responses to these values (from an importance level of 9.4 to a level of 7.3), it is important to note that all values from the current Community Plan were deemed important with a rating of 7.0 or greater. The observed variation indicates greater importance ascribed to some values over other values.

The two values most widely embraced by the respondent population include respecting and protecting the natural environment and appreciating and respecting the unique surroundings of Sedona. The values standing in the middle tier of rankings, according to survey respondents, are traveling efficiently throughout the city, walking and biking on safe routes between neighborhoods, and building a diverse, resilient economy. The two values least widely embraced are places to meet and share experiences and availability of a range of housing options (see Figure 3).

While each survey respondent brings their values, interests, and beliefs to the table when answering survey questions, it's important to recognize, as well, that groups of people may hold similar values due to sets of shared experiences from the past and shared desires for the future in the face of structurally based limitations. With this in mind, we can think about group differences on the values questions presented in this section of the survey. Groups with significant internal differences in results are indicated in Table 2 below (also consult Appendix B).

Some values, including the value of having places to meet and share experiences, and wanting a range of housing alternatives, suggest significant differences in the perspectives of eight (8) demographic subgroups (see Table 2). The remaining 5 values register significant differences in the perspectives of three (3) or four (4) demographic

subgroups. Generally speaking, part-time Sedona residents, lower income residents, Latinos, women, renters, and respondents with less than a college education place greater importance in the value statements compared to their counterparts in the study.

Please rate the importance of each statement to you personally using a scale from 1 to 10, with 1 being 'this is not at all important to me' and 10 being 'this is very important to me'.

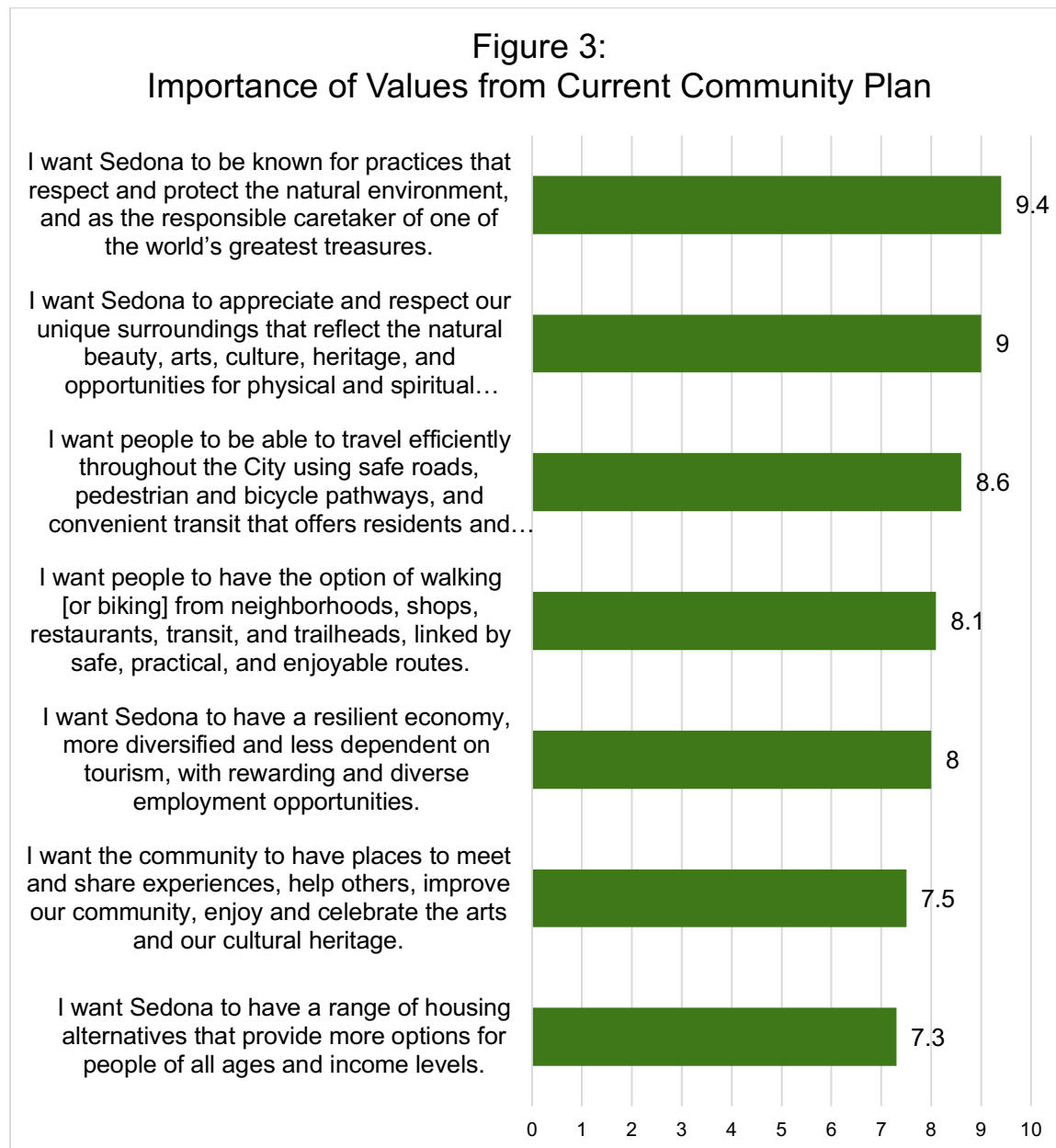


Table 2: Significant Differences in Values							
	Respect Environment	Places to Meet	Travel efficiently	Walking	Resilient Economy	Respect Area	Diverse Housing
Full/Part Time				X	X		X
Income		X	X			X	X
Ethnicity		X		X	X	X	X
Race		X					X
Gender	X	X	X	X	X	X	X
Employment		X				X	X
Time in Sedona	X	X	X				X
Own/Rent		X		X	X		X
Age	X						
Education		X					

C. Value of Sustainability

Overview

- The value of ‘Sustainability’ received a rating of 8.2 by respondents on a scale from 1 to 10, with 1 meaning something is not at all important and 10 meaning something is very important.
- The importance of sustainability ranged from 8.1 from higher income residents and people newer to Sedona to 9.3 for LatinX respondents.

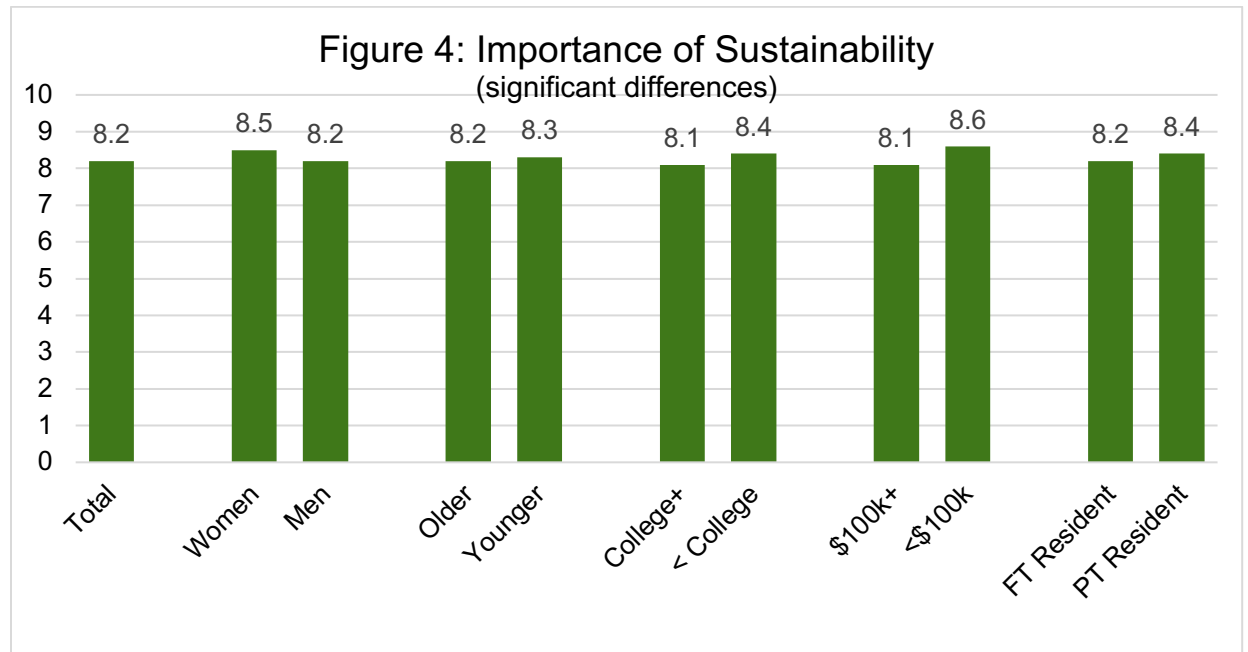
Analysis

The value of ‘sustainability’ is highlighted in the current plan. Sustainability is a difficult concept to define as it means many different things to different people. For purposes of the current plan, a sustainable community was defined as one that ‘enhances the natural and built environments, creates a diversified economy, improves individual and collective quality of life, and creates an educated, equitable, and prosperous community. Survey respondents were asked to rate the importance of this statement to them personally using a scale from 1 to 10 with 1 being ‘this is not at all important to me’ and 10 being ‘this is very important to me.’

The mean rating of importance for all survey respondents was a very positive 8.2 on a scale from 1 to 10 (see Figure 4). Responses to this question by all subgroups ranged from 8.1 (income=\$100k+, employment=other, time living in Sedona=less than 11 years) to 9.3 (LatinX respondents) [see Appendix B]. Using the chi square measure of significance, there are significant differences in the responses by gender (women=8.5; men=8.2), age (younger=8.3; older=8.2), education (less than college=8.4; college+=8.1), income (higher=8.1, lower=8.6), and residency (full time=8.2, part time=8.4) [see Figure 4].

"I want Sedona to be a sustainable community that enhances the natural and built environments, creates a diversified economy, improves individual and collective quality of life, and creates an educated, equitable and prosperous community."

Please rate the importance of the statement to you personally using a scale from 1 to 10, with 1 being 'this is not at all important to me' and 10 being 'this is very important to me'.



D. Important Issues

- **Overview**

- The most important issues facing Sedona over the next 10 years include traffic congestion, the need for affordable housing, better management of outdoor resources including regulation of ATV's/OHV's, and a need to regulate short-term rentals.
- Many of the issues facing Sedona over the next 10 years share common concern for the impacts of an increasing number of tourists visiting the City.

Analysis

In the following section of the survey, respondents were given an opportunity to list up to three important issues currently facing Sedona. This question was followed by an inquiry into specific items respondents would like to see included in the upcoming Sedona Community Plan update.

Up to this point in the survey, all questions were formatted as closed-ended questions with a range of responses offered to respondents and respondents asked to select one of the provided options. Questions about issues were formatted as open-ended questions whereby respondents were provided with broad prompts and asked to share their thinking on a topic. These questions typically lead to longer answers that are later read and coded as a way of bringing aggregate understanding to the information.

The following analysis relies upon 3 approaches to processing the volume of open-ended information provided by survey respondents. First, all open-ended responses were read by the principal investigator (see Appendix C). Second, a codebook that includes numeric codes assigned to repeated answers was constructed. Codes were then assigned, as appropriate, to the open-ended responses. Codes were then tallied and aggregated to form the foundation of this analysis. Third, visual word clouds were created. These word clouds present a visual understanding of the number of times a particular word appears in the open-ended response sets. Words that appear more often are represented in larger fonts and words that appear more infrequently are listed in smaller fonts.

The first open-ended question asked survey respondents to identify the most important issues facing Sedona today. Respondents were allowed to list up to three (3) items in response to this question. Most survey participants (582) provided at least one answer to this question (see Table 3). As expected, fewer respondents provided two answers, and an even smaller number provided three answers. For the analysis, all issues presented were treated equally regardless of whether it was the first, second, or third issue mentioned by a respondent.

According to the aggregated table of codes (see Table 3), almost three-quarters of respondents (74%) listed traffic as a major issue in Sedona today. Respondents discussed the time it takes to get from one side of the City to another and the difficulty first responders have responding to emergencies. The issue of traffic is also prominently featured in the Figure 5 word cloud that reflects the distribution of words in open-ended responses to the question about most important issues in the City.

The second, third, and fourth most frequently mentioned issues were each identified by about one-in-three respondents. These include the issues of affordable housing, management of local environment resources, including regulation of ATV's and other off-road vehicles, and regulation of short term rentals (STR's) or Airbnb's (see Table 1). Affordable housing was identified as an issue by 38% of respondents. This issue is broad based and intersects with other issues in the city. Affordable housing is important to attract service workers to the City, many of whom are now living elsewhere such as in Cottonwood or Rimrock. Affordable housing is also an issue because much of the housing stock in the City is being turned into short-term rentals in service to the tourism economy.

Thirty-five percent of respondents identified management of natural resources, including the forest, wildlife, and the environment more generally as an important issue. This cluster includes the need to regulate off road vehicles, ATV's, and OHV's as these vehicles are damaging trails and contributing to noise pollution. Regulation of short-term rentals (STR's) was mentioned by 30% of respondents. People are concerned that housing stock is being bought by investors and increasing the cost of living. Workers and young families are being priced out of the market. Others mentioned STR's as contributing to noise and light pollution in neighborhoods and inviting problems with neighborhood parking. These concerns are highlighted in the word cloud (Figure 5) with words such as "housing," "affordable," "short term," "rentals," and "congestion".

The next tier of issues was mentioned by about one-quarter of respondents. This tier includes building local infrastructure (25%) and tourism (24%). These two categories are reflections of one another. Building infrastructure is a very broad category that includes the need to build projects that benefit local residents rather than investing so many resources into attracting tourists to the community. The infrastructure category includes specific references about the need to build proper drainage, improve neighborhood streets, or create bike paths. Many people expressed an interest in having more medical services made available to local residents. Others commented more broadly on the need to invest in the local community. Many people commented on an overdependence on the tourist economy. Tourism leads to congestion on the roads. Tourism leads to overcrowding of the trails. Tourism leads to diminishing of the housing stock. Several people commented that Sedona is 'being loved to death.' Locals want more attention being paid to the local economy and the local community. "Tourism," "tourists," "visitors," and "congestion" feature prominently in the word cloud.

Many other issues were identified by smaller numbers of survey respondents. These included the importance of regulating growth in the city (11%), the importance of environmental sustainability, including water and resource management (7%), better parking options for local residents including problems with trailhead parking (6%), negative comments made about City government and elected leaders (6%), negative sentiments about the Chamber of Commerce, including concern that they were receiving public money to promote tourism at the cost of investing in the local community (3%), references to Tlaquepaque and the need to build either an overpass or an underpass (2%), support for enhancing policy and fire services, and the need to better enforce rules such as light and noise ordinances (2%), a need to enhance and enforce building codes (1%), and support for investing in improving schools and educational opportunities (1%).

E. Specific Items to Address in Community Plan Update

Overview

- Sedona residents want the updated version of the Community Plan to specifically address regulation of short-term rental properties, relieving traffic congestion, and building infrastructure that benefits the local community, tourism, and affordable housing.

Analysis

Immediately following an opportunity to identify the most important problems facing Sedona today, respondents were asked another open-ended question. This question asked respondents if there was anything specific they would like to see addressed in the Community Plan Update. This question was answered by 379 respondents. The smaller number of respondents is an extension of the diminishing number of respondents answering the first, second, and third issue items (mentioned above). This reflects an understanding of open-ended response fatigue. Open-ended questions take more effort to complete, and fewer people answer open-ended questions as they tire of the effort to provide unique answers. Also, since the four questions are similar in that they probe local issues, respondents believe they've sufficiently had their say by the time they arrive at the fourth question.

Similar to the previous question about most important problems, the principal investigator read and coded each response. Codes are aggregated in Table 4 and the frequency of words invoked by respondents is reflected in the Figure 6 word cloud. It is important to note that this question was less directive to the respondent than the previous question, and respondents answering the question provided longer answers and more complicated answers than received in the previous question. Responses often included multiple issues. For this analysis, two (2) issues were coded per response. Thus, the data provided in Table 2 likely undercounts the frequency of items expressed by respondents. The reader is advised to read and consider all verbatim responses to this question for themselves (see Appendix B).

The two entries leading the list of items to be addressed in the Community Plan Update are regulating short-term rentals such as Airbnb's (25%) and address traffic congestion (24%) [see Table 4]. It's understandable, then, why words like "rentals," "housing," and "traffic" dominate the associated word cloud (Figure 6).

The top responses are followed by building infrastructure and focusing on the local community (18%), addressing tourism (12%), and the need for affordable housing (10%). Affordable housing is closely followed by the need to manage the environment and environmental resources, including regulating off-road vehicles (9%). Several items were clustered together with between 1 and 4 percent support. These items include better parking opportunities for local residents (4%), regulating growth (4%), the importance of environmental sustainability and water management (4%), and improving the crossing at Tlaquepaque (4%). Toward the end of the list we have frustration with local government and elected leaders (3%), concern about the Chamber of Commerce receiving public money and contributing to problems encountered with tourism (3%), support for police and fire services (1%), and improving building codes and code enforcement (1%).

Is there anything specific that you'd like to see addressed in the Community Plan update.

Table 4: Items to Address in Community Plan Update

	Total (%)
Regulate Short Term Rentals/Airbnb	25%
Traffic	24%
Build infrastructure, focus on community	18%
Tourism (too much, city is overwhelmed)	12%
Affordable housing	10%
Management of forest/wildlife, environment, including regulate off-road/ATV's	9%
Better parking for locals, address trailhead parking	4%
Regulate growth	4%
Environmental Sustainability/, Better water/resource management	4%
Tlaquepaque under/overpass, improve crossing	4%
Anti-government sentiment	3%
Anti-Chamber of Commerce sentiment, Stop government support of CoC	3%
Support police and fire services	1%
Improve building codes and code enforcement	1%
Other	8%
	(n) (379)

APPENDIX A: ANNOTATED SURVEY

The Sedona Community Plan reflects the community’s vision for the future of Sedona and helps guide future decision-making. The current Plan was adopted in 2013.

How familiar are you with the current Sedona Community Plan?

	Total (%)
Very familiar	9%
Somewhat familiar	40%
Somewhat unfamiliar	20%
Not familiar at all	28%
Don’t know/Not sure	2%
Total	99%*
(n)	(590)

* Note: Total does not equal 100% due to rounding.

Below you’ll find a series of statements from the current Plan, that are based on resident input 10 years ago

Please rate the importance of each statement to you personally using a scale from 1 to 10, with 1 being ‘this is not at all important to me’ and 10 being ‘this is very important to me’.

	Mean Rating (n)
I want Sedona to be known for practices that respect and protect the natural environment, and as the responsible caretaker of one of the world’s greatest treasures.	9.4
I want the community to have places to meet and share experiences, help others, improve our community, enjoy and celebrate the arts and our cultural heritage.	7.5
I want people to be able to travel efficiently throughout the City using safe roads, pedestrian and bicycle pathways, and convenient transit that offers residents and visitors an alternative to driving.	8.6
I want people to have the option of walking [or biking] from neighborhoods, shops, restaurants, transit, and trailheads, linked by safe, practical, and enjoyable routes.	8.1
I want Sedona to have a resilient economy, more diversified and less dependent on tourism, with rewarding and diverse employment opportunities.	8.0

I want Sedona to appreciate and respect our unique surroundings that reflect the natural beauty, arts, culture, heritage, and opportunities for physical and spiritual renewal.	9.0
I want Sedona to have a range of housing alternatives that provide more options for people of all ages and income levels.	7.3

The Community Plan identifies ‘sustainability’ as an overarching goal for the community. Please read the following statement and rate the importance of the statement to you personally using a scale from 1 to 10, with 1 being ‘this is not at all important to me’ and 10 being ‘this is very important to me’.

	Mean Rating
I want Sedona to be a sustainable community that enhances the natural and built environments, creates a diversified economy, improves individual and collective quality of life, and creates an educated, equitable and prosperous community.	8.2

In your opinion, what are the three **most important issues** facing Sedona over the next 10 years? [Note: this is a multiple response question.]

	Total (%)
Traffic	74%
Affordable housing	38%
Management of forest, wildlife, environment, including regulate off-road/ATV's	35%
Regulate Short Term Rentals/Airbnb	30%
Build infrastructure, focus on community	25%
Tourism (too much, city is overwhelmed)	24%
Regulate growth	11%
Environmental Sustainability/, Better water/resource management	7%
Better parking for locals, address trailhead parking	6%
Anti-government sentiment	6%
Anti-Chamber of Commerce sentiment, Stop government support of CoC	3%
Tlaquepaque under/overpass, improve crossing	2%
Support police and fire services, enforce laws	2%
Improve building codes and code enforcement	1%
Improve Schools and Educational Opportunities	1%
Other	19%
(n)	(582)

Is there anything specific that you'd like to see addressed in the Community Plan update?

	Total (%)
Regulate Short Term Rentals/Airbnb	25%
Traffic	24%
Build infrastructure, focus on community	18%
Tourism (too much, city is overwhelmed)	12%
Affordable housing	10%
Management of forest, wildlife, environment, including regulate off-road/ATV's	9%
Better parking for locals, address trailhead parking	4%
Regulate growth	4%
Environmental Sustainability/, Better water/resource management	4%
Tlaquepaque under/overpass, improve crossing	4%
Anti-government sentiment	3%
Anti-Chamber of Commerce sentiment, Stop government support of CoC	3%
Support police and fire services	1%
Improve building codes and code enforcement	1%
Other	8%
(n)	(379)

DEMOGRAPHICS OF SURVEY RESPONDENTS

Relationship to Sedona

	Total (%)
I am a full-time resident of Sedona	92%
I am a part-time resident of Sedona	8%
I am an out-of-town owner of property in Sedona	0%
Total	100%
(n)	(590)

Time Living in Sedona

	Total (%)
Less than 2 years	9%
2 to 5 years	23%
6 to 10 years	21%
11 to 20 years	20%
More than 20 years	27%
Total	100%
(n)	(587)

Home Status

	Total (%)
Own	90%
Rent	10%
Other arrangement	---
Total	100%
(n)	(590)

Age

	Total (%)
18 to 24	0%
25 to 34	3%
35 to 44	6%
45 to 54	14%
55 to 64	35%
65 to 74	31%
75 years or older	12%
Total	101%*
(n)	(585)

Education

	Total (%)
Grade School (Grades 1-11)	2%
High School degree (Grade 12 or GED)	9%
Some college/Associate's degree	40%
Bachelor's degree (4 year college)	21%
Post-Bachelor's degree	28%
Total	100%
(n)	(584)

Employment

	Total (%)
Employed full-time for wages	23%
Employed part-time for wages	6%
Self-employed	23%
Unemployed	----
Retired	45%
Disabled, Not able to work	1%
I primarily work from home for an employer headquartered elsewhere	2%
Something else	2%
Total	102%
(n)	(587)

Which of the following statements best describes your primary work environment (51% of work time or more)?

	Total (%)
I primarily work at a location other than my home	51%
I primarily work from home and am self-employed	32%
I primarily work from home for a local employer	2%
I primarily work from home for an employer headquartered elsewhere	13%
Other	3%
Total	101%
(n)	(298)

Income

	Total (%)
Less than \$25,000	5%
25,000 to \$49,999	15%
\$50,000 to \$74,999	12%
\$75,000 to \$99,999	13%
\$100,000 to \$149,999	14%
\$150,000 or more	31%
Don't know/Not sure	10%
Total	100%
(n)	(546)

Ethnicity

	Total (%)
No	92%
Yes (Spanish, Latino or Hispanic)	4%
Don't know/Not sure	4%
Total	100%
(n)	(560)

Race*

	Total (%)
American Indian or Alaska Native	2%
Asian, Asian Indian, or Pacific Islander	1%
Black or African American	1%
White	84%
Other	8%

* Note: This is a multiple response question.

Gender

	Total (%)
Female	50%
Male	48%
Trans/Non-binary	---
Something else	---
Don't know	2%
Total	100%
(n)	(570)

APPENDIX B: BANNER TABLES

		LOCATION		INCOME		ETHNICITY		RACE		GENDER	
	TOTAL	Full Time	Part Time	<\$100k	\$100k+	LatinX	Not LatinX	White	Other	Male	Female
Familiarity with Current Plan											
Familiar	49%	51%	35%	48%	48%	35%	51%	51%	52%	52%	49%
Not Familiar	48%	47%	65%	50%	51%	63%	48%	47%	49%	48%	48%
Importance of Values (1-10)											
Respect env	9.4	9.3	9.7	9.5	9.4	9.7	9.4	9.4	9.1	9.4	9.4
Places to meet	7.5	7.5	7.6	8.0	7.1	9.4	7.5	7.5	7.6	7.2	7.9
Travel efficiently	8.6	8.6	9.0	8.7	8.7	9.8	8.6	8.7	8.5	8.6	8.8
Option of walking	8.1	8.1	8.9	8.4	8.0	9.4	8.1	8.2	8.0	8.3	8.0
Resilient Economy	8.0	8.1	7.2	8.5	7.6	9.1	8.0	8.0	7.8	7.7	8.3
Respect area	9.0	9.0	8.9	9.2	8.8	9.3	9.0	9.0	9.1	8.7	9.3
Diverse housing	7.3	7.3	7.2	7.9	7.0	9.0	7.3	7.3	6.9	6.6	8.0
Sustainability											
Importance (1-10)	8.2	8.2	8.4	8.6	8.1	9.3	8.2	8.3	8.3	8.2	8.5

= Indicates significant relationship

	TIME IN										
	EMPLOYED			SEDONA		HOME		AGE		EDUCATION	
	TOTAL	FT/PT /Self	Other	< 11 yrs	11+ yrs	Own	Rent	<65 yrs	65+ yrs	< College	College+
Familiarity with Current Plan											
Familiar	49%	51%	49%	37%	63%	53%	19%	48%	52%	45%	55%
Not Familiar	48%	48%	50%	61%	36%	46%	71%	51%	46%	53%	44%
Importance of Values (1-10)											
Respect env	9.4	9.5	9.3	9.3	9.4	9.4	9.3	9.5	9.3	9.7	9.3
Places to meet	7.5	7.6	7.4	7.3	7.8	7.4	8.2	7.6	7.4	7.7	7.3
Travel efficiently	8.6	8.7	8.5	8.6	8.7	8.6	9.0	8.8	8.5	8.7	8.6
Option of walking	8.1	8.4	7.9	8.2	8.1	8.1	8.6	8.3	7.9	8.3	8.0
Resilient Economy	8.0	8.0	8.0	7.9	8.1	7.9	8.5	7.9	8.2	8.1	7.6
Respect area	9.0	9.1	8.9	8.9	9.1	8.9	9.3	8.9	9.1	9.2	8.8
Diverse housing	7.3	7.6	6.9	7.0	7.6	7.0	9.4	7.4	7.0	7.4	7.1
Sustainability											
Importance (1-10)	8.2	8.4	8.1	8.1	8.4	8.2	8.8	8.3	8.2	8.4	8.1

 = Indicates significant relationship