



General Plan Community Engagement Survey Report

Overview

The Town of Oro Valley is preparing for the town's next General Plan. The General Plan is a community-driven and voter-approved 10-year action plan guiding the town's future and will be on the ballot in 2026. Though the official "kick off" for the General Plan process won't happen until later in 2023, the Town invited community members to identify the best ways to ensure their voice is heard during the process.

The Community and Economic Development department administered a survey to gather input from community members to inform a Community Engagement Plan to ensure that residents have meaningful and convenient opportunities to shape Oro Valley's future through the next General Plan.

Methodology

The survey was available online, in paper or via the telephone (upon request). A copy of the full survey is available in Appendix A. The survey was promoted through the following:

- Town of Oro Valley Vista Newsletter
- The Explorer Newspaper (through an article and ad)
- Social media
- Rancho Vistoso Newsletter
- Homeowner Associations
- Direct emails to stakeholder groups and community academy graduates
- Board and commission members

Overall, 706 surveys were completed over the course of January 2023. The overall results have a precision of at least +/- 3.7 percent at the 95 percent confidence level (meaning we can be 95 percent confident that the survey results reflect the overall opinions of Oro Valley residents who are like the survey respondents to within plus or minus about 4 percentage points on any answer).

Participants were able to choose whether to participate in this survey, thus introducing a possibility of self-selection bias. Self-selection bias occurs when the group that chooses to participate is not equivalent to the group that opts out. We can assume that individuals that took time to respond to a survey regarding the Town's General Plan community engagement process are more likely to be highly engaged community members. Therefore, we should interpret these findings as being highly representative of engaged adults in Town of Oro Valley.

Key Findings and Opportunities

Section 1: Overview of Survey Respondents	Opportunities
<ul style="list-style-type: none"> • Since respondents were self-selected, we can assume they represent people who are already actively engaged in the community and comfortable with an online survey. • Community members over the age of 51 years old are over-represented in the survey as compared to the age groups of adults in the wider community. 80% of the respondents were 51+ compared to 20% of younger adults 18-50. • Most respondents live in OV full time. 36% moved here in the past 5 years and 169 respondents did not live here during the last General Plan effort. • Of the 307 respondents who did not participate in the 2016 General Plan process, 55% were not Oro Valley residents at the time and 40% were unaware of the General Plan. 	<ul style="list-style-type: none"> • Educate and engage new residents. • Raise general awareness of the plan through marketing.
Section 2: Notification Methods	Opportunities
<ul style="list-style-type: none"> • Current notification methods (listed from highest to lowest) <ul style="list-style-type: none"> ○ Tier 1: Vista newsletter (37%), OV website (37%), Explorer (35%), or social media (34%) ○ Tier 2: P&R email blast (30%), Town-social media (30%), media release emails (29%), HOAs (25%), or PlayOV.com (22%). ○ Tier 3: Events or meetings (11%), Town emails (9%), OV Chamber of Commerce (6%), or flyers at Town Hall, etc. (2%) • Preferred notification methods (listed from highest to lowest by combining responses for “Good” and “Excellent”): <ul style="list-style-type: none"> ○ Tier 1: Email (94%), Website (78%), Text (62%) ○ Tier 2: Press release (53%), Vista newsletter (51%), social media (48%), or other existing newsletters (46%). ○ Tier 3: Explorer ads (39%) and flyers (28%). • Further analysis: <ul style="list-style-type: none"> ○ People who did not participate in the last General Plan effort are more likely to get information from the Town’s Vista newsletter and Explorer. ○ Younger adults (18-50) prefer Town-managed social media accounts and the Town’s main website. ○ Older adults (51+) prefer the Explorer Newspaper and the Town’s Vista Newsletter. 	<ul style="list-style-type: none"> • A multi-layered marketing plan that maintains existing notification methods and incorporates the preferred methods. • Increase use of email notifications possibly as e-blasts, e-newsletters, or website alerts.
Section 3: Community Input Methods	Opportunities
<p>Listed from highest to lowest by combining responses for “Good” and “Excellent”)</p> <ul style="list-style-type: none"> • Tier 1: Online survey (89%), website (86%), or info videos (65%) 	<ul style="list-style-type: none"> • Provide a comprehensive website that incorporates surveys, discussion forums and more in one, easily accessible space.

<ul style="list-style-type: none"> • Tier 2: Workshops or booths at businesses or existing events (50%), phone or email contacts (44%), virtual meetings (43%), paper survey (42%), or social media (40%) • Tier 3: Small group meetings (32%), large meetings (29%), or telephone survey (15%) • Further Analysis <ul style="list-style-type: none"> ○ The opportunity to participate through a hybrid format – both online and in-person – was the most important determinate in whether respondents would participate. ○ When meeting in-person, respondents preferred opportunities at businesses or events they already frequent. 	<ul style="list-style-type: none"> • Increase use of videos to inform, educate and show results. • Use a variety of techniques to engage the public, including online, hybrid and in-person options. • Meet people out in the community at businesses or events they already frequent.
Section 4: Topics of interest	Opportunities
<ul style="list-style-type: none"> • Respondents showed a clear preference for water, land development and public safety as topics of interest. • Young adults and older adults differ in their areas of interest with young adults showing a much larger interest in parks and recreation as well as employment and services than older adults. 	Provide a variety of ways to verify and discuss the key interest areas with the entire community.

Report Sections

This report contains the following:

- Section 1: Overview of survey respondents
- Section 2: Notification Methods
- Section 3: Community Input Methods
- Section 4: Topics of Interest
- Appendix: Copy of survey and complete responses to open-ended questions

Section 1: Overview of Survey Respondents

Age

For this analysis, we are primarily interested in two main age groups – those 18-50 years of age and those 51 years or older. These age groups were identified by Town staff as having the most relevancy in determining how to engage different community member lifestyles. The pie charts below show that community members over the age of 51 years are over-represented in this survey as compared to the adults within the wider community.

Chart 1: Survey Age Groups

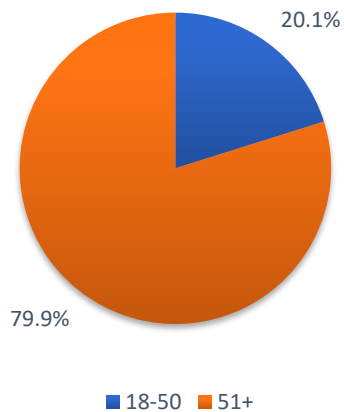
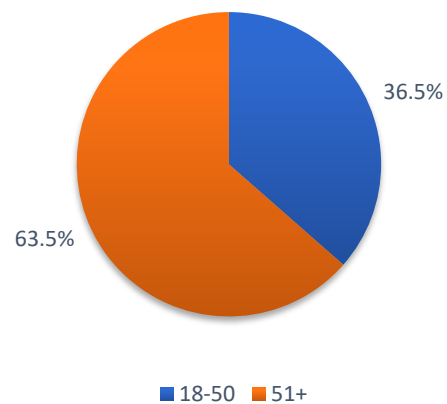


Chart 2: Census Age Groups



Gender and Sex

Gender identities of survey respondents generally track with Census reported biological sex percentages.

Chart 3: Survey Gender Identity

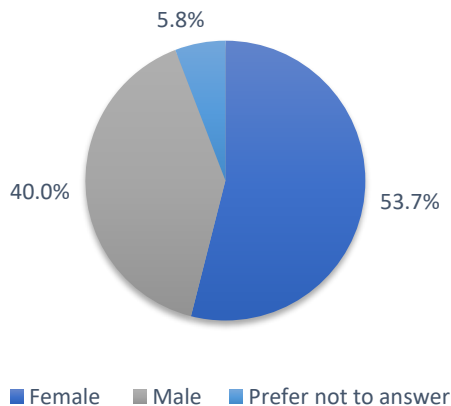
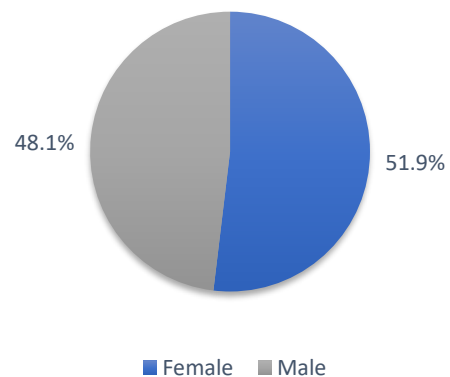
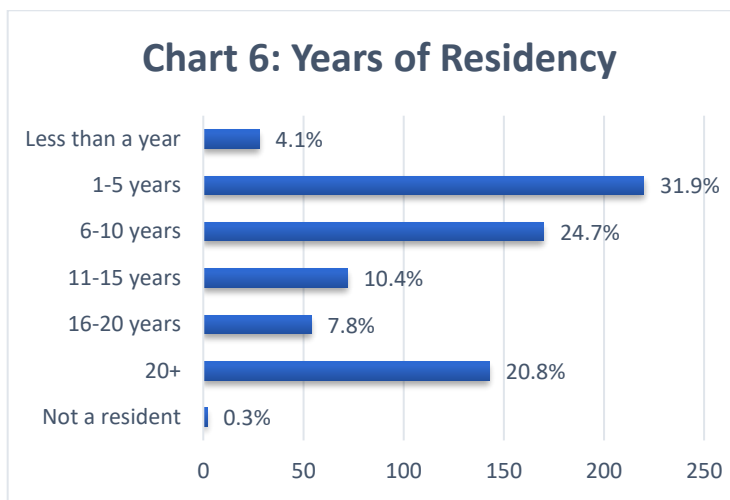
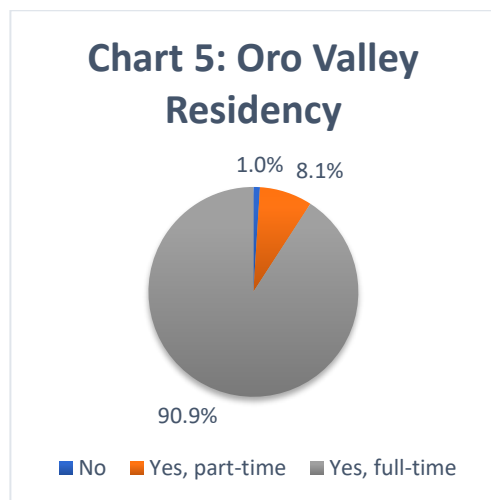


Chart 4: Census Biological Sex



Residency Characteristics

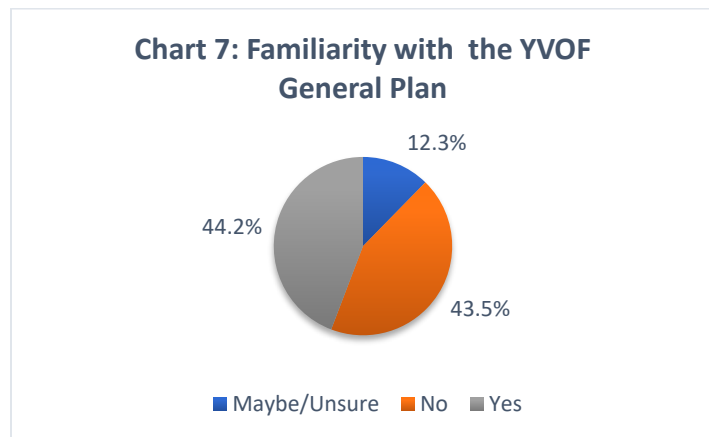
Most survey respondents live in Oro Valley full-time, with a majority of respondents having lived here between 1-10 years.



Familiarity with the Previous General Plan effort

Prior to taking this survey, do you recall hearing about the Town of Oro Valley's 2016 General Plan known as Your Voice, Our Future [YVOF]?

312 individuals had heard about the Town's 2016 General Plan, while 307 had not and 87 were unsure.



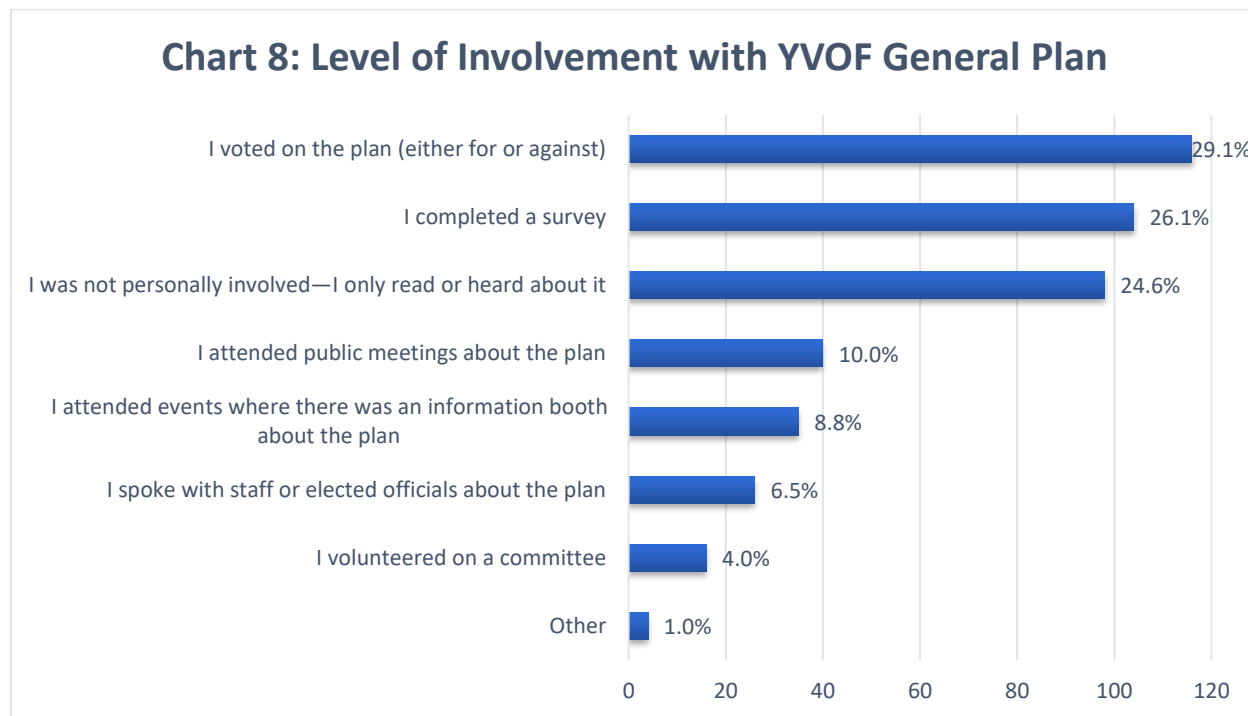
Young adults were much less likely to recall whether they had participated in the 2016 General Plan.

Familiarity with 2016 General Plan, by Age		
Recollection	18-50	51+
Yes	15.0%	11.5%
Maybe/Unsure	55.0%	40.5%
No	30.0%	47.9%
Grand Total	140	555

What was your level of involvement with the last General Plan update (2013-2016)?

For this question, if respondents indicated that they were familiar or were maybe familiar with the 2016 General Plan, they were directed to Question 2. Respondents who were not familiar with the 2016 General Plan skipped this question.

399 individuals responded to this question. Respondents were able to select all relevant options.

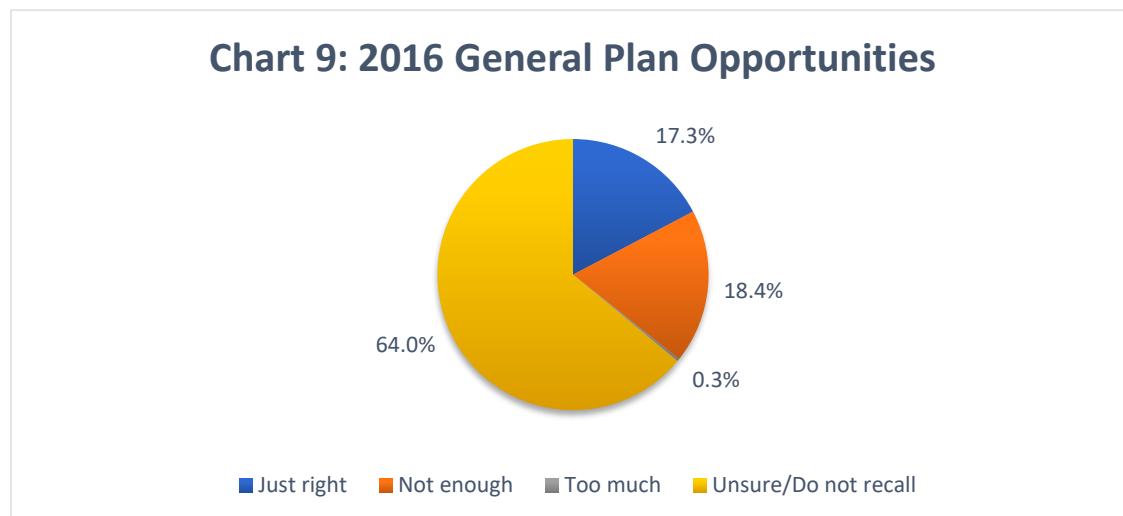


Rates of responses between younger and older adults tracked within the margin of error for this survey.

Previous General Plan Involvement	18-50	51+	Difference
I voted on the plan (either for or against)	28.1%	26.1%	2.0%
I attended public meetings about the plan	7.0%	9.3%	-2.3%
I attended events where there was an information booth about the plan	7.0%	8.2%	-1.2%
I completed a survey	24.6%	23.7%	0.9%
I volunteered on a committee	5.3%	3.5%	1.8%
I spoke with staff or elected officials about the plan	3.5%	6.4%	-2.9%
I don't recall	0.0%	0.0%	0.0%
I was not personally involved—I only read or heard about it	22.8%	22.1%	0.7%
Does Not Apply/I wasn't an OV resident in 2013-16	0.0%	0.0%	0.0%
Other	1.8%	0.8%	1.0%
Grand Total	57	376	

How would you describe the number and type of available opportunities for public engagement in the 2016 General Plan?

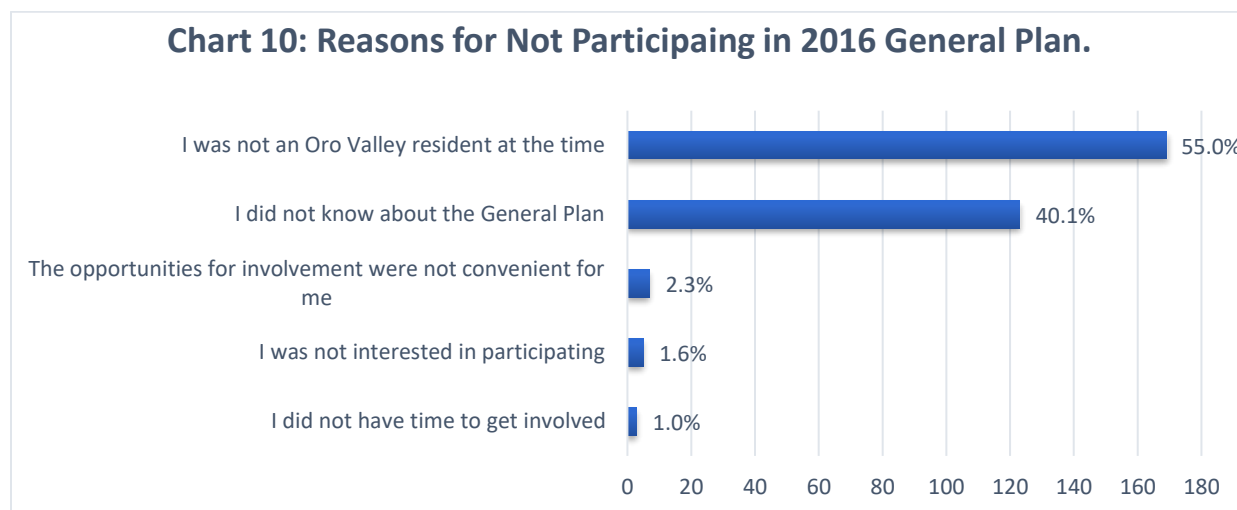
All 706 respondents were given the opportunity to answer this question. While most respondents were unable to recall the process from 2013-2016, those who were able to recall were split between believing opportunities were just right or not enough.



Please tell us why you didn't participate in the 2016 General Plan.

Only respondents who indicated that they were not familiar with the 2016 General Plan were asked to respond to this question.

307 respondents answered. Most respondents were not Oro Valley residents at the time. Very few respondents did not participate in the 2016 General Plan process due to inconvenient opportunities, lack of interest or lack of time.

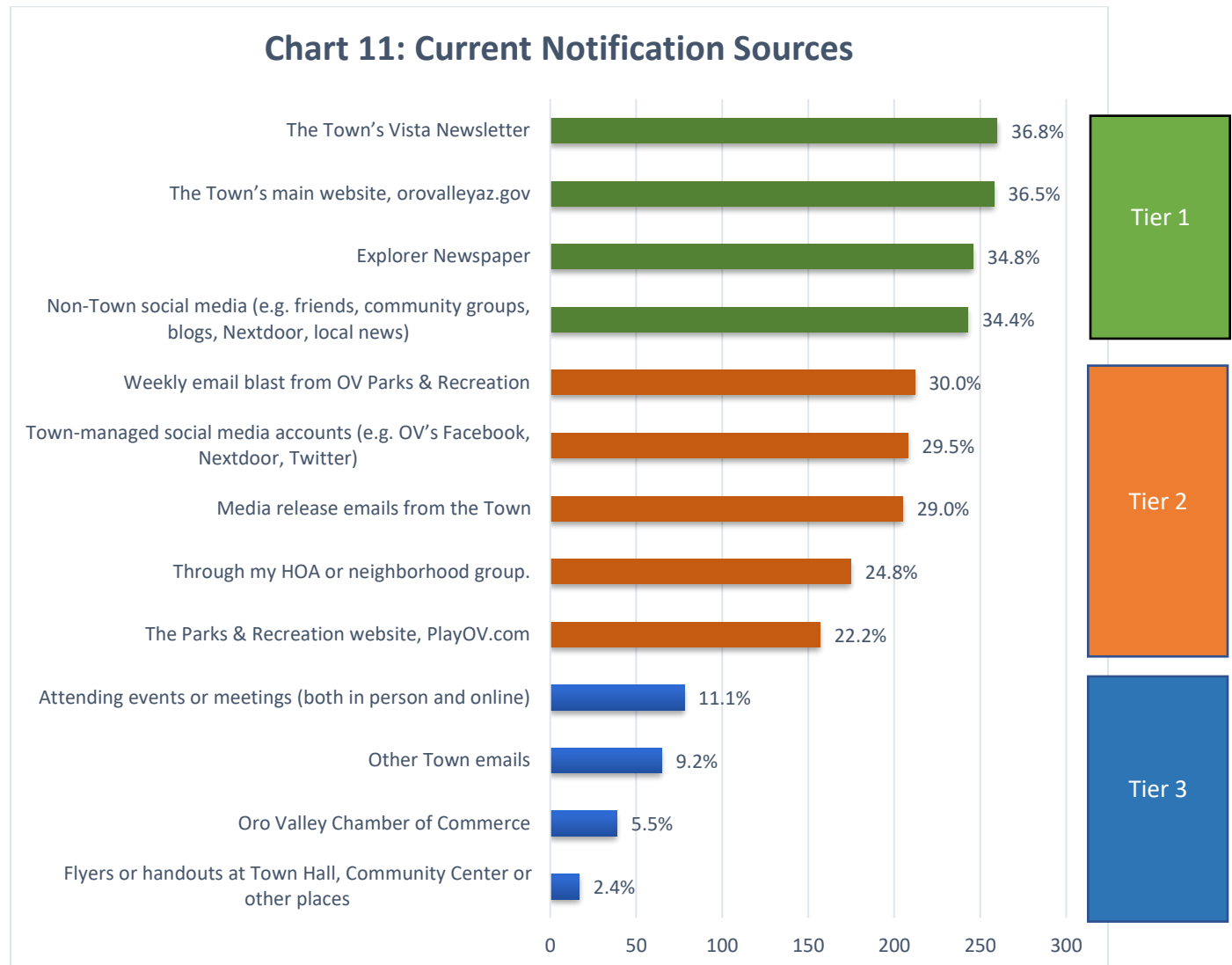


Section 2: Notification Methods

Where do you currently get information about Town news, events, and projects?

Town operated communication sources are very popular channels for the survey respondents. We can assume there is some self-selection bias occurring due to the communication channels the survey itself utilized.

If a respondent indicated that they received information through their HOA or neighborhood group, they were then asked to provide the name of the HOA or group. All responses provided are included in Appendix D.



Those who did not participate (DNP) were more likely to get information from the Town's Vista newsletter and the Explorer newspaper than all respondents.

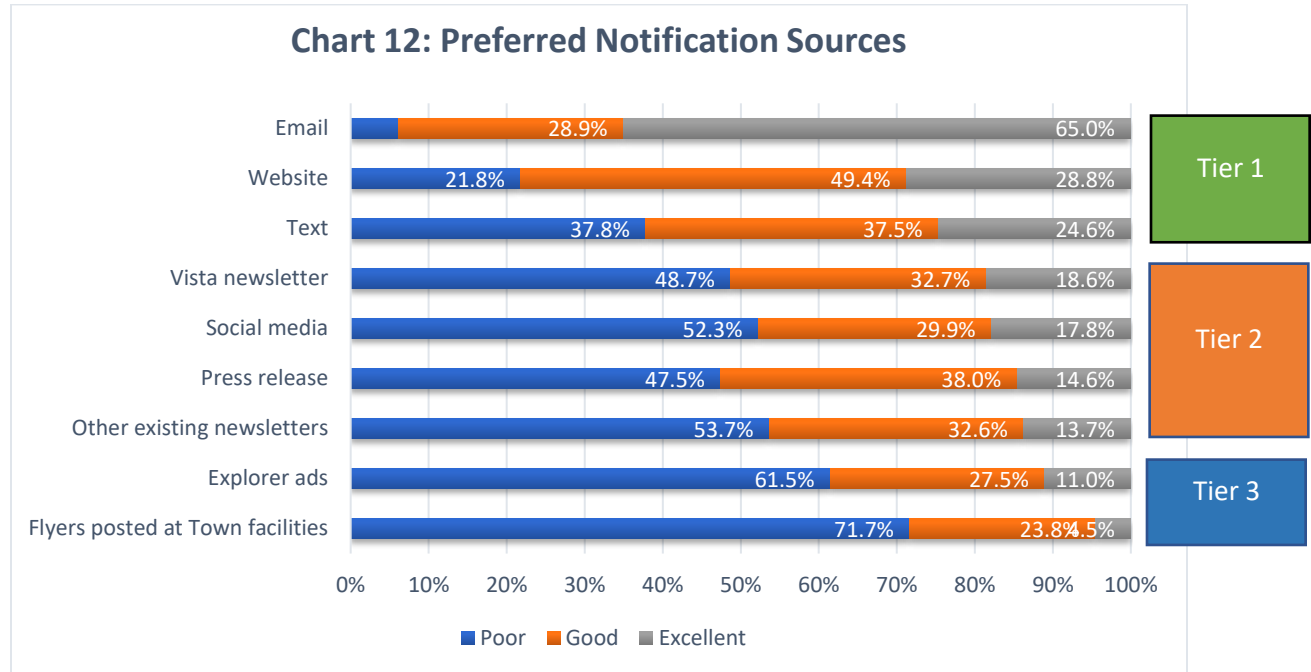
Information Sources, Did Not Participate Compared to Overall		
Information Sources	DNP	All Respondents
The Town's Vista Newsletter	46.0%	36.8%
The Town's main website, orovalleyaz.gov	36.2%	36.5%
Explorer Newspaper	46.0%	34.8%
Non-Town social media (e.g., friends, community groups, blogs, Nextdoor, local news)	35.0%	34.4%
Weekly email blast from OV Parks & Recreation	23.9%	30.0%
Town-managed social media accounts (e.g., OV's Facebook, Nextdoor, Twitter)	25.2%	29.5%
Media release emails from the Town	35.6%	29.0%
Through my HOA or neighborhood group.	24.8%	24.8%
The Parks & Recreation website, PlayOV.com	20.9%	22.2%
Attending events or meetings (both in person and online)	7.4%	11.1%
Other Town emails	11.0%	9.2%
Oro Valley Chamber of Commerce	6.7%	5.5%
Flyers or handouts at Town Hall, Community Center or other places	2.5%	2.4%
Grand Total	163	555

There are differences between generations in how respondents get their Town-related information. Younger adults prefer Town-managed social media accounts and the Town's main website. Older adults prefer the Explorer Newspaper and the Town's Vista Newsletter.

Information Sources, by Age		
Information Sources	18-50	51+
The Town's Vista Newsletter	22.9%	40.5%
The Town's main website, orovalleyaz.gov	40.0%	35.9%
Explorer Newspaper	12.9%	40.7%
Non-Town social media (e.g. friends, community groups, blogs, Nextdoor, local news)	33.6%	35.1%
Weekly email blast from OV Parks & Recreation	35.7%	28.8%
Town-managed social media accounts (e.g. OV's Facebook, Nextdoor, Twitter)	44.3%	25.9%
Media release emails from the Town	22.1%	31.2%
Through my HOA or neighborhood group.	22.9%	25.4%
The Parks & Recreation website, PlayOV.com	28.6%	20.7%
Attending events or meetings (both in person and online)	7.9%	11.9%
Other Town emails	6.4%	10.1%
Oro Valley Chamber of Commerce	5.7%	5.4%
Flyers or handouts at Town Hall, Community Center or other places	2.9%	2.2%
Grand Total	140	555

What are the best ways to notify YOU about how to get involved in the General Plan process?

Respondents clearly show a preference for email for notifications. It should be noted that even the lowest rated notification method – flyers posted at Town facilities – still received 200 individuals who rated it as a good to excellent method of notifying them.

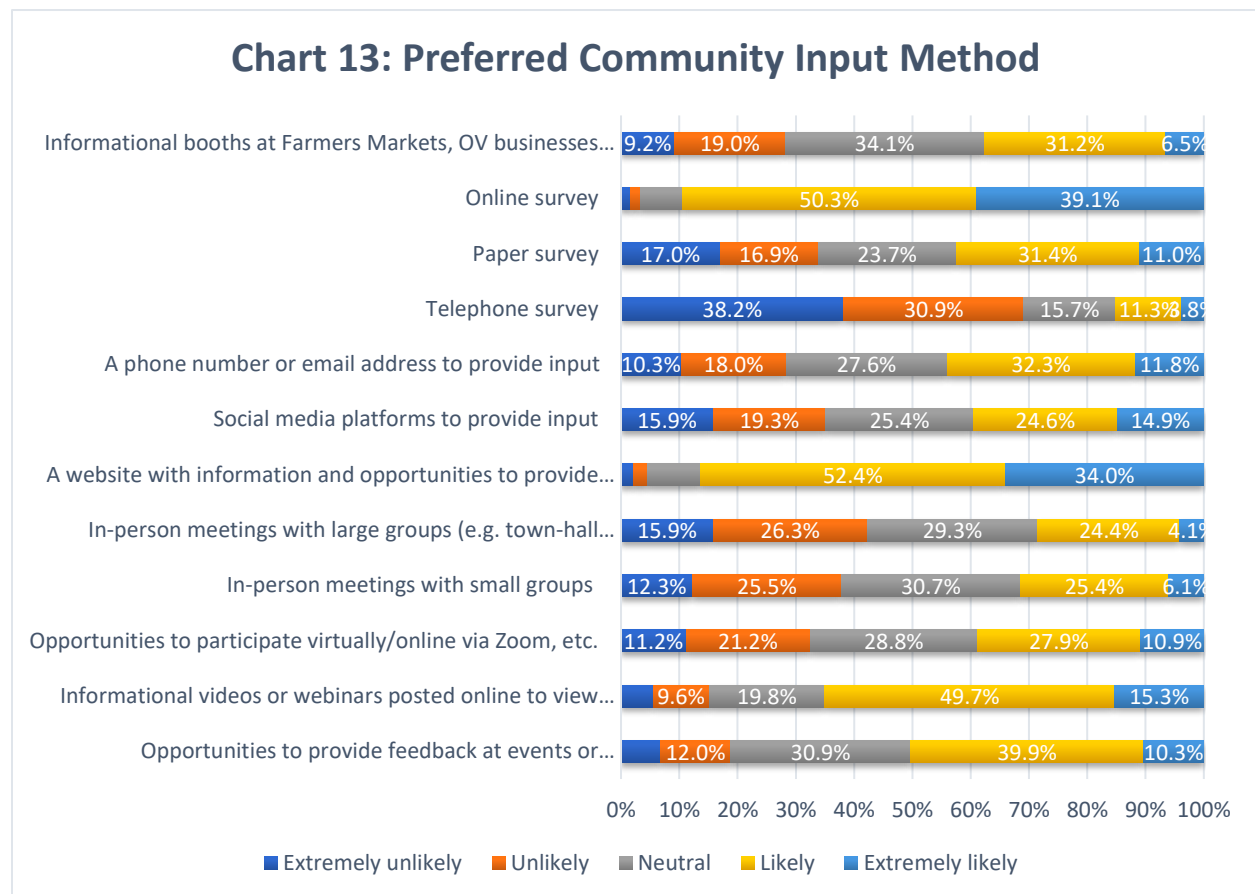


Section 3: Community Input Methods

Which of the following would make you more likely to get involved and/or share your input on the General Plan process?

706 respondents rated 12 outreach methods based on how likely the methods would be in getting the individuals to share their input.

An online survey and website were listed as extremely likely input methods by over a third of all respondents. A telephone survey was the least popular method. It should be noted that all methods had respondents that were likely or extremely likely to share via that methodology. Even the lowest rated method had over 100 respondents indicate they were likely or extremely likely to get more involved or share input through a telephone survey.



We can rank response categories by order if we summarize the data using simple numerical scales. On the chart below, a score of 5.0 would indicate all respondents would be extremely likely to share their input via that method, while a score of 1.0 would indicate that method would be extremely unlikely for them to share their input.

Respondents showed a clear preference for an online survey and a website.

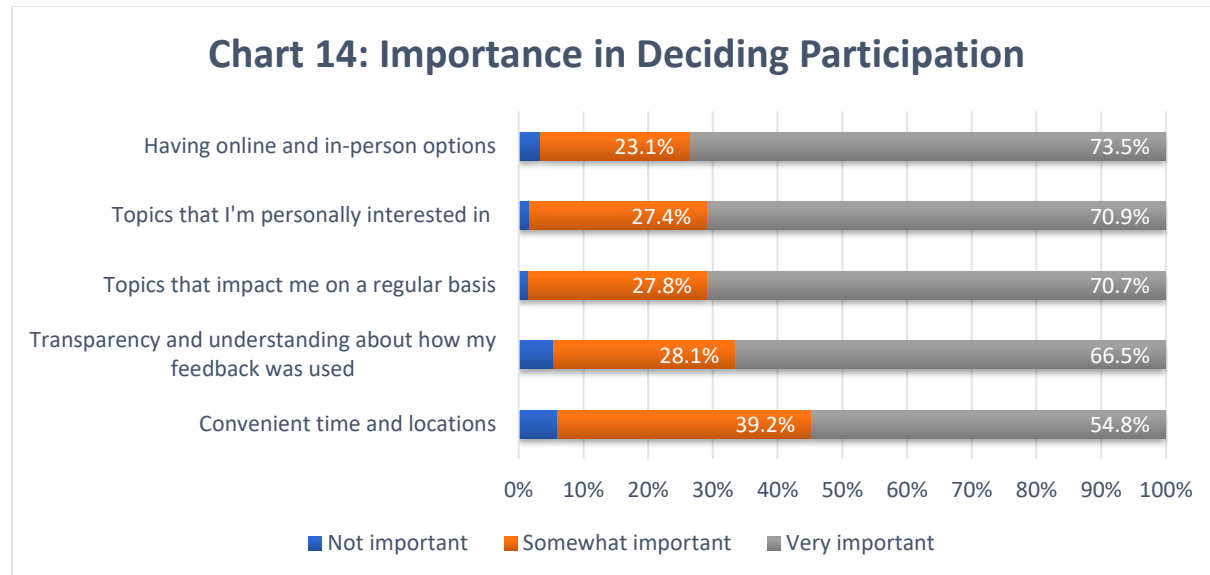
Table 1: Preferred Community Input Method, Ranked Score		
Input Method	Ranked Score	
Online survey	4.2	Tier 1
A website with information and opportunities to provide input	4.1	
Informational videos or webinars posted online to view at my convenience	3.6	
Opportunities to provide feedback at events or businesses I already frequent	3.3	Tier 2
A phone number or email address to provide input	3.2	
Informational booths at Farmers Markets, OV businesses or events	3.1	
Opportunities to participate virtually/online via Zoom, etc.	3.1	
Social media platforms to provide input	3.0	
Paper survey	3.0	
In-person meetings with small groups	2.9	Tier 3
In-person meetings with large groups (e.g., town-hall style gatherings)	2.7	
Telephone survey	2.1	
Grand Total	706	

Respondents who did not participate indicated a preference for an online survey and website, like all respondents.

Preferred Community Input Method, Ranked Score of Did Not Participate Compared to Overall		
Input Method	DNP	All Respondents
Online survey	4.2	4.2
A website with information and opportunities to provide input	4.1	4.1
Informational videos or webinars posted online to view at my convenience	3.5	3.6
Opportunities to provide feedback at events or businesses I already frequent	3.1	3.3
Informational booths at Farmers Markets, OV businesses or events	3.1	3.1
Paper survey	3.0	3.0
A phone number or email address to provide input	3.0	3.2
Social media platforms to provide input	3.0	3.0
Opportunities to participate virtually/online via Zoom, etc.	2.8	3.1
In-person meetings with small groups	2.6	2.9
In-person meetings with large groups (e.g. town-hall style gatherings)	2.5	2.7
Telephone survey	1.9	2.1
Grand Total	163	555

How important are the following statements when deciding if you'll participate in the next General Plan update process?

The opportunity to participate through a hybrid format – both online and in-person – was the most important determinate in whether respondents would participate.



Using a numerical scale, both groups of adults indicated that all five options were important when deciding if they'll participate in the next General Plan, with convenient time and locations the lowest rated for both age groups.

Importance in Deciding Participation, Ranked Score by Age		
Deciding Factors	18-50	51+
Topics that impact me on a regular basis	2.8	2.7
Topics that I'm personally interested in	2.7	2.7
Transparency and understanding about how my feedback was used	2.7	2.6
Having online and in-person options	2.7	2.7
Convenient time and locations	2.6	2.4
Grand Total	140	555

To help us plan a variety of engagement opportunities, please select all that apply.

Almost all respondents have daily access to the internet and two-thirds are comfortable with virtual participation. Respondents were split on when they were most available.

Engagement Opportunity	Percentage
I have daily access to the internet	98.7%
I am physically mobile and can drive or have access to transportation	81.3%
I am comfortable participating online (via Zoom, for example)	66.4%
I am most available during the weekday (Mon.-Fri., 9 a.m. to 5 p.m.)	48.3%
I am most available during the evenings (Mon.-Fri., after 5 p.m.)	41.8%
I am most available on weekends (Sat. or Sun.)	32.6%
Grand Total	706

Is there anything else we should consider for engaging the community in the General Plan process?

At the end of the survey, respondents were given the opportunity to share anything else they felt had not been covered. See Appendix C for the full list of responses.

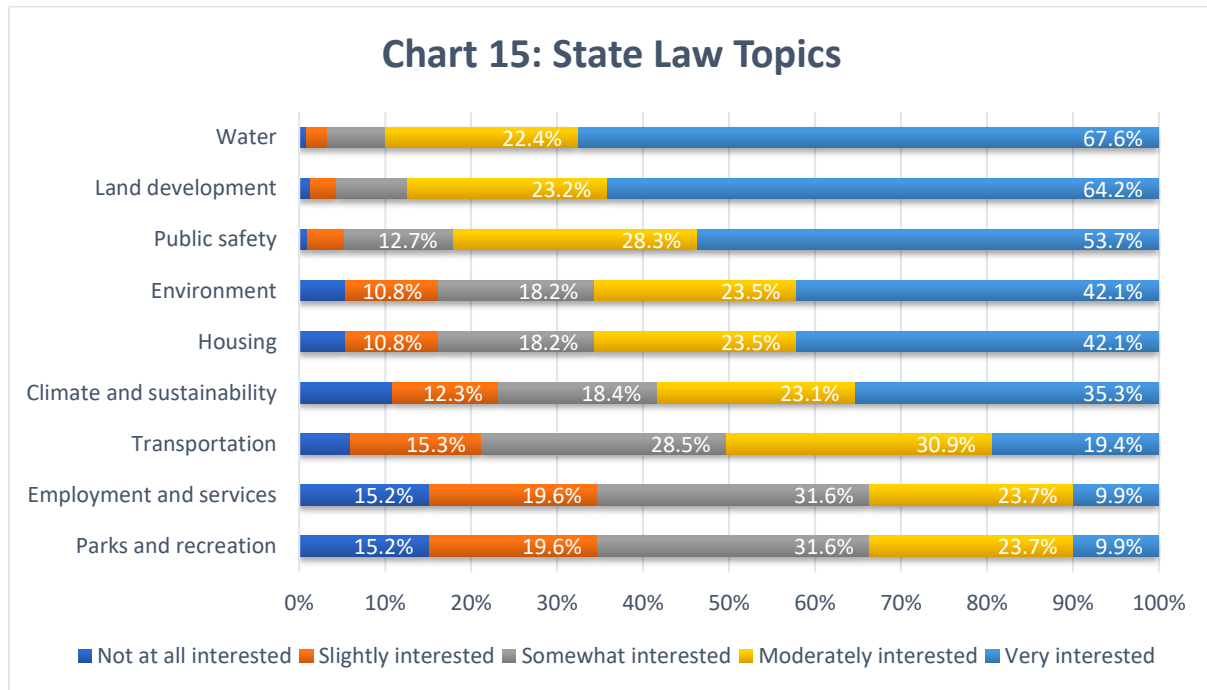
With the opportunity to provide an open-ended response, it was popular for respondents to cite a specific issue they care about. Examples include OV Marketplace, playing fields at Naranja Park, Oro Valley Community Recreation Center operation hours, vacation rentals, road noise, protecting viewsheds and dark skies.

Responses categorized as general topics include calls for honesty and transparency, putting to use feedback given by constituents and calls to consider the needs of young families or seniors.

Section 4: Topics of Interest

State law requires specific topic areas to be addressed in the General Plan. Which of the following topics are you most interested in?

Respondents showed a clear preference for water, land development and public safety as topics of interest.



We can rank response categories by order if we summarize the data using simple numerical scales. On the chart below, a score of 5.0 would indicate all respondents are very interested in the topic while a score of 1.0 would indicate that respondents are not at all interested in the topics.

Using the ranked score, we again see respondents show a clear interest in water, land development and public safety.

State Law Topic	Ranked Score
Water	4.5
Land development	4.5
Public safety	4.3
Housing	3.9
Environment	3.9
Climate and sustainability	3.6
Transportation	3.4
Parks and recreation	2.9
Employment and services	2.9
Grand Total	706

Appendix A: Copy of Survey



The Town of Oro Valley needs your help identifying the best ways to engage the community in the next General Plan. Your participation in this brief survey is an important first step in planning Oro Valley's future.

What is the General Plan?
The General Plan process identifies and turns the community's vision into reality. The next 10-year Plan for Oro Valley will include goals, policies and measurable actions for public safety, environment, parks, water and much more. Oro Valley's General Plan will be on the ballot in 2026 so it's time to kick off this important community effort, and that begins with you.

We greatly appreciate you taking a few moments to fill out the survey below. The survey is open to all age groups, including youth and adults, and multiple members in a household are welcome.

Q1: Prior to taking this survey, do you recall hearing about the Town of Oro Valley's 2016 General Plan known as *Your Voice, Our Future*? Please circle your answer below.

Yes
No (Skip to to Question 4)
Maybe / unsure

Q2: What was your level of involvement in the last General Plan update (2013 - 2016)? (Circle all that apply)

I voted on the plan (either for or against)
I attended public meetings about the plan
I attended events where there was an information booth about the plan
I completed a survey
I volunteered on a committee
I spoke with staff or elected officials about the plan
I don't recall
I was not personally involved—I only read or heard about it
Does Not Apply/I wasn't an OV resident in 2013-16
Other:

Q3: How would you describe the number and type of available opportunities for public engagement in the 2016 General Plan? (Please circle your answer below then skip to Question 5)

Too much
Just right
Not enough
Unsure/do not recall

Q4: Please tell us why you didn't participate in the 2016 General Plan? Please circle your answer below)

I did not have time to get involved
The opportunities for involvement were not convenient for me
I was not interested in participating
I was not an OV resident at the time
I did not know about the General Plan

Q5: Which of the following would make you more likely to get involved and/or share your input on the General Plan process? (Please check a box for every option below). Question continued on next page.

	Extremely Unlikely	Unlikely	Neutral	Likely	Extremely Likely
Opportunities to provide feedback at events or businesses I already frequent					
Informational videos or webinars posted online to view at my convenience					
Opportunities to participate virtually/online via Zoom, etc.					
In-person meetings with small groups					
In-person meetings with large groups (e.g. town-hall style gatherings)					
A website with information and opportunities to provide input					

Q5: Continued from previous page: Which of the following would make you more likely to get involved and/or share your input on the General Plan process? (Please check a box for every option below)

	Extremely Unlikely	Unlikely	Neutral	Likely	Extremely Likely
Social media platforms to provide input					
A phone number or email address to provide input					
Telephone survey					
Paper survey					
Online survey					
Informational booths at Farmers Markets, OV businesses or events					

Q6: How important are the following statements when deciding if you'll participate in the next General Plan update process? (Please check a box for every option below)

	Not important	Somewhat important	Very important
Convenient time and locations			
Having online and in-person options			
Topics that impact me on a regular basis			
Topics that I'm personally interested in			
Transparency and understanding about how my feedback was used			

Q7: State law requires specific topic areas be addressed in the General Plan. Which of the following topics are you most interested in? (Please check a box for every option below).

	Not at all interested	Slightly interested	Somewhat interested	Moderately interested	Very interested
Housing					
Parks and Recreation					
Water					
Public Safety					
Land Development					
Transportation					
Climate and Sustainability					
Environment					
Employment and Services					

Q8: Is there a topic you are very interested in that was not listed? (Please explain below). More space is provided at the end of the survey, if needed.

Q9: Where do you currently get information about Town news, events, and projects? (Circle all that apply)

The Town's Vista Newsletter
 The Town's main website, orovalleyaz.gov
 Explorer newspaper
 Non-Town social media (e.g., friends, community groups, blogs, Nextdoor, local news).
 Weekly email blasts from OV Parks and Recreation
 Town-managed social media accounts (e.g., OV's Facebook, Nextdoor, Twitter)
 Through my HOA or neighborhood group:
 The Parks and Recreation website, PlayOV.com
 Attending events or meetings (both in person and online)
 Other Town emails
 Oro Valley Chamber of Commerce
 Flyers or handouts at Town Hall, Community Center or other places

Q10: To help us plan a variety of engagement activities, please circle all that apply:

- I have daily access to the Internet
- I am comfortable participating online (via Zoom for example)
- I am physically mobile and can drive or have access to transportation
- I am most available during the weekday (Mon.- Fri., 9 a.m. - 5 p.m.)
- I am most available during the evenings (Mon. - Fri. after 5 p.m.)
- I am most available on weekends (Sat. or Sun.)

Q11: What are the best ways to notify YOU about how to get involved in the General Plan process? (Please check a response for each option below)

	Poor	Good	Excellent
Email			
Social Media			
Text			
Website			
Flyers posted at Town facilities			
Explorer Ads			
Vista Newsletter			
Other existing newsletter (e.g. Sun City Tipster, HOA newsletter)			

Q12: Is there anything else we should consider for engaging the community in the General Plan process? (Please explain below)

Demographic Information

Our goal is to engage every segment of our population. Demographic information will be used in the aggregate to help staff better understand the communication preferences of specific groups. Filling out this section is optional. If you elect to skip this section, please still be sure to submit your survey following the directions on the next page.

Q1: Are you an Oro Valley resident? (Please circle your response below)

- Yes, I live here full time
- Yes, I live here part-time (e.g. snowbird)
- No, I live outside Town boundaries (Skip to Question 3)

Q2: If you answered YES to residency, for how many years have you lived in Oro Valley? (Please circle your response below)

- Less than a year
- 1-5 years
- 6-10 years
- 11-15
- 16-20
- 20+ years
- Does not apply/I am not a resident

Q3: If you are NOT an Oro Valley resident, do you represent an organization or stakeholder group? (Please circle your response below)

- No
- Does not apply
- Yes

Q4: What gender identify? (Please circle your response below)

- Male
- Female
- Non-binary
- Prefer not to answer

Q5: What is your age group?

- 17 and under
- 18-34
- 35-50
- 51-69
- 70+

Appendix B: Other Topics of Interest

Is there a topic you are very interested in that was not listed?
Overdevelopment of desert lands.
How money is spent
wild life preservation
Coverage by local media, especially newspapers.
coordination with Pima County
Schools, business opportunities, permitting
Equestrian facilities and trails.
Biking
Attracting business to Oro Valley
tax structure
Developers run town; no public input .
Cultural activities
Evolution of plans for the OV Marketplace
transparency in the mayor's office
composting and recycling
Tourism
Communication with HOAs
New zip code for parts of OV still using 85704
Don't change golf courses.
Senior activities
Development
entertainment for teens and adults
Youth programs/services in the community
Business Development
elderly programs
Pickleball courts:economical 4 senior taxpayers.
How is OV impacted by border surge for 2years?
Town image/appearance, small businesses, community
Town employee satisfaction with employment
BUSINESS DEVELOPMENT - JOB CREATIONS
Election integrity & the overall vision/direction
Traffic
Attracting better shopping,food,indoor recreation
Maintenance
Influence by developers on building projects.
New construction
Our neighborhood street maintenance
Making Oro Valley more kid-friendly.
OV get out of the failing golf course business
Topics are too broad, 50 chars not enuf 2 explain

The OVCRC needs to return to pre-pandemic hours.
Landscaping
Healthcare services
Historical Preservation, Arts and Culture,
Economic, although Marketplace plan looks great
How decisions are made for new businesses
regional growth beyond Oro Valley
OV Events Fireworks, music festival El Tour de Tuc
input for proposed businesses; identify theft;
Development density, traffic, plan exception approved
Traffic Control
Town expansion; annexation.
erosion/water runoff during monsoon
Businesses that come into Oro Valley
Aesthetics of new projects & parks, Road Noise
Attracting more retail and restaurants.
Economic development
Animal welfare/protection; inclusion, accessibility
Traffic, obviously
Oro Valley creating it on public school system
Oro Valley growth, future resid & comm development
Improvements to Community Center
Multi and single family housing development
over-expenditures of P & R and accountability.
Water conservation is essential!
We need to plan for changes in CAP water supply.
small business development
Stormwater & drainage if not under Environment
Trails to walk with dogs
Annexation
How the General Plan will be used/amended.
General budget
Child Care/Education
Allowing dispensaries in OV- revenue!!
Pickleball addition of courts
Community Health
Communication Network Efforts - i.e., 5 G
Holistic economic & community development
TOV should aim to be carbon neutral in 10 years
budgeting and plans for future revenue
Property Value Impact
land development
Follow Chandler to allow backyard chickens

Reducing OV resident costs: lower sales tax
How development will affect the economic security.
Traffic
Signage and taxation
Zoning.
Equitable geo distribution of Parks/Rec investment
Misinformation prevention
Business development
Access for wheelchairs.
Train between OV/Marana to PHX Sky Harbor Airport
golf course
Protecting displaced wildlife
Eliminating grass from golf courses
Preservation of mountain views.
Road maintenance, and traffic signals sync
New businesses opening in Oro Valley
Vistoso Nature Trail Preserve
Business development
Plans and community involvement with the Preserve
Availability of restaurants
Community
Annexation, Financial Sustainability, Economic Dev
Traffic noise, safety, pollution
Community feel and downtown development
future development of Arroyo Grande area
Minimum noise; early evening activities.
recycling green waste
aquatics
Constant changes in zoning for building
Peak water meter, when we no longer issue meters
School and neighborhood traffic
expanded use of reclaimed water is Top priority
Reclaimed water development
Preserving open space
Community gardens
New businesses coming to Oro valley
Tourism
Keeping apartments out of Oro Valley
Not that I can think of
Road conditions
Fiscal responsibility
Family/kid friendly recreation and events
Traffic, especially additional traffic lights.

Infrastructure - broadband, water, roads
Cheaper apartmants
Entertainment
Traffic and fatalities
How these items impact the historic nature of OV
Senior activities and services
Education (including Schools), Financial Mgmt
Groups to join
Other infrastructure - electricity & grid
Traffic in Oro Valley
Restaurant,Business starts,Pet ammenities, Roads
How do we adddress build out

Appendix C: Other comments or ideas about Community Engagement

Anything else?
Provide how we can get information by asking us to provide best way to communicate (survey so we can provide our contact info).
There is very little news coverage of Oro Valley. The Explorer has trivial news, i.e., no journalists at Oro Valley governance meetings to report city governance activity, past, present and future. I get several things from official Oro Valley sources via email (meeting announcements mostly), but no critical/analytical articles which news media would provide. Every city has controversy, but I don't hear about it here. Cities talk about local leaders, but that talk doesn't reach my ears. I could say ignorance is bliss, but I'm unhappy with the apparent absence of media resources outside of Tucson proper. Saddlebrook has some arrangement with the Tucson Star, but that's the most trivial useless publication I know of. If Oro Valley can have a weekly section, it should be real news, not golf parties, or country club fetes.
information updates and meetings at Pima County Library Oro Valley
Listen and respond to the feedback. Just keep hearing how previous feedback was ignored, so people who responded previously don't see value in future feedback. Outreach through schools for input from parents.
Insert a questionnaire into ALL Oro Valley water bills with printed questions to be placed into return provided envelope. Provide these for a period of 6 months. Have a section for adults and elementary to high school students to respond. Make it a contest so customers think about THEIR future!
Let the public contribute to the plan itself. Do NOT just come up with a plan and then have the public vote on it.
Solid estimates for increases in population and solid estimates for increases in business development/employment.
Relevance to community. Why is it worth our time? How will we know our input mattered?
OV Marketplace plan updates, especially specifics about new occupants and new construction progress.
actually listen to the people and ignore the personal/religious agendas of the current administration
Yes... Consistent Up Keep on the play fields in Naranja park. The deep holes & large dips on the fields should be fixed. They are ACCIDENTS waiting to happen for anyone using them especially the youth on sport teams.
Since it's a ten year plan, and takes 2-3 years to build, focus on asking high schoolers for input as well key milestones.
Senior tax payers should not have to pay for outdoor sports like pickleball. We have paid taxes for many years and now are fixed incomes.
More open ended questions or a N/A option. I like surveys, but this one too long!
Get the message out with numerous resources repeatedly, months ahead of time, so citizens can plan on attending.

Use a business-based long-range strategic planning approach and communicate with a graphic flow diagram. Most people haven't been engaged in any sort of planning process and have no understanding of how it is supposed to work, legal requirements, process steps, opportunities to engage, etc. Lastly, many everyday citizens believe that the local planning departments in public entities have their own predispositions about what the plan(s) will focus on, include, etc.; a good example were the focused conversations a couple of years ago about "creation of a main street/walk-around downtown area". That concept really infuriated me and many others who would have moved to Mid-Town Tucson if that is what they wanted. I have worked in leadership within both the public and private sectors and perhaps have a unique lens into these processes and activities.

Listen to the residents and make clear decisions that are important to them. The current plan is contradictory and enables Staff to support changes that the majority of residents oppose. For example, you can't "preserve the scenic beauty and environment," "keep the unique community identity as a special place" (pg 8, 2016 GP) or conserve water by approving dense, cookie cutter housing developments and apartments on OV's remaining infill properties. That is not "managing how we grow."

Poll online

Oro Valley magazine

Noting results and not personal agendas

Include educational and law enforcement stake holders. Do not ignore impact of growth on town safety and quality/availability of education and police resources. Provide proof of listening to feedback from citizens and making/adjusting decisions accordingly.

Make public meeting signs larger so the can be read when driving or at a stop sign.

Let teenagers participate, even if separately. Its their future we are deciding, and they are unrepresented residents whose experience living here matters.

OVCRC hours. When we bought our membership the Rec opened at 5 and closed at 9 and was open longer on weekends. Please return to these hours since these extended times are frequently the only time we are able to use the facilities.

Landscape Discussion

Desert Broom, Buffelgrass etc

HOA in person meetings

PTO's, Church ,Any group who would be impacted

Local TV / Radio stations - attending HOA meetings -

You need much more VARIETY in the TYPES of businesses going in! We've had nothing but boring doctors offices going in everywhere, and that does NOTHING to engage a community. OV needs more interesting restaurants and more coffee shops (and not Starbucks inside a Frys grocery store) to promote people gathering and a destination for people to hang out and spend their money. OV is so boring with nothing but several doctors offices on every street corner

finding a way to attract the younger families in Oro Valley to participate and limiting the retirees and elderly from dominating the participation

A commitment to follow the plan and not make "adjustments" according to Council's wishes.

Visit HOAs during their annual meetings, get local associations involved, send personal notes to homeowners asking for their input.

1: discussion to minimize or regulate STR, ADU, or AirBNB, VRBO like many cities have already done-- 30- day minimum rental, background checks, licenses, etc.

2: trash pick-up around Oro Valley businesses, such as plastic bags, debris.

3. Identify theft resources. Many cities and towns have more interactive identity theft informational websites, and especially, police department online involvement.

4. An easier way to navigate getting concerns reported or resolved: malfunctioning traffic lights, downed trees in high traffic areas.

Maybe meet with neighborhood groups and HOAs. As in, "On their own turf", instead of expecting people to go to meetings. Zoom is a great idea, too. However, I think if you came to some meetings of neighborhood and social groups that already have regular memberships and meetings, you may get more input.

Your never ending approvals of exceptions to general plan. You never saw a new roof or dense development you don't approve.

Visibility at the library and grocery stores.

Provide it in smaller categories, not all lumped together. Do not spam with constant messages. Transparency is important.

Road noise from Oracle.

Lack of regular public transportation (lack of scheduled bus service north of Ina).

This is also a young community not just snowbirds and elderly. Don't overlook the need for resources for young adults too (i.e. putt putt golf, bowling, skating rink etc) family activities in town as well. Not just parks!

You Tube videos of OV public meetings and planning office issues have been good.

Work with organizations such as AARP and the League of Women Voters to get information to their members about the process through their communications.

Ensure that access for all members of the community have the same opportunity to participate. This should include access in at least the top 3 languages as well as those who are deaf & hard of hearing. And websites should be accessible (520-271-1386 if help is needed with this)

signage in frequently passed locations to provide initial notification for those not often online or in community centers

Police protection and neighborhood and school security .

Engage more directly with the community through neighborhood associations and such, hold more interactive and in-person meetings at various locations and publicize well.

Notify residents of any housing developments or construction. And, allow feedback and input.

1. We need to establish General Plan is ONLY land use document. Now every developer hustles Planning Commission with spot zoning requests. Then, after a permit, it's followed by a plethora of Variance Requests. Simply... why do we want OV to look like Anaheim?

2. Carefully craft ways to control the "free golf" lobby. Council has done well with this. Humbly suggest General Plan or other device legislate participation of the city.

3. Coordinate General Plan with Marana so they can have input for things like 885. Be candid about OV's true water needs with state planners.

4. Work to delete "more rooftops" policy in GP espoused by previous mayors.

5. Current council and mayor have done a fantastic job. Process should include their advice and involvement, not HSL.
Informational signage along roadways; Farmer's market booth
Hotels blocking landscape views for OV citizens.
Water access and conservation. Road repairs and maintenance Impact on OV financial sustainability with diminishing land development opportunities
Include Vistoso Community Association
Local Pod casts that delve into Oro Valley issues and programs
AZ Daily Star blurb
As each area of this community has specific needs, I suggest neighborhood, in person meeting with council & staff
listen to the people
Honesty
Consider being the first city in the US that is carbon neutral WRT homes, transportation,, and businesses
Working with the OV Chamber and possibly churches. Keeping HOA's involved if they choose to participate.
Focus on what we care about: water, conserving desert, reducing OV costs, working with developers to build shopping and infrastructure, and fewer high density housing units, reducing exposure to OV owned golf costs.
How future development will affect the economic stability of the town and avoid a tax rate increase.
The new General Plan should have each goal prioritized not just a long list of items. In addition, I'd like to have input on input on How the General Plan is used and amended (i.e. How does it benefit current residents?).
Enough notice
Good old postal mailings
HOA involvement is very good.
Thers needs to be a safe, clean place to let dogs, especially bigger breeds, run off- leash.
OV does not need more sports fields, nor does it need to cater constantly to the elderly snowbirds. Cater to EVERYONE.
Determine what area of the General Plan they are most interested in and then providing a means for them to participate
Send me information through direct mail. I'm not paying attention to anything else because digital communication has gotten out of control. I work and don't have enough time to sort through all of it.
Part time resident
What do our kids want?
Building confidence plan will be followed and not just a feel-good exercise.
this is a start
The 6 pm meetings are very difficult to attend after working and preparing dinner. I like the idea above of a weekend meeting or somewhere to respond to the dreaded yellow signs other than sitting at the town hall after a long day of work.

Have a wide variety of times and ways of information spreading.
flyer sent to homes
pick a couple options and have updates 2-3 times a month..even if only 5-10 minutes of stuff is ready
Try to get time / space on a local radio show(s) or the local TV stations.
more interaction with sun city
Be sure to engage younger folks - students and working people. Surveys are often skewed to the retired population since we have time on hands.
Transparency and sincerity
Reclaimed water for town properties and recreation sites
Listen to what they have to say .
Provide more Public Safety (ie, police, patrolling, etc.) Need more police presence on the streets. Too many people dangerously speeding or driving reckless. Keep Oro Valley safe for it's residents & visitors!
Security concerns: Have more working CCTVs at parking lots and low traffic areas where crime is more likely to be committed. As there are more elderly residents which are more likely to get robbed or mugged.
Will you consider what the community has to say??
Follow up previous plans and commitments. Did we do the items that mattered?
Financial and budget planning
Stick to it going forward
Get as many inputs as possible
I live in a community with many seniors who are not tech savvy and do not leave their homes much. They care deeply about the community, but are unlikely to engage in the majority of ways you listed in this survey.
Statistically valid survey inputs are important to avoid biases or over-representation of self-selected groups within the community. Broad input is valuable and worth acquiring.
Sector Committees
TV ads or public service announcements.
Perhaps Road signage like political signs for say one week only. If nothing else, people look at them because they are tacky. Maybe signs on police vehicles and city vehicles...they are everywhere.
Build out Dark skies Redevelopment
Radio,
You should have included Let Oro Valley Excel as major way of getting the word out to the community.

Appendix D: HOAs Listed by Respondents

Where do you currently get information about Town news, events and projects? Through my HOA or neighborhood group.
87
AME Management (Rivers Edge II HOA)
C@CH
Cañada Hills
Cañada Hills
Canada Vistas Estates
Catalina Shadows
Center Pointe Vistoso
Center Pointe Vistoso
Center Pointe Vistoso and Vistoso Community Association
Center pointe Vistoso HOA
Centerpoint Vistoso
Copper Creek
El Conquistador Patio Homes
Oro valley country club estates
Oro Valley Townhouses
Preserve Vistoso
Preserve Vistoso & Vistoso Community Association
Rancho Del Cobre
Rancho Vistoso
Rancho vistoso
Rancho Vistoso
Rancho Vistoso
Rancho Vistoso Community HOA
Rancho Vistoso HOA
Ridgeview
Shadows of the Ridge HOA
Sun City
Sun City
Sun City Oro Valley
Vistoso Community HOA
Vistoso Village HOA