

2005 Strategic Planning Community Survey

Findings Report



conducted for
The Town of Fountain Hills, Arizona

by
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Section 1:
Executive Summary

2005 Strategic Planning Survey

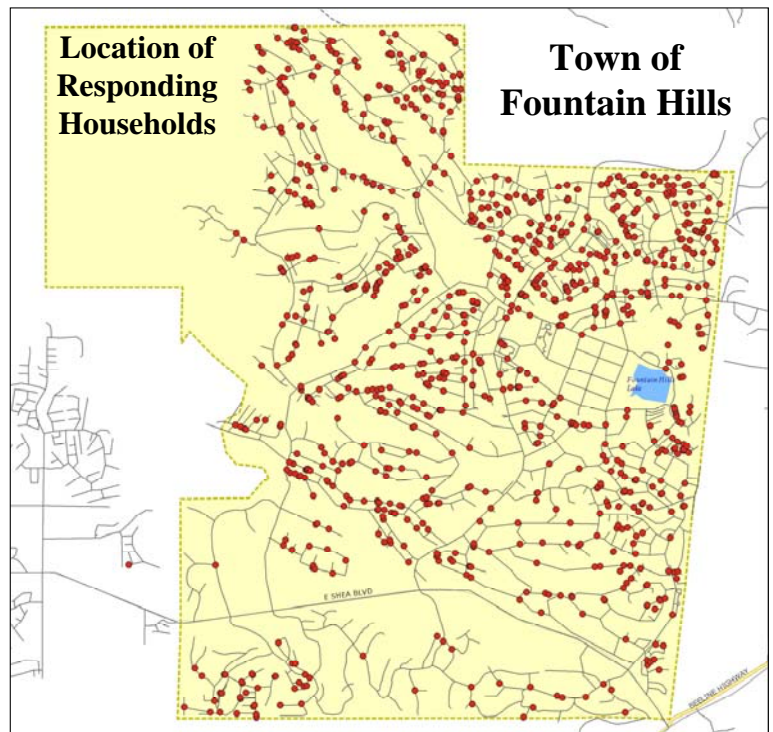
Executive Summary

Purpose and Methodology

ETC Institute administered a strategic planning survey for the Town of Fountain Hills during October 2005. The purpose of the survey was to gather statistically representative input from residents about a wide range of issues related to the City's strategic plan. The survey was administered to two independent samples: (1) a random sample of the residents who did not participate in the Town Hall process and (2) persons who did participate in the Town Hall process (with the exception of members of the Town Council and those on the steering committee for the Strategic Plan).

Random Sample. A four-page survey was mailed to a random sample of 2,400 households in the Town of Fountain Hills during October 2005. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 292 completed the survey by phone and 914 returned it by mail for a total of 1206 completed surveys (50% response rate). The results for the random sample of 1206 households have a 95% level of confidence with a precision of at least +/- 2.8%. There were no statistically significant differences in the results of the survey based on the method of administration (phone vs. mail).

In order to better understand the priorities for residents based on the location of their home, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents. The participating households are shown as red dots on the map.



Town Hall Sample. In addition to a random sample of residents, the survey was also administered to a separate sample of residents who had participated in the Town Hall process. A total of 114 of the Town Hall participants completed the survey. Although the primary focus of the survey was to gather statistically valid input from a random sample of residents, the Town Hall sample was included to help build upon previous findings from the process and to identify differences between those who were actively involved in the development of the strategic plan and those who were not.

Content of This Report. This summary report contains: (1) a description of the methodology for administering the survey, (2) a summary of major findings, (3) charts showing the results for selected questions on the survey, and (4) a copy of the survey instrument.

The final report will be delivered to the Town Council on November 3, 2005. In addition to the items contained in this report, the final report will contain: (1) GIS maps that show the results of selected questions as maps of Fountain Hills, (2) crosstabulations that show the results for selected questions based on the age of the respondent, years of residency, and ages of household occupants, and (3) a recommended schedule for implementing specific initiatives that have been identified in the strategic plan.

Major Findings

- **Most Residents Think Fountain Hills Is a Good Place to Live.** 97% of the residents surveyed in the random sample rated Fountain Hills as an “excellent” or “good” place to live, which was significantly higher than the U.S. average of 84%. Residents also generally gave high ratings to the Town as a place to retire and as a place to raise children.
- **Overall Ratings for Quality of Life in Fountain Hills Are Significantly Higher than the National Average.** Ninety-three percent (93%) of the residents surveyed in the random sample rated the quality of life in Fountain Hills as “good” or “excellent,” which was 16% higher than the U.S. average (77%).
- **Reasons Residents Decided to Live in Fountain Hills.** The top five reasons that residents decided to live in Fountain Hills based on the percentage of respondents to the random sample who thought the issues were “very important” or “extremely important” to their decision are listed below:
 - Low crime rate (91%)
 - Appearances, views, and overall beauty of the Town (86%)
 - Quality of housing (83%)
 - Small-town atmosphere in the community (77%)
 - Financial stability of local governments (71%)

- **Reasons Residents Plan to STAY in Fountain Hills.** The top five reasons that residents plan to stay in Fountain Hills based on the percentage of respondents to the random sample who selected the issue as one of their top choices are listed below:
- Small-town atmosphere in the community (51%)
 - Low crime rate (51%)
 - Appearances, views, and overall beauty of the Town (40%)
 - Level of taxation (29%)
 - Quality of housing (17%)

Although the top three reasons that residents plan to stay in Fountain Hills were the same for the random sample and the Town Hall sample, there were some differences as noted below:

- **Respondents to the random sample placed significantly more importance** on having a low crime rate, the level of taxation, and the quality of housing in the community.
 - **Town Hall respondents placed significantly more importance** on the community's commitment to preserving/protecting the environment, having specific standards for architecture/zoning controls, the overall quality of local governmental services, and the financial stability of local governments.
- **Awareness of the Strategic Plan.** The Town of Fountain Hills did a very good job educating the community about the Strategic Plan. Three-fourths (75%) of the residents surveyed in the random sample indicated that they knew the Town was in the process of developing a strategic plan.
- **Best Ways to Keep Residents Informed About the Strategic Plan and Other Town Issues.** The two best ways to keep residents informed about the Strategic Plan and other Town issues are the Fountain Hills Times newspaper (preferred by 71% of the random sample) and the Town newsletter, The Compass (preferred by 60% of the random sample).
- **Residents Think The Town Should Pursue New Business Development in Downtown Fountain Hills that Mainly Serves the Needs of Residents.** Residents who responded to the random sample were 1.6 times more likely to prefer having the Town promote new business development that mainly serves the needs of local residents (54%) than they were to prefer having the Town attract new businesses/shopping areas that would be destinations for tourists and residents from other communities (35%). Eleven percent (11%) of those surveyed did not think the Town should promote any new business development in downtown Fountain Hills, and 3% did not have an opinion.

- **Residents Were Split Regarding the Types of Arts/Cultural Facilities that Should Be Developed in Downtown Fountain Hills.** Thirty-seven percent (37%) of the residents in the random sample thought the Town should develop arts/cultural facilities that would be destinations for tourists and residents from other communities. Thirty-one percent (31%) of those surveyed thought the Town should promote the development of arts and cultural facilities that mainly serve the needs of local residents. One-fourth (25%) of those surveyed did not think the Town should promote the development of any new arts or cultural facilities in downtown Fountain Hills, and 7% did not have an opinion.
- **Many Residents Thought the Town Should Raise Taxes Now to Offset the Town's Projected Deficit.** Residents who responded to the random sample were 2.2 times more likely to prefer having the Town raise taxes now to offset the Town's projected deficit (48%) than they were to think the Town should cut services or postpone raising taxes until a future date (22%).

Among the 48% who supported a tax increase, residents were split on the method that should be used: 25% preferred levying a property tax and 23% preferred increasing the sales tax.

Although residents preferred raising taxes to cutting services, 30% of those surveyed in the random sample did not have an opinion on the issue. This suggests that the Town will need to conduct a significant education effort before proceeding with any of the options that are currently being considered.

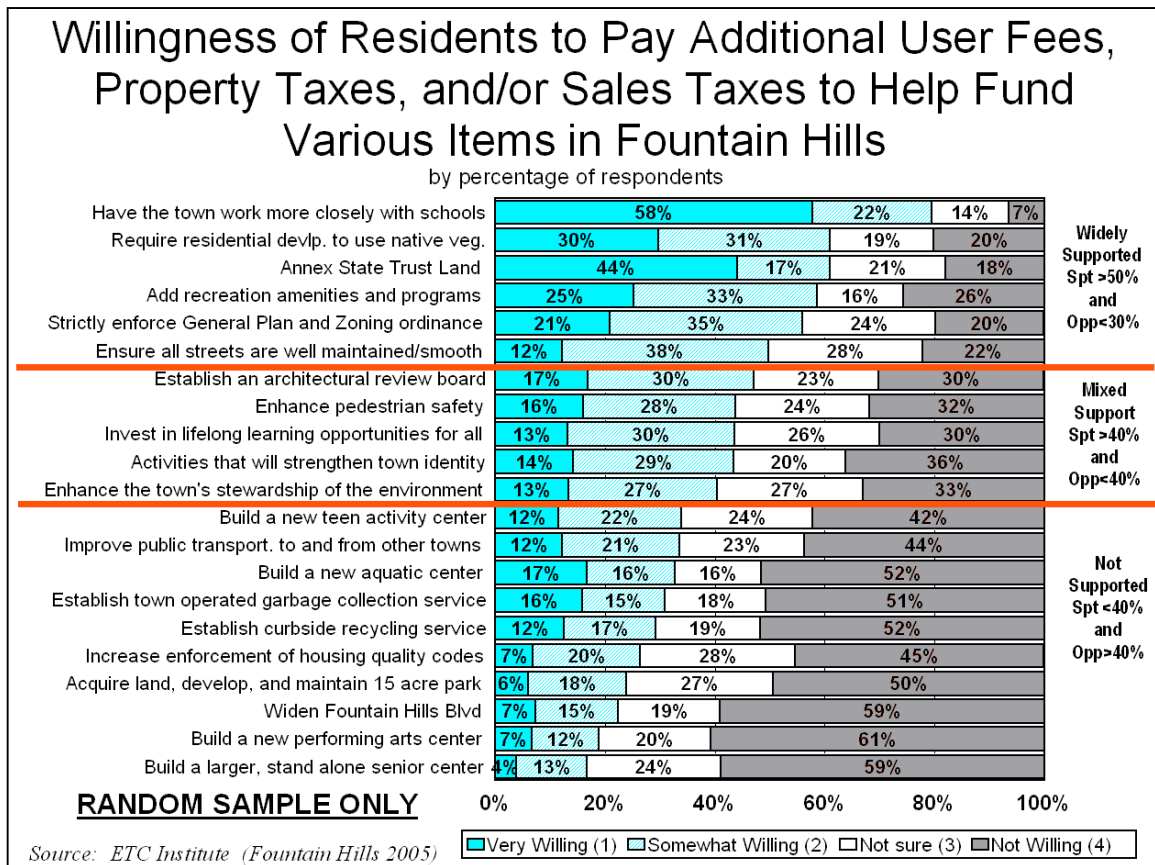
- **Residents Generally Agree with Most of the Initiatives in the Strategic Plan.** Residents were asked to rate their level of agreement with 21 initiatives that were being considered for the Strategic Plan. Among the items that were rated, the percentage of residents from the random sample who agreed with the initiative was greater than the percentage who disagreed with the initiative for 16 of the 21 items that were assessed. The initiatives that residents liked most based on the ratio of those who agreed with the initiative to those who disagreed are provided below.

Initiatives Residents Liked Best (ratio of agree to disagree)

- Ensure high quality housing is maintained (44 to 1)
- Local government work together with local schools (22 to 1)
- Establish architectural controls for commercial aesthetics (16 to 1)
- Strictly enforce General Plan and zoning ordinances (16 to 1)
- Strengthen small town identity (13 to 1)
- Require new development to use native vegetation (7 to 1)
- Develop an activity center for teens (6 to 1)
- Enhance stewardship of the local environment (5 to 1)
- Promote lifelong learning for all ages (5 to 1)

➤ **Initiatives that Residents Would Be Most Willing to Fund.** Residents were asked how willing they would be to fund 21 initiatives that were being considered for the Strategic Plan. Residents were provided with the estimated annual cost of providing each item. They were not given revenue information that may have offset the costs. The chart below shows the willingness of respondents from the random sample to fund each of the items that were assessed on the survey. The chart is divided into three tiers.

- The **top tier** shows the items that residents are generally willing to fund. At least 50% of the respondents were willing to fund these items and fewer than 30% were opposed to these initiatives.
- The **middle tier** shows the items that have mixed support. At least 40% of the respondents were willing to fund these items and fewer than 40% of those surveyed were opposed to these initiatives.
- The **bottom tier** shows the items that are generally not supported. Fewer than 40% of the respondents were willing to fund these items and more than 40% of those surveyed were opposed to these initiatives.



➤ **Priorities for Action: Vision-Funding Matrix.** The matrix below shows the results of the survey on two axes.

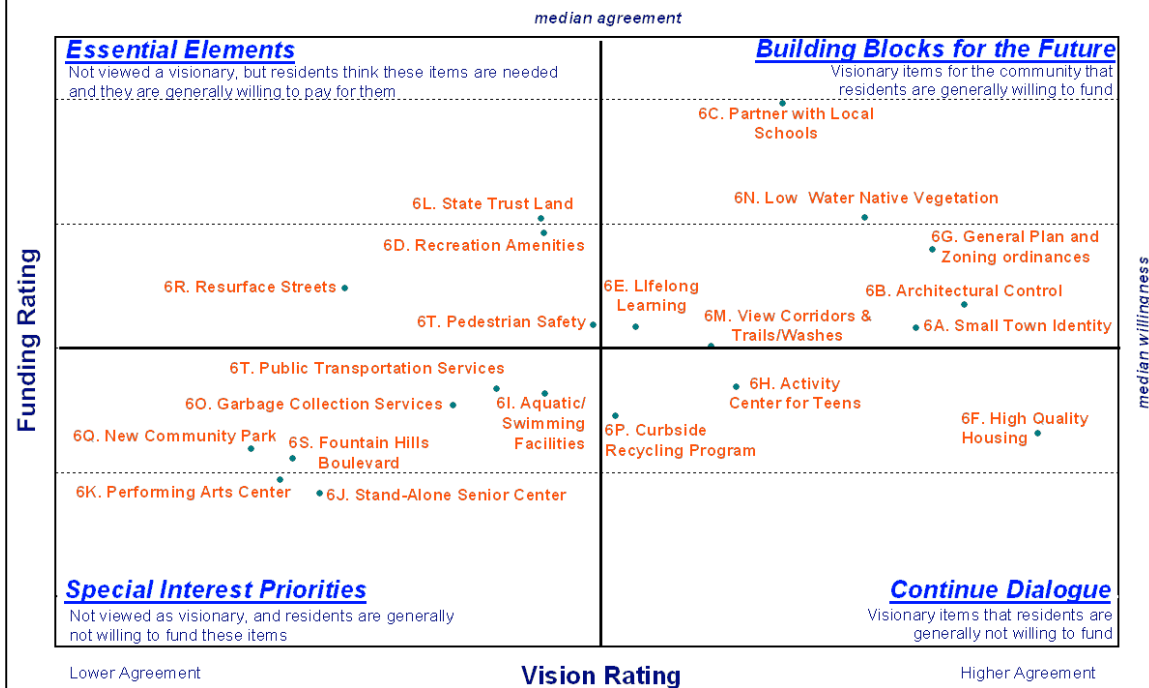
- **Horizontal Axis (Vision).** The percentage of residents who thought the Town should implement each of the strategic planning initiatives is plotted on the horizontal axis. Items to the left of the matrix had a lower level of agreement about implementing the initiative than those on the right side of the matrix.
- **Vertical Axis (Funding).** The percentage of residents who were willing to fund each of the strategic planning initiatives is plotted on the vertical axis. Items in the top half have higher support for funding than those at the bottom of the matrix.

The four quadrants reflect the priority that the Town should place on the implementation of each initiative. Each quadrant is briefly described below:

- **Upper Right - Building Blocks for the Future.** Items in the top two quadrants should receive the highest priority for implementation. The items in the upper right quadrant should be the items that provide the foundation of the vision of the strategic plan. These items have high vision and high funding ratings.
- **Upper Left - Essential Elements.** The items in the upper left quadrant are initiatives that residents generally see as being necessary, which is the reason that they are willing to fund them, but these items should not be the cornerstone of the strategic plan.
- **Lower Right – Continue Dialog.** The items in the lower right quadrant are initiatives that residents think are good ideas (high level of agreement), but they are not currently ready to fund these items. The Town should continue discussing these initiatives and try to identify alternative sources of funding.
- **Lower Left – Special Interest Priorities.** The items in the lower left quadrant are initiatives that residents are generally not willing to fund and they do not strongly agree with their implementation. Most of the items in this quadrant will be supported by special interest groups in the community. While continued discussion is appropriate, it is very unlikely that the community will support investments in these areas in the near future.

Fountain Hills Strategic Planning Vision-Funding Assessment Matrix Random Sample Only

(points on the graph show deviations from the median agreement (Q6) and willingness to pay (Q8) ratings given by respondents to the survey)



➤ **Recommended Priority for Implementation: Vision-Funding Rating.** The Vision Funding Rating (VF Rating) was used to objectively rank the priority that should be placed on the implementation of each of the 21 initiatives that were assessed on the survey. The VF Rating table on the following page shows the recommended sequence that each item should be implemented as described below:

- **Short-Term Priorities.** These items had VF Ratings of from 0-20. Four of the five items identified as short-term priorities were located in the upper right quadrant of the Vision-Funding Assessment Matrix. One item was located in the upper left quadrant. None of the items were located in the bottom half of the matrix.
- **Medium/Long-Term Priorities.** These items had VF Ratings of from 21-30. Three of the six items identified as medium/long-term priorities were located in the upper right quadrant of the Vision-Funding Assessment Matrix. Three were located in the upper left quadrant. None of the items were located in the bottom half of the matrix.
- **Not Community Priorities at This Time.** All of these items were located in the bottom half of the Vision-Funding Assessment Matrix. This indicates that residents are generally not willing to fund these items at this time.

Vision-Funding Assessment Rating

2005 Fountain Hills Strategic Plan

Community Survey Results: Random Sample

Q#	Initiative Description	Vision: Q6 (Agree %)*	Vision Rank	Funding: Q8 (Willing %)**	Funding Rank	Vision- Funding Rating***	VF Rank	VF Matrix Quadrant
Short-Term Priorities for Implementation (VF Rating 0-20)								
6c/8c	Government & local schools should work together	66.5	6	79.5	1	8	1	UR
6n/8n	New development required to use native vegetation	73.5	5	61	2	9	2	UR
6g/8g	Strictly enforce General Plan and Zoning ordinances	79.2	3	56	5	13	3	UR
6b/8b	Important to establish architectural controls	81.9	2	47.1	7	16	4	UR
6l/8l	Fountain Hills should annex State Trust Land	46.1	14	60.9	3	20	5	UL
Medium/Long-Term Priorities for Implementation (VF Rating = 21-30)								
6d/8d	Town should have more recreation amenities	46.3	13	58.6	4	21	6	UL
6a/8a	Important to strengthen small town identity	77.8	4	43.4	10	24	7	UR
6t/8t	Safety by adding sidewalks/improve crosswalks	50.5	11	43.8	8	27	8	UL
6e/8e	Town should promote lifelong learning for all ages	54.1	9	43.5	9	27	9	UR
6r/8r	Town should resurface streets more often	29.5	17	49.7	6	29	10	UL
6m/8m	Should Enhance stewardship of natural environment	60.5	8	40.4	11	30	11	UR
Not Community Priorities at This Time (VF Rating = 31+)								
6h/8h	Town should have an activity center for teens	62.6	7	33.8	12	31	12	LR
6f/8f	Should ensure high quality housing is maintained	88.1	1	26.4	17	35	13	LR
6i/8i	New aquatic/swimming facilities for all ages	46.4	12	32.7	14	40	14	LL
6u/8u	Town should improve public transportation services	42.3	15	33.5	13	41	15	LL
6p/8p	Should create a curbside recycling program	52.4	10	29.2	16	42	16	LR
6o/8o	Town should take over garbage collection	38.6	16	30.9	15	46	17	LL
6q/8q	Town should develop a new community park	21.5	21	23.9	18	57	18	LL
6s/8s	Town should widen Fountain Hill Blvd	25	19	22.3	19	57	19	LL
6k/8k	Town should have a new performing arts center	24	20	18.9	20	60	20	LL
6j/8j	New stand-alone senior center	27.3	18	16.7	21	60	21	LL

Notes: *Agreement % reflects the percentage of residents who agreed or strongly agree with the item
 **Funding % reflects the percentage of residents who were somewhat or very willing to fund the item
 ***Vision-Funding rating is the sum of (1 x Vision Rank) and (2 x Funding Rank); the funding rank weights double
 VF Matrix Quadrant refers to the quadrant the item was shown on the matrix (UL=upper left, UR=upper right, LL=lower left, LR=lower right)

SIGNIFICANT DIFFERENCES BASED ON HOUSEHOLD FORMATION

- **Level of Agreement with Strategic Planning Initiatives.** Initiatives that were significantly more important to certain segments of the Town's population are identified below:
 - **Households with Children Under Age 10.** Initiatives that were significant more important to households with children under age 10 were:
 - 74% agreed that the Town should have more recreation amenities compared to 46% of all respondents (Q6d)
 - 81% agreed that the Town should develop an activity center for teens compared to 63% of all respondents (Q6h)
 - 77% agreed that the Town should develop new aquatic/swimming facilities compared to 46% of all respondents (Q6i)
 - 36% agreed that the Town should develop a new community park compared to 22% of all respondents (Q6q)
 - 68% agreed that the Town should enhance pedestrian safety in the community compared to 51% of all respondents (Q6t)
 - **Households with Children Age 10-19.** Initiatives that were significant more important to households with children age 10-19 were:
 - 74% agreed that the Town should develop an activity center for teens compared to 63% of all respondents (Q6h)
 - 71% agreed that the Town should develop new aquatic/swimming facilities compared to 46% of all respondents (Q6i)
 - 35% agreed that the Town should develop a new community park compared to 22% of all respondents (Q6q)
 - **Households without children or seniors.** Initiatives that were significant more important to households without children or seniors present were:
 - 69% agreed that the Town should do more to enhance the Town's commitment to the natural environment, such as protecting view and improving trails, compared to 61% of all respondents (Q6m)
 - 79% agreed that the Town should require new residential development to use native vegetation for landscaping compared to 74% of all respondents (Q6n)
 - **Households with Seniors Age 65+.** Initiatives that were significantly more important to households with seniors age 65+ were:
 - 34% agreed that the Town should develop a new stand-alone senior center compared to 27% of all respondents (Q6j)
- **Willingness to Fund Strategic Planning Initiatives.** Initiatives that certain segments of the Town's population were significantly more willing to fund are identified below:

- **Households with Children Under Age 10.** Initiatives that households with children under age 10 were significantly more willing to fund were:
 - 60% were very or somewhat willing to fund initiatives to strengthen the small-town identity of Fountain Hills compared to 43% of all respondents (Q8a)
 - 84% were very or somewhat willing to fund more recreation amenities compared to 59% of all respondents (Q8d)
 - 65% were very or somewhat willing to fund a new teen activity center compared to 34% of all respondents (Q8h)
 - 60% were very or somewhat willing to fund new aquatic/swimming facilities compared to 33% of all respondents (Q8i)
 - 51% were very or somewhat willing to fund initiatives to enhance the Town's commitment to the natural environment, such as protecting views and adding trails, compared to 40% of all respondents (Q8m)
 - 43% were very or somewhat willing to fund the development of a new community park compared to 24% of all respondents (Q8q)
 - 57% were very or somewhat willing to fund improvements to pedestrian safety compared to 44% of all respondents (Q8t)

- **Households with Children Age 10-19.** Initiatives that households with children age 10-19 were significantly more willing to fund were:
 - 90% were very or somewhat willing to have the Town work more closely with local schools compared to 80% of all respondents (Q8c)
 - 52% were very or somewhat willing to fund a new teen activity center compared to 34% of all respondents (Q8h)
 - 54% were very or somewhat willing to fund new aquatic/swimming facilities compared to 33% of all respondents (Q8i)

- **Households without children or seniors.** Initiatives households without children or seniors present were significantly more willing to fund were:
 - 66% were very or somewhat willing to fund initiatives that would require new residential development to use native vegetation for landscaping compared to 61% of all respondents (Q8n)

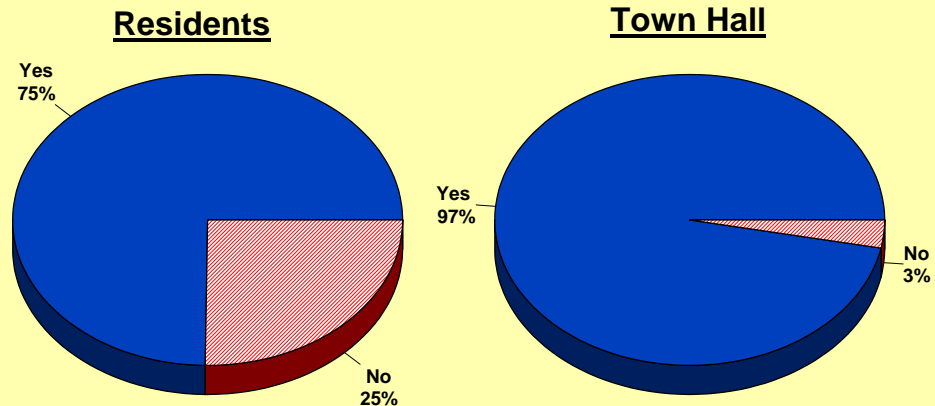
- **Households with Seniors Age 65+.** Initiatives that households with seniors age 65+ were significantly more willing to fund were:
 - 49% were very or somewhat willing to fund initiatives that promote lifelong learning compared to 44% of all respondents (Q8e)
 - 62% were very or somewhat willing to fund strict enforcement of General Plan and zoning ordinances compared to 56% of all respondents (Q8g)
 - 22% were very or somewhat willing to fund a stand-alone senior center compared to 17% of all respondents (Q8j)
 - 68% were very or somewhat willing to have the Town annex State Trust Land compared to 61% of all respondents (Q8l)

Section 2:
Charts and Graphs

Awareness of the Strategic Plan

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?

by percentage of respondents



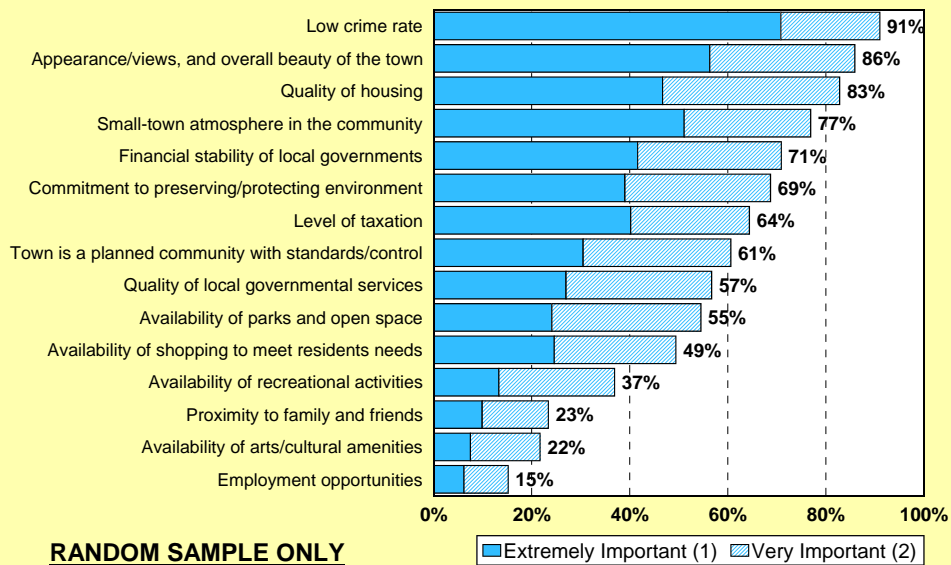
Most residents knew the Town was developing a Strategic Plan

Source: ETC Institute (Fountain Hills 2005)

Why Residents Decided to Live in Fountain Hills and The Reasons They Plan to Stay

Q2. How Important Various Reasons Were to Residents When Deciding to Live in Fountain Hills

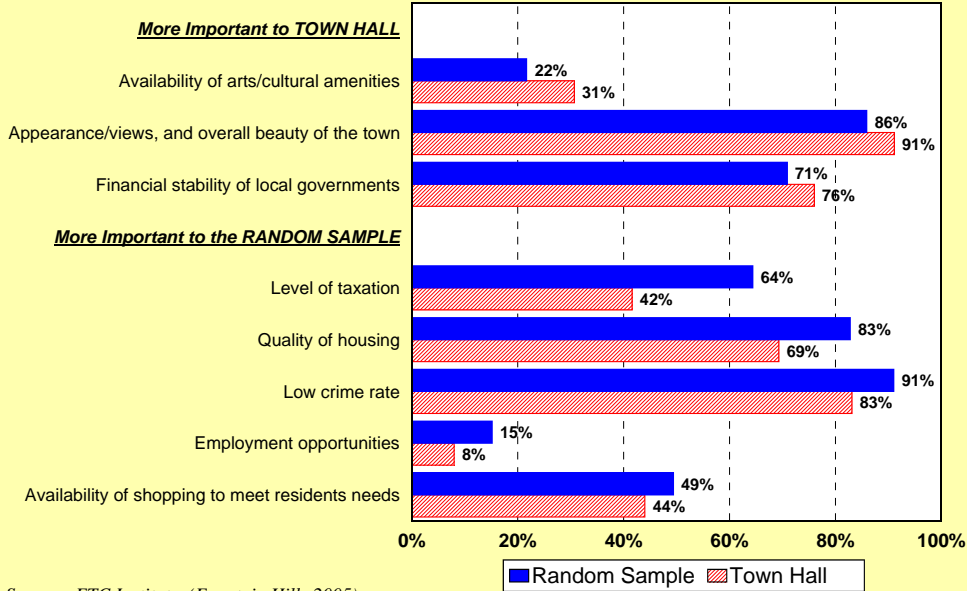
by percentage of respondents who rated the item extremely or very important



Source: ETC Institute (Fountain Hills 2005)

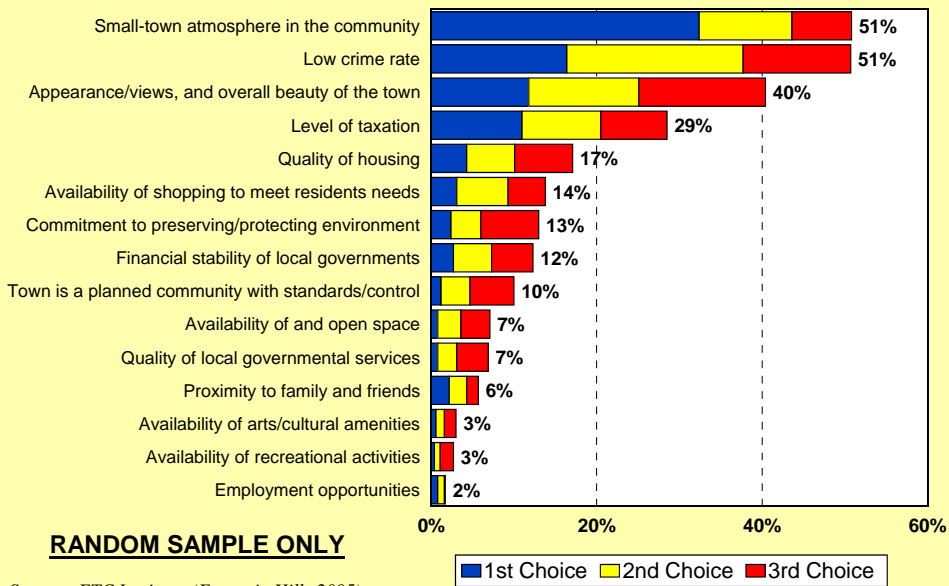
Q2. Differences in the Reasons People Decided to Live in Fountain Hills: Random Sample vs. Town Hall

by percentage of respondents who rated the item extremely or very important



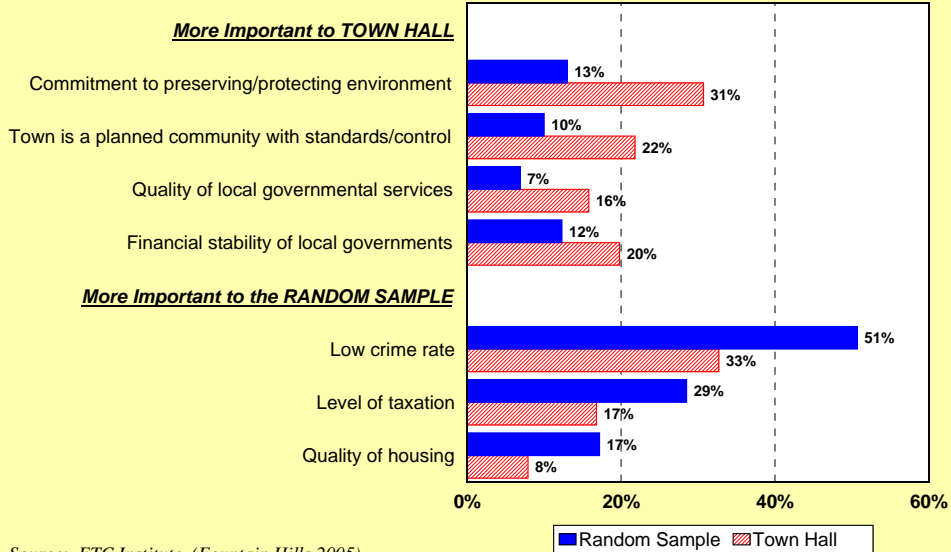
Q3. Most Important Reasons Residents Will Stay in the Town of Fountain Hills

by percentage of respondents who selected the item as one of their top three choices

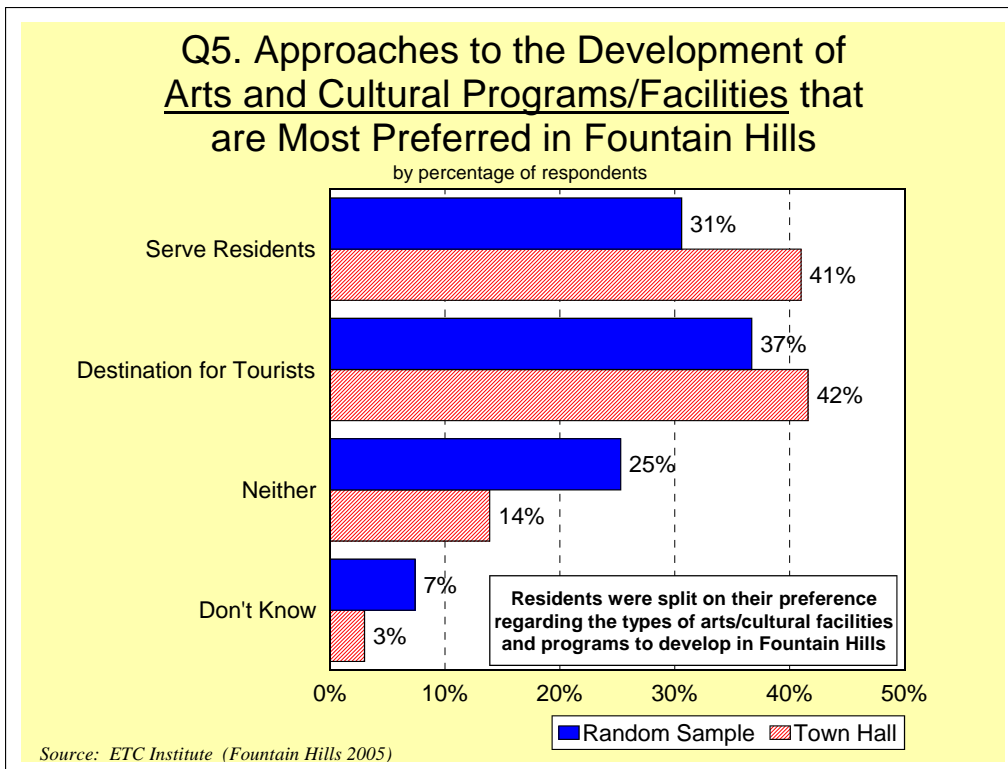
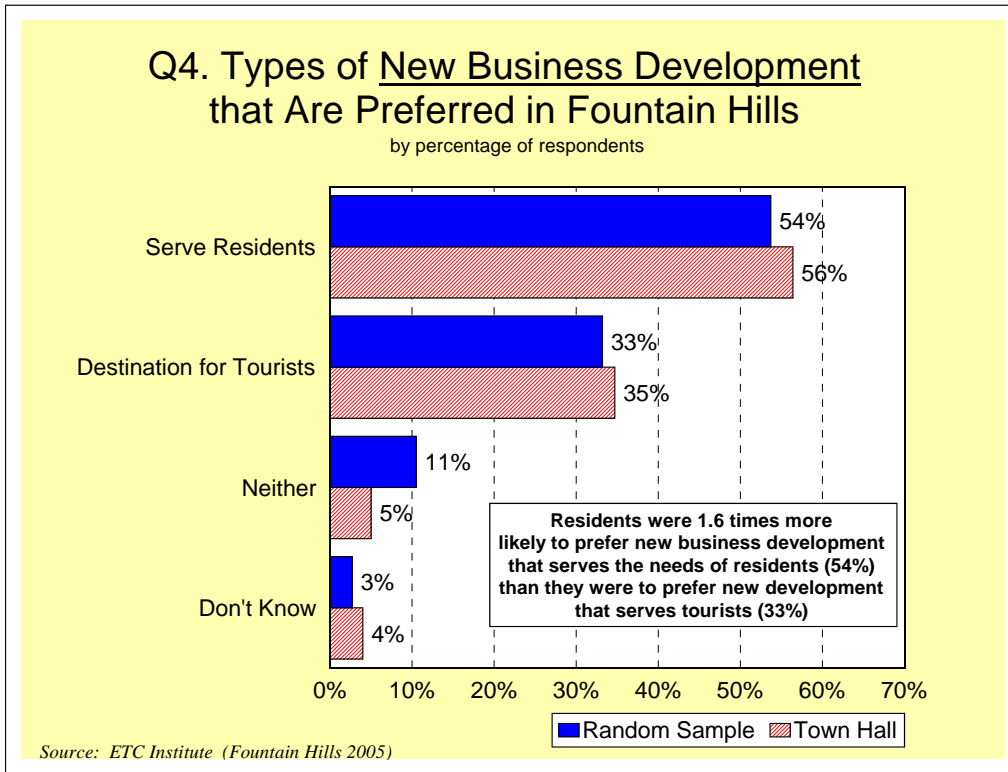


Q3. Differences in the Reasons People Plan to Stay in Fountain Hills: Random Sample vs. Town Hall

by percentage of respondents who selected the item as one of their top three choices



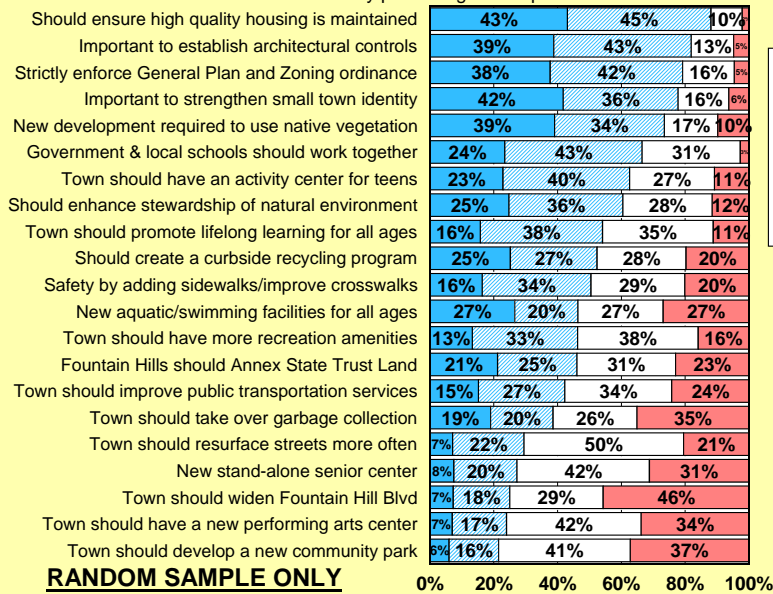
Preferred Approaches to New Development



Agreement with Statements About Issues Being Considered in the Strategic Plan

Q6. Level of Agreement with Various Statements About the Future of Fountain Hills

by percentage of respondents

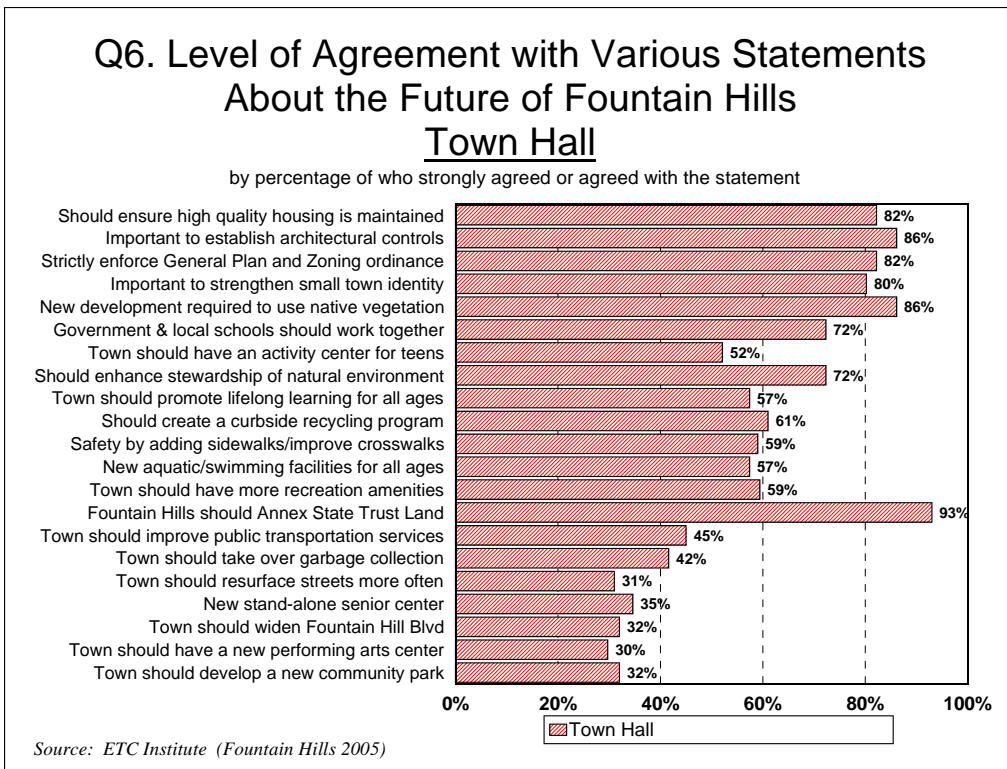
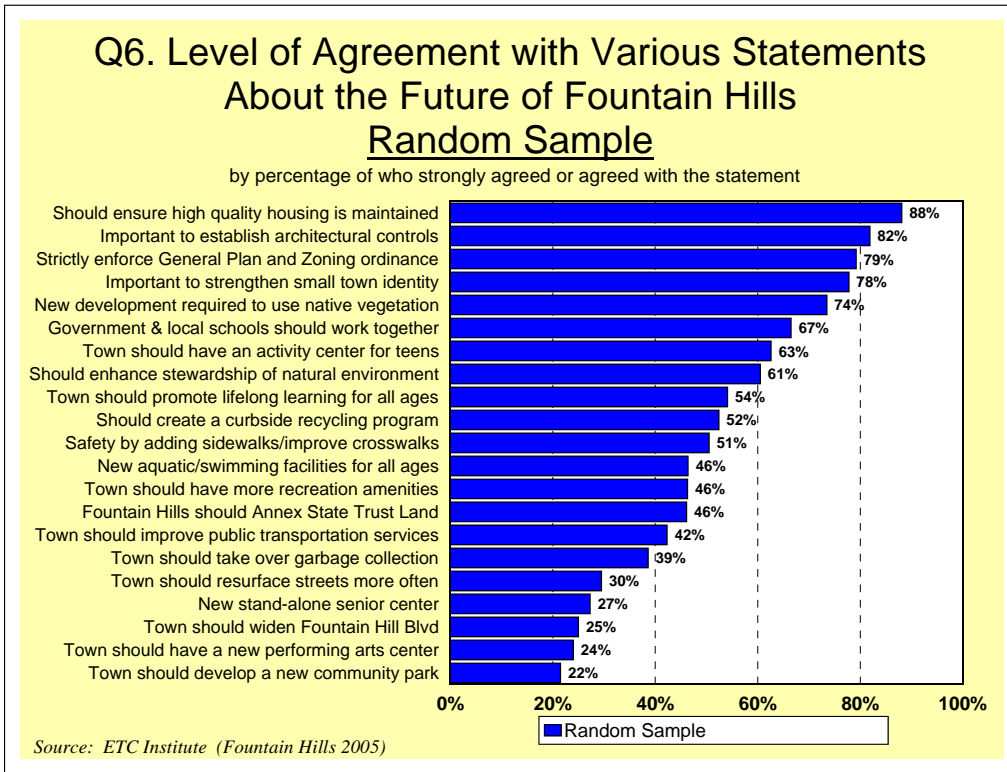


The percentage of residents who agreed with an initiative exceeded the percentage who disagreed for 16 of the 21 initiatives that were assessed.

■ Strongly Agree (1)
■ Agree (2)
■ Neutral (3)
■ Disagree (4/5)

RANDOM SAMPLE ONLY

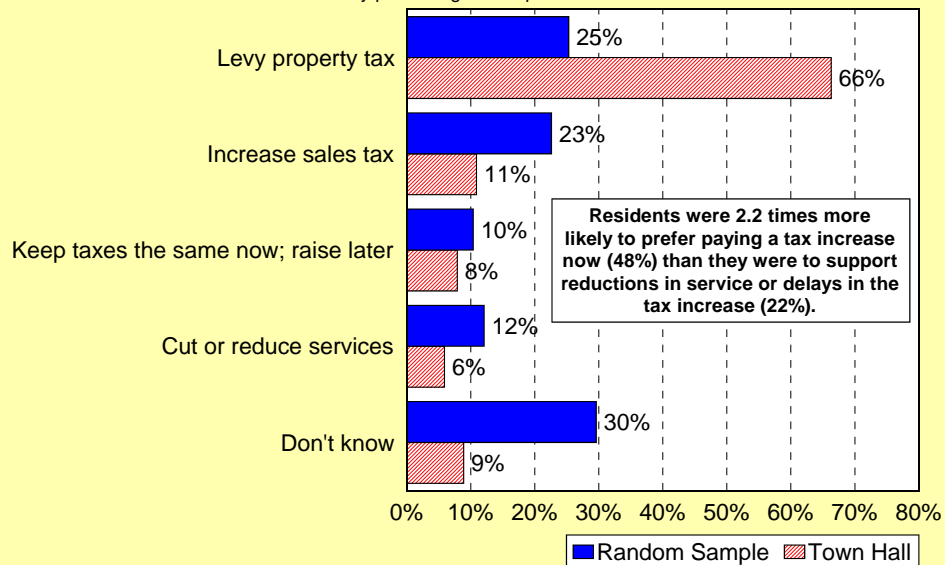
Source: ETC Institute (Fountain Hills 2005)



Preferred Methods for Funding the Town's Projected Deficit at Buildout

Q7. Course of Action Residents Thought the Town of Fountain Hills Should Pursue to Offset the Town's Projected Deficit

by percentage of respondents

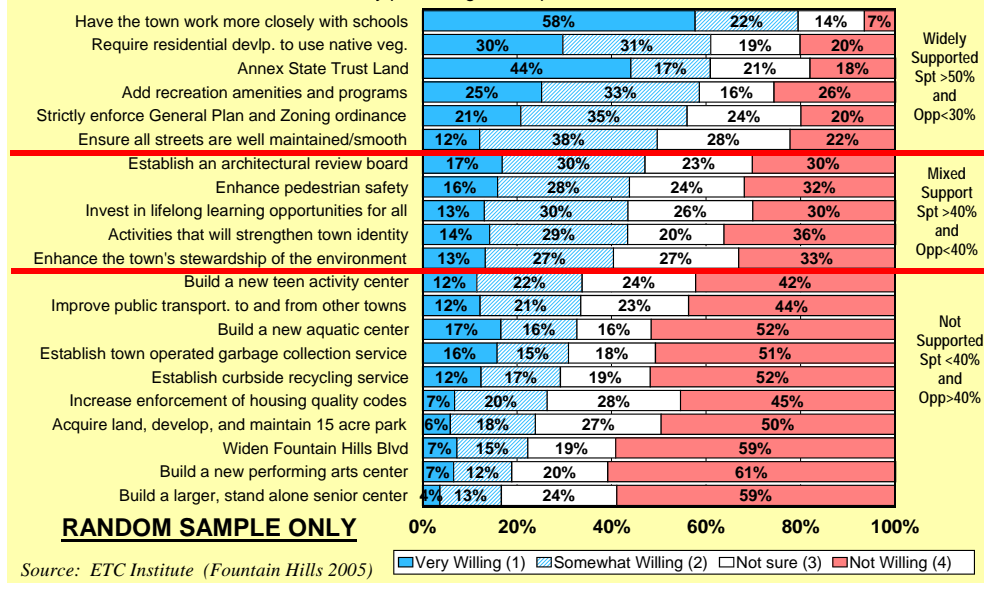


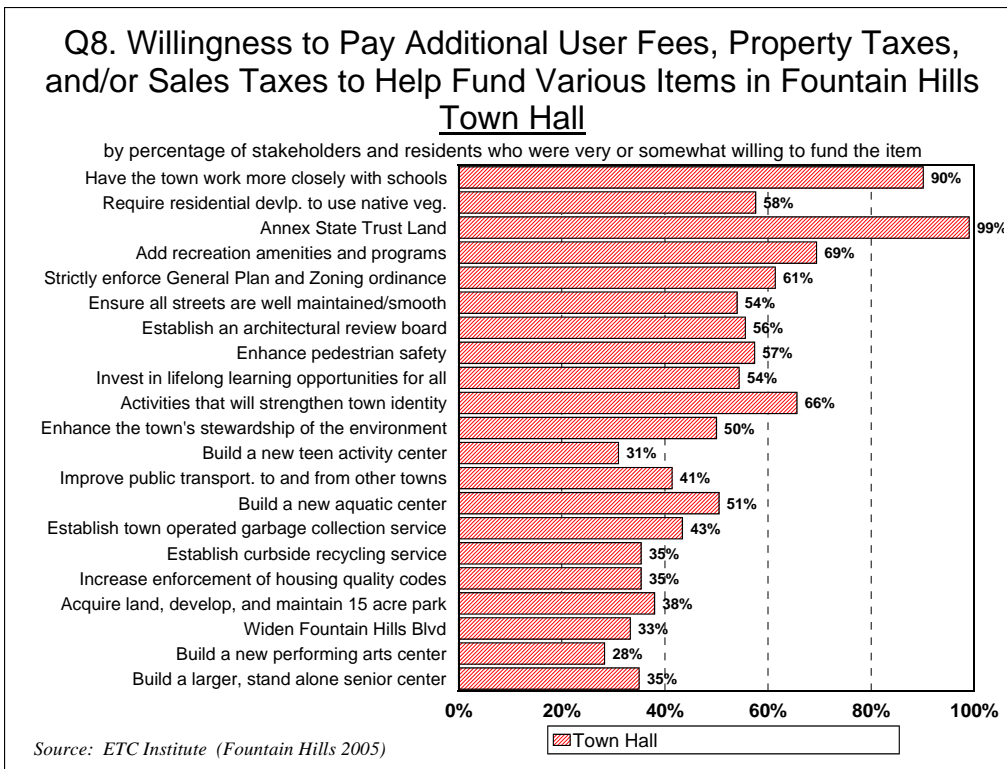
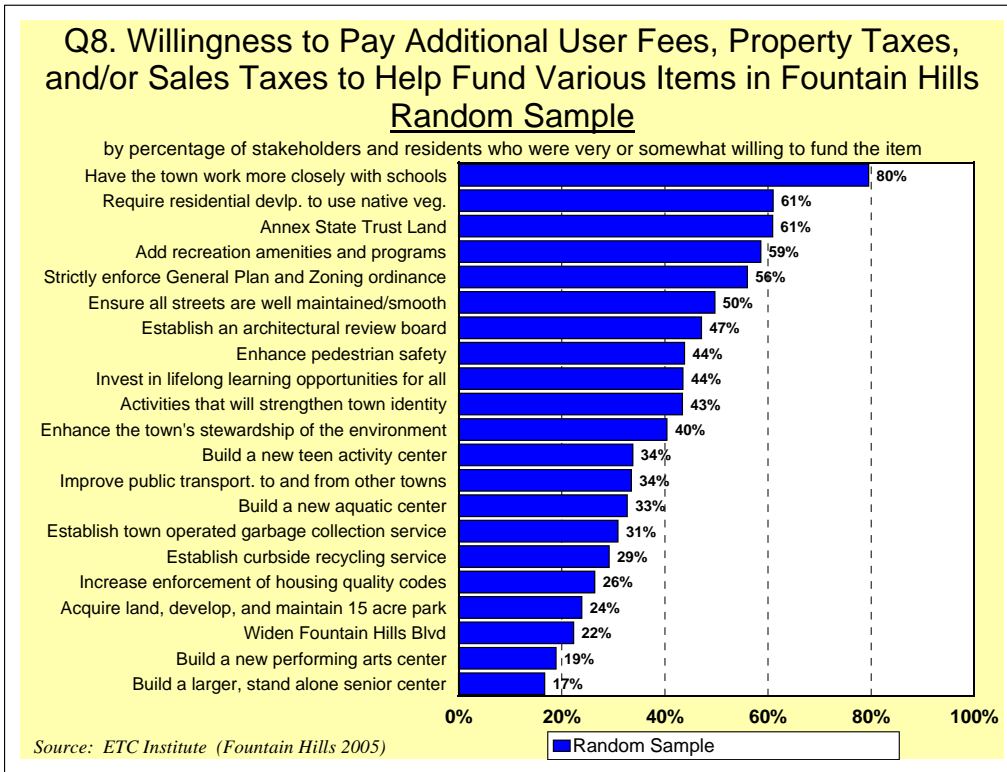
Source: ETC Institute (Fountain Hills 2005)

Willingness to Fund Initiatives Being Considered in the Strategic Plan

Q8. Willingness of Residents to Pay Additional User Fees, Property Taxes, and/or Sales Taxes to Help Fund Various Items in Fountain Hills

by percentage of respondents

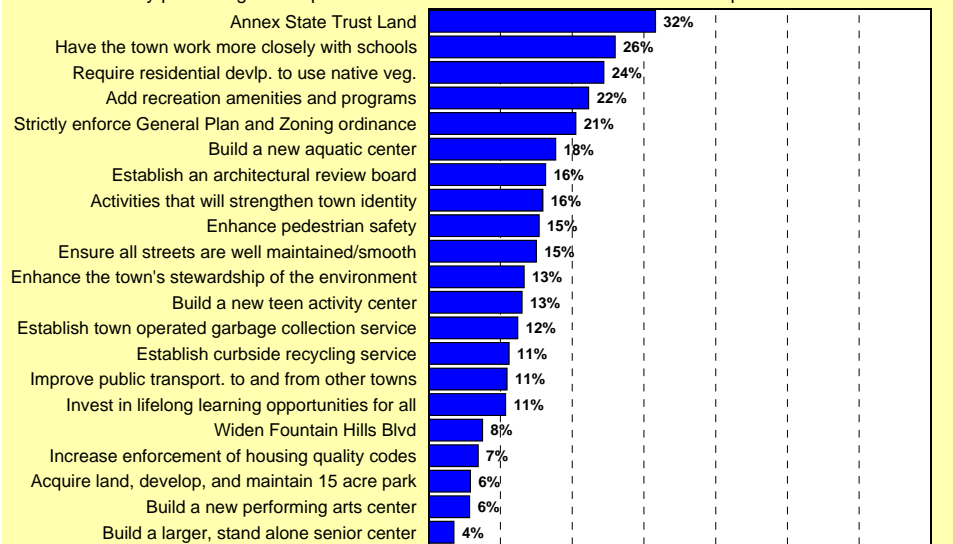




Perceived Short Term Implementation Priorities for the Strategic Plan

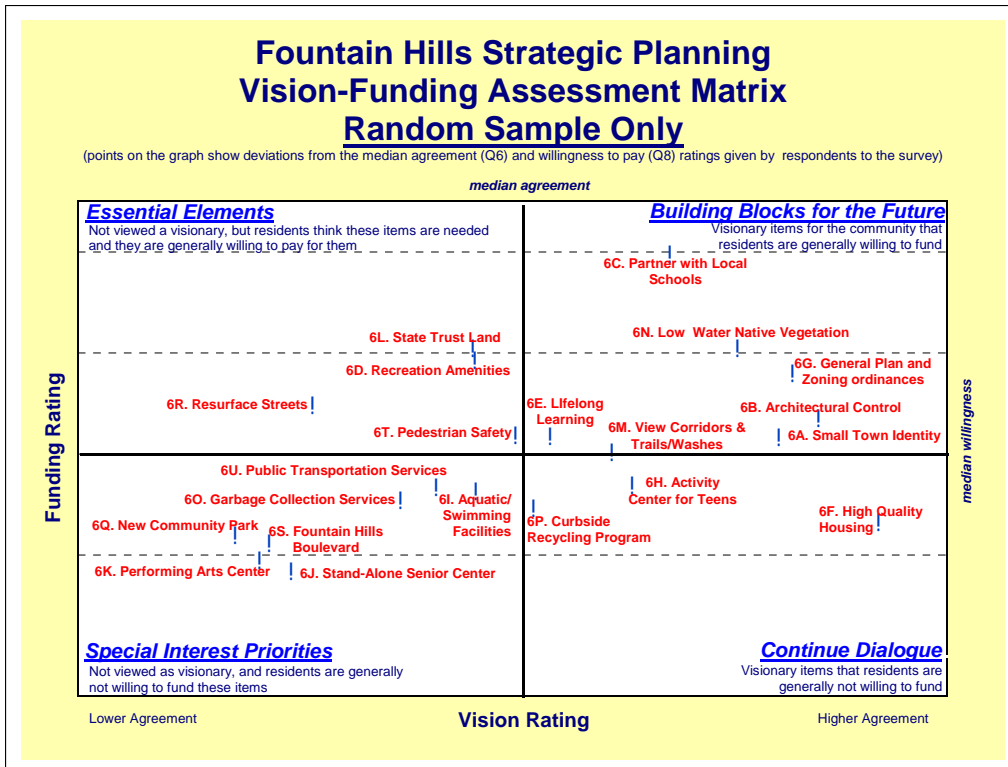
Q9. Most Immediate Priorities for the Town of Fountain Hills to Pursue Over the Next 5 Years Random Sample

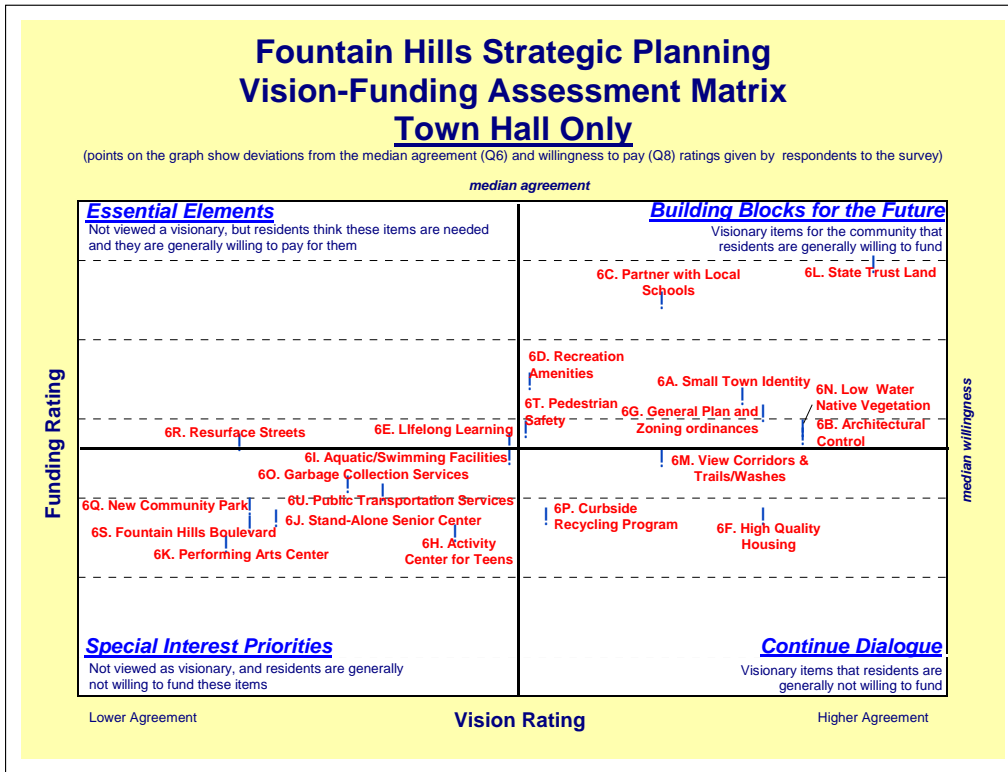
by percentage of respondents who selected the item as one of their top four choices



Source: ETC Institute (Fountain Hills 2005)

Recommended Areas for Action: Vision-Funding Assessment Matrices

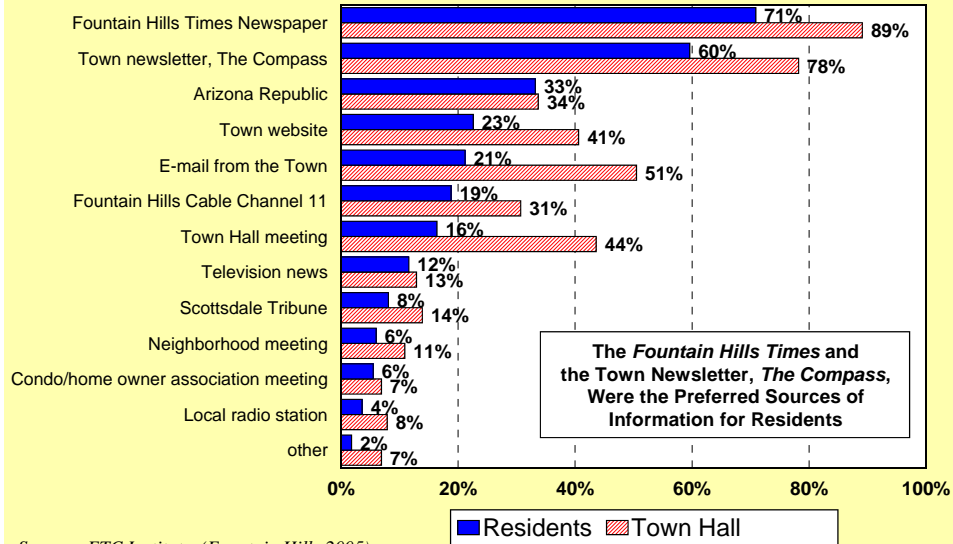




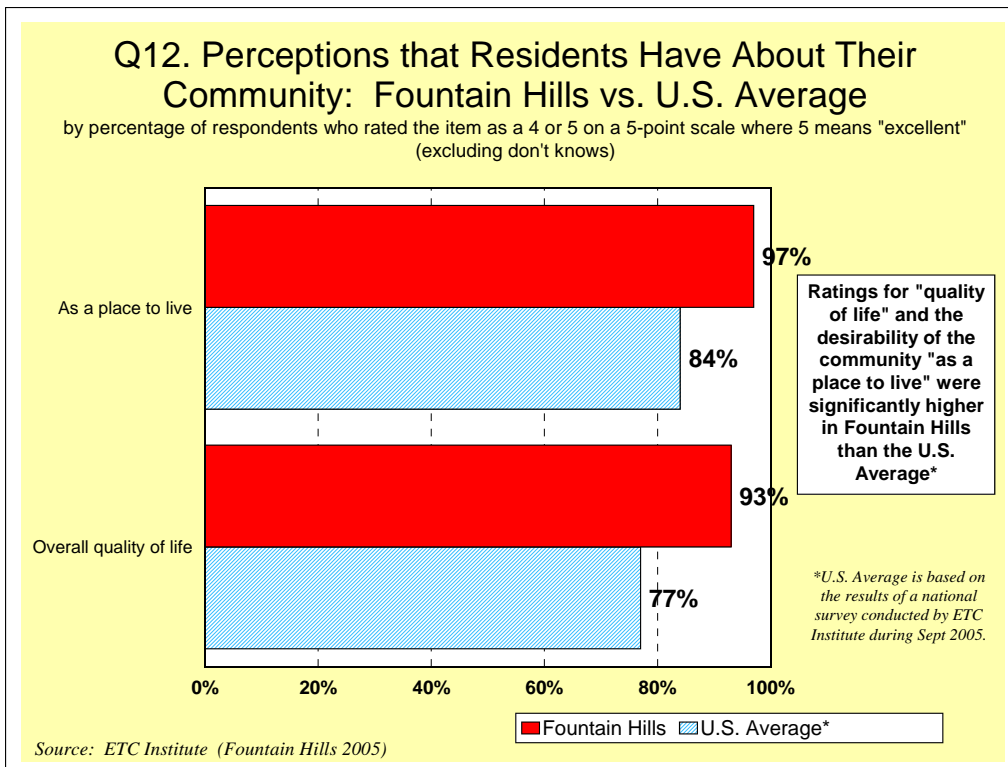
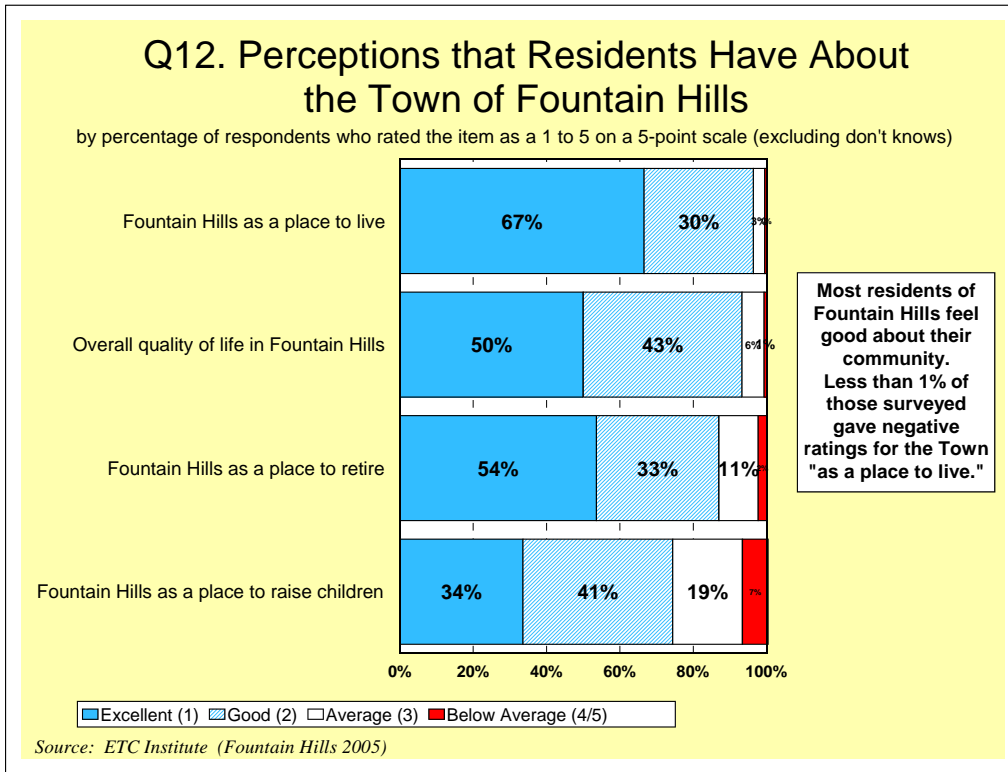
Best Ways to Inform Residents About the Strategic Plan and Other Town Issues

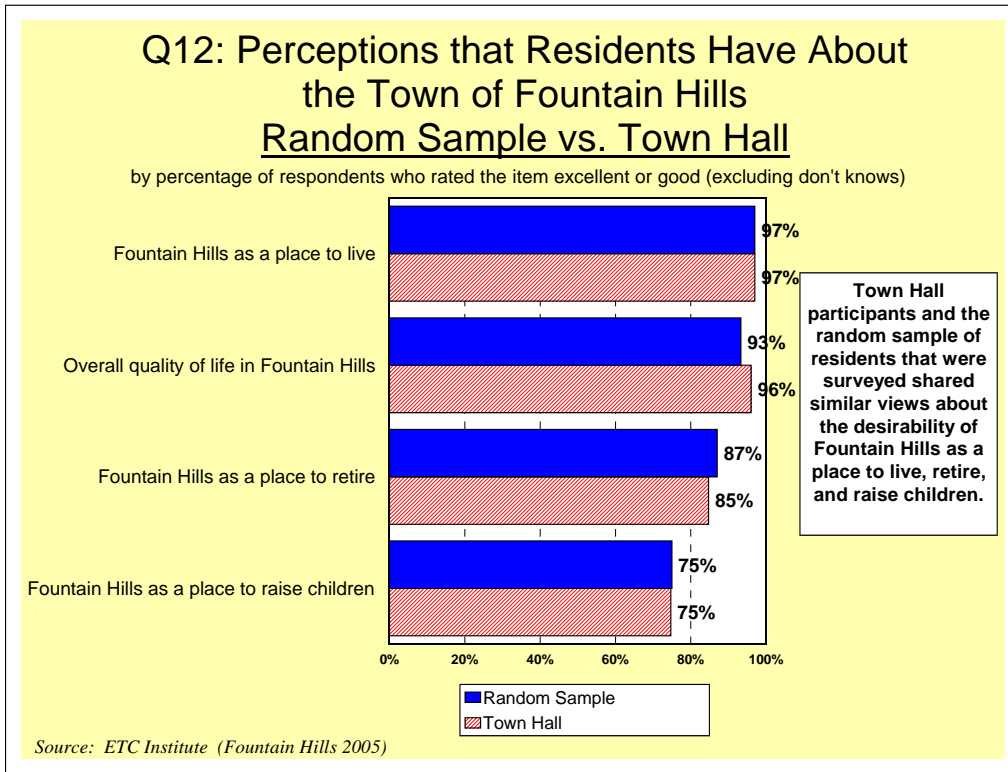
Q11. Best Ways to Inform Residents About the Town's Strategic Planning Process and Other Issues Random Sample vs. Town Hall

by percentage of respondents (multiple choices could be selected)



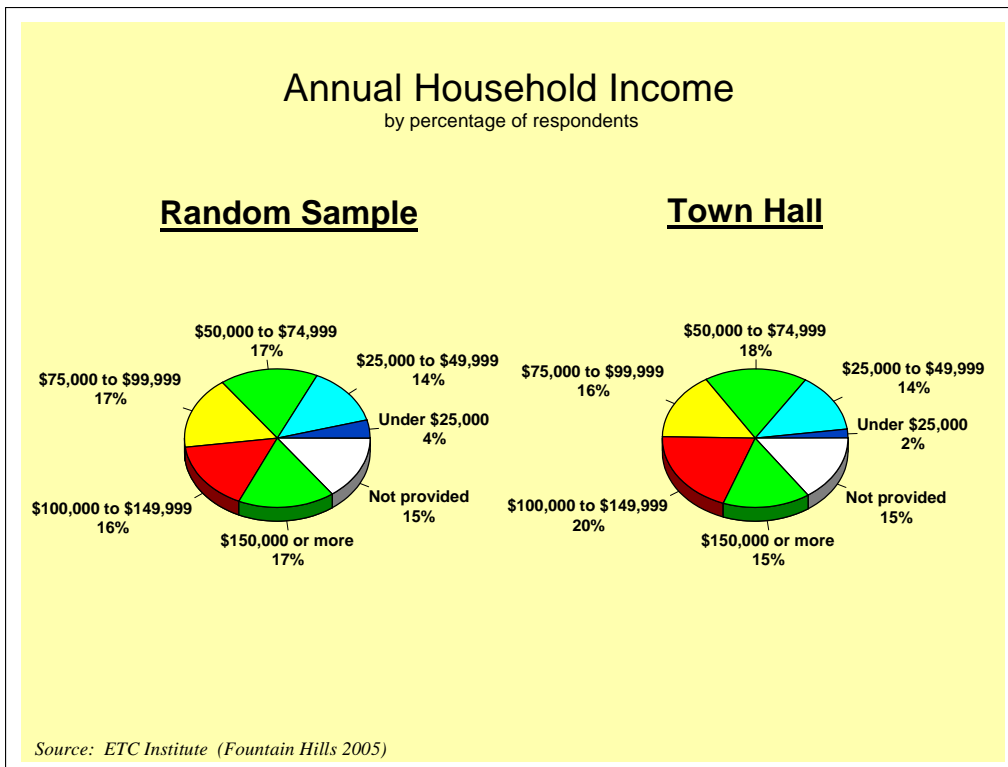
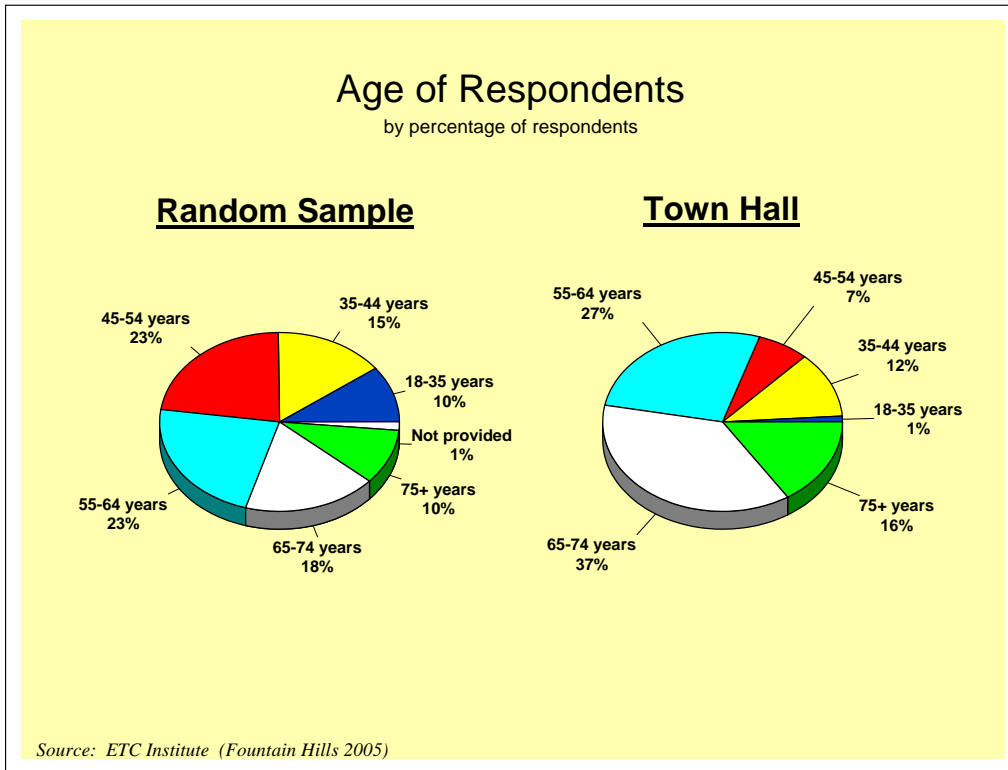
Perceptions that Residents Have of the Town of Fountain Hills

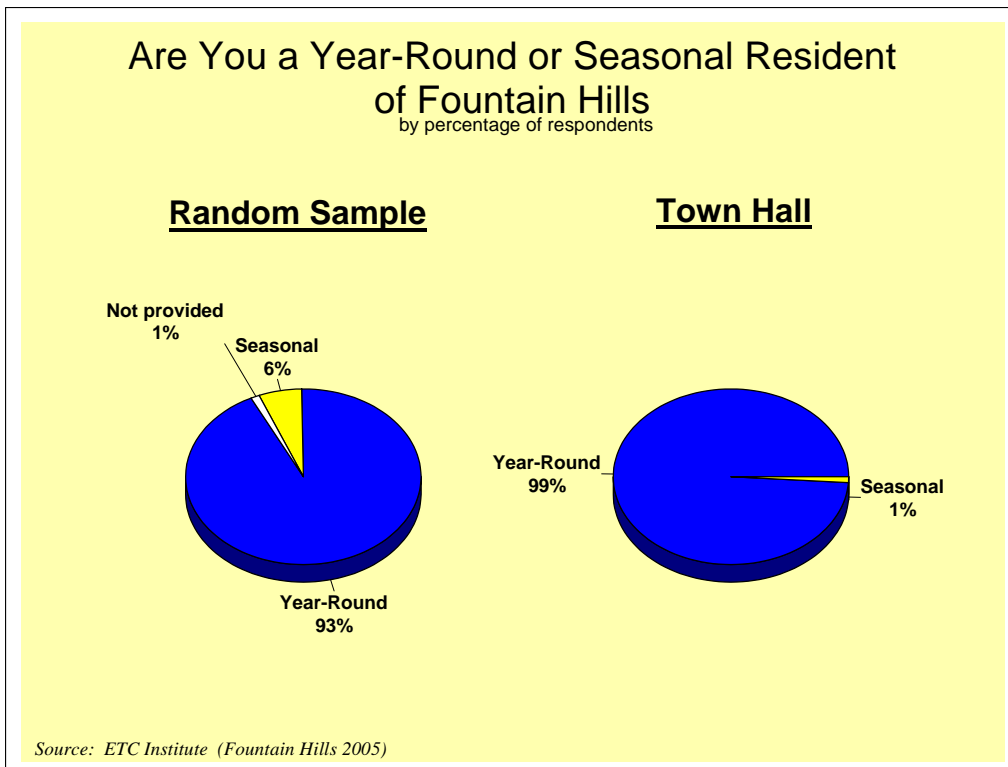
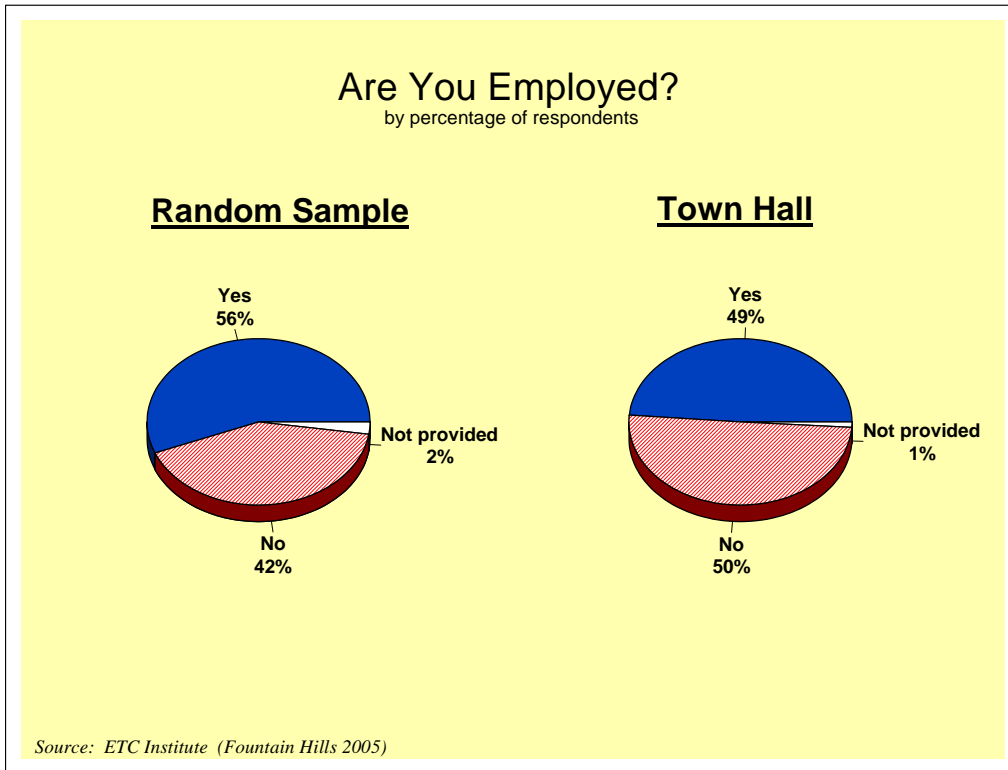


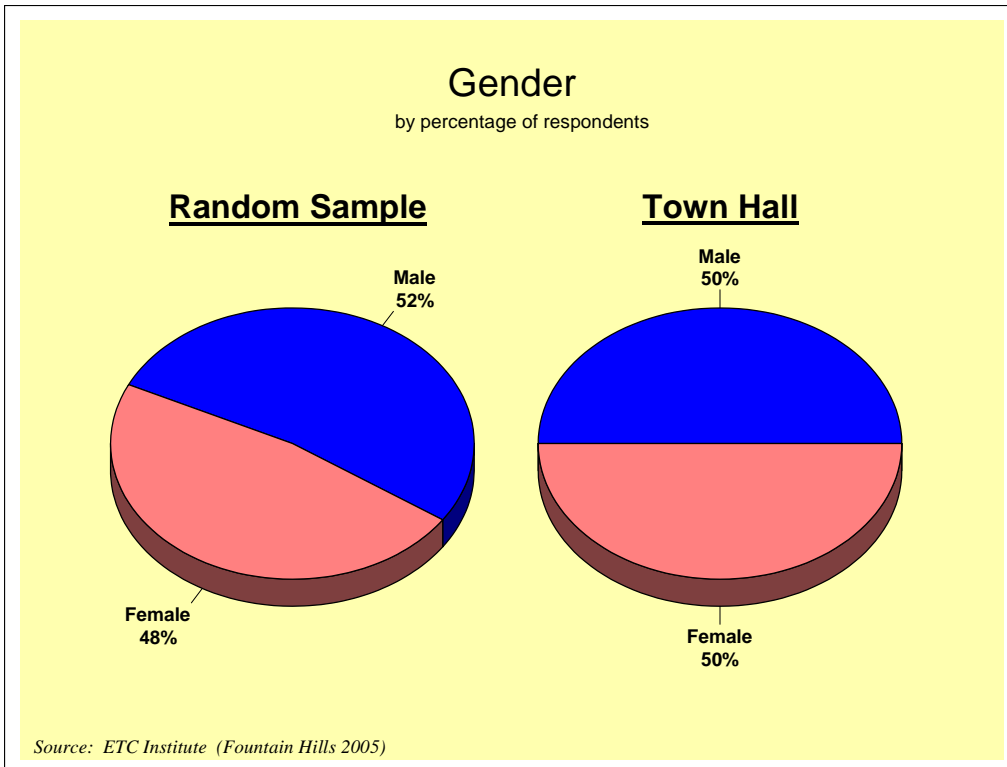
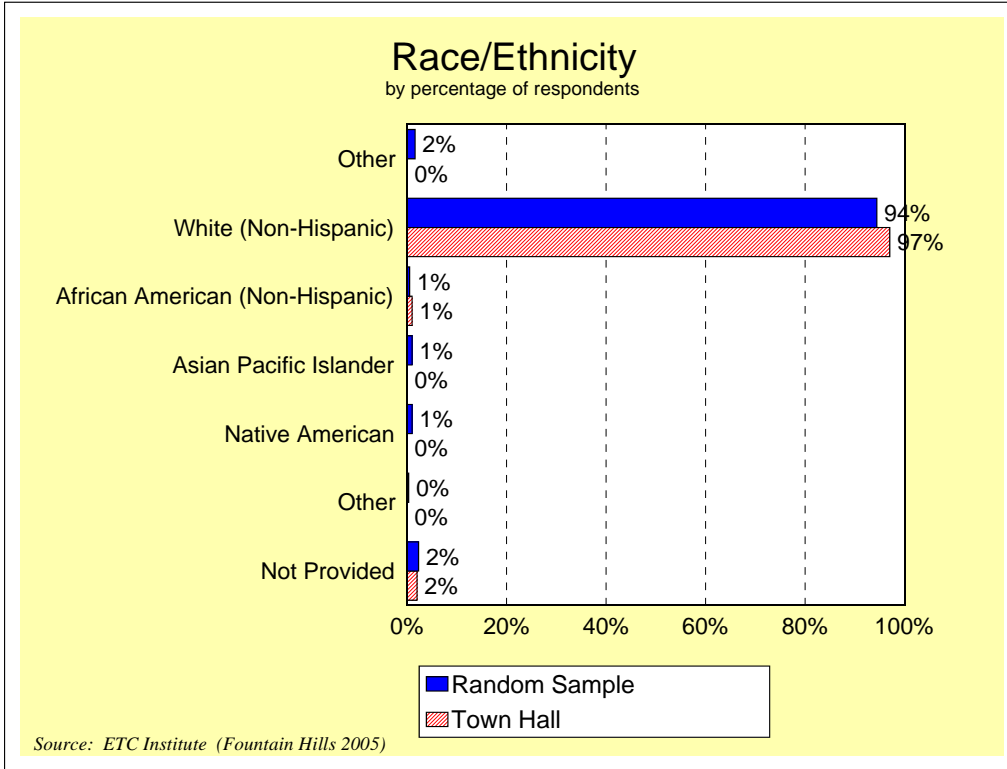


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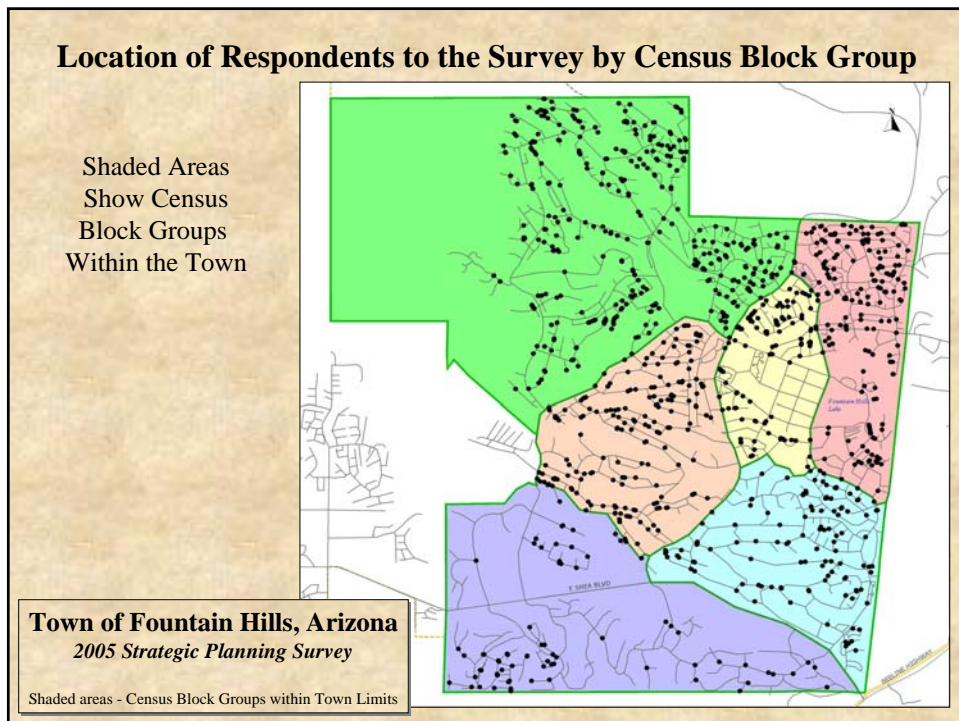
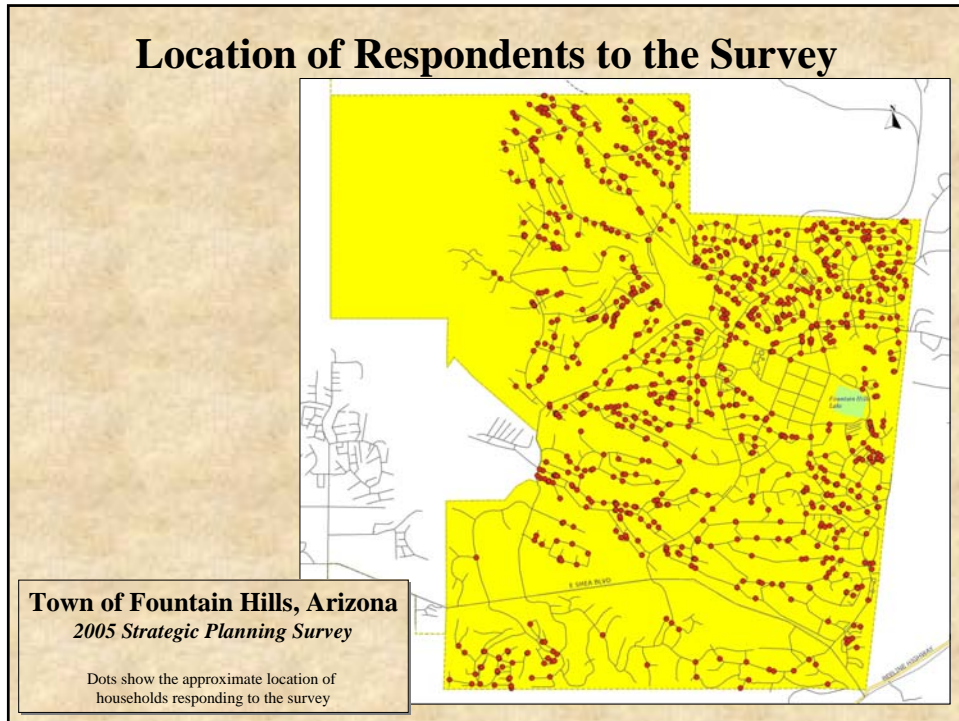
2005 Fountain Hills Strategic Planning Survey: Charts and Graphs

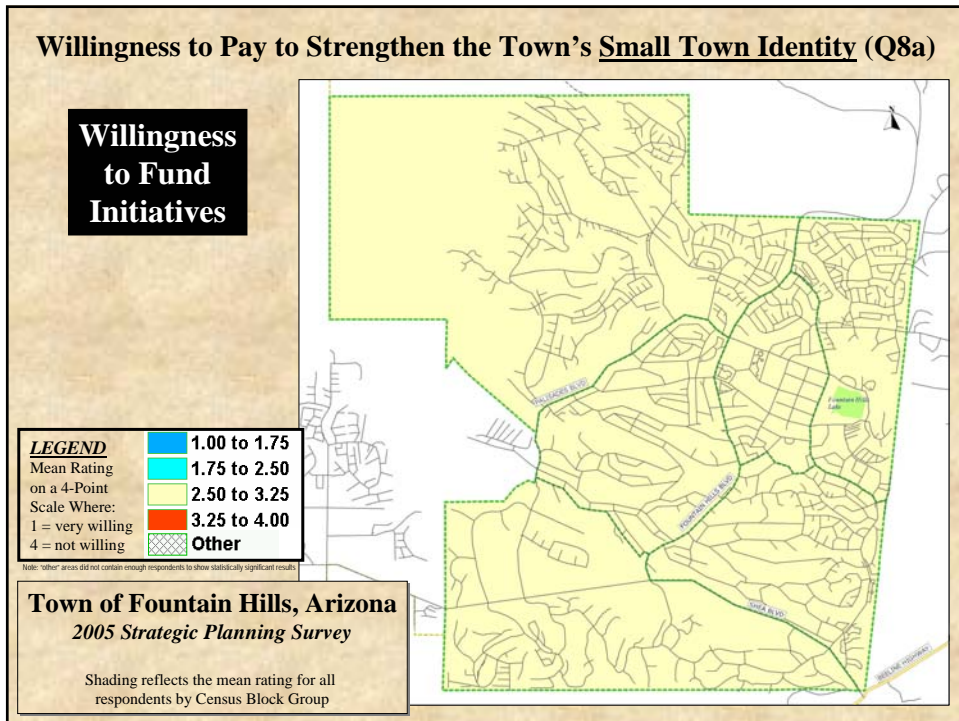
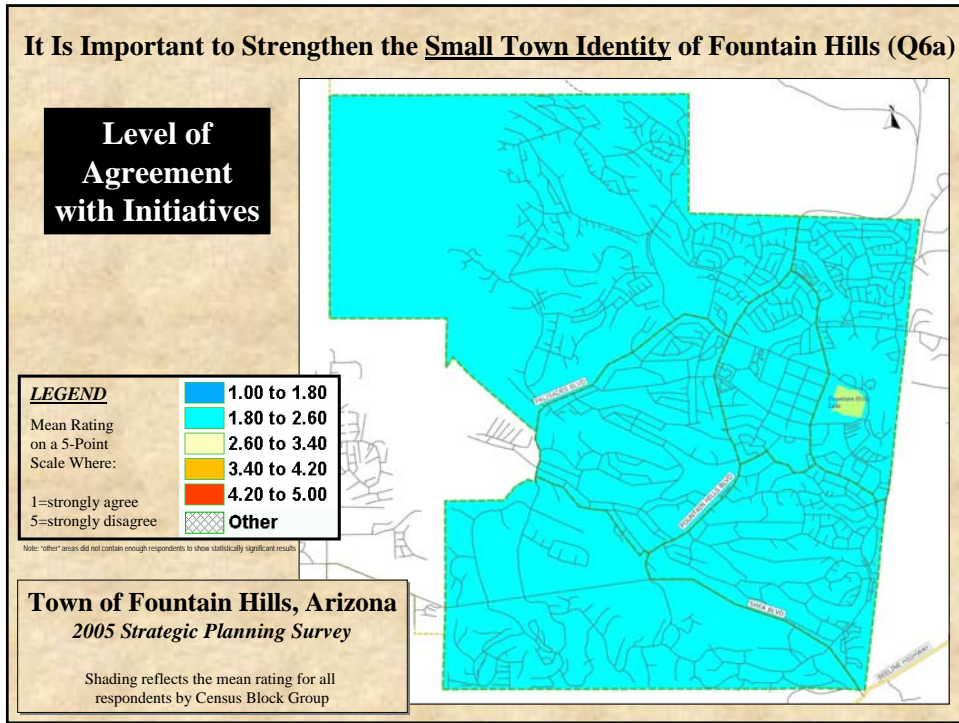


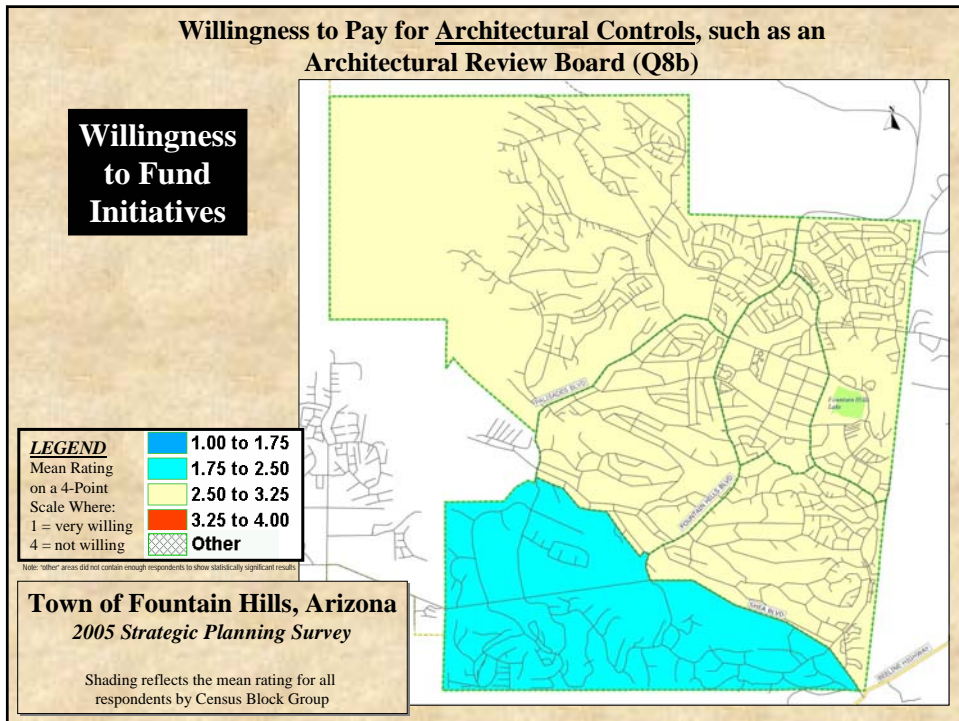
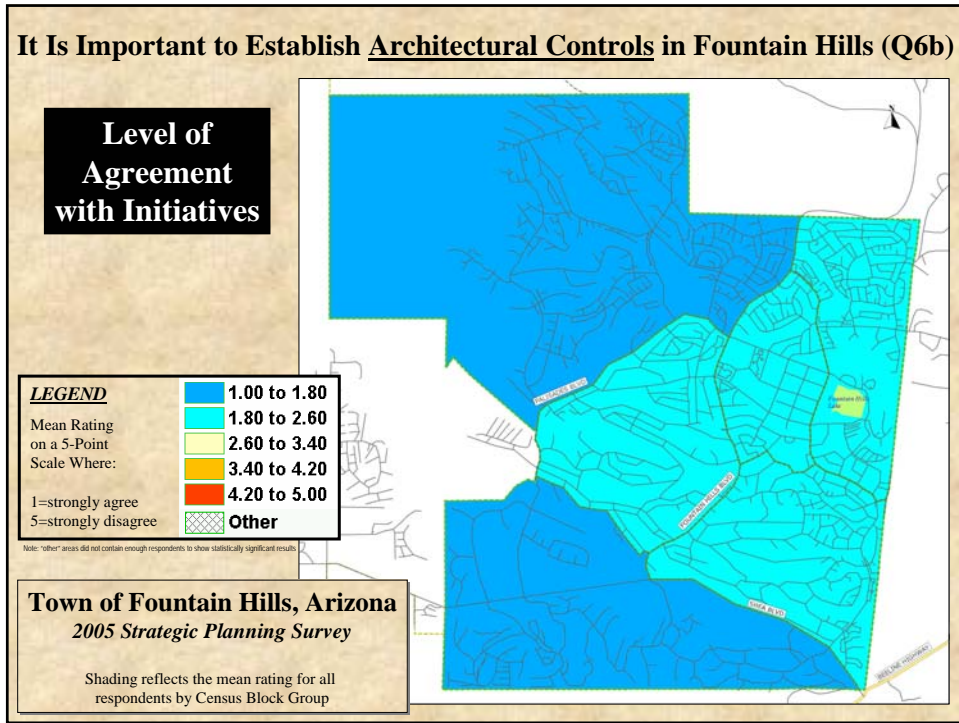


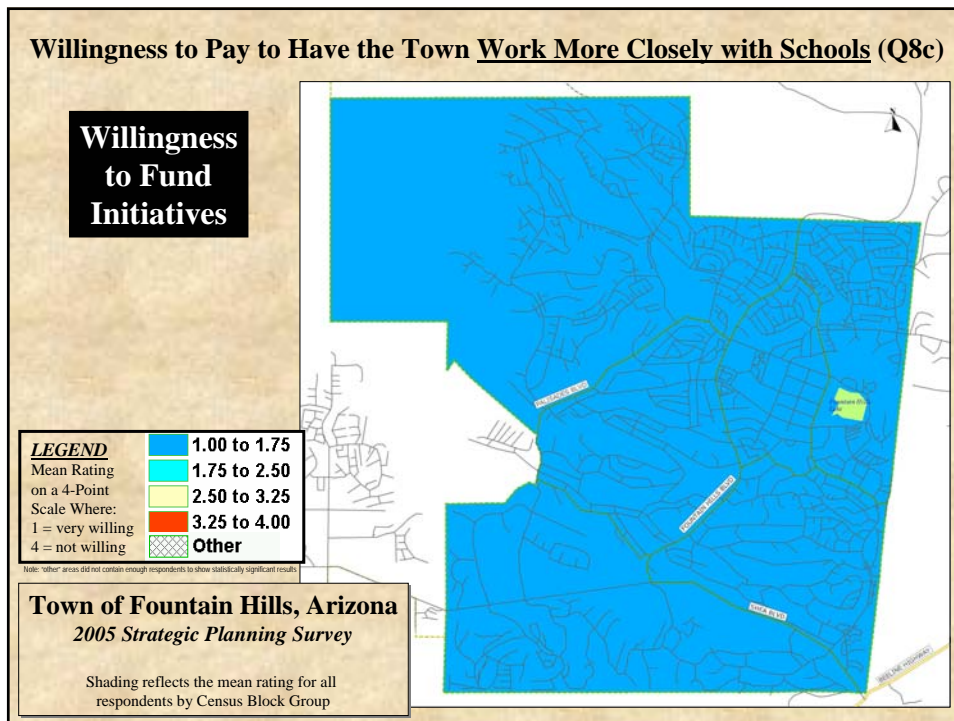
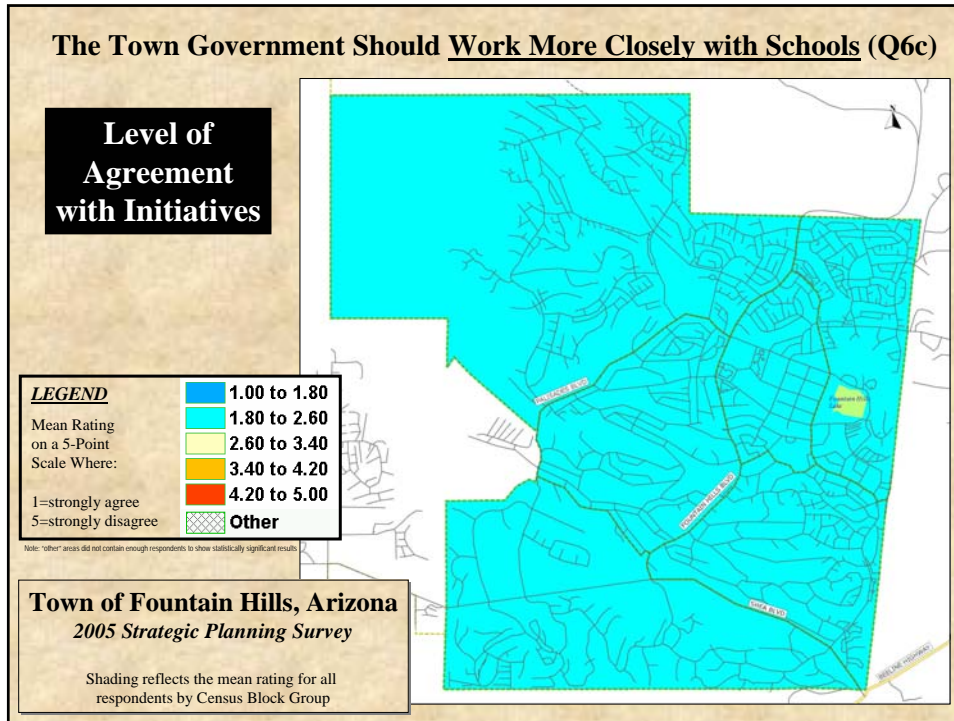


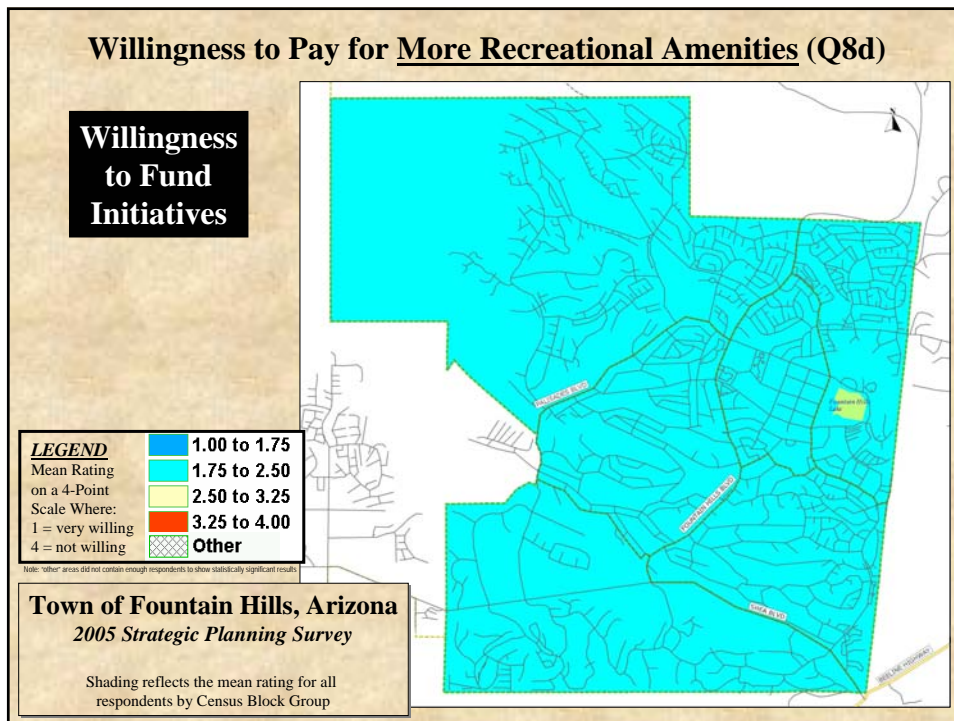
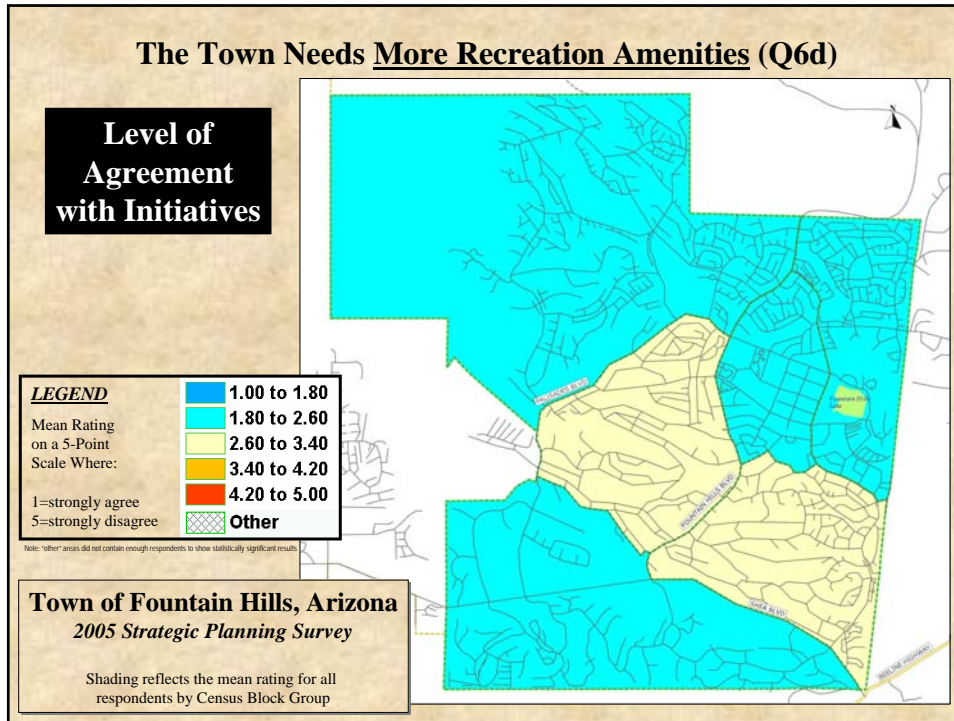
Section 3:
GIS Maps

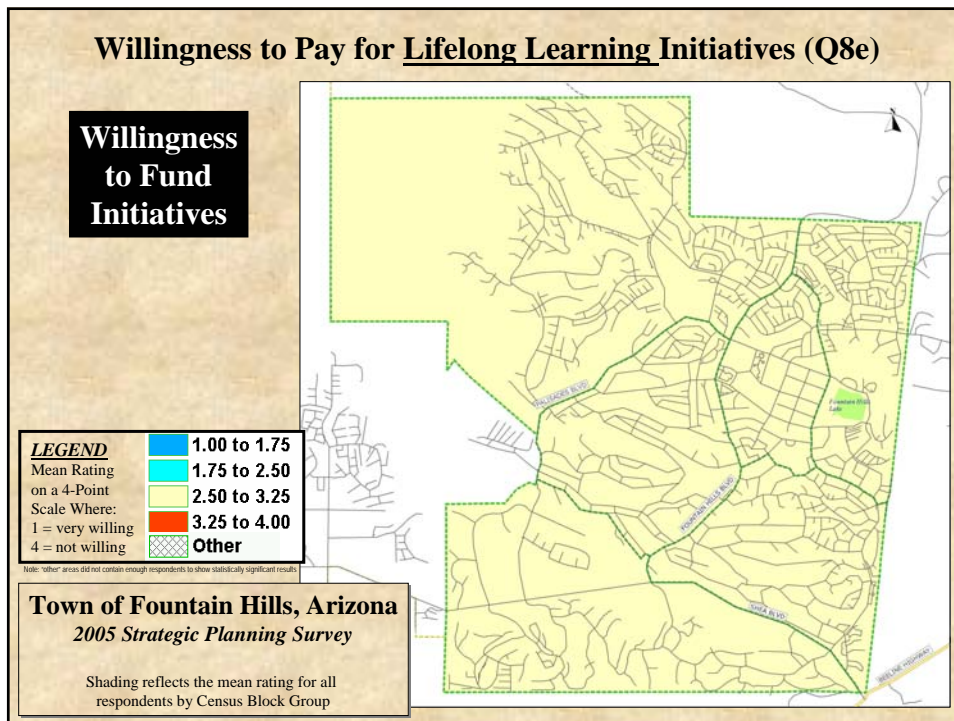
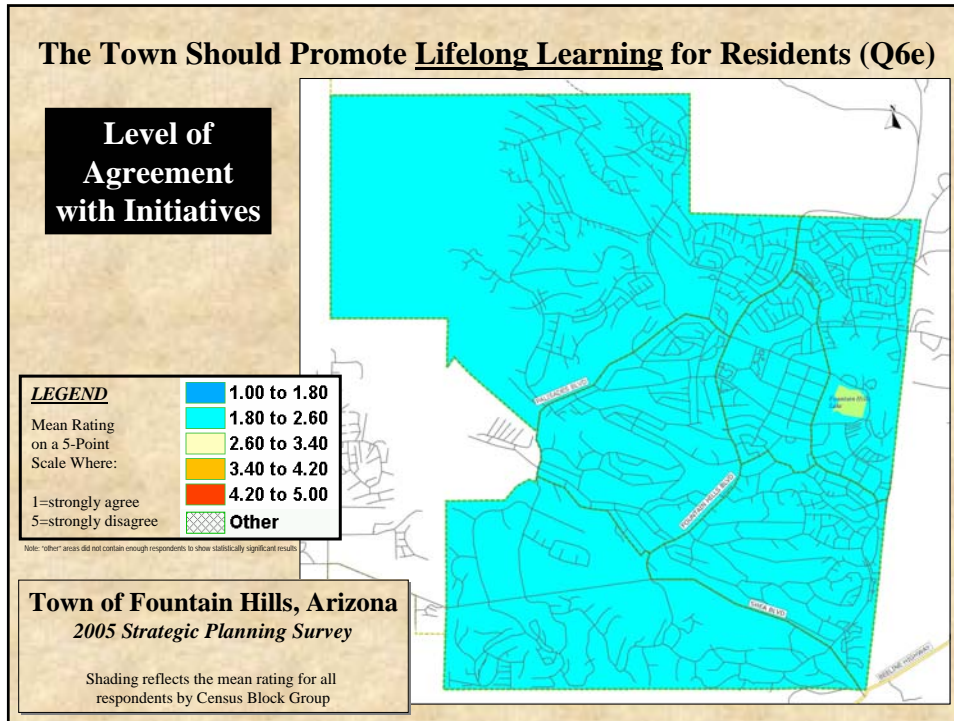


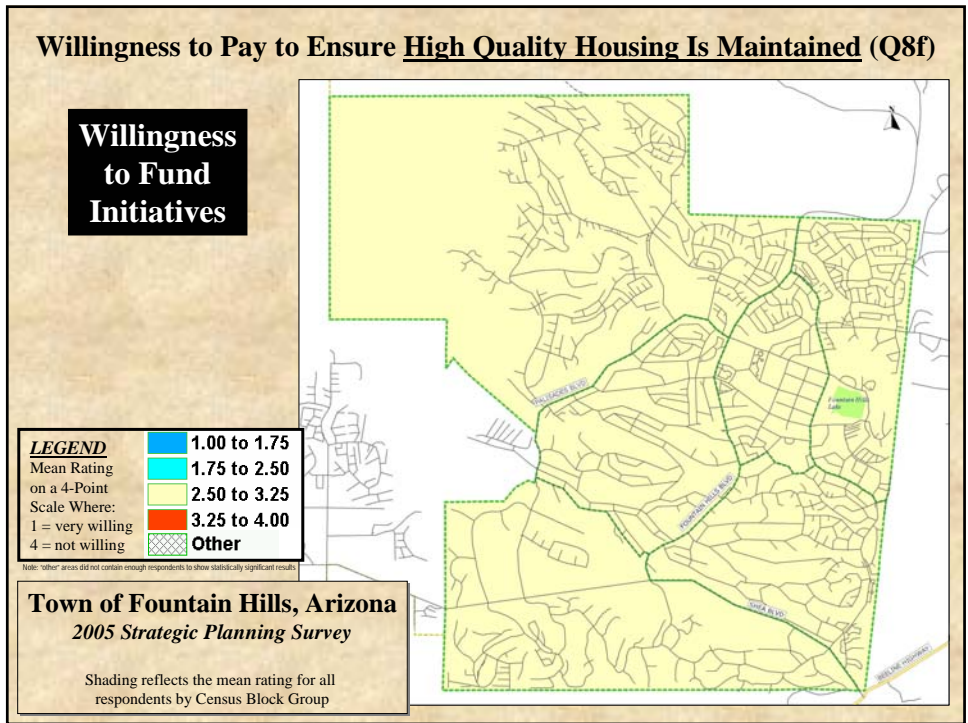
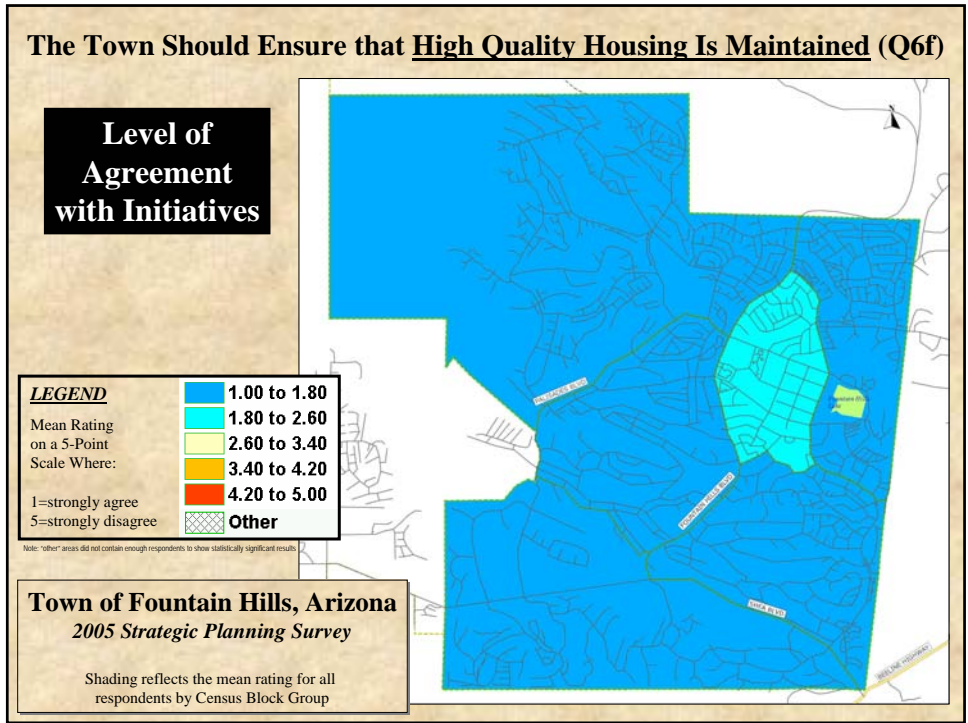


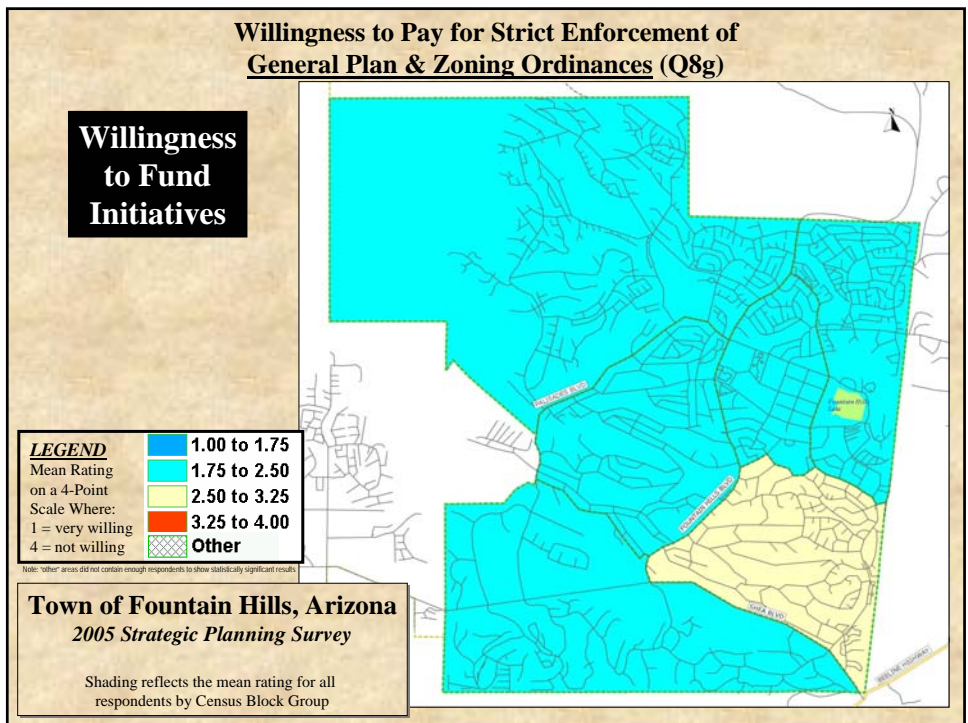
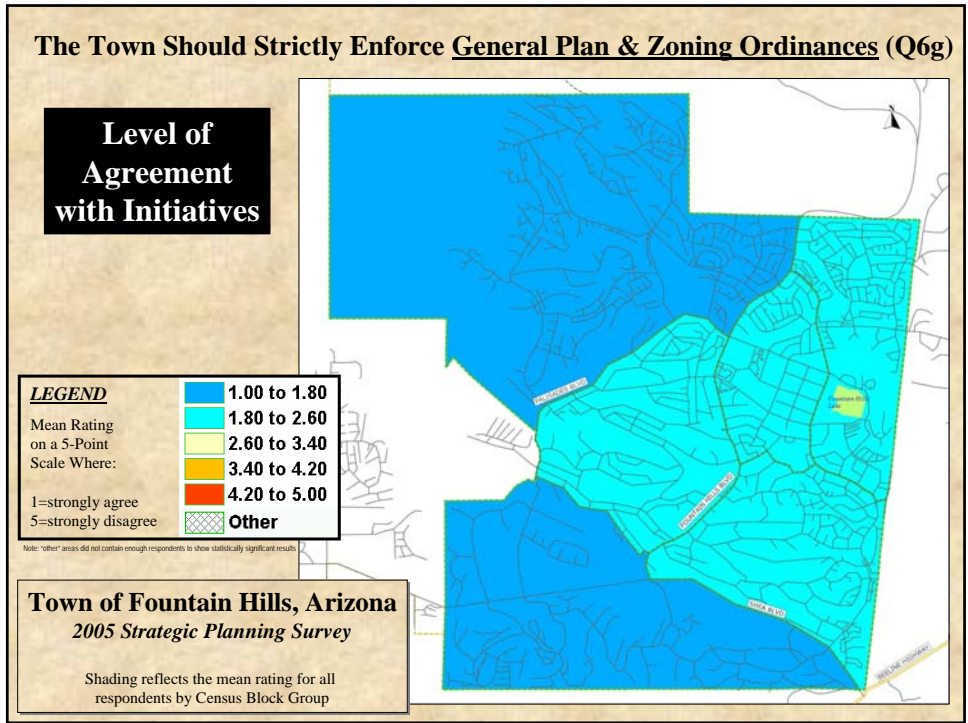


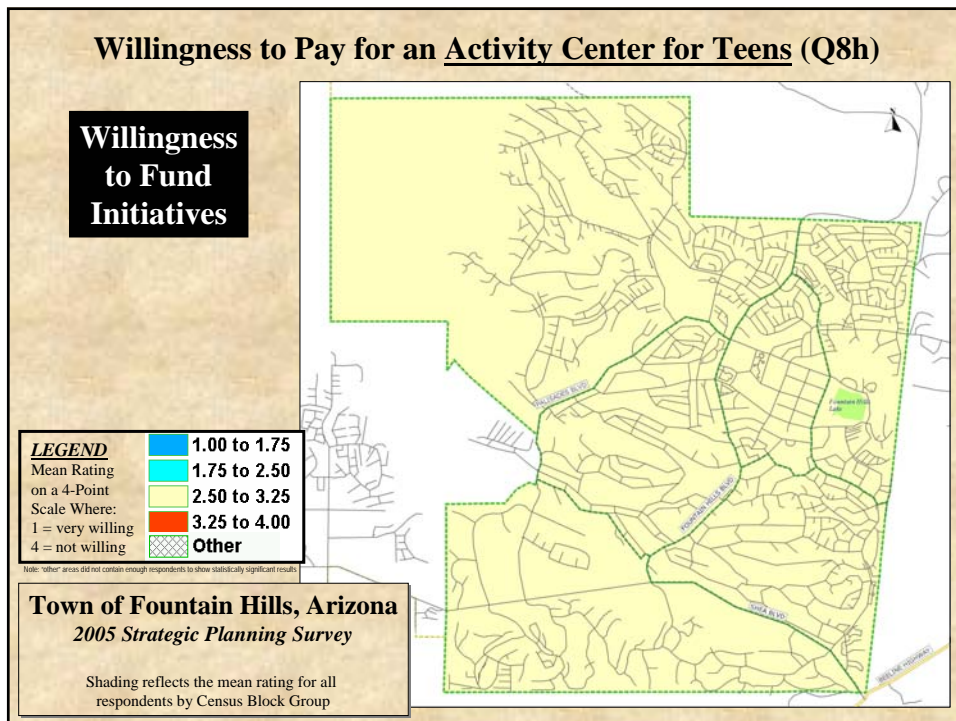
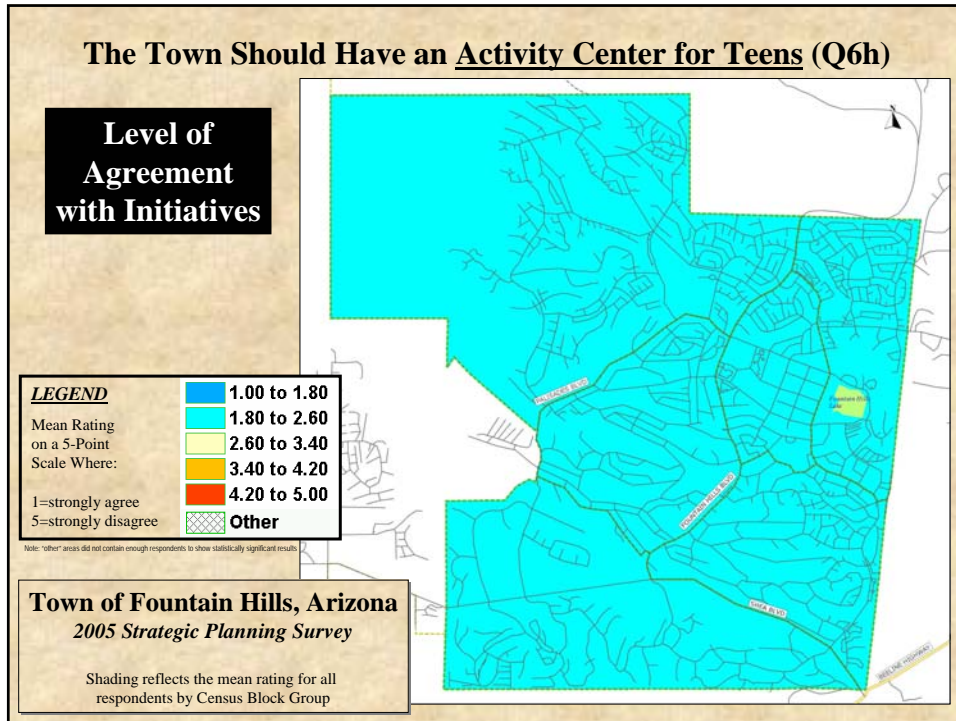


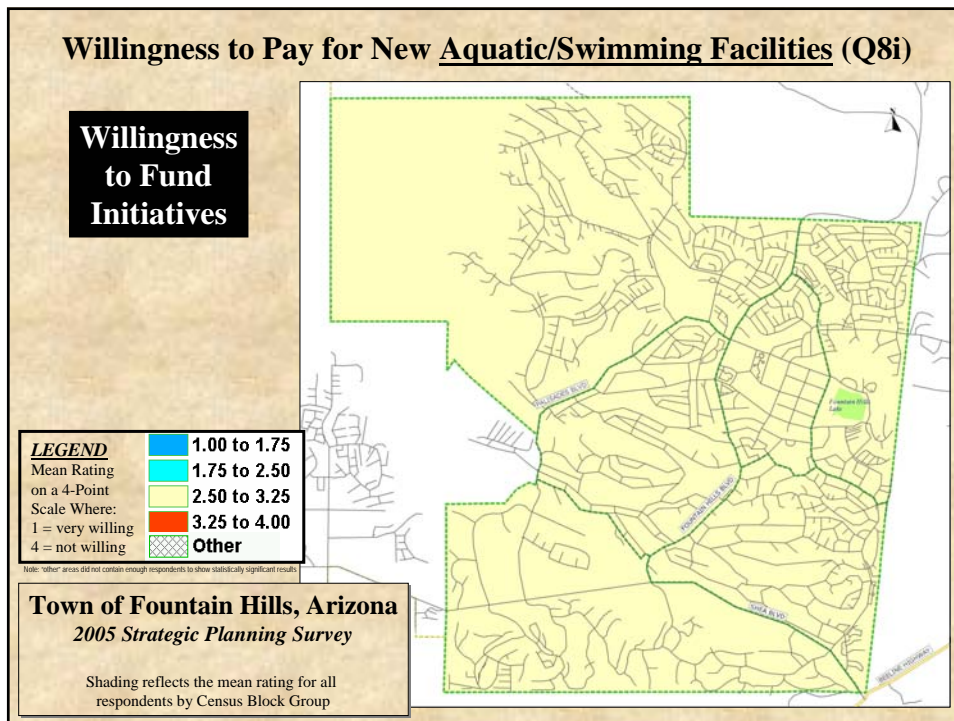
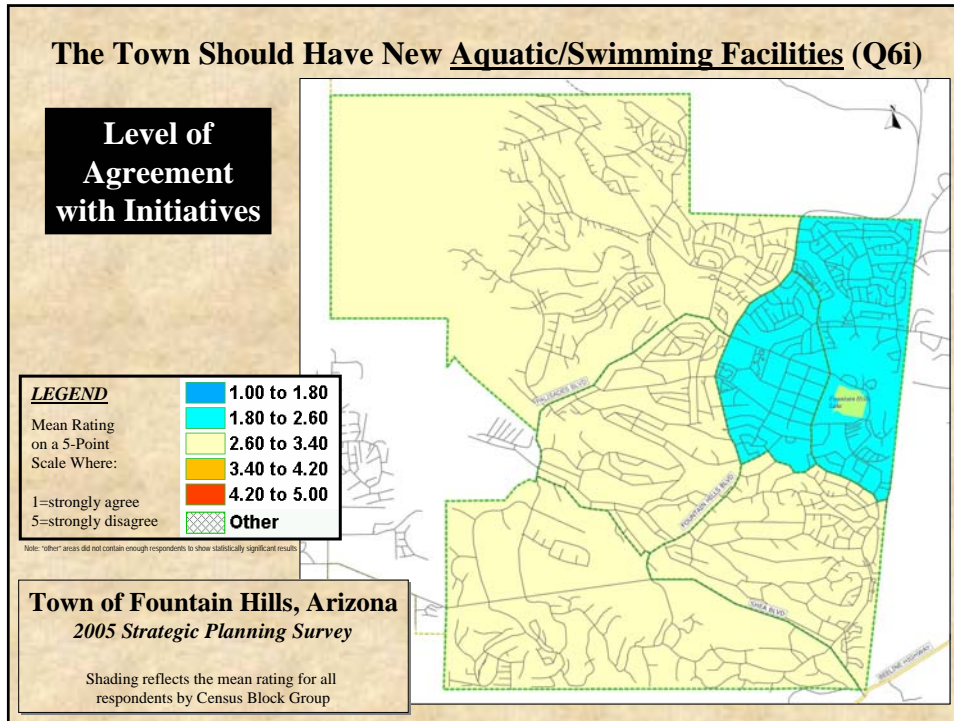


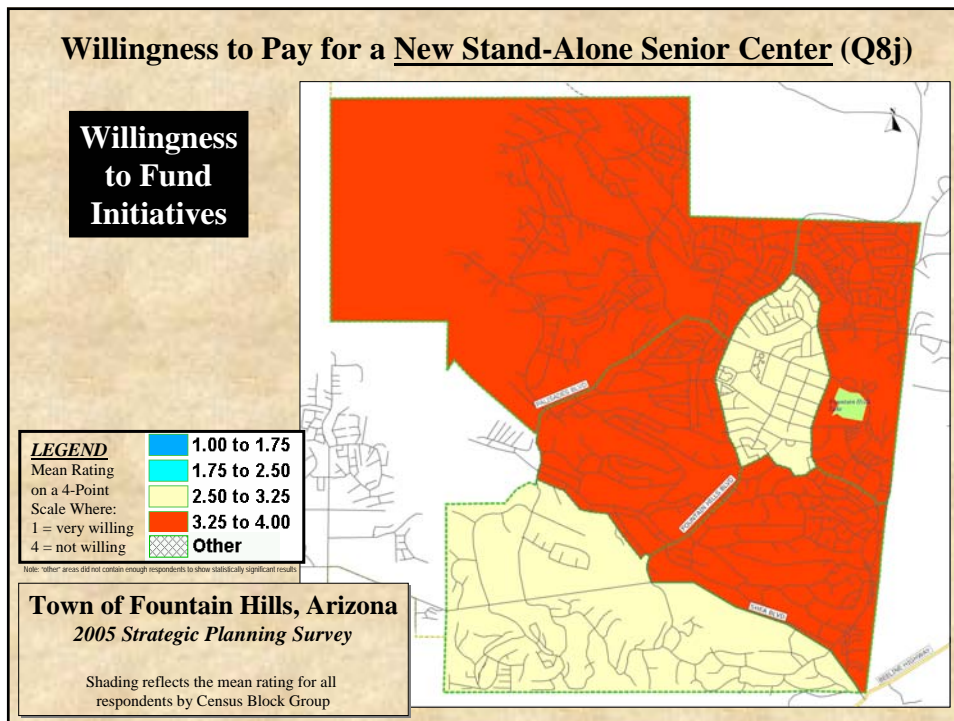
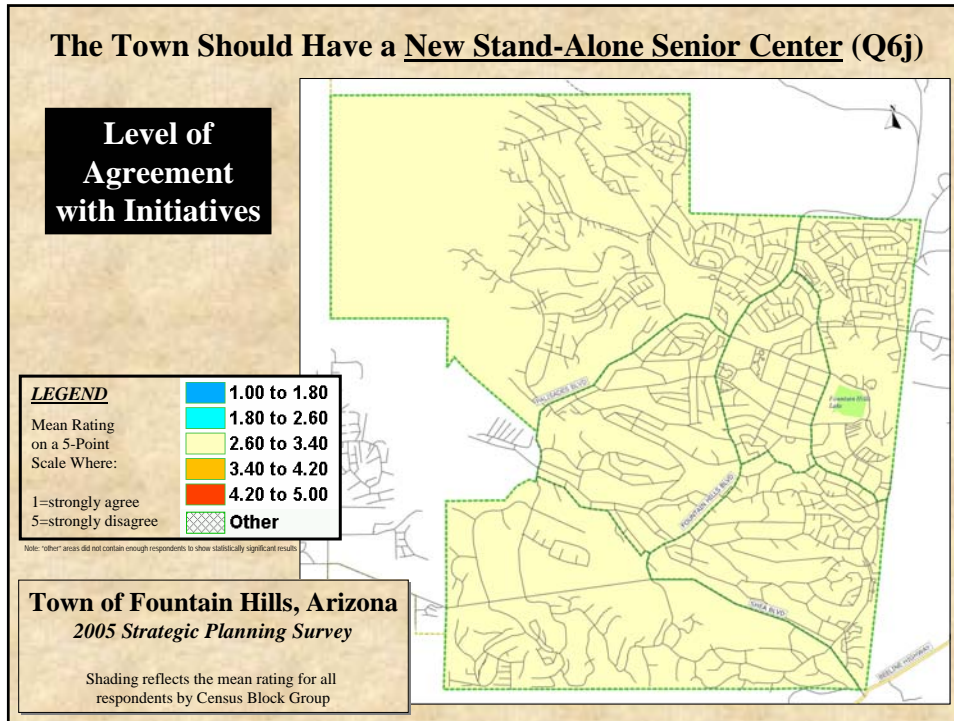


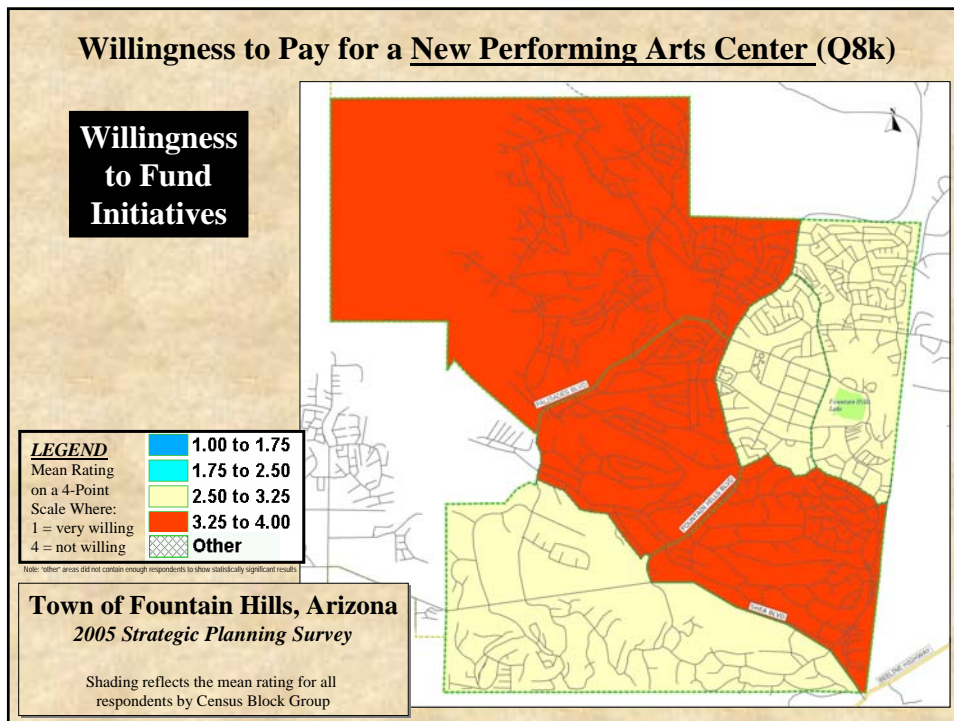
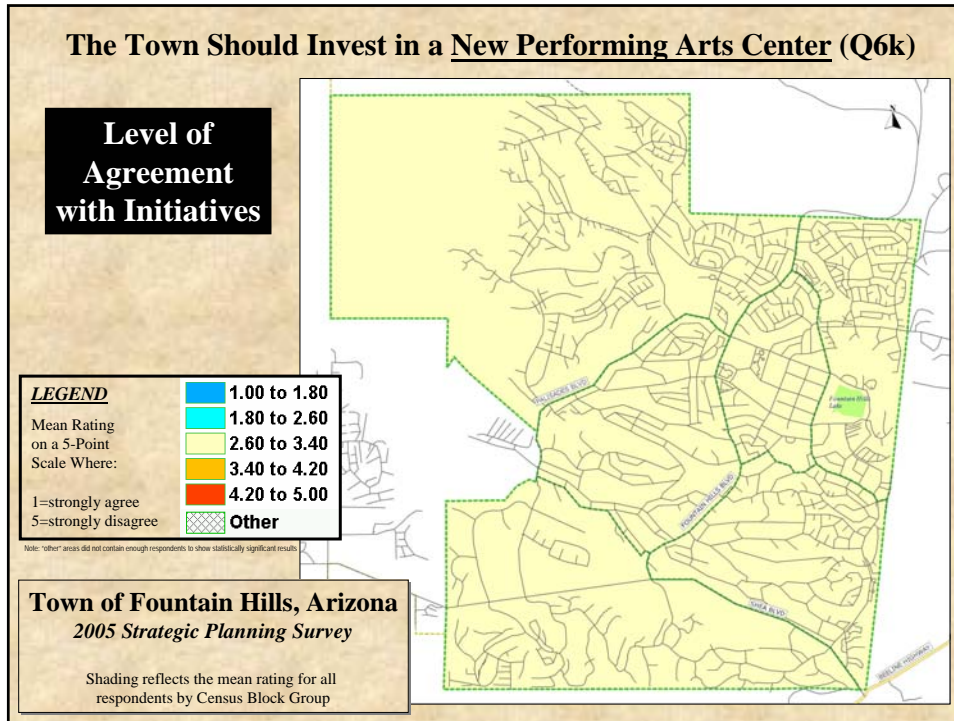


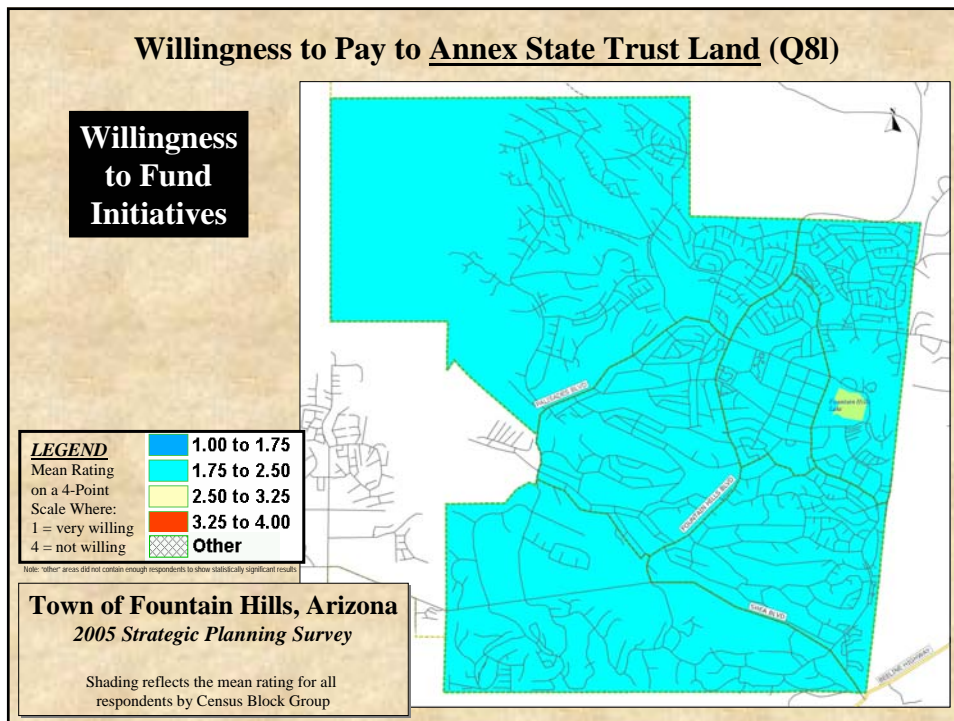
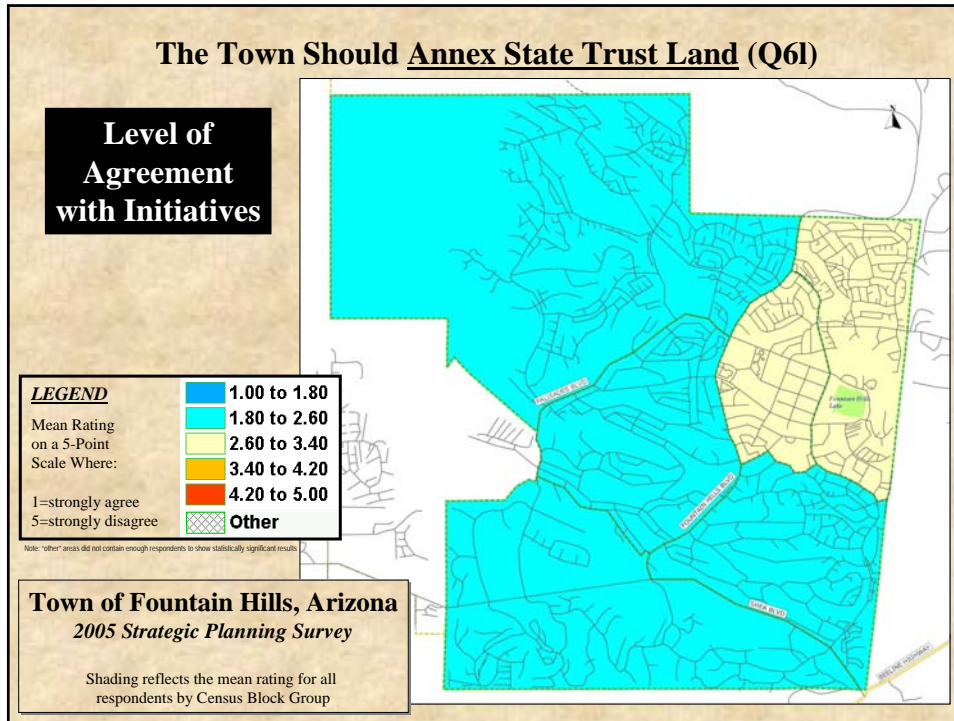


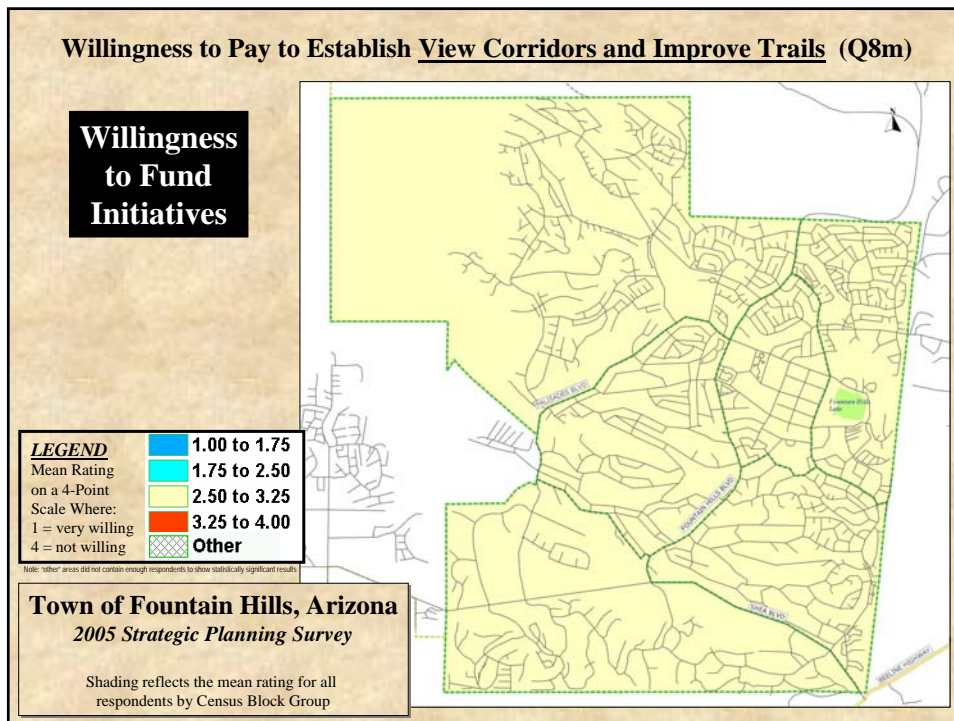
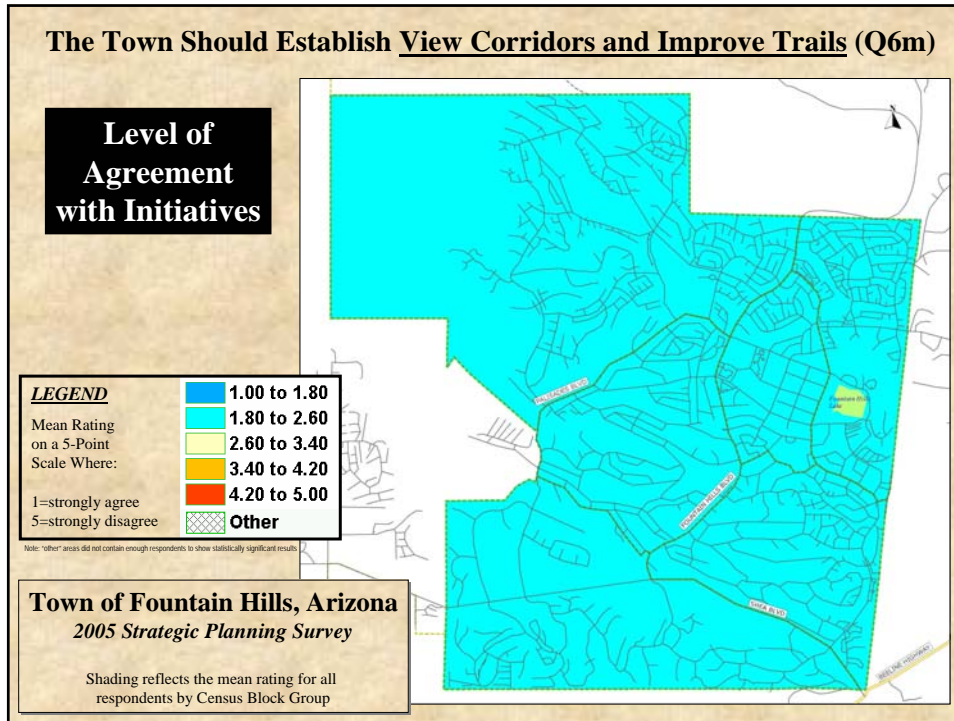


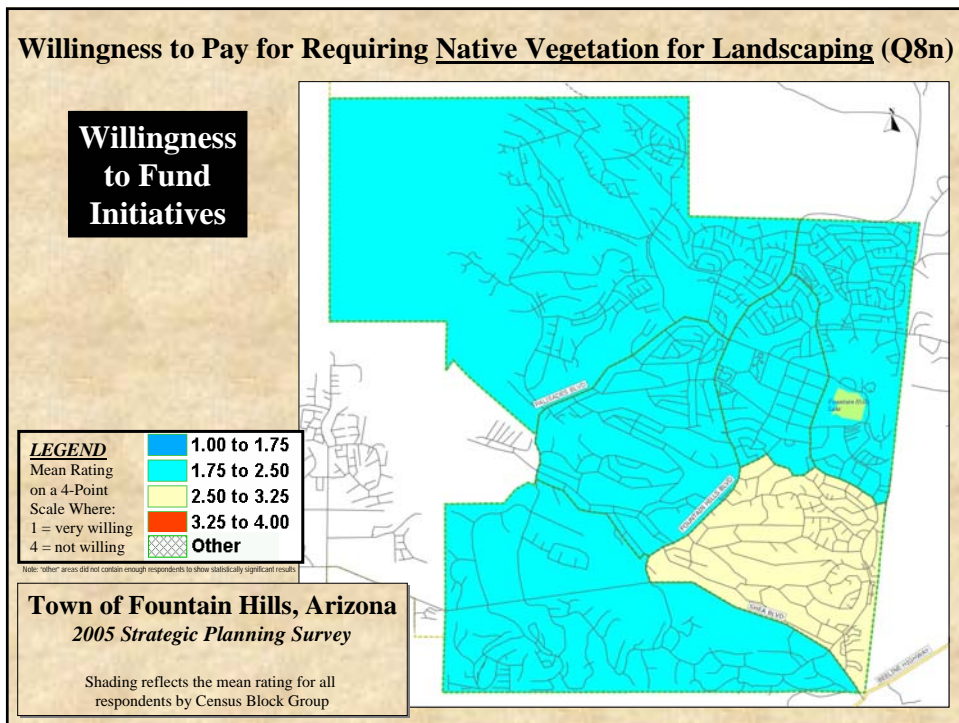
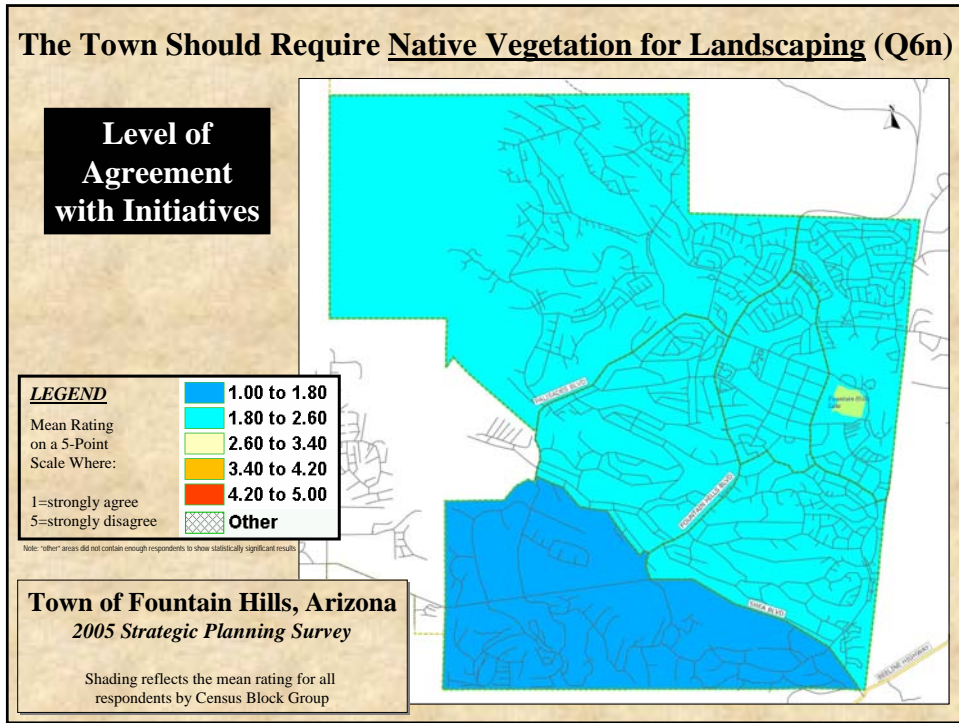


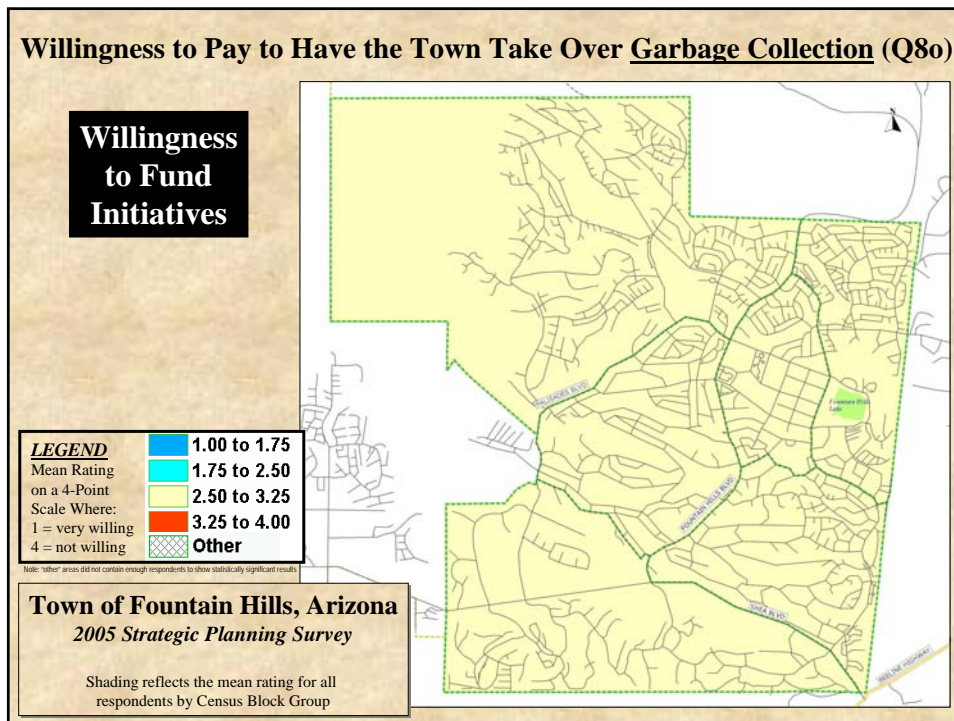
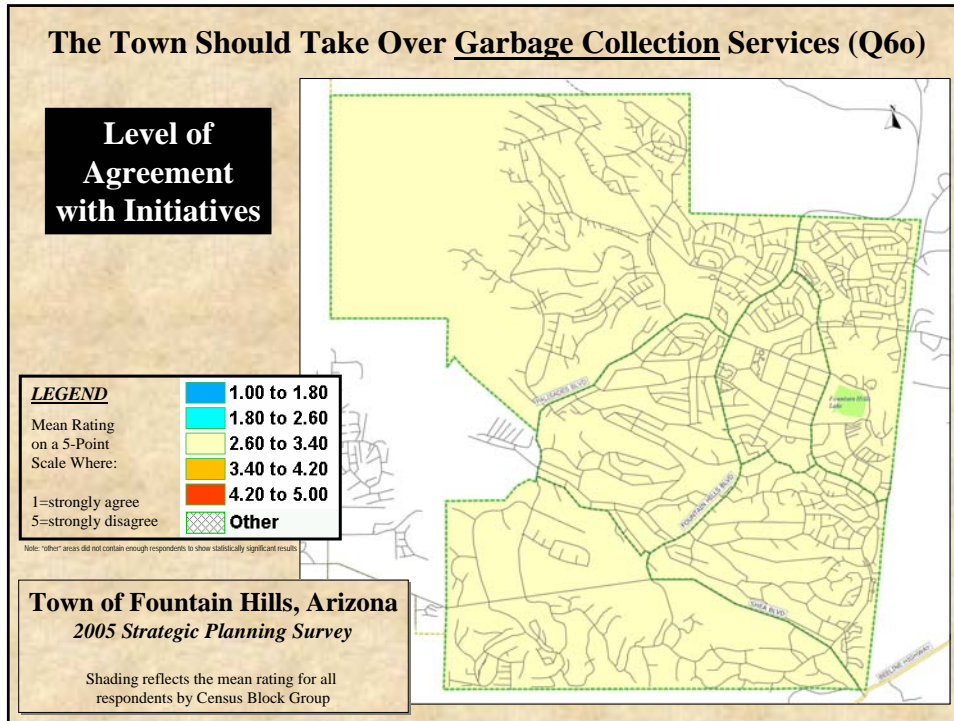


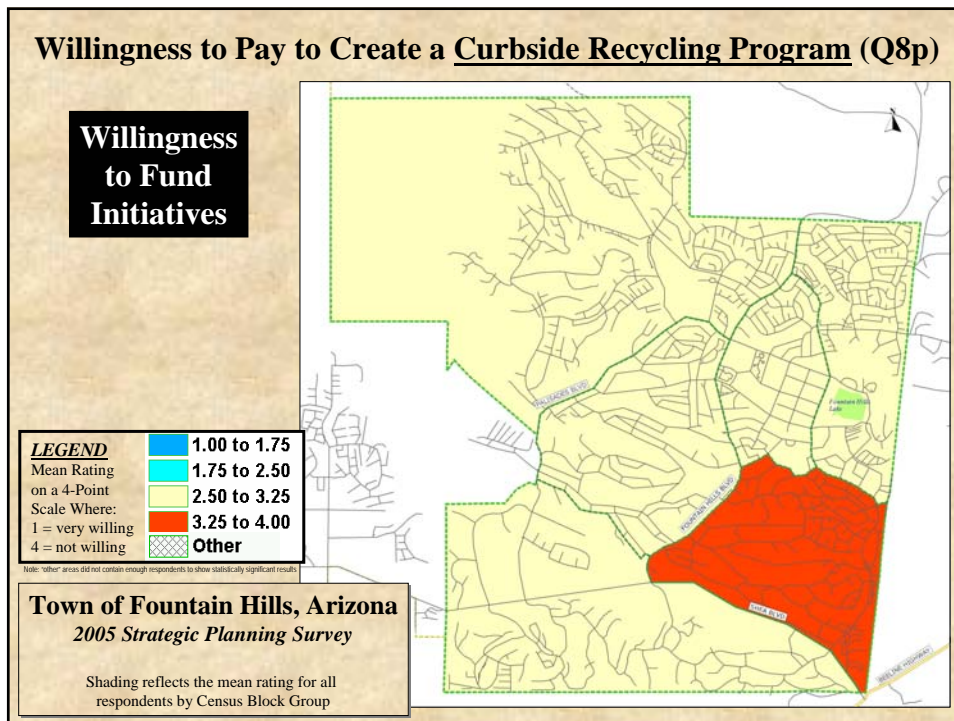
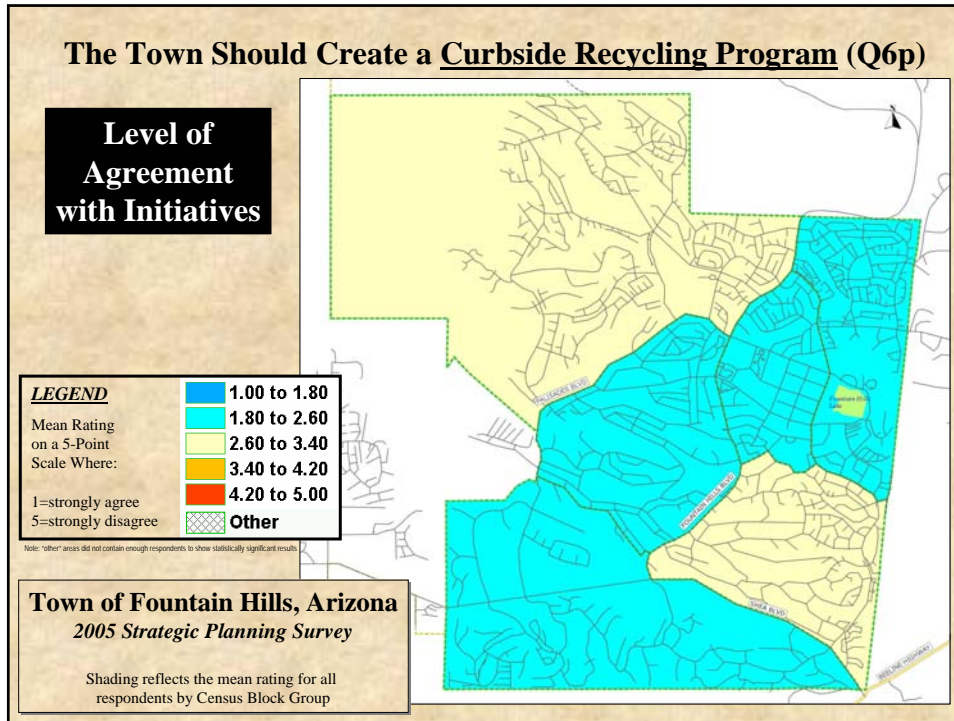


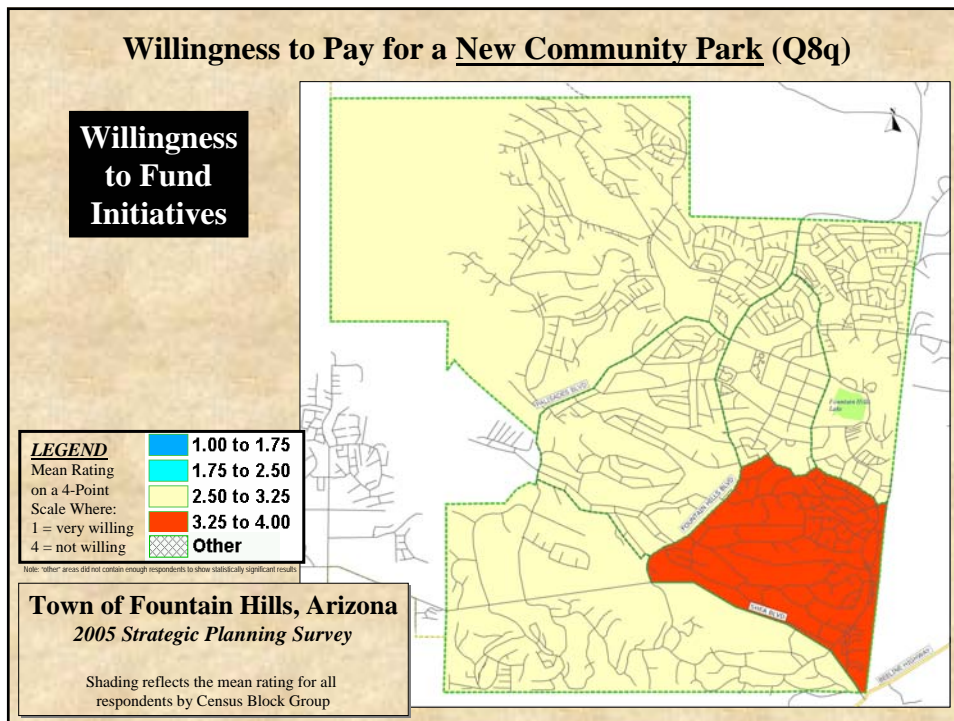
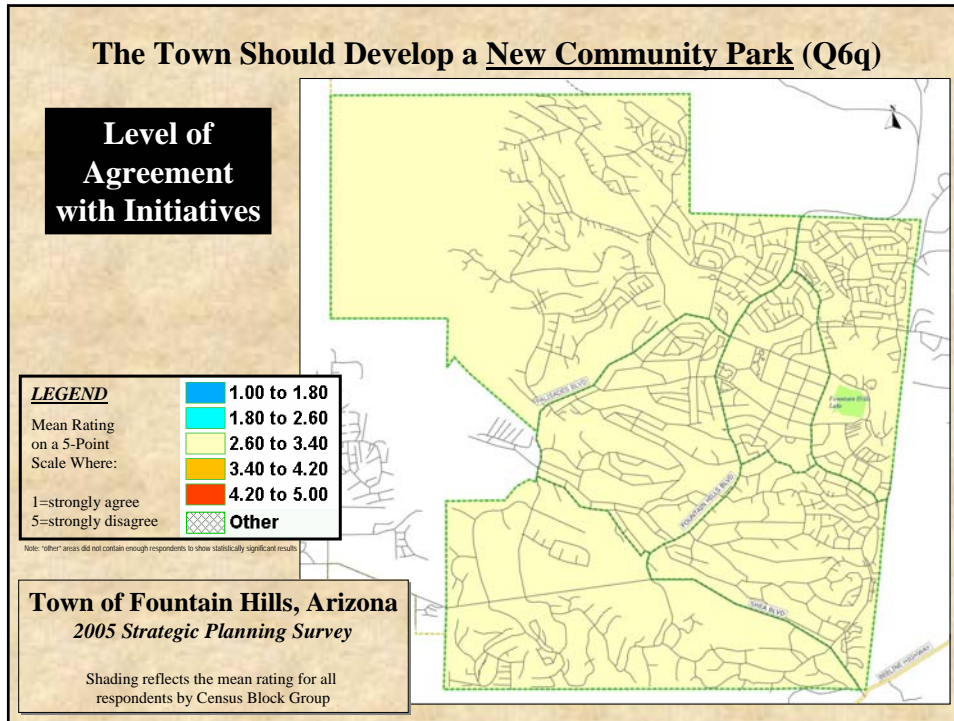


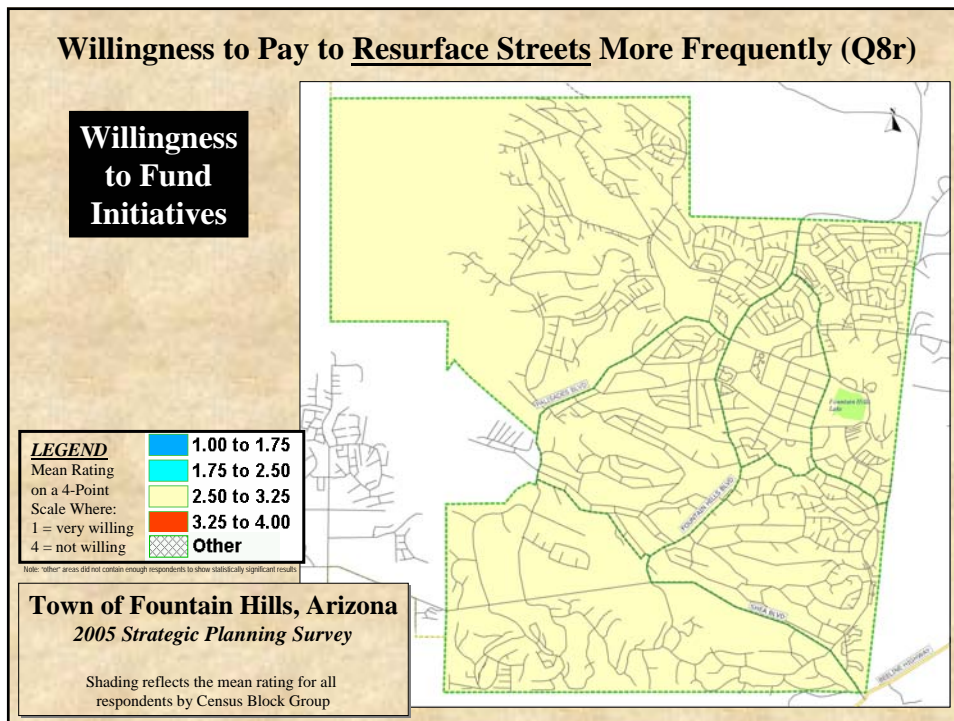
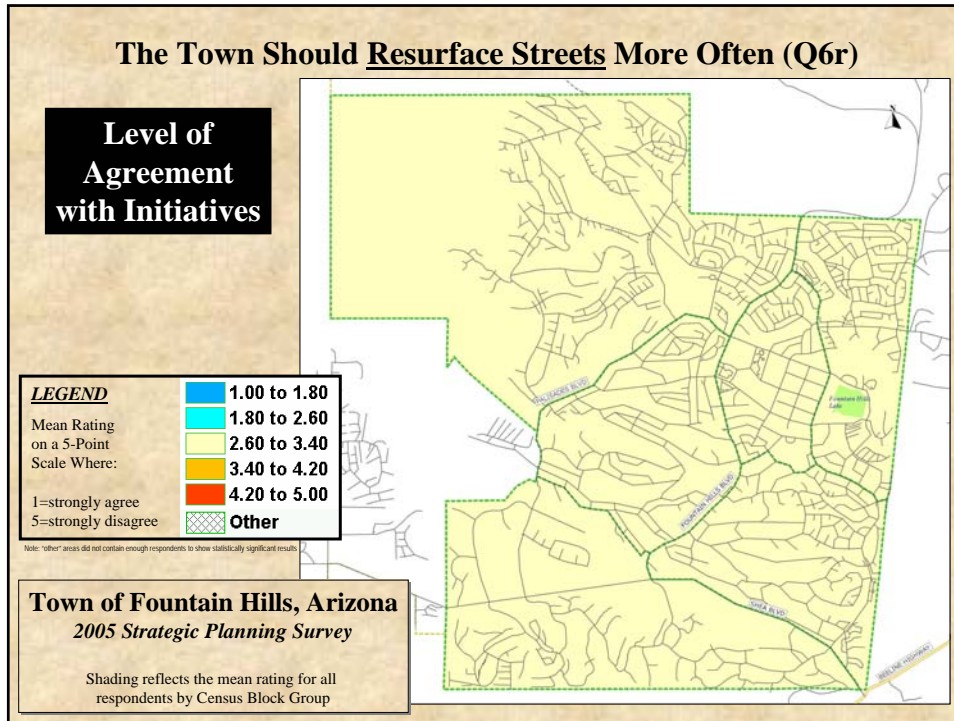


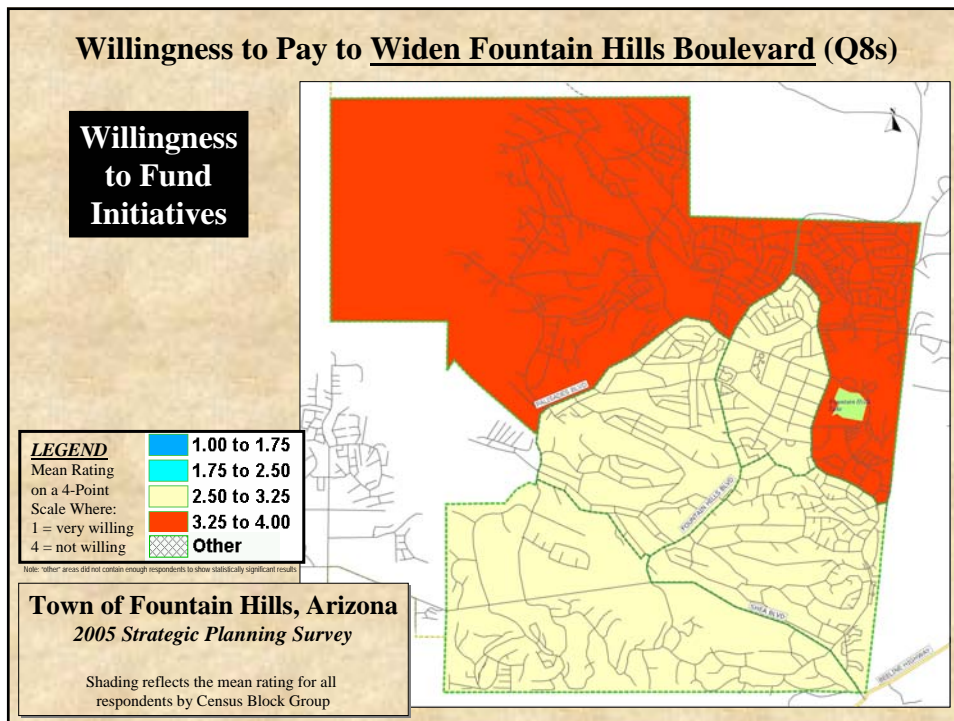
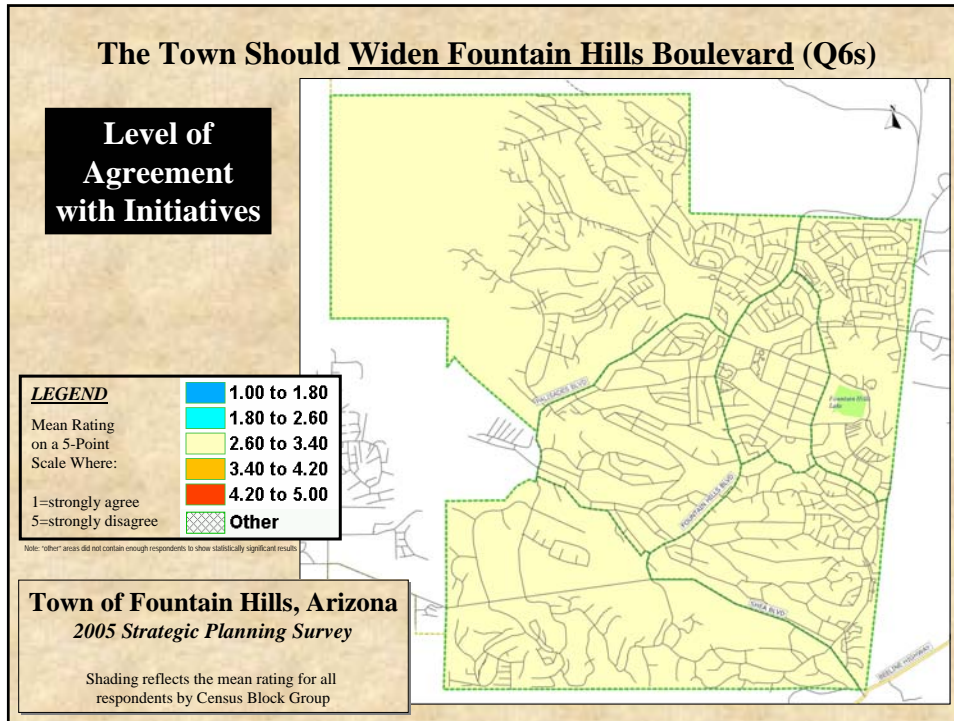


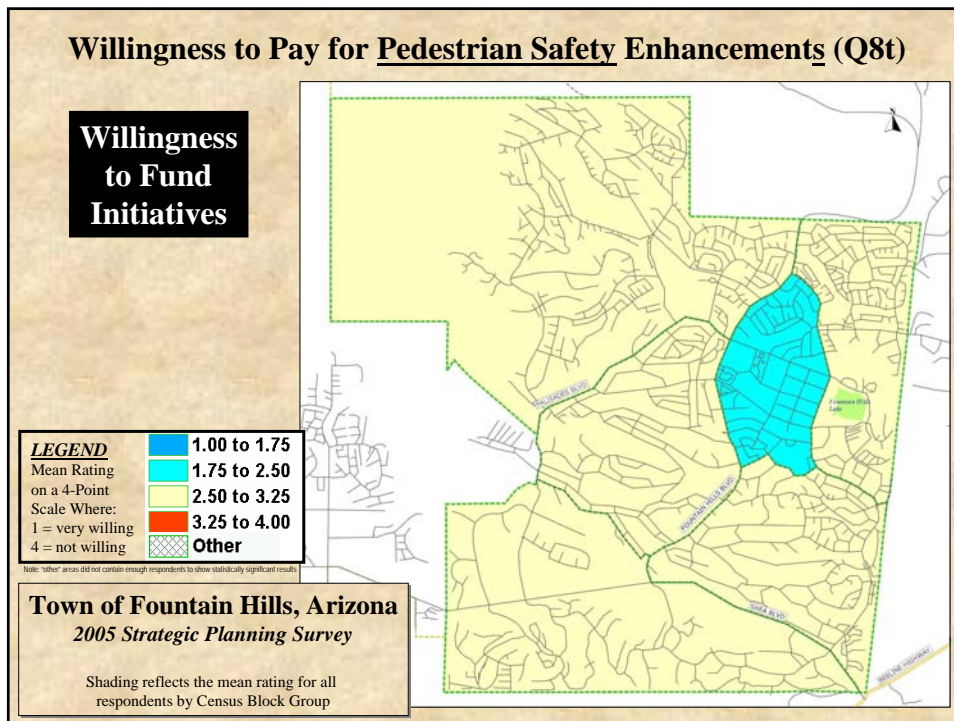
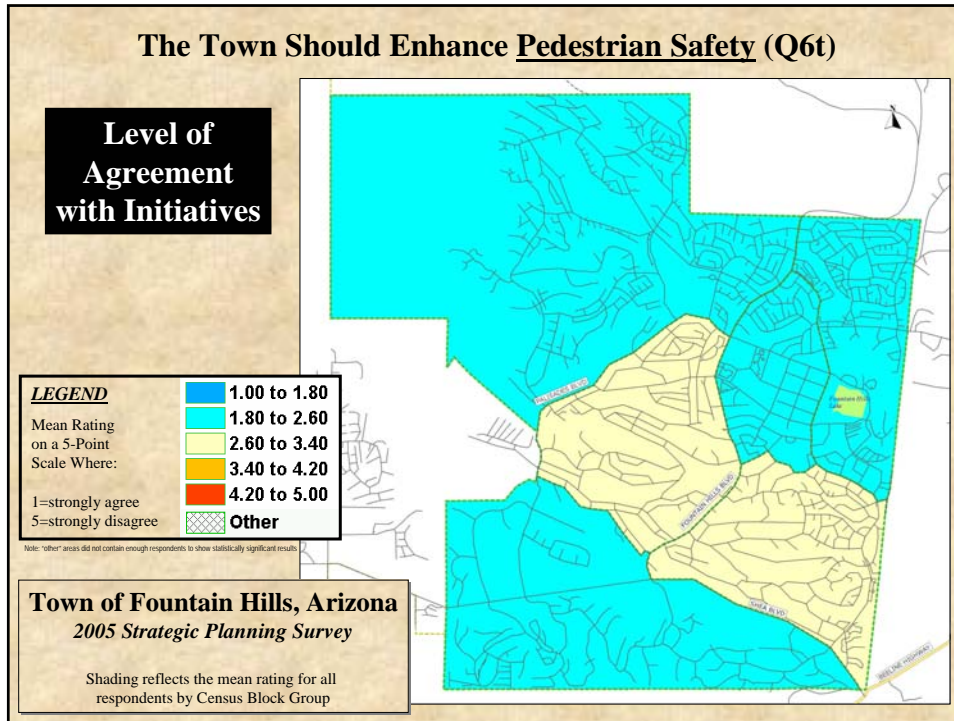


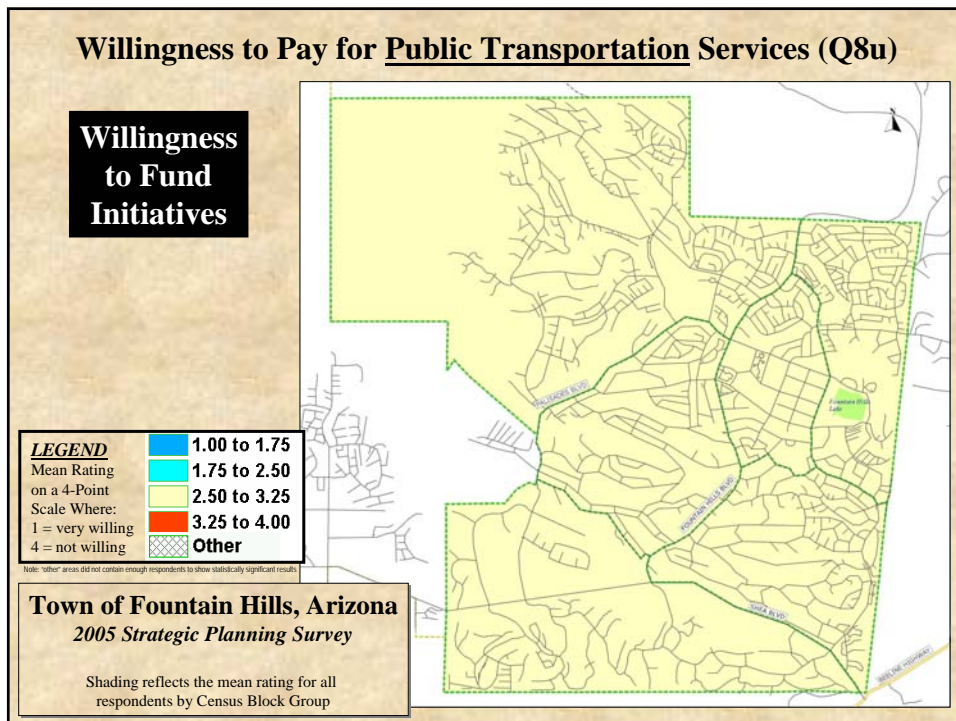
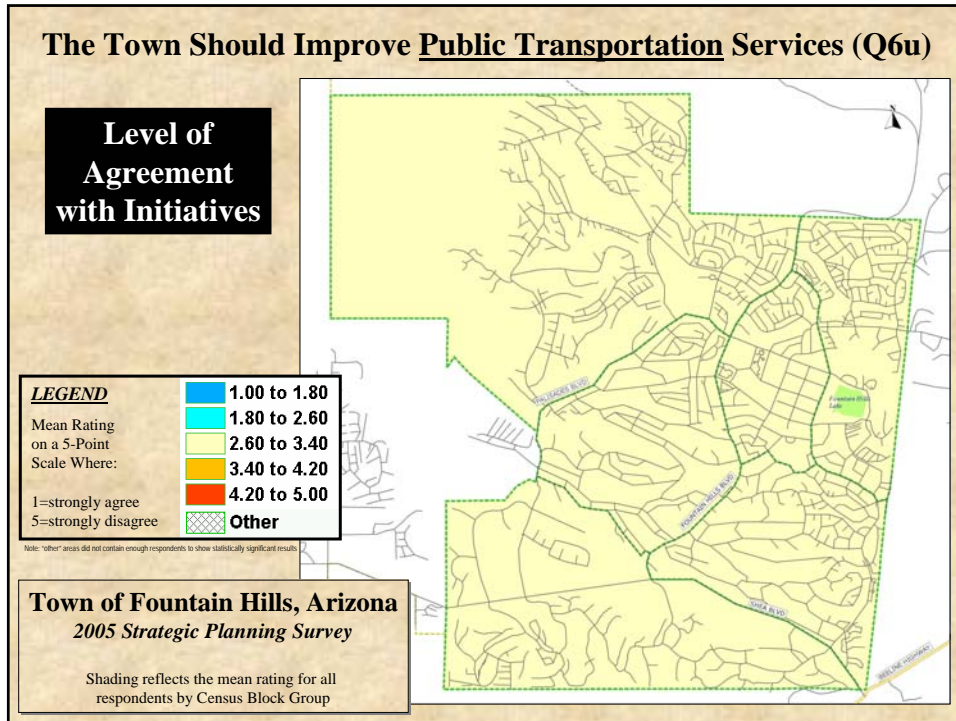


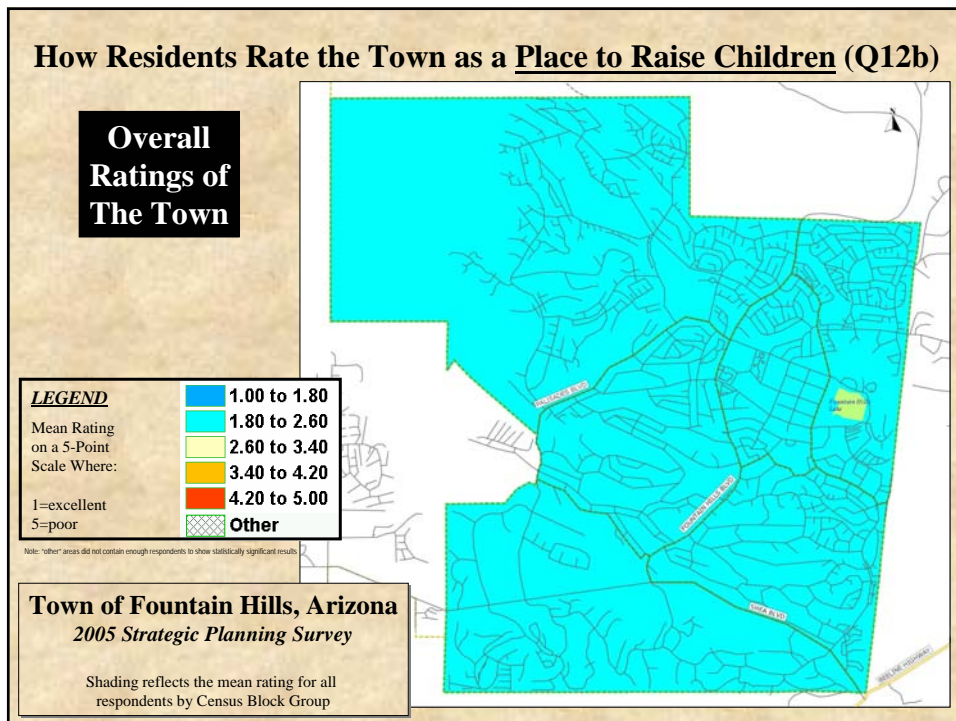
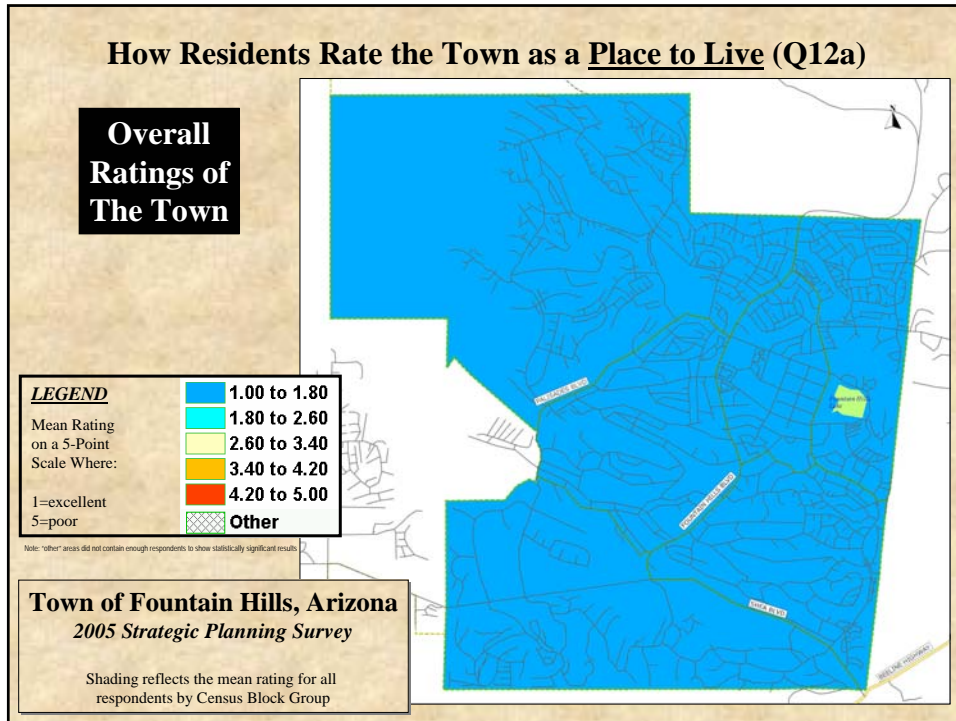


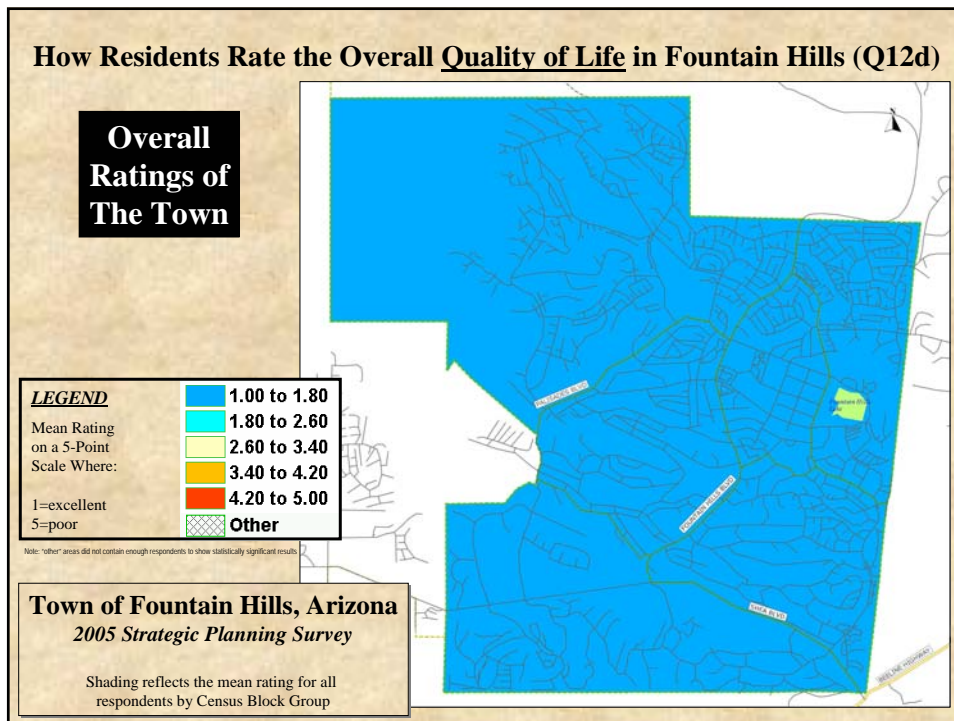
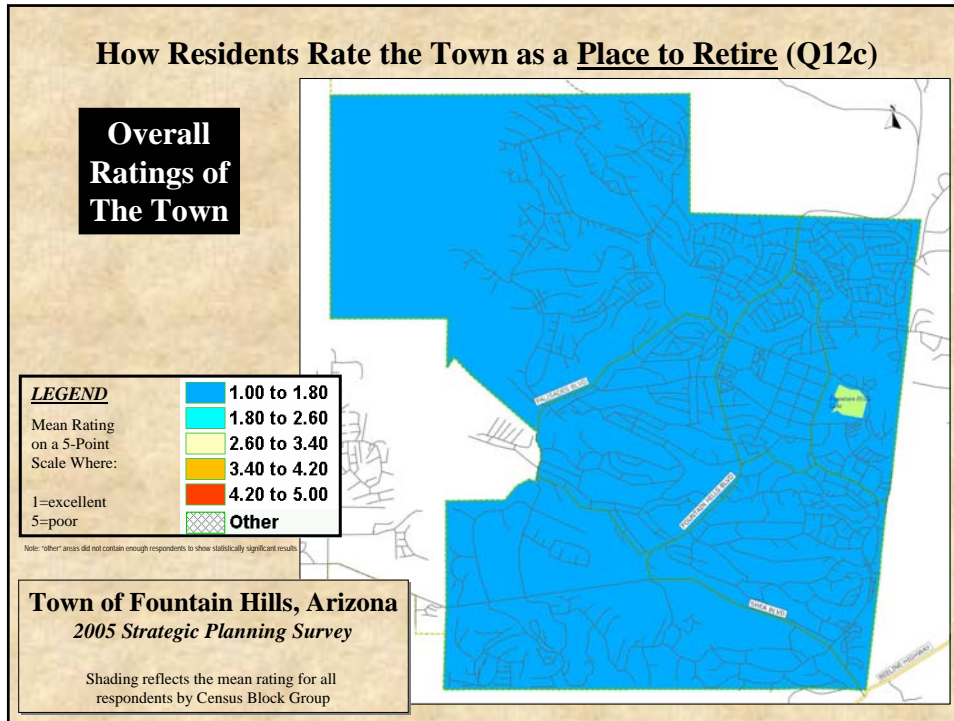












Section 4:
Tabular Data

Distribution of Sample by Type of Respondent

Type	Number	Percent
Town Hall Participant	114	8.6 %
Resident	1206	91.4 %
Total	1320	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=1320

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=1320

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=1320

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=1320

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=1320

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=1320

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=1320

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=1320

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=1320

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=1320

	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.

N=1320	Color	
	Stakeholder	Resident
	B	Y
<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.

	Color	
	Stakeholder	Resident
	B	Y
N=1320		
<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=1320	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=1320

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=1320

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=1320

Color	
Stakeholder	Resident
B	Y

Q6a Important to strengthen the small town identity

1=Strongly 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=Strongly 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=1320

	Color	
	Stakeholder	Resident
	B	Y

Q6c Town government & local schools should work together

1=Strongly 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=Strongly 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=1320

		Color	
		Stakeholder	Resident
		B	Y

Q6e Promote lifelong learning for residents of all ages

1=Strongly 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=Strongly 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=1320

		Color	
		Stakeholder	Resident
		B	Y

Q6g Strictly enforce General Plan & Zoning ordinances

1=Stongly 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=Stongly 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=1320

Color	
Stakeholder	Resident
B	Y

Q6i New aquatic/swimming facilities

1=Strongly 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=Strongly 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=1320

	Color	
	Stakeholder	Resident
	B	Y

Q6k New performing arts center

1=Strongly 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=Strongly 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=1320

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=1320

Color	
Stakeholder B	Resident 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=1320

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=1320

Color	
Stakeholder	Resident
B	Y

Q6s Widen Fountain Hills Boulevard

1=Strongly 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=Strongly 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=1320

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=1320

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=1320

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=1320

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=1320

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=1320

Color	
Stakeholder	Resident
B	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=1320

Color	
Stakeholder B	Resident 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=1320

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=1320

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=1320

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=1320

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=1320

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=1320

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=1320	Color	
	Stakeholder	Resident
	B	Y
Q9 1st choice		
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=1320	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=1320	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=1320

	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=1320	Color	
	Stakeholder B	Resident 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=1320

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%

Q13. How many persons living in your household (counting yourself) are?

	Mean # Persons
Under age 10	0.14
Ages 10-19	0.18
Ages 20-34	0.13
Ages 35-44	0.22
Ages 45-54	0.40
Ages 55-64	0.50
Ages 65-74	0.41
Ages 75+	0.22

Q14. What is your age?

N=1320

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=1320

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=1320

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=1320	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=1320	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=1320	Color	
	Stakeholder	Resident
	B	Y

Q20 Gender

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

Section 5:
Survey Instrument

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."]

1st: _____ 2nd: _____ 3rd: _____ 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	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
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 to and from 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 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."]

1st : _____ 2nd. _____ 3rd. _____ 4th. _____ 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."]

1st : _____ 2nd. _____ 3rd. _____ 4th. _____ 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*)
- (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 years
- (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.