



YOUR VOICE OUR FUTURE

Planning Oro Valley Together

COMPARATIVE SURVEY FINDINGS
TELEPHONE SURVEY
COMMUNITY EVENTS SURVEY
YourVoiceOV.com INTERNET SURVEY
SELF-ADMINISTERED PAPER SURVEY
September 2013 – February 2014

Master Project Report

Prepared for:



Prepared by:



TOWN OF ORO VALLEY *YOUR VOICE, OUR FUTURE* PROJECT SURVEY
September 2013 – February 2014

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YOUR VOICE OUR FUTURE

Planning Oro Valley Together

COMPARATIVE SURVEY FINDINGS

September 2013 – February 2014

Executive Summary

Prepared for:



Prepared by:



TOWN OF ORO VALLEY *YOUR VOICE, OUR FUTURE*
Comparative Survey Findings
September 2013 – February 2014

Executive Summary

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TOWN OF ORO VALLEY
YOUR VOICE, OUR FUTURE

Comparative Survey Findings

Executive Summary

Since September 2013, the Town of Oro Valley has been engaged in outreach to its residents to measure community attitudes related to the Town's future. The goal of the community outreach is to assist in the development of the General Plan update.

I. Overview of Survey Process

Four Survey Methods – Based on a survey instrument developed in conjunction with FMR Associates, the Town has sought community opinions in four different ways:

- **Telephone:** a statistically-valid and statistically-projectable survey of adult (18+) Oro Valley residents was conducted in September 2013 by FMR Associates. Sample size is 306.
- **Community Events:** three individual questions selected from the telephone survey instrument were posed to attendees by Town volunteers and staff at more than 60 community events. Those in attendance responded using Post-It Notes to questions written on a large paper flipchart tablet. No demographic data was collected; however, events were targeted to sample youth, families, retirees and other mixed demographic groups. More than 2,600 Post-It Notes were completed by community event attendees.
- **Online:** a self-administered, web-based version of the entire telephone survey was created and linked at the **YourVoiceOV.com** website. Sample size is 212.
- **Paper:** a self-administered paper survey (very similar to the telephone survey) was developed and distributed by the Town at various community events and in the *Explorer* newspaper. Sample size is 104.

Survey Differences – The primary difference in these four methodologies relates to the selection process for survey participation. The **telephone survey** respondents were *randomly-selected* utilizing a process that allows for equal probability of selection. Respondents in the paper, YourVoiceOV and event surveys *selected themselves* to participate and offer their opinions. Potentially, these respondents are more likely to express highly positive or negative opinions. Self-selected respondents certainly represent the opinions and attitudes of Oro Valley citizens, but are not *projectable* to all residents. There are also differences with respect to the demographic composition of telephone, paper and YourVoiceOV survey respondents.

Survey Similarities – The four survey methods were used to elicit opinions from as many different residents and community members as possible. Despite the different data collection methods, there is a strong degree of correlation and similarities in the comparative survey findings. As a result, survey findings are representative of the attitudes and priorities of the community.

II. Overview of Findings

The balance of this summary highlights comparative findings of these four survey methodologies.

Sample Composition and Comparisons – The telephone survey sampling plan was designed to be representative of the Town’s adult (18+) population with respect to gender and age. The telephone survey composition (46% male/54% female – median age of 58.5 years) is highly consistent with 2010 Census data for Oro Valley (47% male/53% female – median age of 55.5. years). The median age of YourVoiceOV respondents is 56.4 years, while paper respondents are older (64.2).

Table 1 Sample Composition/Comparison

	Telephone	YourVoiceOV	Paper
Median age	58.5 years	56.4 years	64.2 years
Median length of residence in Oro Valley	9.0 years	8.0 years	9.4 years
Full-time residents	96%	91%	86%
Work in Oro Valley	21%	26%	23%

Survey Evaluation Guidelines – When evaluating the results of this outreach effort using multiple survey methods, it is important to keep in mind some guidelines. Since the telephone survey is the only method that is projectable to all Oro Valley residents, it was given the most weight or priority as far as determining the attitudes and priorities of the community. The other three survey methods were conducted by Town staff to allow for the most community input into the development of a representative General Plan. Specifically, community event surveys, self-administered online surveys and self-administered paper surveys (in this order of priority based primarily on sample size) were used to supplement telephone survey findings and determine areas of agreement. The results of the four methods were compared and analyzed for areas of correlation and priority rankings. This analysis was used to produce these findings.

Statistical Significance, Patterns and Overall Trends – The findings of the various survey methods were considered consistent and statistically significant if the results were within $\pm 6\%$ (since this is the maximum margin of error for the telephone survey sample size included in the analysis, with a confidence level of 95%). In addition, open-ended questions (where the answer was provided by the respondent) were only included if mentioned by 6% of more of the sample. Some items mentioned by less than 6% – but not lower than 5% – were included, but only if strong support was indicated in the other survey vehicles. The results of pre-structured questions (where respondents choose an answer from a list of options) were considered significant if 50% or higher, or if strong support was indicated across other research methods.

1.0 Community Vision, Values and Priorities

What do residents value most about living in Oro Valley? Oro Valley is valued for being a **safe community with a low crime rate**, along with its **natural beauty**. This is the case regardless of survey method. Other Oro Valley residents appreciate the **community spirit**, including **friendly neighbors** and/or a **small town rural feeling**. Some add that Oro Valley is a **clean** community.

What do residents value least about living in Oro Valley? The “top” reasons are clear, as residents express concerns related to: distance from and/or a perceived **lack of services**; **apprehensions over rapid Town growth**; complaints about **traffic issues** (including stop lights); perceptions related to the **police**; and **climate-related** concerns (too hot, weather is same year-around).

Speed of Oro Valley’s Growth – The majority of residents think that the Town is growing “about right.” However, among the rest (and regardless of survey method), significantly more think the Town is growing “too much” than “too little.”

As Oro Valley becomes a more self-sufficient community, which areas require additional focus for it to become a more complete or livable community? Regardless of survey method, the “top 5” areas of focus are the same: beginning with **employment opportunities**, and followed by **shopping opportunities**, **festivals/cultural events**, **parks** and **education choices**.

What are the biggest challenges facing Oro Valley in the next ten years? Across survey methods, the same three challenges are mentioned, including: **reducing traffic congestion on Oracle Road**, **managing land development**, **maintaining a low crime rate** and **managing Town growth**. Others challenges specified by 6% or more include providing economic opportunities, maintaining public streets, maintaining water availability, protecting the environment, maintaining financial stability and providing convenient access to goods and services.

What should Oro Valley be known for in the future? Across surveys, the top five characteristics are the same. Residents think it is important that Oro Valley be known **as a low-crime community**, **for its physical beauty (such as desert/mountain views)**, **as a family-friendly community with quality schools** and **as an outdoor and recreational community**. Others indicate that Oro Valley should be known as a center for health and medical research and as a good place to open a business.

There is also across-the-board agreement in terms of **how a “family-friendly community” is defined**. Oro Valley residents describe it as a **low crime or safe community**, with **parks/recreation/swimming pools** and **good schools with good funding** (including general references to education) – along with **family entertainment**, **youth** and/or **multi-age related activities**.

2.0 Public Safety

Key Public Safety Elements – A strong majority of Oro Valley residents (regardless of survey method) think the most important elements of public safety include **school safety, a high visibility police force** (with quick response times and one-on-one interactions with residents) and **crime prevention programs** (such as Neighborhood Watch and Dispose-a-Med). There is also support for **disaster planning/homeland security preparedness**.

3.0 Transportation

Four transportation-related issues elicit significant priority to address, including: improving street maintenance; building more sidewalks and bike lanes; increasing public transportation; and developing alternative routes to Oracle Road. When asked to identify the *highest* priority, **developing alternative routes to Oracle Road** and **improving street maintenance** are named most often.

What is the preferred means for funding the highest priority transportation issues? Increased commercial development, user fees based on consumption and/or issuing municipal bonds are most preferred. There is little support for increasing the sales tax or instituting a Town of Oro Valley personal property tax.

4.0 Parks & Recreation

Oro Valley residents think that **soccer/multi-use fields, baseball/softball fields, a dog park** and/or a **skate park** are top priorities as far as additional recreation amenities and services for the Town. There is also support for providing children’s play equipment, ramadas/picnic tables, a BMX track, tennis courts and basketball courts.

What is the preferred means for funding the most desired recreation amenities? Issuing municipal bonds and user fees (like a park permit) are most preferred – with very low support for increased sales tax or an Oro Valley personal property tax.

5.0 Land Development

The degree of agreement with statements related to land development in Oro Valley is generally consistent among telephone, paper and YourVoiceOV participants. While the following summarize the degree of agreement with these statements – in order of overall percentage of agreement – the balance of respondents did not necessarily disagree. Many indicated a neutral opinion or no response.

- ✓ **Oro Valley should promote energy efficient building construction, green building and renewable energy** (the vast majority agree [66%-88%], and ranks first – regardless of survey method).
- ✓ **As Oro Valley grows, it should consider increasing water rates to promote general water conservation** (33%-46% agree).

- ✓ **Oro Valley should grow by adding new areas to the Town limits** (41%-52% agree).
- ✓ **Oro Valley should emphasize *commercial* growth rather than *residential* growth** (41%-54% agree).
- ✓ **Oro Valley should provide more housing options for residents, including single family homes, apartments, condominiums and townhomes** (More disagree than agree [regardless of method].)

6.0 Economic Development

The highest priority employment opportunities for Oro Valley to develop are the same across survey method: **medical/health care, research/technical parks, educational institutions** and **visitor/tourist attractions**. And one-half or more consider all four a high priority. In lesser numbers, others mention employment opportunities related to light industry/manufacturing and small professional office complexes.

7.0 Communication

The most preferred media to learn important news about the Town of Oro Valley is primarily the ***Explorer***, followed by the northwest edition of the ***Arizona Daily (Sunday) Star***, the **Town of Oro Valley website** and **television news**.

III. Conclusions

While four different survey collection methods were utilized in this Community Survey, when comparing the results, there was a strong degree of correlation. The different survey methods allowed for input from all residents and community members, while the data analysis meant that all opinions were taken into consideration (with the statistically-projectable telephone surveys given the highest priority, followed by the event survey, self-administered online survey and self-administered paper survey based primarily on sample size). The results of this exhaustive survey process clearly represent the opinions and priorities of the community in a consistent, significant manner and can be confidently incorporated in the development of the Town's General Plan Update.



YOUR VOICE OUR FUTURE

Planning Oro Valley Together

TELEPHONE SURVEY
September 2013
Summary of the Findings

Prepared for:



Prepared by:



TOWN OF ORO VALLEY YOUR VOICE, OUR FUTURE PROJECT PHONE SURVEY
September 2013

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TOWN OF ORO VALLEY YOUR VOICE, OUR FUTURE
PROJECT PHONE SURVEY
September 2013

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Copy of Survey Instrument

**TOWN OF ORO VALLEY
YOUR VOICE, OUR FUTURE
PROJECT PHONE SURVEY**

September 2013

**Introduction
and Goals**

This Community Survey, conducted for the Town of Oro Valley, was designed to measure community attitudes and opinions related to the Town's future among its residents. The survey will determine baseline attitudes with respect to the development of the Town of Oro Valley's General Plan update; with a follow-up survey planned to be conducted prior to voter consideration of the General Plan.

Where possible and relevant, results of this study are compared to a General Plan-related survey conducted in March 2002 by WestGroup Research of Phoenix, Arizona.

Four Survey Methods – Based on a survey instrument developed in conjunction with FMR Associates, the Town has sought community opinions in four different ways:

- **Telephone:** a statistically-valid and statistically-projectable survey of adult (18+) Oro Valley residents was conducted in September 2013 by FMR Associates. Sample size is 306.
- **Community Events:** three individual questions selected from the telephone survey instrument were posed to attendees by Town volunteers and staff at more than 60 community events. Those in attendance responded using Post-It Notes to questions written on a large paper flipchart tablet. No demographic data was collected; however, events were targeted to sample youth, families, retirees and other mixed demographic groups. More than 2,600 Post-It Notes were completed by community event attendees.
- **Online:** a self-administered, web-based version of the entire telephone survey was created and linked at the **YourVoiceOV.com** website. Sample size is 212.
- **Paper:** a self-administered paper survey (very similar to the telephone survey) was developed and distributed by the Town at various community events and in the *Explorer* newspaper. Sample size is 104.

This report analyzes the response to the telephone survey conducted in September 2013.

Areas of Investigation – The following areas of investigation were considered the central points for this Community Survey:

1. **Community vision, values and priorities** –
 - What is liked best and least about Oro Valley?
 - What areas of focus should be emphasized?
 - What are the biggest challenges?
 - How is a “family-friendly community” defined?
2. **Public safety** –
 - Most important elements?
3. **Transportation** –
 - How are transportation-related issues prioritized?
4. **Parks & recreation** –
 - How are recreational amenities and services prioritized?
5. **Revenue-raising preferences** –
 - What are the preferred methods of raising funds for generating additional revenue?
6. **Land development** –
 - What are the priorities and areas of emphasis?
7. **Economic development** –
 - What are the priorities and areas of emphasis?
8. **Communication** –
 - What are the preferred ways to get news about the Town of Oro Valley?

Methodology Overview

To accomplish the goals of this study, a random sampling of adult (18 or older) Town of Oro Valley residents was interviewed by telephone during September 2013. **The specific procedures used to select the sample are explained in detail in the Appendix of this report.**

Methodology Benefits and Limitations – The primary benefit of this telephone survey is that its results are statistically valid and projectable to Town of Oro Valley residents. Telephone survey respondents are randomly-selected utilizing a process that allows for equal probability of selection. Qualified respondents in each household were further randomized by the “last birthday” method. There was only one interview conducted

per randomly-selected residence. In addition, survey sampling quotas were set to be reflective to known distributions. As a result, sample composition is reflective of United States Census data for the Town of Oro Valley. Consequently, the sample composition and telephone survey findings are representative and statistically-projectable to all Town residents.

A limitation to the telephone survey methodology is reaching cell phone-only households and those without any telephone service. However, as detailed in the Appendix, there was a plan to reach cell phone-only households.

Respondent Characteristics

The following tables (I-1 to I-5) reflect the characteristics of the final completed sample of 306 adult Oro Valley residents.

In line with the screening quotas (set using 2010 Census data for the Town of Oro Valley), the final sample includes a mix of 46% men and 54% women (Table I-1). The median age is 58.5 years (Table I-2). The sample in 2002 was comprised of a 50/50 mix of men and women, with a median age of 59.4 years.

The 2013 sample includes a mix of newer (for less than five years) (26%) and long-term (10+ year) (44%) Oro Valley residents (Table I-3). The median length of residency is 9.0 years (compared to 6.2 years in 2002).

Fully 96% in the current survey are full-time Oro Valley residents (for 6+ months in a year), with the balance (4%) part-year residents (Table I-4). In 2002, there were a few more part-year residents (8%). A portion of this difference may be attributed to the time of year in which the 2013 survey was conducted (September versus March for the 2002 project).

Significantly, the percentage of residents who work in Oro Valley has nearly doubled (Table I-5) – from 11% in 2002 to 21% presently. The youngest denizens (18 to 34) and 6-to-10 year residents are more likely to work in Oro Valley.

Table I-1

Gender of Respondents

	2002	2013
Men	50%	46%
Women	50%	54%
	N=403	N=306

Table I-2

Age of Respondents

	2002	2013
18 to 44	24%	25%
18 to 24	–	5%
25 to 34	–	8%
35 to 44	–	12%
45 to 64	34%	40%
45 to 54	–	18%
55 to 64	–	22%
65+	39%	36%
	N=403	N=306

Table I-3

Length of Residence in Oro Valley

	2002	2013
Less than 3 years	22%	13%
3-5 years	19%	13%
6-10 years	37%	30%
More than 10 years	21%	44%
	N=403	N=306

Table I-4

Part-Time/Full-Time Resident

	2002	2013
More than 6 months/year	88%	96%
Less than 6 months/year	8%	4%
Don't know/No answer	4%	–
	N=403	N=306

Table I-5

Work in Oro Valley

	2002	2013
Yes	11%	21%
No	86%	78%
Don't know/No answer	3%	1%
	N=403	N=306

Speed of Growth --Significantly fewer residents now think that Oro Valley is growing “too much” (from 47% to 28%). Many more think the town is growing “about right” (from 46% to 63%).

Which areas require additional focus for Oro Valley to become a more complete or livable community?

The most frequently mentioned are: **employment opportunities** (42%), **shopping opportunities** (20%), **festivals/events** (19%), **parks** (18%) and **education choices** (16%).

What are the biggest challenges facing Oro Valley in the next ten years?

Residents are most apt to list: **reducing traffic congestion** on Oracle Road (34%), managing **land development** (29%), maintaining a **low crime rate** (21%), managing **town growth** (19%), increasing **economic opportunities** (18%), maintaining **public streets** (18%) and maintaining **water availability** (17%).

How do residents envision Oro Valley being described in the future?

A majority consider it “very important” that Oro Valley be known as... **a low-crime community** (72%); **for its quality schools** (64%); for its **physical beauty, such as desert or mountain views** (60%); and as a **family-friendly community** (55%).

How do residents describe a “family-friendly community”?

Most often as a “**low crime**” or “**safe**” community (38%); having “**plenty of parks,**” “**public swimming pools**” (32%); and providing “**good schools with good funding**” (19%).

2.0 Public Safety

Importance of Public Safety Elements to Oro Valley Residents – The elements considered “very important” are: **school safety** (65% “very important”); **high visibility police force** with quick response times and one-on-one interactions with residents (55% “very important”); crime **prevention programs** such as Neighborhood Watch and Dispose-a-Med (44% “very important”).

3.0 Transportation

The highest priority issues facing Oro Valley and how to fund them were: **development of alternative routes to Oracle Road** (29% highest priority – with the preferred way to raise revenues being user fees based on consumption [33%] and/or issuing municipal bonds [32%]); improving **street maintenance** (28% highest priority; funded by increased commercial development [38%], user fees based on consumption [24%], or issuing municipal bonds [23%]); **building more sidewalks and bike lanes** (24% highest – funded by increased commercial development [33%] or issuing municipal bonds [32%]); **increasing public transportation** (18% highest – funded by user fees [38%] or increased commercial development [29%]).

4.0 Parks & Recreation

A summary of the “most desired” additional recreation amenities or services in terms of highest priority (and how to pay for them) are: **soccer/multi-use fields** (16% highest priority; funded by issuing municipal bonds [50%]); **baseball/softball fields** (15% highest; funded by issuing municipal bonds [53%]); **dog park** (15% highest; funded by increased commercial development [37%] or user fees like a park use permit [33%]); **skate park** (13% highest; funded by increased commercial development [38%]); **children’s play equipment** (12% highest; funded by issuing municipal bonds [36%]).

5.0 Land Development

One-half of residents “strongly agree” that **Oro Valley should promote energy-efficient building construction, green building and renewable energy**. Should Oro Valley emphasize **commercial growth rather residential growth**? Overall, more residents agree (40%) than disagree (27%). One-half (46%) agree that as Oro Valley grows, it should **consider increasing water rates to promote greater conservation**. Only one-third disagree. More agree (41%) than disagree (32%) that Oro Valley should **grow by adding new areas to the Town limits**. Nearly twice as many disagree (45%) as agree (25%) that Oro Valley should **provide more housing options** for residents including single-family homes, apartments, condominiums and townhomes.

6.0 Economic Development

Employment Opportunity Priority Ratings and Comparisons – A majority say that Oro Valley should place at least some priority on developing three areas of opportunity:

- **Medical/health care** (74% priority – 41% say “high priority” from 47% in 2002.)
- **Research/Technical parks** (64% priority – 38% say a “high priority,” up from 29%)
- **Educational institutions** (64% priority – 33% say a “high priority.”)

Highest Priority Rankings – When asked to select the *highest* priority jobs for Oro Valley to develop, the “top three” include: **Medical/Health care** (37%); **Research/Technical parks** (22%); and **Educational institutions** (14%). In 2002, Medical/Health care and Research were the top two areas, followed by hotels/resorts.

7.0 Communication

When asked how they receive or prefer to learn important news about the Town of Oro Valley, the most mentioned media include: the **Explorer** newspaper (43%); **NW edition of the Arizona Daily (Sunday) Star** (22%); **Town of Oro Valley website** (16%); and **Television news** (13%).

DETAILS OF THE FINDINGS

Community Vision, Values and Priorities

Elements Enjoyed Most About Living in Oro Valley – When asked to describe what they “most value about living in Oro Valley,” residents most often say it relates to the following community attributes:

- **Safety** (nearly doubling from 16% in 2002 to 28% now), including references to “the overall security of the community,” Oro Valley being a “safe environment” or having “a low crime rate.” Significantly, this perception of safety is similar regardless of gender or age – and highest among newer Oro Valley residents.
- **Scenery and beauty** (down somewhat from 25% to 20%). Residents appreciate the “beautiful views,” with specific mentions of the “mountain views,” “flora and fauna,” “desert space” and “wildlife.” Residents 35 to 44 are especially apt to appreciate Oro Valley’s physical beauty.
- **Community/Upscale community** (up from just 6% in 2002 to 16% now). Residents value the “community spirit,” “feeling of community” or “the sense of community” in Oro Valley – along with others who describe it as being “an upscale community.” These tend to be men and the youngest residents (18 to 34 year-olds), with fewer differences based on length of residency.)
- **Quiet, delightful, laid back, peaceful** (up from 10% to 15%). Men and 18 to 34 year-old residents are especially apt to appreciate that Oro Valley is “quiet” and has a “laid-back lifestyle.”
- **Rural setting** (from 18% to 12%) – while more residents appreciate the “wide-open” spaces in Oro Valley (from 6% to 8%), there are fewer specific references to it having a “small town rural feeling” (from 7% to 2%). Still, others specifically reference describe Oro Valley as “uncrowded” and/or “non-city living.”

In lesser numbers, there are positive mentions of the “friendly neighbors” (8%, up from 6% in 2002), “the climate” (unchanged at 6%), general “cleanliness” of the community (unchanged at 6%), its “location” (6%, up slightly from 5%) and/or quality of the schools (5%, up from 3%). More generally, other residents say that Oro Valley is “a nice place” to live (5%) – with a high “quality of life” (4%).

Refer to Table 1 – as well as pages V1 to V8 in the Verbatims section of the Appendix – for a listing of reasons why residents enjoy living in Oro Valley.

**Table 1-1 Elements Enjoyed Most About Living in Oro Valley
(Top 11 Mentions)**

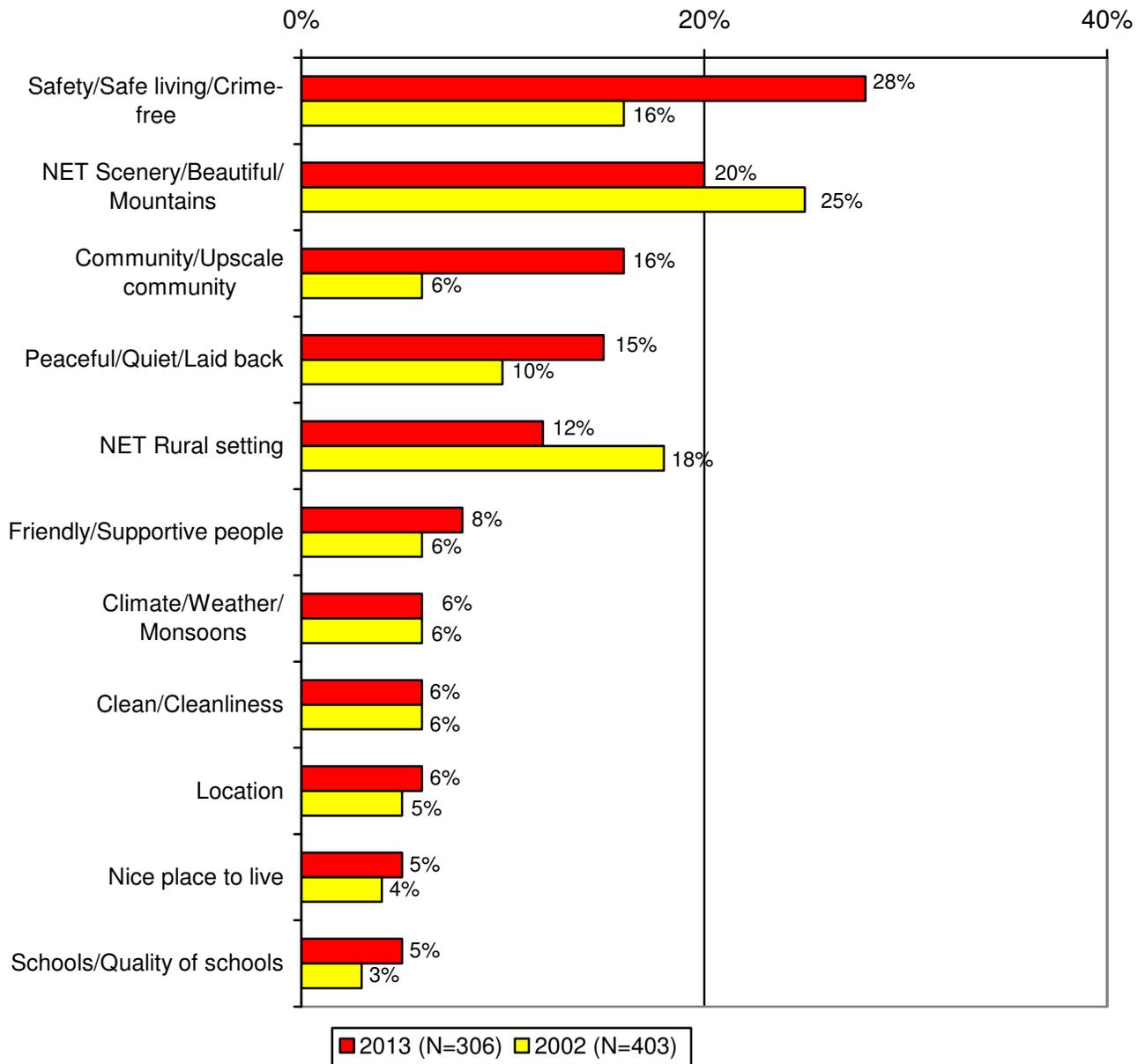


Table 1-2 Elements Enjoyed Most About Living in Oro Valley
(See Verbatims in the Appendix V1-V8)

	2002	2013
Safety/Safe living/Crime-free	16%	28%
NET Scenery/Beautiful/Mountains	25%	20%
Beautiful/Mountains/Wildlife/Nature	15%	19%
Landscape	10%	1%
Community/Upscale community	6%	16%
Peaceful/Quiet/Laid back	10%	15%
NET Rural setting	18%	12%
Wide-open spaces/Nice area	6%	8%
Small town feeling	7%	2%
Not congested/Not city living	–	2%
Friendly/Supportive people	6%	8%
Climate/Weather/Monsoons	6%	6%
Clean/Cleanliness	6%	6%
Location	5%	6%
Nice place to live	4%	5%
Schools/Quality of schools	3%	5%
Lifestyle/quality of life	1%	4%
Parks/Recreation	1%	4%
Access to shopping/dining	–	4%
Good roads/Roads maintained	–	3%
Convenience	4%	3%
Police Department	6%	2%
Hiking/Walking/Biking paths	1%	2%
Budget/Cost of living	–	2%
Atmosphere/Environment	–	2%
Family-oriented	–	2%
Public art	–	2%
Good government/Well-managed town	1%	2%
Good reputation	–	1%
Availability of service	–	1%
Ease of getting around	1%	1%
Family lives here	–	1%
Sun City-type living/Retirement/Senior community	–	1%
Other	7%	5%
Don't know/Not sure/Nothing	5%	3%
	N=403	N=306

Question: Please complete the following sentence in three or four words: The things I most value about living in Oro Valley are...

Elements Enjoyed Least About Living in Oro Valley – Up from one of four in 2002, three of ten in the current study indicate there is “nothing” they dislike about living in Oro Valley. These tend to be the oldest residents (65+) and those who have lived in Oro Valley for 6-10 years.

Relative to 2002, significantly fewer residents complain about **traffic** (“traffic getting heavy,” “stop lights”) (from 20% to 6%) and/or **rapid growth** (“getting too congested,” “too built up in the area too fast,” “there are too many apartments” or “commercial development”) (from 18% to 7%).

Among the rest, and compared to the 2002 survey, more are concerned with issues related to **distance and lack of services** (from 13% to 19%). Representative comments include: “long ride to get in to Tucson,” “distance to the airport,” “distance from the Interstate,” “a lack of services, stores and amenities,” “a lack of restaurants,” “doesn’t have a real downtown,” “there’s no central location to meet people,” “lack of businesses” and/or “everything closes very early.”

In lesser numbers, other residents mention the **police** (“too many police,” “how the police overreact”) (6%, up from 4% in 2002), **weather** (“the heat”) (5%, up from 2%), **taxes** (“sales tax is high,” “I least value the taxes”) (5%, up from 1%) and the **dust from construction** (4%).

Turn to pages V9 to V14 in the Appendix for a listing of reasons of what residents least value about living in Oro Valley.

**Table 2-1 Elements Enjoyed Least About Living in Oro Valley
(Top 9 Mentions)**

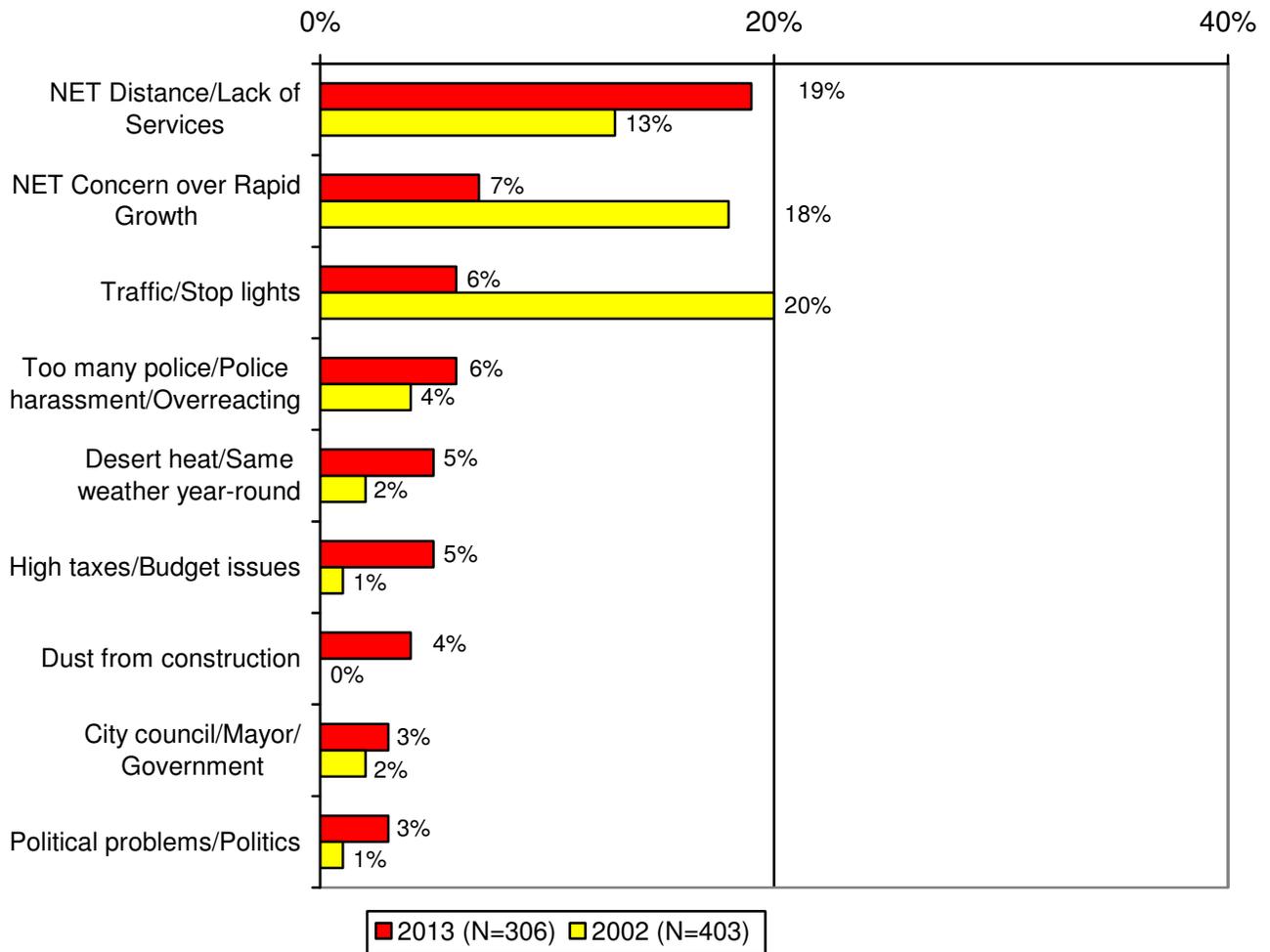


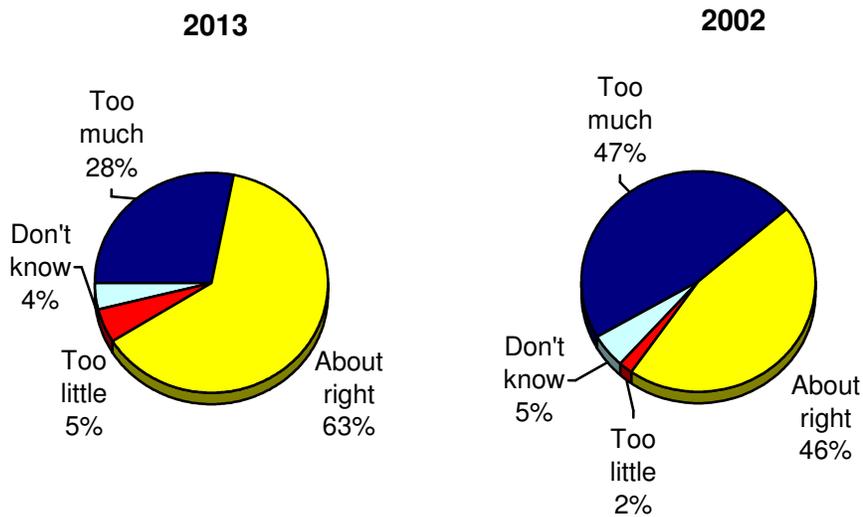
Table 2-2 Elements Enjoyed Least About Living in Oro Valley
(See Verbatims in the Appendix V9-V14)

	2002	2013
NET Distance/Lack of Services	13%	19%
Too far out/Distance to places	7%	5%
Lack of services/Stores/Amenities/Commerce	2%	3%
Not enough restaurants	2%	3%
No downtown/Central location/Lack of entertainment	2%	2%
Not enough businesses	–	2%
Distance to Tucson	–	1%
Remoteness	–	1%
Distance from interstate	–	1%
Things close too early	–	1%
NET Concern over Rapid Growth	18%	7%
Getting congested/Crowded	12%	5%
Too many apartments	–	1%
Commercial growth	6%	1%
Traffic/Stop lights	20%	6%
Too many police/Police harassment/Overreacting	4%	6%
Desert heat/Same weather year-round	2%	5%
High sales taxes/Budget issues	1%	5%
Dust from construction	–	4%
City council/Mayor/Government	2%	3%
Political problems/Politics	1%	3%
Too restricted/Regulated	–	2%
Lack of youth activities	–	2%
Snobbish neighbors/Snobbishness	–	2%
Poor road conditions	–	2%
Not business-friendly/Hard for new business establishment	–	2%
HOA	–	1%
Safety/Crime	–	1%
Schools/Not enough school support	–	1%
Expensive/High priced	–	1%
Family not here/Kids too far away	–	1%
Conservatives	–	1%
Snowbirds/People from other countries	–	1%
Yard size	–	1%
No senior center	–	1%
Hunting/Fishing	–	1%
Slow getting things done/Completed	–	1%
Lack of diversity	–	1%
Other	9%	7%
Nothing/None/No opinion/No complaints	24%	30%
	N=403	N=306

Question: Again, please complete the following sentence in three or four words: The things I least value about living in Oro Valley are...

Perceived Speed of Oro Valley’s Growth – Compared to 2002, significantly fewer residents think that Oro Valley is growing “too much” (from 47% to 28%). Instead, many more perceive that the town is growing “about right” (from 46% to 63%). As found in 2002, few residents consider there to be “too little growth” (5%). The perception of “about right” growth is generally consistent regardless of length of residency, and highest among women and 18 to 34 year-olds. Meanwhile, men, 35 to 64 year-olds and 10+ year residents are somewhat more apt to think the town is growing “too much” (although the largest share of each sub-group perceive growth to be “about right”).

Table 3 Perceived Speed of Oro Valley’s Growth



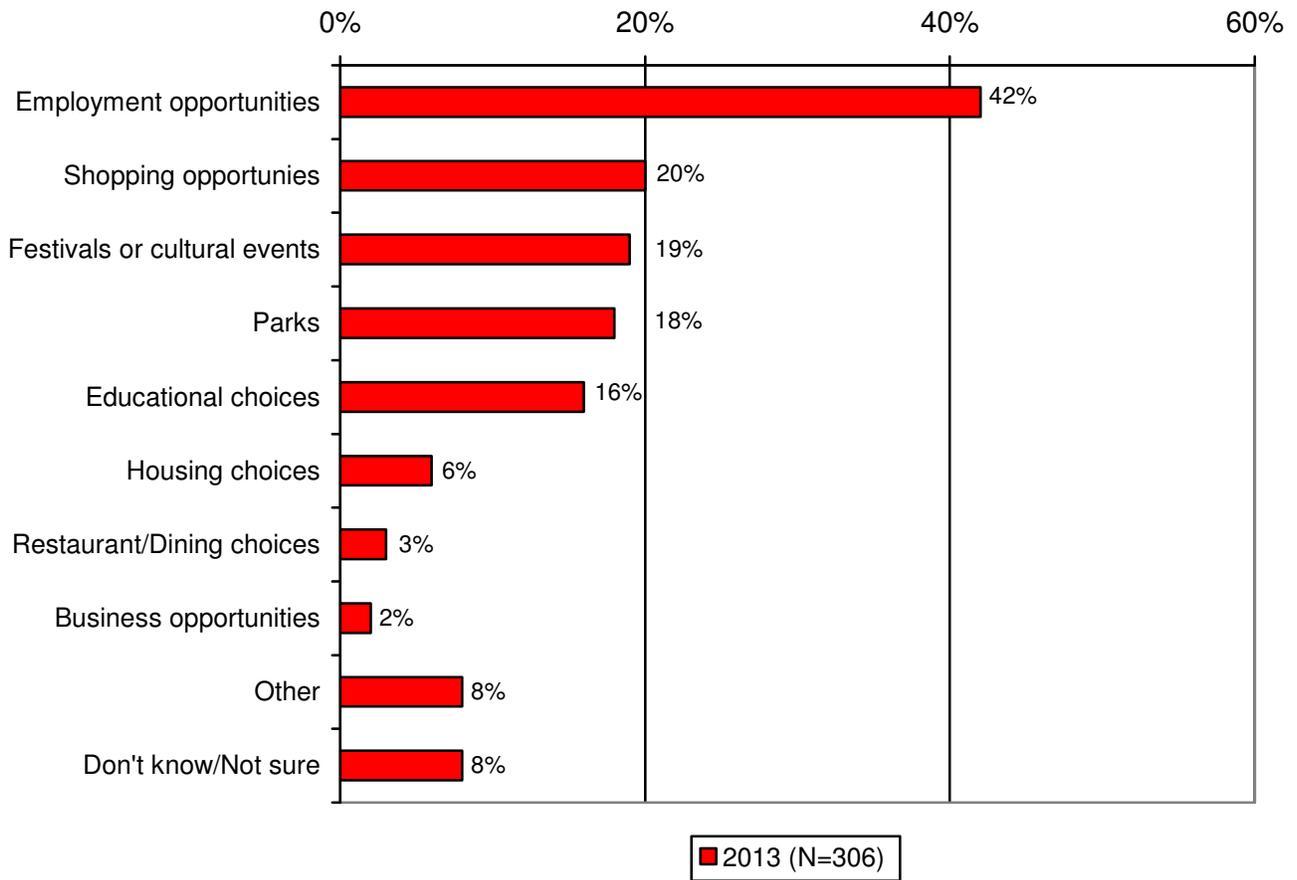
Question: In terms of Oro Valley’s growth, do you think the town is growing...

Items That Require Additional Focus for Oro Valley to Become a More Complete or Livable Community – As it becomes more self-sufficient, the following are the top areas of additional focus for Oro Valley to become a more complete or livable community:

- **Employment opportunities** (42%) (This area of focus is especially important among men, 35 to 44 year-olds and newer Oro Valley residents – with no difference based on current location of employment [Oro Valley or elsewhere].)
- **Shopping opportunities** (20%) (Higher priority to women [25% versus 14% of men] and 35 to 44 year-olds.)
- **Festivals or cultural events** (19%) (Few differences with respect to length of residency and among those 18 to 64. Of increased importance to women [22%] as compared to men [15%.])
- **Parks** (18%) (Important to both men and women, and highest among 18 to 34 or 45 to 54 year-old residents.)
- **Education choices** (16%) (Women and 18 to 34 year-olds place a higher degree of focus on this area of emphasis.)

Fewer residents indicate that **housing choices** (6%) or **restaurant/dining choices** (3%) require additional focus for Oro Valley to become a more complete or livable community.

Table 4 Items That Require Additional Focus for Oro Valley to Become a More Complete or Livable Community



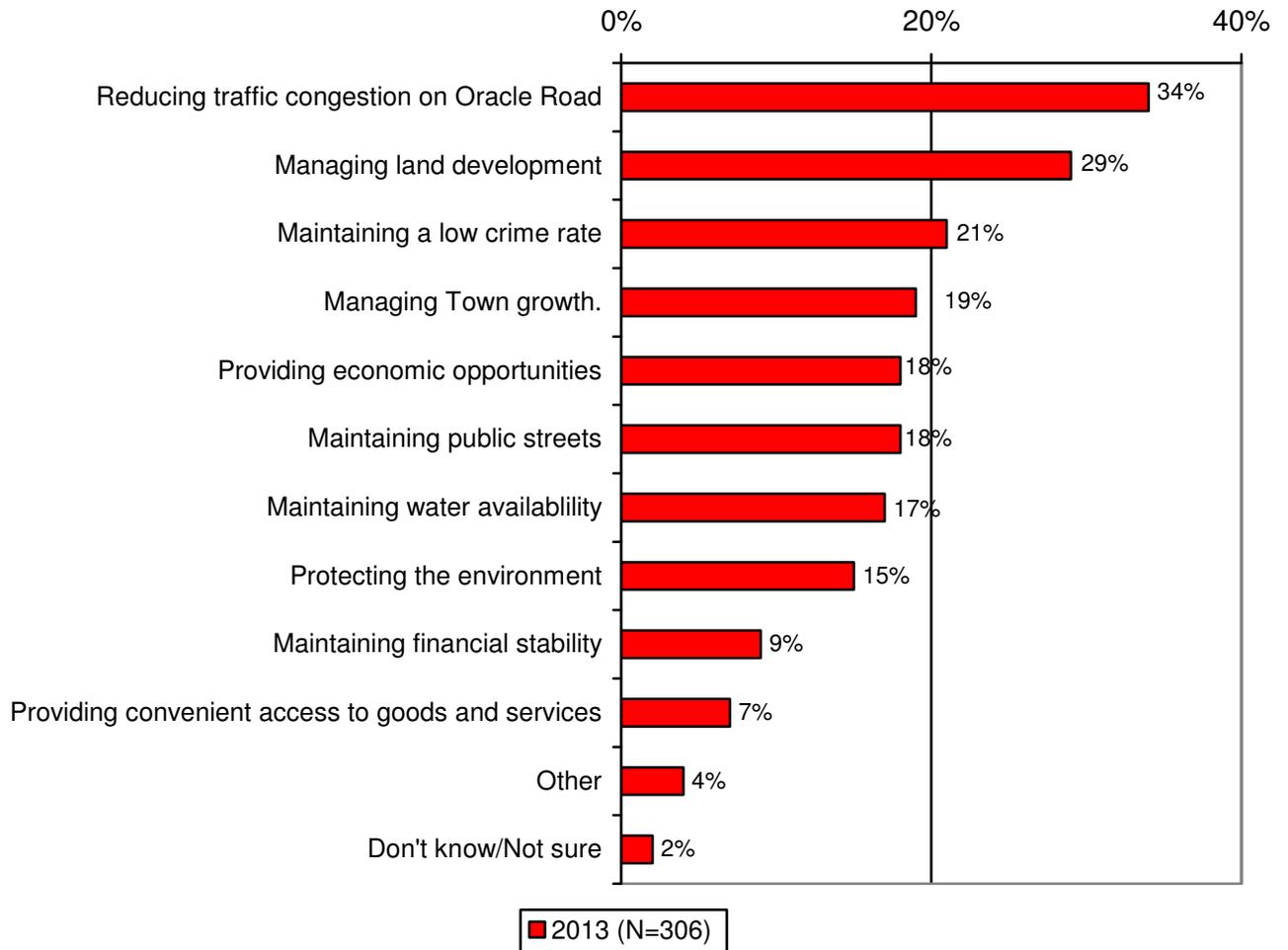
Question: Oro Valley is becoming a more self-sufficient community with increased opportunities to live, work, shop, learn and recreate. In your opinion, which of the following require additional focus for Oro Valley to become a more complete or livable community?

Biggest Challenge Facing Oro Valley in the Next Ten Years – According to residents, the two “biggest challenges facing Oro Valley in the next ten years” include:

- **Reducing traffic congestion on Oracle Road** (34%) (This issue is identified regardless of gender, age or length of residency – and most often by residents who work in Oro Valley or perceive that it is growing “too much.”)
- **Managing land development** (29%) (Land development is considered to be a greater challenge for Oro Valley among women and residents who perceive “too much” growth.)

Other residents identify these “big challenges” for Oro Valley in the next ten years: **maintaining a low crime rate** (21%), **managing Town growth** (19%), **providing economic opportunities** (18%), **maintaining public streets** (18%), **maintaining water availability** (17%) and **protecting the environment** (15%). Women and older residents (55+) are more likely to consider maintaining a low crime rate to be a big challenge.

Table 5 Biggest Challenges Facing Oro Valley In the Next Ten Years



Question: In your opinion, which of the following represent the biggest challenges facing Oro Valley in the next ten years?

Importance of Various Qualities That Might Describe Oro Valley's Future – In the future, a majority of residents say it is “very important” (a “5” on a “1-to-5” scale) to them that Oro Valley be known:

- **As a low-crime community** (72% “very important,” 90% important to some degree [4.5 average score on the “1-to-5” scale]. Women and 55 to 64 year-olds indicate the highest importance.)
- **For its physical beauty, such as desert or mountain views** (60% “very important,” 86% important to some degree [4.4 average score]. More highly important to women, 35 to 44 year-olds, 6-to-10 year residents and those who think that Oro Valley is growing “too much.”)
- **As a family-friendly community** (55% “very important,” 84% important to some degree [4.3 average score]. Of increased strong importance to women, 18 to 34 year-olds, residents for ten or fewer years and those who work in Oro Valley.)
- **For its quality schools** (64% “very important,” 82% important to some degree [4.4 average score]. Once again, women are especially apt to consider this descriptor as “very important” – as do 18 to 34 year-olds and residents for ten or fewer years.)

While still important to some degree, it is less highly important that Oro Valley be known as: **an outdoor and recreational community** (71% important/39% “very important,” 4.0 average score); **a center for health and medical research** (68% important/37% “very important,” 3.9 average score); or **a good place to open a business** (63% important/33% “very important,” 3.7 average score).

Less than one-half of residents think it is important for Oro Valley to be known **for its arts and culture** (48% important/22% “very important,” 3.5 average score).

Table 6-1 Importance of Various Qualities That Might Describe Oro Valley's Future

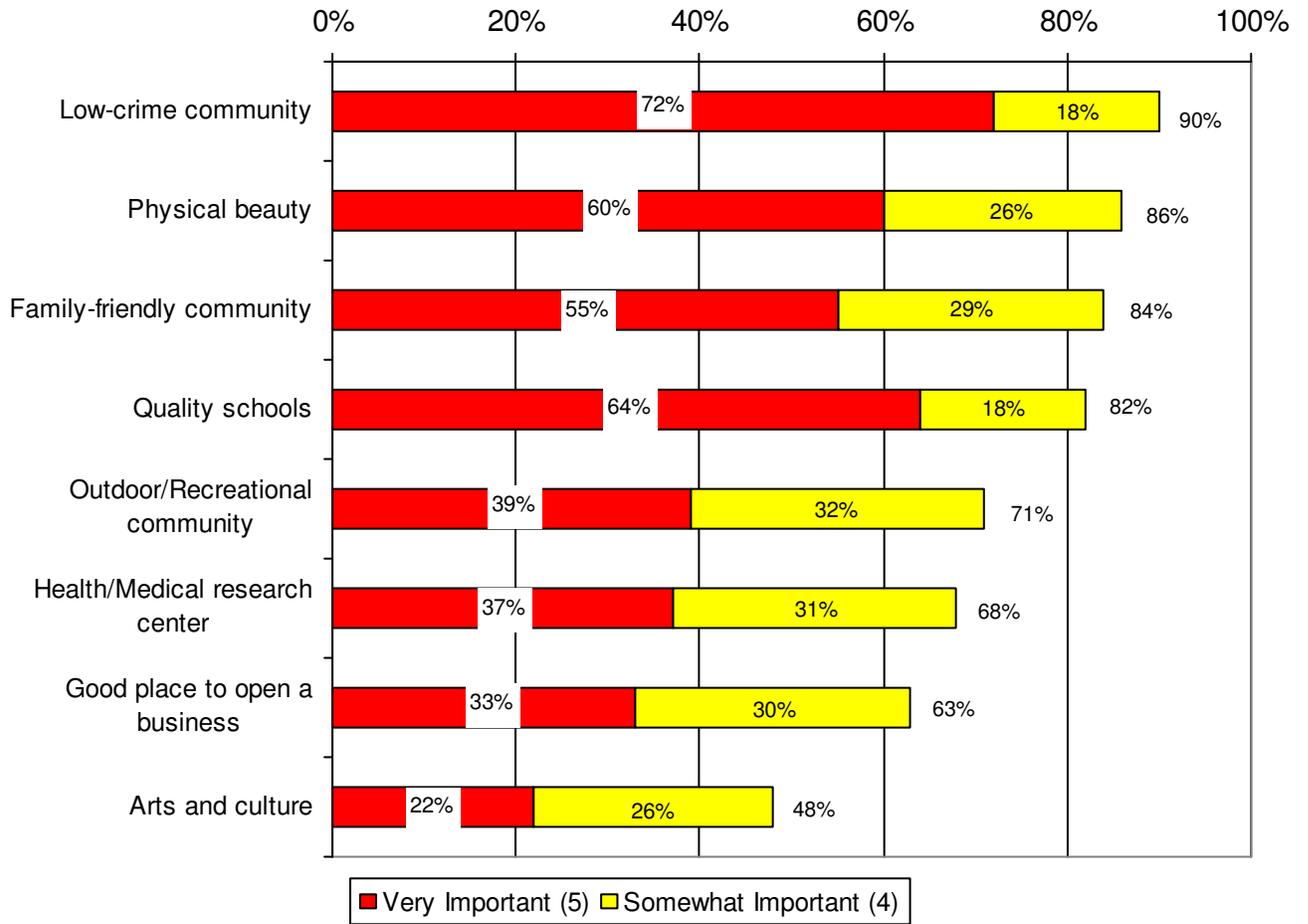


Table 6-2

**Importance of Various Qualities that
Might Describe Oro Valley’s Future**

(N=306)	Very Important (5)	Somewhat Important (4)	Neither Important Nor Unimportant (3)	Not Very Important (2)	Not At All Important (1)	Average Score on 1-5 Scale
As a <i>low-crime</i> community	72%	18%	6%	2%	3%	4.5
For its <i>quality schools</i>	64%	18%	12%	4%	2%	4.4
For its <i>physical beauty</i> , such as desert or mountain views	60%	26%	11%	1%	1%	4.4
As a <i>family-friendly</i> community	55%	29%	11%	2%	2%	4.3
As an <i>outdoor and recreational</i> community	39%	32%	23%	3%	4%	4.0
As a center for <i>health and medical research</i>	37%	31%	21%	8%	4%	3.9
As a good place to <i>open a business</i>	33%	30%	21%	9%	7%	3.7
For its <i>arts and culture</i>	22%	26%	38%	6%	8%	3.5

Question: I am now going to read you some qualities that might be used to describe Oro Valley in the future. Rate the importance of each on a “1-to-5” scale, where a “5” is “very important” and “1” is “not at all important.” You can give me any number between “1” and “5.” In the future, how important is it to you that Oro Valley be known...

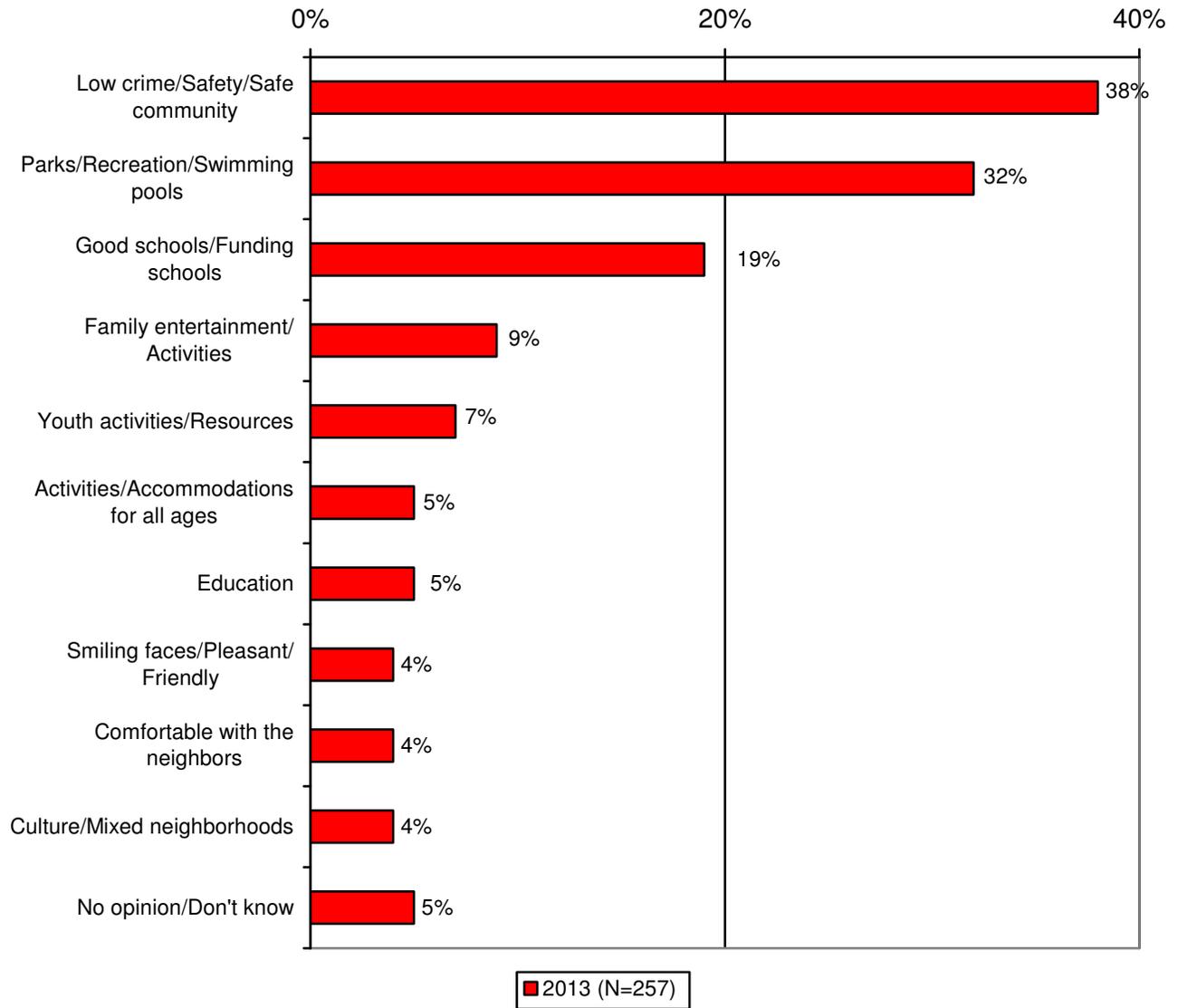
Description of a “Family-Friendly Community” – Among residents who think it is important for Oro Valley to be characterized in the future as a “family-friendly community” (84% of the total sample), the description of what this means is quite clear:

- **A “low crime” or “safe” community** (38%). These tend to be men, 18 to 34 year-olds and 6-to-10 year Oro Valley residents.
- **“Plenty of recreational parks,” “parks & recreation,” “public swimming pools”** (32%). Identified by both men and women, particularly those 45 to 54. Relatedly, 7% mention **“activities and services for children.”**
- **“Good schools with good funding”** (19%). Again, male and female residents are equally apt to think this helps describe the qualities of a “family-friendly community.”

In lesser numbers, some add that a “family-friendly community” includes **family-centered activities** (“a community that has many events for families to participate in together”) (9%) and/or **“activities for people of all ages in multiple locations”** (5%).

For a verbatim listings of a “family-friendly community,” refer to pages V15 to V21 in the Appendix.

Table 6a Description of a “Family-Friendly Community”
 (Among Those Who Indicate “Family-Friendly Community” Is Important)
 (See Verbatims in the Appendix V15-V21)



Question: In a few words, how would you describe a “family-friendly community”?

Public Safety

Importance of Various Public Safety Elements – A majority of residents indicate that the following are “very important” (a “5” on the “1-to-5” rating scale) with respect to public safety:

- **School safety** (65% “very important,” 85% important to some degree [4.5 average score on the “1-to-5” scale]. Highly important regardless of sub-group, including fully 85% of 18 to 34 year-olds.)
- **A high visibility police force with quick response times and one-on-one interactions with residents** (55% “very important,” 78% important to some degree [4.2 average score on the “1-to-5” scale]. Women, those 55+ and 6-to-10 year residents are especially apt to consider a high visibility police force “very important.”)

Two-thirds of residents think that **crime prevention programs such as Neighborhood Watch and Dispose-a-Med** are important to some degree, including 44% who indicate a high degree of importance (4.0 average score). Crime prevention programs are of increased importance to older residents (55+) and those who have lived in Oro Valley for 6-10 years.

A slight majority (51%) consider **disaster planning and homeland security preparedness** important to some extent. While one of four attach a high degree of importance (more often women and 18 to 34 year-olds), 17% say such planning is not important (3.5 average score).

Table 7-1 Importance of Various Public Safety Elements

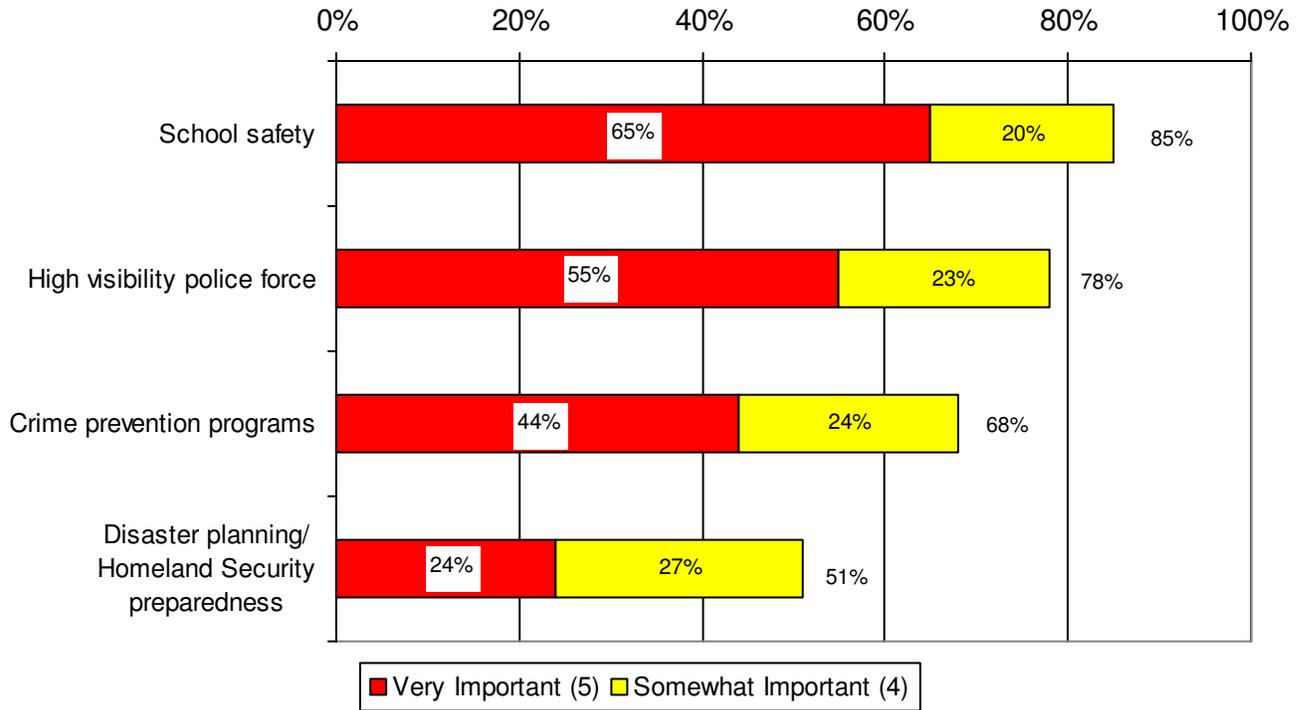


Table 7-2 Importance of Various Public Safety Elements

	Very Important (5)	Somewhat Important (4)	Neither Important Nor Unimportant (3)	Not Very Important (2)	Not At All Important (1)	Average Score on 1-5 Scale
(N=306)						
School safety	65%	20%	13%	0%	2%	4.5
A high visibility police force with quick response times and one-on-one interactions with residents	55%	23%	15%	4%	3%	4.2
Crime prevention programs such as Neighborhood Watch and Dispose-a-Med	44%	24%	24%	2%	6%	4.0
Disaster planning and homeland security preparedness	24%	27%	32%	11%	6%	3.5

Question: I am now going to read you some items related to public safety in Oro Valley. Rate each on a “1-to-5” scale, where “5” means the item is “very important” for the Town to provide its residents and “1” means “not at all important.” You can give me any number between “1” and “5.”

Transportation

Priority of Various Actions to Address Transportation-Related Issues – In terms of transportation, most residents think that Oro Valley should place at least some degree of priority on the following:

- **Improving street maintenance** (60% priority [25% high priority] versus 10% not a priority, 3.7 average score. These findings are generally consistent regardless of sub-group [somewhat lower only among 35 to 44 year-olds].)
- **Building more sidewalks and bike lanes** (56% priority [31% high priority] versus 17% not a priority, 3.6 average score. Of increased priority to 18 to 34 or 45 to 54 year-olds, citizens who work in Oro Valley and residents for ten years or less.)

Less than one-half overall place increased priority on these two transportation-related issues:

- **Increasing public transportation** (48% priority [24% high priority] versus 19% not a priority, 3.4 average score. Women, 55 to 64 year-olds and newer Oro Valley residents [for less than five years] indicate a higher degree of priority.)
- **Developing alternative routes to Oracle Road** (43% priority [21% high priority] versus 22% not a priority, 3.3 average score. More of a priority to residents 55 or older.)

Table 8-1 Priority of Various Actions to Address Transportation-Related Issues

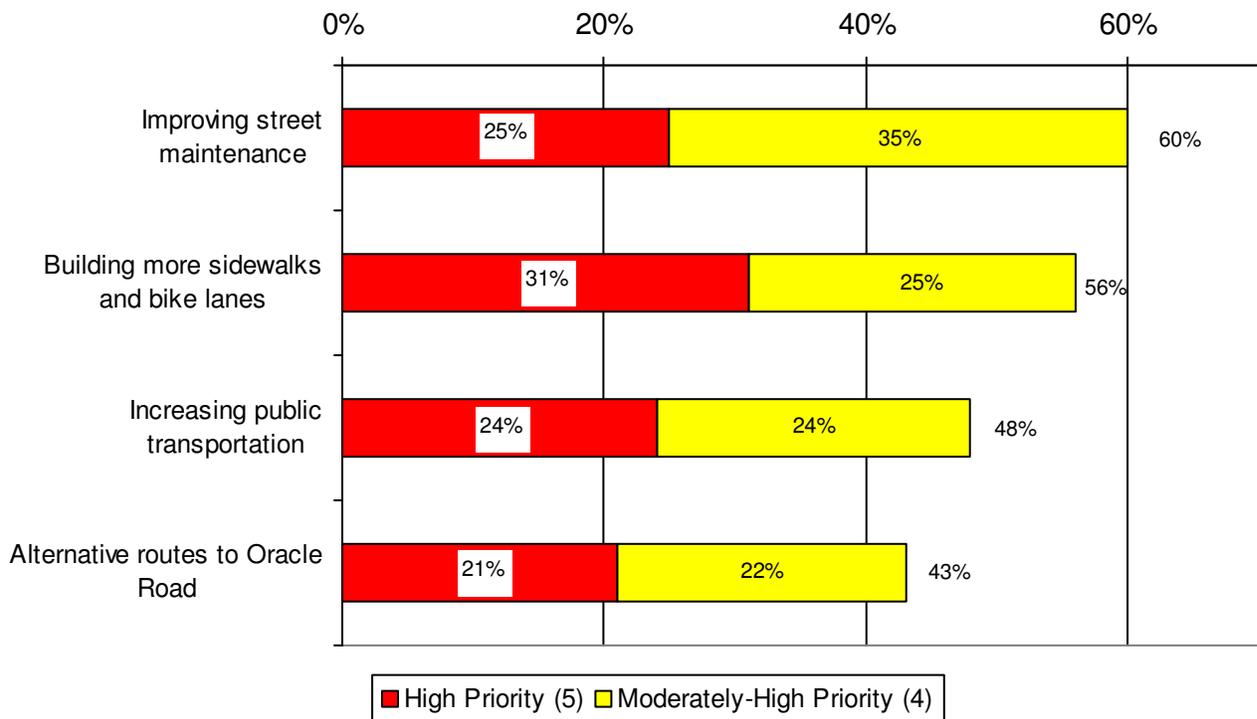


Table 8-2 Priority of Various Actions to Address Transportation-Related Issues

	High Priority (5)	Moderately-High Priority (4)	Moderate Priority (3)	Minimal Priority (2)	Not A Priority (1)	Average Score on 1-5 Scale
(N=306)						
Improving street maintenance.	25%	35%	31%	4%	6%	3.7
Building more sidewalks and bike lanes.	31%	25%	28%	9%	8%	3.6
Increasing public transportation.	24%	24%	33%	10%	9%	3.4
Developing alternative routes to Oracle Road	21%	22%	36%	6%	16%	3.3

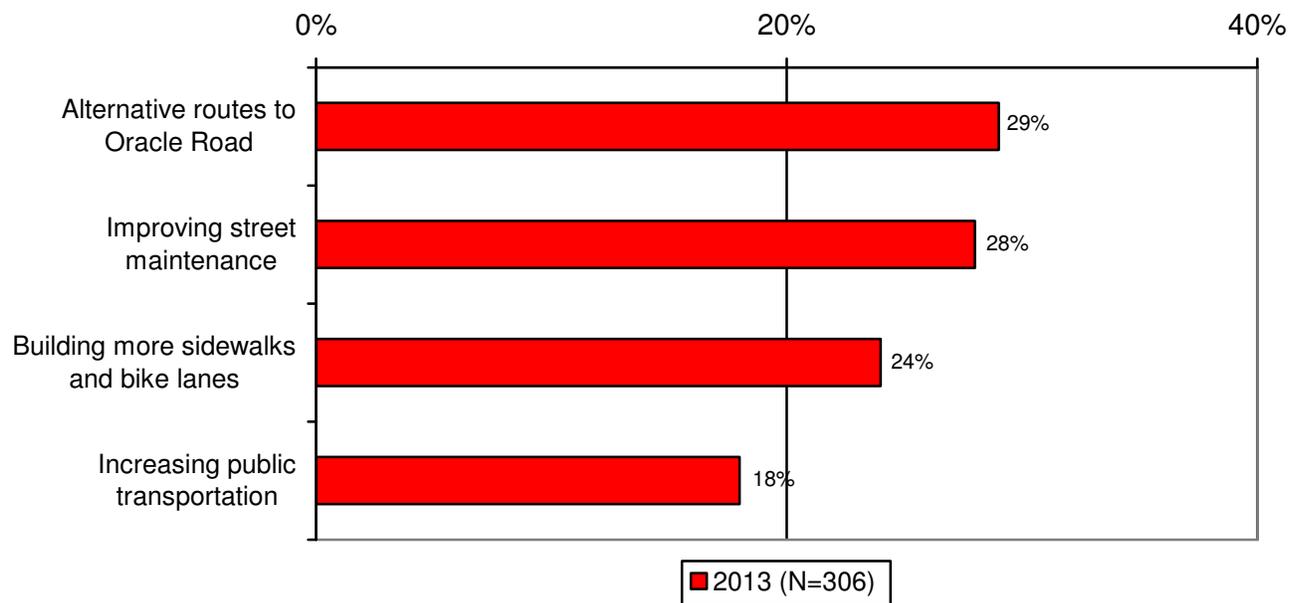
Question: Next I am going to read you a list of statements regarding actions the Town of Oro Valley could take to address transportation-related issues. After each, tell me how high a priority it is to you on a “1-to-5” scale – where “5” means “high priority” and “1” means “not a priority.” A “3” represents a “moderate priority.” You can give me any number between “1” and “5.” What degree of priority do you feel Oro Valley should place on...

Highest Priority Action to Address Transportation-Related Issues – When asked to choose the highest priority to address transportation-related issues, three actions receive similar mention:

- **Development of alternative routes to Oracle Road** (29%) (These tend to be women, 55 to 64 year-olds and 6-to-10 year residents.)
- **Improving street maintenance** (28%) (Men and new [for less than five years] residents are most apt to consider this to be the “top” priority.)
- **Building more sidewalks and bike lanes** (24%) (Most highly important to 18 to 34 year-old residents.)

Overall, fewer select **increasing public transportation** to be the highest transportation-related priority (18%).

Table 8a **Highest Priority Action to Address Transportation-Related Issues**



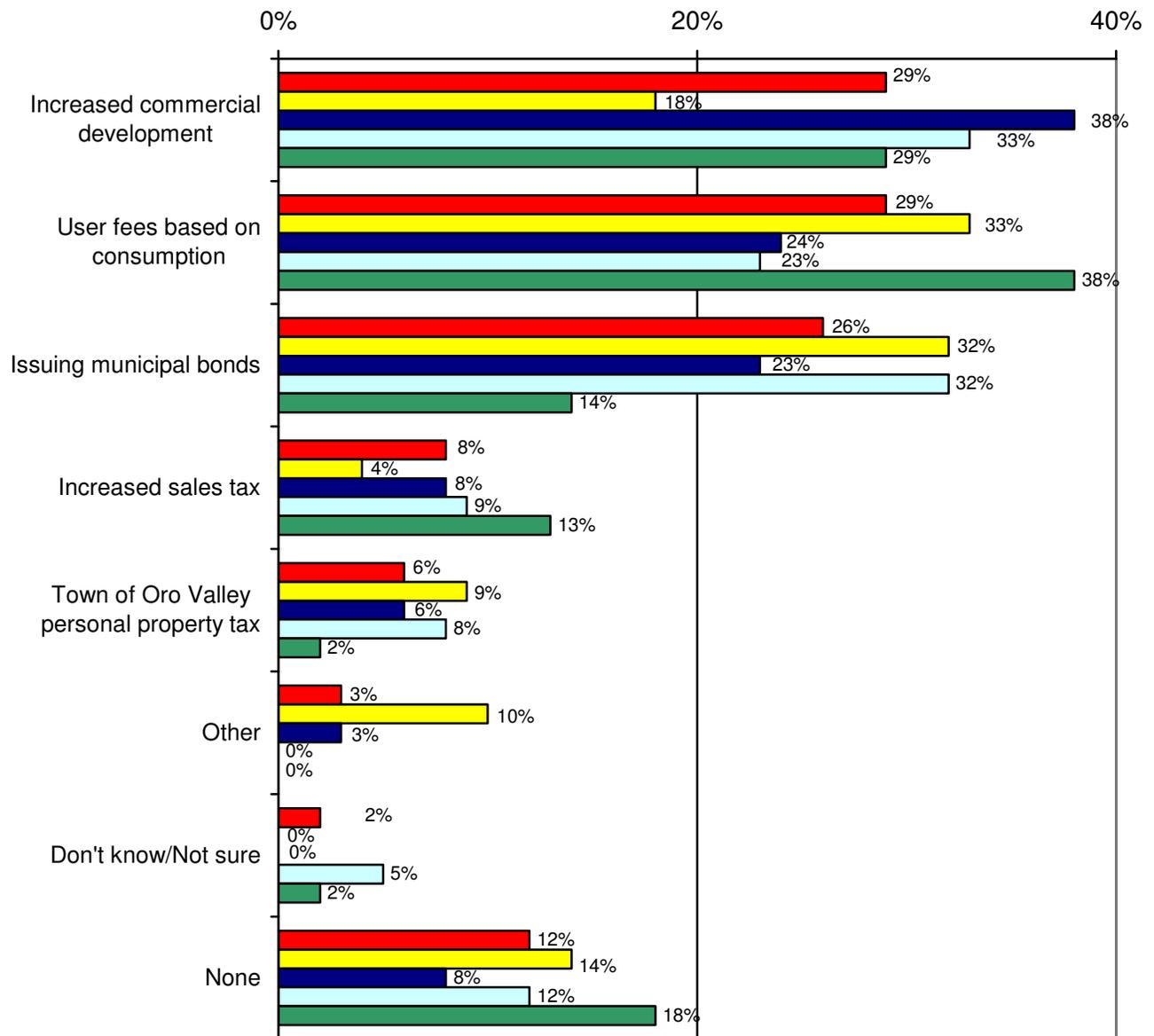
Question: Which of these two (three) actions do you consider to be the highest priority? That is, between _____ compared to _____?

Most Supported Means to Generate Additional Revenue for Most Important Transportation-Related Issue – For the highest priority transportation-related issues (from Table 8a), the following is a summary of the most supported means to fund each:

- **Development of alternative routes to Oracle Road** (29% highest priority [from Table 8a]. Most supported means to raise revenues to fund: user fees based on consumption [33%], issuing municipal bonds [32%], increased commercial development [18%.])
- **Improving street maintenance** (28% highest priority [from Table 8a]. Most supported means to raise revenues to fund: increased commercial development [38%], user fees based on consumption [24%], issuing municipal bonds [23%.])
- **Building more sidewalks and bike lanes** (24% highest priority [from Table 8a]. Most supported means to raise revenues to fund: increased commercial development [33%], issuing municipal bonds [32%], user fees based on consumption [23%.])
- **Increasing public transportation** (18% highest priority [from Table 8a]. Most supported means to raise revenues to fund: user fees based on consumption [38%], increased commercial development [29%.])

Overall, it is clear that increased commercial development (29%), user fees based on consumption (29%) and issuing municipal bonds (26%) are the most supported means to generate additional revenue from residents to fund transportation-related improvements. There is less support for increased sales tax (8%) or an Oro Valley personal property tax (6%). Meanwhile, 12% support “none” of the revenue raising options evaluated – most often those who consider increased public transportation to be the highest priority (18%).

Table 8b Most Supported Means to Generate Additional Revenue for Most Important Transportation-Related Issues



■ 2013 (N=306)
 ■ Oracle Road alternatives (N=89)
 ■ Street maintenance (N=87)
■ Sidewalks/Bike lanes (N=75)
 ■ Public transportation (N=55)

Question: In order to fund the transportation issue you consider most important, the Town of Oro Valley would need to raise revenues from residents – to supplement existing taxes and fees. Which of the following would you be most supportive of as way to generate additional revenue?

Parks & Recreation

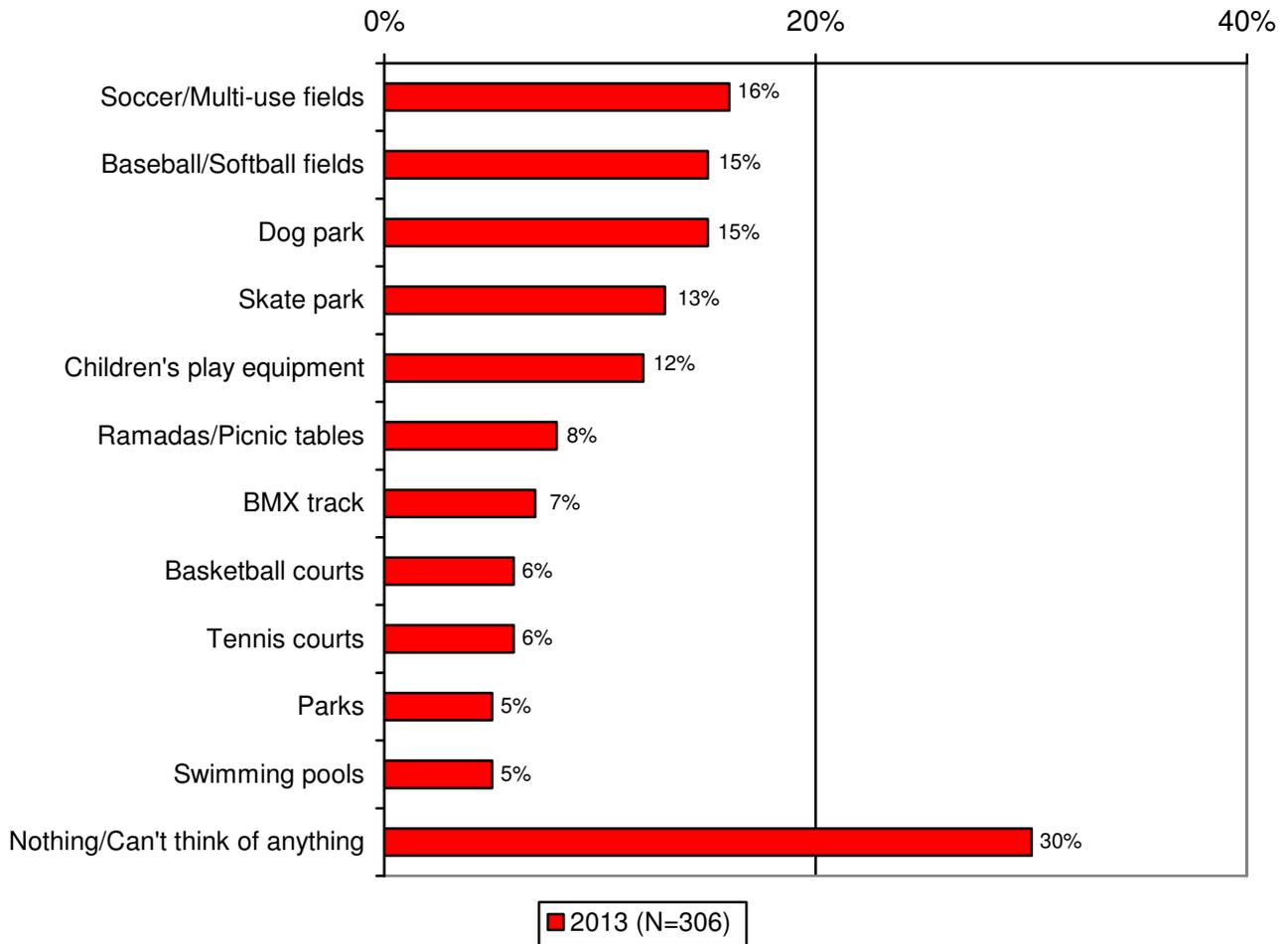
Additional Recreation Amenities or Services That Oro Valley Should Provide – In addition to Oro Valley’s current offerings (and allowing for multiple mentions), residents say that the following recreational amenities or services should be provided:

- **Soccer/Multi-use fields** (16%) (These tend to be 35 to 44 year-olds and 6-to-10 year residents.)
- **Baseball/Softball fields** (15%) (Residents 35 to 44 or 55+ and 6-to-10 year residents indicate the most interest.)
- **Dog park** (15%) (The newest Oro Valley residents [for less than five years] are most to express interest in a dog park.)
- **Skate park** (13%) (Women and 18 to 34 year-olds are most interested – with few differences based on length of residence.)
- **Children’s play equipment** (12%) (These are more likely to be women and 6-to-10 year residents.)

In lesser numbers, other residents would like the following amenities provided: **ramadas/picnic tables** (8%), **BMX track** (7%), **basketball courts** (6%), **tennis courts** (6%), **parks** (5%) and/or **swimming pools** (5%).

Overall, three of ten were unable to think of any additional amenities or services – more often men and the oldest (65+) residents.

Table 9 Additional Recreation Amenities or Services That Oro Valley Should Provide



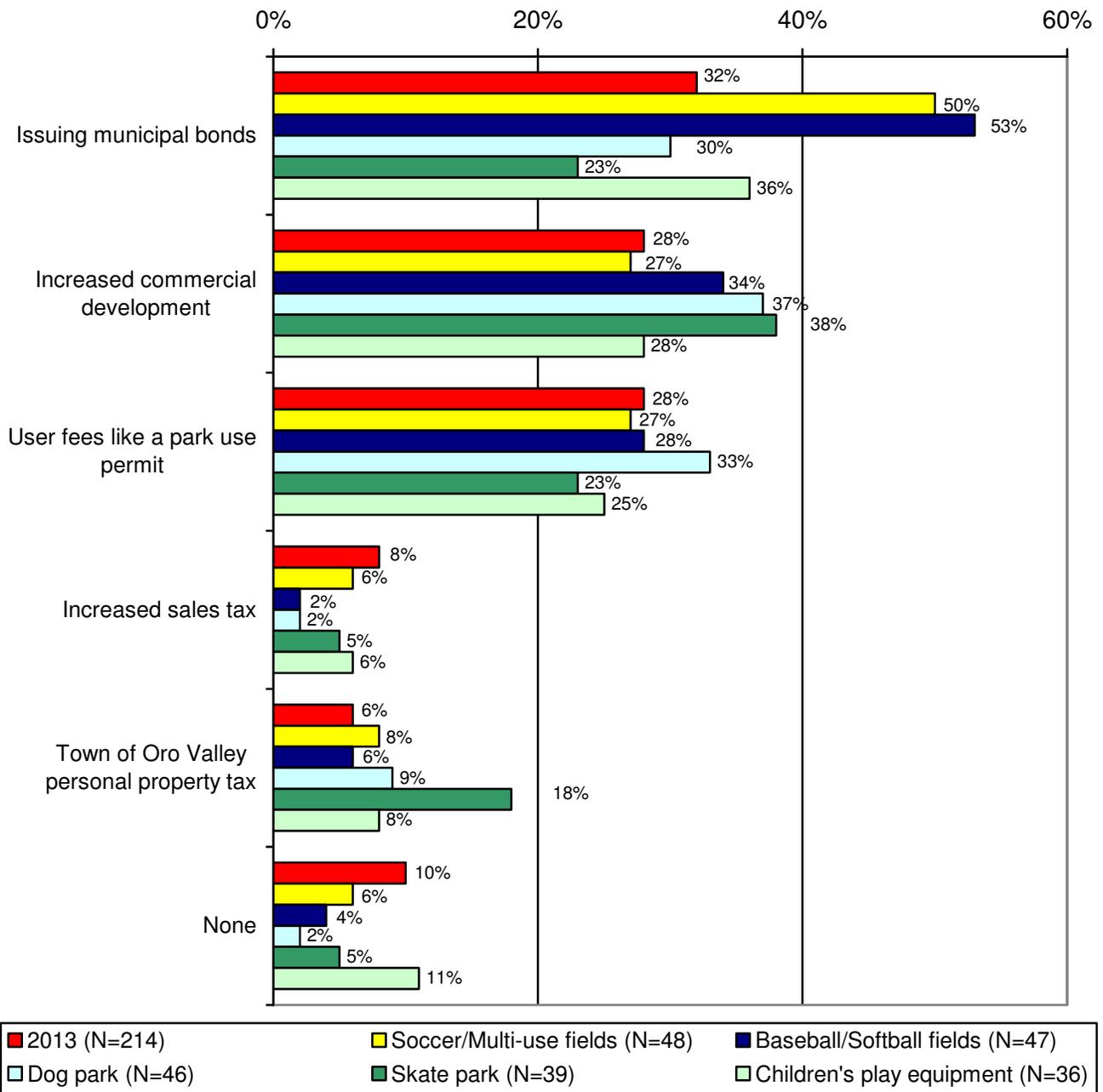
Question: Presently, the Town has two developed public parks, an aquatic center and several miles of multiuse trails. In your opinion, what additional recreational amenities or services should be provided?

Most Supported Means to Generate Revenue to Pay for Additional Recreation Amenities or Services – For the “most desired” additional recreation amenities or services (from Table 9), the following is a summary of the most supported methods to pay for each:

- **Soccer/Multi-use fields** (16% highest priority [from Table 9]. Most supported means to raise revenues to pay for: issuing municipal bonds [50%], increased commercial development [27%], user fees like a park use permit [27%.])
- **Baseball/Softball fields** (15% highest priority [from Table 9]. Most supported means to raise revenues to pay for: issuing municipal bonds [53%], increased commercial development [34%], user fees like a park use permit [28%.])
- **Dog park** (15% highest priority [from Table 9]. Most supported means to raise revenues to pay for: increased commercial development [37%], user fees like a park use permit [33%], issuing municipal bonds [30%.])
- **Skate park** (13% highest priority [from Table 9]. Most supported means to raise revenues to pay for: increased commercial development [38%], user fees like a park use permit [23%], issuing municipal bonds [23%.])
- **Children’s play equipment** (12% highest priority [from Table 9]. Most supported means to raise revenues to pay for: issuing municipal bonds [36%], increased commercial development [28%], user fees like a park use permit [25%.])

From these findings, it is apparent that issuing municipal bonds (32%), increased commercial development (28%) and user fees like a park use permit (28%) are (nearly equally) the most supported means to generate revenue from residents to pay for desired recreational amenities or services. Once again, there is less support for increased sales tax (8%) or an Oro Valley personal property tax (6%). Instead, one of ten support “none” of the revenue raising options evaluated.

Table 9a Most Supported Means to Generate Additional Revenue to Pay for Additional Recreation Amenities or Services



Question: For the most desired recreational amenities or services, which of the following would you be most supportive of as a way to generate revenue to pay for them?

Land Development

Agreement With Various Statements Regarding Land Development in Oro Valley –

One-half of residents “strongly agree” (a “5” on the “1-to-5” scale) that **Oro Valley should promote energy-efficient building construction, green building and renewable energy**. More than seven of ten agree to some degree (72%), compared to just 10% who disagree (for a 4.1 average score). Agreement (on average) is similar regardless of gender or age, and higher among residents for ten or fewer years.

Should Oro Valley emphasize *commercial* growth rather *residential* growth?

Overall, more residents agree (40%) than disagree (27%) (3.2 average score). As one might expect, agreement with this statement is directly related to the perceived speed of Oro Valley’s growth.

Nearly one-half (46%) agree that **as Oro Valley grows, it should consider increasing water rates to promote greater conservation**. This compares to one-third who disagree (3.1 average score). More apt to agree are the oldest residents (65+), while there are fewer differences based on gender. Among the newest residents (for less than five years), nearly as many disagree (36%) as agree (41%).

More residents agree (41%) than disagree (32%) that **Oro Valley should grow by adding new areas to the Town limits** (3.1 average score). Agreement is directly related to the perceived speed of Oro Valley’s growth, and is elevated among 35 to 44 year-olds. On the other had, more 45 to 54 year-old residents disagree (42%) than agree (35%).

Meanwhile, nearly twice as many disagree (45%) as agree (25%) that **Oro Valley should provide more housing options for residents including single family homes, apartments, condominiums and townhomes** (2.6 average score).

Table 10-1 Agreement With Various Statements Regarding Land Development in Oro Valley

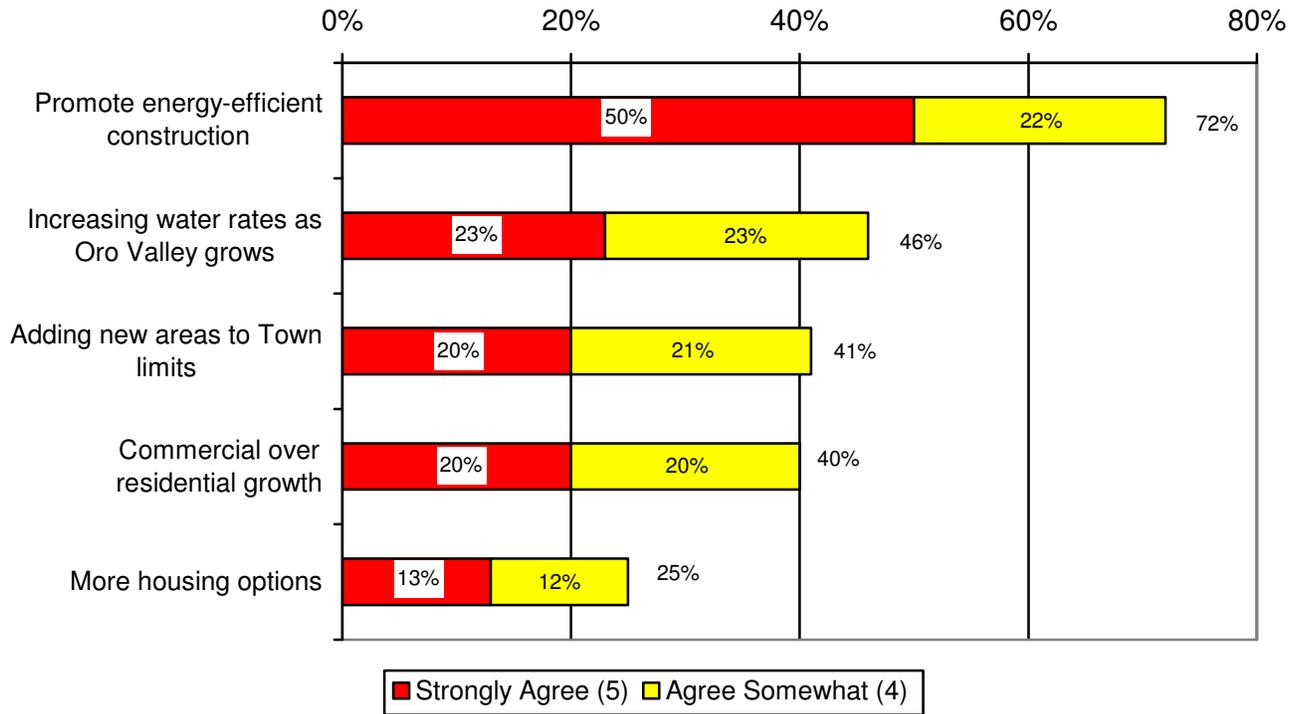


Table 10-2 Agreement With Various Statements Regarding Land Development in Oro Valley

(N=306)	Strongly Agree (5)	Agree Somewhat (4)	Neither Agree Nor Disagree (3)	Disagree Somewhat (2)	Strongly Disagree (1)	Average Score on 1-5 Scale
Oro Valley should promote energy-efficient building construction, green building and renewable energy.	50%	22%	17%	4%	6%	4.1
Oro Valley should emphasize <i>commercial</i> growth rather than <i>residential</i> growth.	20%	20%	32%	14%	13%	3.2
As Oro Valley grows, it should consider increasing water rates to promote greater conservation.	23%	23%	21%	10%	23%	3.1
Oro Valley should grow by adding new areas to the Town limits.	20%	21%	26%	13%	19%	3.1
Oro Valley should provide more housing options for residents including single family homes, apartments, condominiums and townhomes.	13%	12%	30%	18%	27%	2.6

Question: Now I am going to read you a list of statements regarding land development in Oro Valley. Rate your level of agreement with each on a “1-to-5” scale, where “5” means you “strongly agree” and “1” means you “strongly disagree.” You can give me any number between “1” and “5.”

Economic Development

Priority of Various Employment Opportunities for Oro Valley to Develop – More than six of ten residents indicate that Oro Valley should place at least some degree of priority on developing these three employment opportunities within the community:

- **Medical/health care** (74% priority versus 9% not a priority, 4.0 average score – including 41% who say this is a “high priority” [a “5” on the rating scale], down from 47% in 2002 [which used a different measurement scale]. These findings are fairly consistent across the board, slightly lower only among 45 to 54 year-olds.)
- **Research/Technical parks** (64% priority versus 13% not a priority, 3.8 average score – including 38% who say this is a “high priority,” up from 29% in 2002. Men and 45 to 64 year-olds indicate the highest priority, with fewer differences based on length of residence.)
- **Educational institutions** (64% priority versus 11% not a priority, 3.8 average score – including 33% who say this is a “high priority.” On average, women, 35 to 44 year-olds and residents for ten years or less place more emphasis on these types of employment opportunities.)

Two other employment opportunities elicit more “moderate” priority rankings, including:

- **Visitor and tourist attractions** (48% priority versus 23% not a priority, 3.4 average score – including 20% who say this is a “high priority.” There are fewer differences [on average] with respect to gender or age, with higher appeal among 6+ year Oro Valley residents.)
- **Small professional office complexes** (42% priority versus 18% not a priority, 3.3 average score – including 13% who say this is a “high priority,” down somewhat up from 18% in 2002. Somewhat more appealing to 55 to 64 year-olds.)

As many residents consider employment opportunities related to **hotels/resorts** a priority (30%) as not (29%) (3.0 average score). Just one of ten indicate that these types of opportunities are a “high priority” (down from 29% in 2002).

Nearly one-half of residents believe that **light industry/manufacturing** jobs are not a priority for Oro Valley (45%). This compares to one of four who support them (2.7 average score) – including only 11% who are highly positive (unchanged since 2002).

Table 11-1 Priority of Various Employment Opportunities for Oro Valley to Develop

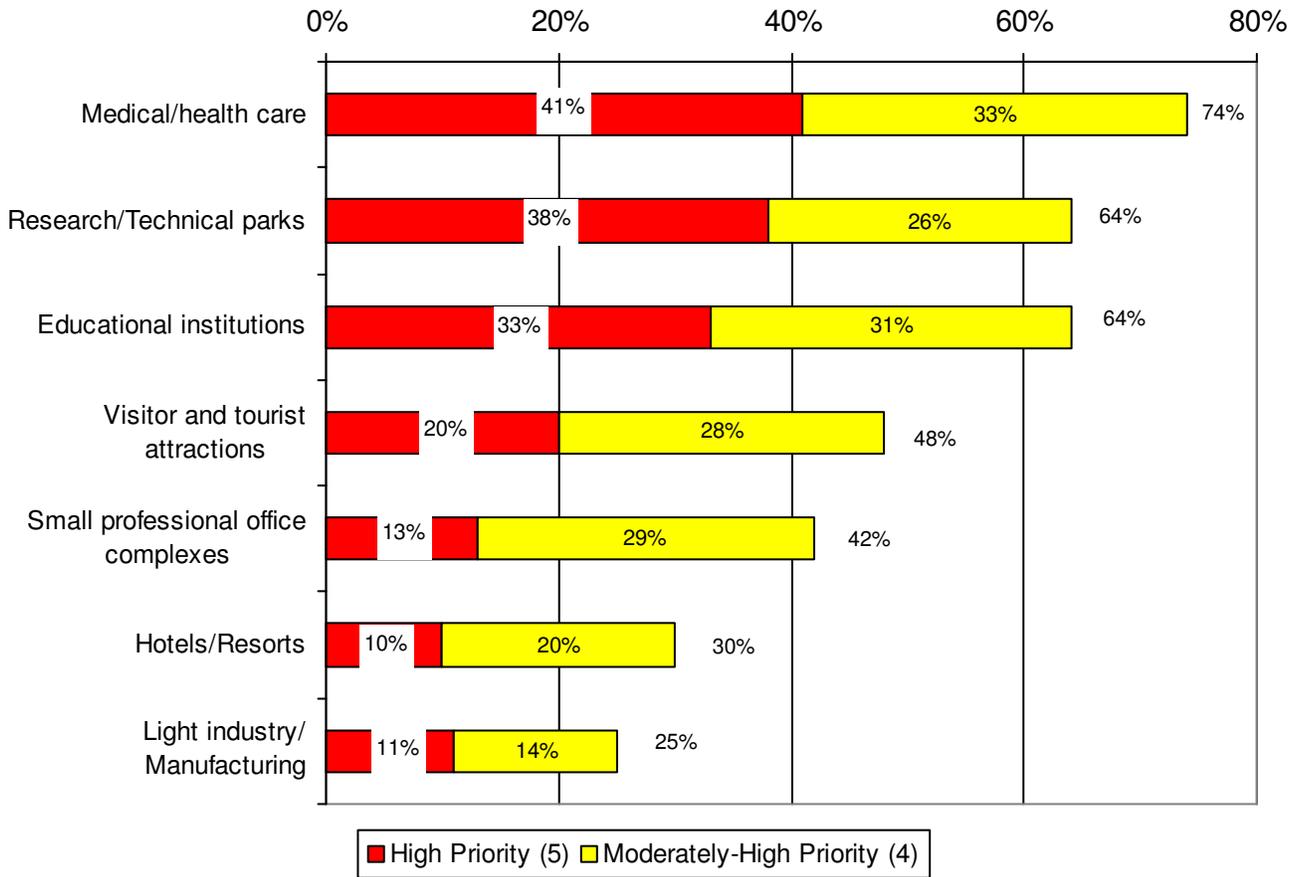


Table 11-2 Priority of Various Employment Opportunities for Oro Valley to Develop

(N=300)	High Priority (5)	Moderately-High Priority (4)	Moderate Priority (3)	Minimal Priority (2)	Not A Priority (1)	Average Score on 1-5 Scale
Medical/health care						
2013	41%	33%	17%	3%	6%	4.0
2002	47%		36%	11%	5%	
Research/Technical parks						
2013	38%	26%	23%	6%	7%	3.8
2002	29%		30%	26%	12%	
Educational institutions						
2013	33%	31%	25%	4%	7%	3.8
Visitor and tourist attractions						
2013	20%	28%	29%	14%	9%	3.4
Small professional office complexes						
2013	13%	29%	41%	11%	7%	3.3
2002	18%		48%	24%	8%	
Hotels/Resorts						
2013	10%	20%	41%	19%	10%	3.0
2002	29%		30%	26%	12%	
Light industry/Manufacturing						
2013	11%	14%	30%	25%	20%	2.7
2002	11%		21%	46%	21%	

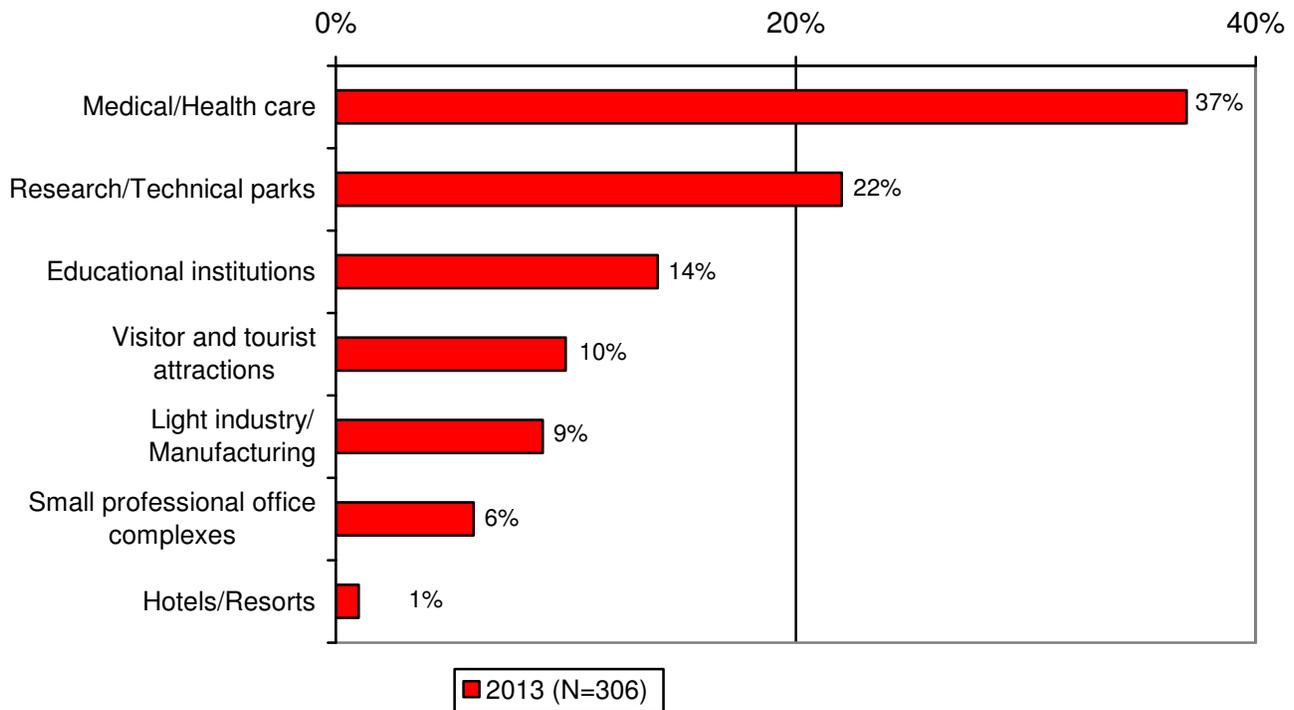
Question: As I read the following employment opportunities, please tell me the degree to which they should be a priority for Oro Valley to attract using a “1-to-5” scale – where “5” means a “high priority” and “1” means “no priority.” A “3” represents a “moderate priority.” You can give me any number between “1” and “5.” What degree of priority do you feel Oro Valley should place on developing additional employment opportunities within the community such as...

Highest Priority Employment Opportunity for Oro Valley to Develop – When asked to select the highest priority jobs for Oro Valley to develop, the “top three” include:

- **Medical/Health care** (37%) (These tend to be women and those 45+, with few differences based on length of residency.)
- **Research/Technical parks** (22%) (More highly important to men and 35 to 44 year-olds.)
- **Educational institutions** (14%) (These are primarily women [20% versus 8% of men] – with an emphasis on 18 to 34 year-olds.)

Fewer consider the remaining employment opportunities to be “top” priorities, including: **visitor and tourist attractions** (10%), **light industry/manufacturing** (9%), **small professional office complexes** (6%) or **hotels/resorts** (1%).

Table 11a Highest Priority Employment Opportunity for Oro Valley to Develop



Question: Which of these two (three) employment opportunities do you consider to be the highest priority? That is, between _____ compared to _____?

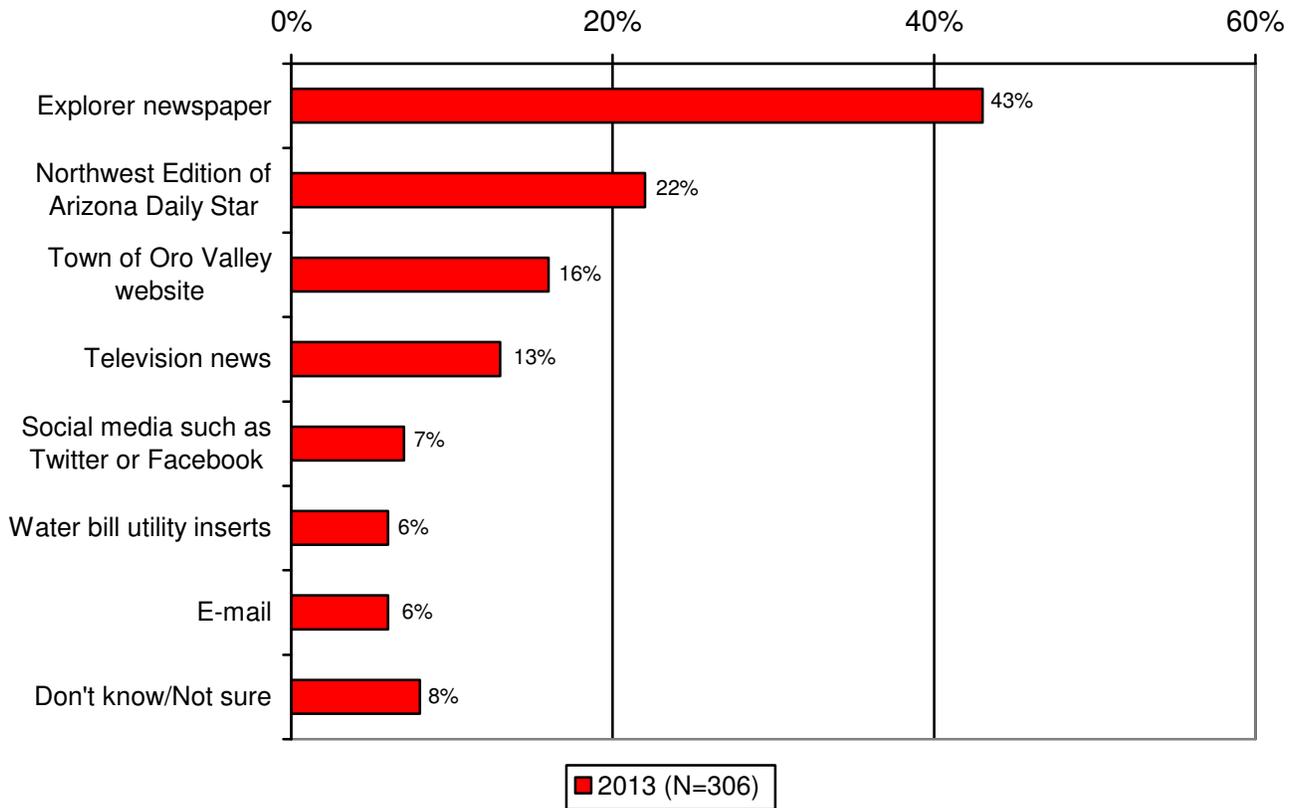
Communication

Preferred Means of Communication – When asked how they receive or prefer to learn important news about the Town of Oro Valley, the four most mentioned media include:

- **Explorer newspaper** (43%) (Most often men and older [55+] residents, with few differences based on length of residency.)
- **Northwest edition of the Arizona Daily (Sunday) Star** (22%) (These tend to be women – as well as older and more long-term Oro Valley residents.)
- **Town of Oro Valley website** (16%) (Usage skews male and younger [18 to 44].)
- **Television news** (13%) (These are primarily women [19% versus 7% of men] and residents 55+.)

In lesser numbers, others utilize **social media such as Twitter or Facebook** (7% – mostly 18 to 34 year-olds), **water bills or utility inserts** (6%) or **e-mail** (6%). Refer to Detailed Table 12 for a complete listing.

Table 12 Preferred Means to Learn Important News About the Town of Oro Valley



Question: In what ways do you receive or prefer to learn important news about the Town of Oro Valley?

**TOWN OF ORO VALLEY
YOUR VOICE, OUR FUTURE
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September 2013

Appendix

**Survey
Methodology
and Sample
Selection**

This study consists of a 306-person, randomly-selected and statistically-projectable sample of adult (18 or older) Town of Oro Valley residents. A sampling plan (based on population distribution data from 2010 Census data) was developed to ensure the composition of the final sample was as close as possible to actual sex/age proportions in the Town of Oro Valley.

All interviews were conducted by telephone during September 2013. The fielding was conducted using a computer-assisted predictive dialing system. Respondents included in this survey were selected through a random sampling procedure that allows equal probability of selection. This technique ensures that area residents who are not yet listed in a telephone directory (or choose not to be listed) are still eligible for selection. In addition, qualified respondents in each household were further randomized by the “last birthday” method. There was only one interview per residence. The telephone interviews lasted 9 minutes on average. Neither the interviewer nor the interviewee had any direct knowledge of the study sponsor. All interviews were conducted and validated by the FMR field staff.

Cell Phone Only Households – To address “cell phone only” households (households without a land line that utilize a cell phone exclusively), FMR interviewers manually dialed randomly-generated cell phone numbers (based on known cell phone exchanges) and attempted to interview these households. Potential respondents reached through manually dialing were given three options: to proceed with the interview using their cell phone provider’s calling plan minute allocations; allow for a call-back at a mutually arranged time on a land line; or to call the cell phone back when minutes are “free” (i.e., weekends, evenings, etc.).

Statistical Reliability

The statistics in this report are subject to a degree of variation that is determined by sample (or sub-sample) size. All research data are subject to a certain amount of variation for this reason. This does not mean that the figures represented in the various tables are wrong. It means that each percentage represents a possible “range” of response. This is because the random sampling process, as well as human behavior itself, can never be perfect. For this sample, N=300 (conservatively rounded), the statistical variation is $\pm 5.7\%$ under the most extreme circumstances – with a 95% confidence level. That is, when the percentages shown in the tables are near 50% (the most conservative situation), the actual behavior or attitude may range from 44.3% to 55.7%. The 95% confidence level means that if the survey were repeated 100 times, in 95 cases the same range of response would result. Those percentages that occur at either extreme (for example, 10% or 90%) are subject to a smaller degree of statistical fluctuation (in this case, $\pm 3.3\%$).

Sub-samples, such as gender or age groups, have a higher degree of statistical fluctuation due to the smaller number of respondents in those groupings.

Confidence Intervals for a Given Percent
(at the 95% confidence level)

N (Base for %)	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
300	3.3%	4.5%	5.1%	5.5%	5.7%
250	3.8%	5.0%	5.8%	6.2%	6.3%
200	4.2%	5.5%	6.4%	6.8%	6.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
50	8.3%	11.1%	12.7%	13.6%	13.9%
25	11.8%	15.7%	18.0%	19.2%	19.6%

Example: If the table shows that 20% of all respondents (when N=300) have a positive or negative attitude about a question category, the chances are 95 out of 100 that the true value is 20% ± 4.5 percentage points; that is, the range of response would be 15.5% to 24.5%.

Significance of Difference Between Percentages
(at the 95% confidence level)

Average of the Bases of Percentages Being Compared	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
250	5.2%	7.1%	8.1%	8.6%	8.8%
200	5.9%	7.8%	8.9%	9.6%	9.8%
150	6.8%	9.1%	10.3%	11.0%	11.3%
100	8.3%	11.0%	12.7%	13.6%	13.9%
50	11.7%	15.7%	18.0%	19.2%	19.7%
25	16.7%	22.2%	25.5%	27.2%	27.7%

Example: If a table indicates that 35% of men have a positive attitude toward a category of response, and that 24% of women have the same attitude, the following procedure should be used to determine if this attitude is due to chance:

The average base is 150 (rounded) for the reported percentages $(140+166)/2=153$. The average of the percentages is 30.0% – $(35+24)/2=29.5\%$. The difference between the percentages is 11%. Since 11% is greater than 10.3% (the figure in the table for this base and this percentage), the chances are 95 out of 100 that the attitude is significantly different between male and female Oro Valley residents.

TOWN OF ORO VALLEY *YOUR VOICE, OUR FUTURE* PROJECT PHONE SURVEY
September 2013

VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

Table 1. Elements Most Enjoyed About Living in Oro Valley..... V1

Table 2. Elements Enjoyed Least About Living in Oro Valley..... V8

Table 6a. Description of a “Family-Friendly Community” (Among Those
Who Indicate “Family-Friendly Community” Is Important)..... V13

Table 1: Elements Enjoyed Most About Living in Oro Valley

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
<3 yrs	Views, schools, the community itself.
<3 yrs	Overall security of the community, the area of the town.
<3 yrs	Family, the weather, friends.
<3 yrs	It is safe, quiet and friendly.
<3 yrs	Nice, quiet and safe.
<3 yrs	It feels like a safe place to live and raise kids.
<3 yrs	The quiet and scenery.
<3 yrs	Convenience.
<3 yrs	I like the police department response time.
<3 yrs	Weather.
<3 yrs	It is beautiful and safe.
<3 yrs	The walking trails and friendliness.
<3 yrs	Wide open spaces.
<3 yrs	Friendliness of the people.
<3 yrs	Convenient access.
<3 yrs	We just like it here.
<3 yrs	The security and nothing else.
<3 yrs	Cleanliness.
<3 yrs	The cost of living, a slower way of life.
<3 yrs	Style of life.
<3 yrs	Community, education and friendly.
<3 yrs	The community, quality of schools.
<3 yrs	The people.
<3 yrs	Convenient to most places.
<3 yrs	The mountain views, nice neighborhood, less crime.
<3 yrs	My family lives here and we have good doctors.
3-5 yrs	Safety.
3-5 yrs	Police, good fire department.
3-5 yrs	The security and access to shopping areas.
3-5 yrs	Community spirit.
3-5 yrs	Close to Tucson.
3-5 yrs	The weather, the neighborhood, the ease of getting about.
3-5 yrs	Sun City-type senior community.
3-5 yrs	Parks & recreation.
3-5 yrs	Safety, convenience to work. A nice place to live, clean.

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Table 1: Elements Enjoyed Most About Living in Oro Valley

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
3-5 yrs	The town.
3-5 yrs	It is safe, a clean community and good roads.
3-5 yrs	The beautiful mountains.
3-5 yrs	Safety, security, nature.
3-5 yrs	I enjoy the view of the mountains, the quietness and it's very clean.
3-5 yrs	The community.
3-5 yrs	Beautiful views, love the weather. A smaller community.
3-5 yrs	I am close to my job. Very clean, a low crime rate.
3-5 yrs	Safety and community spirit.
3-5 yrs	Location.
3-5 yrs	Quiet community.
3-5 yrs	The elevated location.
3-5 yrs	Weather, economy and scenery. A close community.
3-5 yrs	Community service, taxes and the way of life.
3-5 yrs	Safety.
3-5 yrs	Desirability.
3-5 yrs	The small town feel, I love the wildlife.
3-5 yrs	Peace and quiet.
3-5 yrs	No traffic, safety.
3-5 yrs	Mountains are beautiful, less crime.
3-5 yrs	The community.
3-5 yrs	Security of the town.
6-10 yrs	Sense of community.
6-10 yrs	Safety and peaceful.
6-10 yrs	How clean it is.
6-10 yrs	Public art, the open spaces, good government.
6-10 yrs	The climate.
6-10 yrs	Safety, location and budget.
6-10 yrs	Safety, environment, location.
6-10 yrs	Like outdoor things.
6-10 yrs	Small town rural feeling.
6-10 yrs	Peace.
6-10 yrs	Small town feeling.
6-10 yrs	The people.
6-10 yrs	The location.

Table 1: Elements Enjoyed Most About Living in Oro Valley

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
6-10 yrs	Nice quiet community.
6-10 yrs	Community, convenience, safety, scenery.
6-10 yrs	A wonderful community, close to all the shopping.
6-10 yrs	Quaintness of the community.
6-10 yrs	Quality of life, serenity, property values.
6-10 yrs	I have been happy here.
6-10 yrs	Schools.
6-10 yrs	Its people.
6-10 yrs	Quiet and peaceful.
6-10 yrs	The scenery of the mountains.
6-10 yrs	Feeling of security.
6-10 yrs	Safety and security.
6-10 yrs	Like safety and location.
6-10 yrs	The beauty.
6-10 yrs	I guess the safety.
6-10 yrs	Safety.
6-10 yrs	Clean, safe. Good shopping and good parks.
6-10 yrs	Love the community.
6-10 yrs	Roads, police force, lifestyle.
6-10 yrs	Desert space, safe environment, friendly.
6-10 yrs	The monsoons.
6-10 yrs	The community, safety.
6-10 yrs	Friendly neighborhoods.
6-10 yrs	The community.
6-10 yrs	Location, community.
6-10 yrs	It's quiet.
6-10 yrs	Scenic views.
6-10 yrs	Mountain views.
6-10 yrs	The views.
6-10 yrs	Scenic, clean and plenty of parks.
6-10 yrs	The mountains. Safety.
6-10 yrs	Schools.
6-10 yrs	It's a nice area.
6-10 yrs	Uncrowded, safe.
6-10 yrs	Crime-free. The views are more peaceful.

Town Of Oro Valley *Your Voice, Our Future* Project Phone Survey

Table 1: Elements Enjoyed Most About Living in Oro Valley

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
6-10 yrs	Quiet neighborhoods, close to work.
6-10 yrs	Schools, the smallness.
6-10 yrs	The trees.
6-10 yrs	Maintenance and looks.
6-10 yrs	Safety, English language, not congested.
6-10 yrs	I like the area.
6-10 yrs	Safe, community-minded town government. Pretty clean, neat and safe.
6-10 yrs	Safety, health aware.
6-10 yrs	The general area.
6-10 yrs	The beauty and convenience.
6-10 yrs	The natural beauty and access to shopping.
6-10 yrs	The sense of community.
6-10 yrs	A well-managed town.
6-10 yrs	Services and atmosphere.
6-10 yrs	The views, convenience and police department.
6-10 yrs	Quality of the neighborhood. Shopping. Safety. Roads. Landscaping.
6-10 yrs	Mountains, desert.
6-10 yrs	I love the mountains and weather.
6-10 yrs	It's a pleasant community.
10+ yrs	An upscale community.
10+ yrs	It's a nice place.
10+ yrs	Open space and quality of life.
10+ yrs	Beautiful and safe.
10+ yrs	Safety, weather and convenience. It is quiet.
10+ yrs	Location.
10+ yrs	The town is a safe place to live.
10+ yrs	The quiet.
10+ yrs	The safe feeling.
10+ yrs	A safe and delightful place.
10+ yrs	Climate, atmosphere, people.
10+ yrs	Remote from the big city.
10+ yrs	We own our home.
10+ yrs	The people are very friendly.
10+ yrs	It seems like they take care of the roads.
10+ yrs	Weather. A good retirement community.

Town Of Oro Valley *Your Voice, Our Future* Project Phone Survey

Table 1: Elements Enjoyed Most About Living in Oro Valley

**LENGTH OF
RESIDENCE IN
ORO VALLEY**

VERBATIM

10+ yrs	A clean place to live.
10+ yrs	The people are friendly, I just like it here.
10+ yrs	Location, near shopping and events.
10+ yrs	The lovely bicycle trails, paths and artwork.
10+ yrs	Close to sites.
10+ yrs	The views.
10+ yrs	Crime-free environment.
10+ yrs	Secure, safe community. Easy to get around, great shops and stores.
10+ yrs	The cleanliness, family orientation
10+ yrs	Low density, view and it's a safe neighborhood
10+ yrs	I have lived here since 1991. Improvements in shopping and dining.
10+ yrs	Its reputation.
10+ yrs	Peace and quiet.
10+ yrs	A laid-back lifestyle.
10+ yrs	Nature.
10+ yrs	The feeling of community.
10+ yrs	It is a nice place to live.
10+ yrs	Safety, quality of life, convenience.
10+ yrs	The community spirit and support.
10+ yrs	The police force.
10+ yrs	Convenience to stores and hospitals.
10+ yrs	It is a family-oriented community.
10+ yrs	Shopping is good, crime rate good.
10+ yrs	Public safety.
10+ yrs	My house is here.
10+ yrs	Roads.
10+ yrs	A very nice community. I really like it here.
10+ yrs	The quietness and friendly people around.
10+ yrs	It is quiet, safe and clean. Families.
10+ yrs	Overall safety.
10+ yrs	We love our community and neighborhood.
10+ yrs	Cleanliness.
10+ yrs	Nice community, scenery.
10+ yrs	Safety, convenience.
10+ yrs	Location, views.

Table 1: Elements Enjoyed Most About Living in Oro Valley

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
10+ yrs	Quality of life, government, safety.
10+ yrs	Very quiet.
10+ yrs	It is a nice neighborhood.
10+ yrs	The schools, safety.
10+ yrs	A nice area.
10+ yrs	Parks & recreation, security, cleanliness.
10+ yrs	The people want to know you. The parks and bike paths.
10+ yrs	Parks, bike trails and quietness.
10+ yrs	It's a small town and services are offered.
10+ yrs	Closeness to state park.
10+ yrs	The location.
10+ yrs	Security and clean streets.
10+ yrs	I like the peace and quiet, non-city living.
10+ yrs	Having enough paths to go biking.
10+ yrs	I like it very much.
10+ yrs	Safety.
10+ yrs	The flora and fauna is incredible. It is very neat and clean.
10+ yrs	I like the geographic area.
10+ yrs	Security.
10+ yrs	Safety, and probably community.
10+ yrs	Very quiet.
10+ yrs	Smaller area, people are very nice.
10+ yrs	Scenery.
10+ yrs	Nice, quiet, safe community.
10+ yrs	My view.
10+ yrs	Peaceful and quiet.
10+ yrs	The pretty roadways.
10+ yrs	Weather.
10+ yrs	Safety.
10+ yrs	Peaceful community and scenery.
10+ yrs	It's not Tucson.
10+ yrs	Community living.
10+ yrs	Environment.
10+ yrs	Outdoors, landscape, weather, community.
10+ yrs	The scenery.

Town Of Oro Valley *Your Voice, Our Future* Project Phone Survey

Table 1: Elements Enjoyed Most About Living in Oro Valley

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
10+ yrs	Mountains and views.
10+ yrs	The beauty and the amenities, security, the arts in Tucson.
10+ yrs	Catalina State Park.
10+ yrs	Police protection, Golder Ranch Fire Department, enjoy stores and facilities, enjoy fast growth, upper class.
10+ yrs	Safety, beauty, climate.
10+ yrs	Communities.
10+ yrs	Has everything I need.
10+ yrs	Beauty, security and availability of services.
10+ yrs	Quietness.
10+ yrs	Openness, space.
10+ yrs	Safety.
10+ yrs	Ease of shopping.
10+ yrs	It is peaceful.
10+ yrs	Varying beauty.
10+ yrs	I love my home.
10+ yrs	Safety, calm and peace, scenic views.
10+ yrs	Good reputation.
10+ yrs	Availability to I-10, schools.
10+ yrs	Easy, pretty.
10+ yrs	Safety with police.

Table 2: Elements Enjoyed Least About Living in Oro Valley

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
<3 yrs	The cops.
<3 yrs	A lack of services, stores and amenities.
<3 yrs	Nothing to do for young people.
<3 yrs	Far from Tucson.
<3 yrs	Longer distance from campus.
<3 yrs	Too crowded.
<3 yrs	They cut off First Avenue.
<3 yrs	It's getting too congested.
<3 yrs	I am missing family back home. Hunting and fishing.
<3 yrs	I feel like I live in a police state, cameras and police are everywhere.
<3 yrs	Size of the yards.
<3 yrs	Remoteness.
<3 yrs	I least value the taxes.
<3 yrs	I don't care for the politics.
<3 yrs	State of the roads, nothing in walking distance.
<3 yrs	The young police.
<3 yrs	I am not a fan of the desert.
<3 yrs	The schools.
<3 yrs	It can be very boring.
3-5 yrs	Upper middle class privileges.
3-5 yrs	Everything closes very early. Not enough commerce.
3-5 yrs	Driving down Oracle Road.
3-5 yrs	Heat of the summer.
3-5 yrs	A lack of shopping.
3-5 yrs	Expensive.
3-5 yrs	I don't care for our HOA, things are higher priced here and traveling time.
3-5 yrs	It is too far from my kids.
3-5 yrs	Traffic getting heavy. Not enough restaurants.
3-5 yrs	Sales tax is high.
3-5 yrs	Distance to the airport. A lack of shopping and amenities.
3-5 yrs	The way the city's run.
3-5 yrs	There are too many apartments.
3-5 yrs	The heat.
3-5 yrs	Cell phone service.
3-5 yrs	Taxes are high.

Table 2: Elements Enjoyed Least About Living in Oro Valley

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
3-5 yrs	Sign ordinance.
3-5 yrs	Summertime.
3-5 yrs	The hospital.
3-5 yrs	The police department.
3-5 yrs	Taxes.
3-5 yrs	Snobbish.
3-5 yrs	Taxes, taxes and taxes.
6-10 yrs	Takes too long to put in projects.
6-10 yrs	Heat, small mindedness, poor conditions on the roads, irrigation problems.
6-10 yrs	No highway system.
6-10 yrs	Traffic lights.
6-10 yrs	Too many Democrats. Too many radar cops and slow road construction.
6-10 yrs	A lack of restaurants.
6-10 yrs	Traffic, lack of open space.
6-10 yrs	Distance to town and shopping.
6-10 yrs	The heat.
6-10 yrs	Hot weather and I miss rivers.
6-10 yrs	We need to be more supportive with the schools.
6-10 yrs	The heat.
6-10 yrs	The drivers.
6-10 yrs	Some of the services are a long distance away.
6-10 yrs	Boring. It is too conservative.
6-10 yrs	Does not have a public auditorium.
6-10 yrs	Distance from the interstate.
6-10 yrs	Police.
6-10 yrs	The hot weather in the summer.
6-10 yrs	Nicer restaurants.
6-10 yrs	Conservative individuals.
6-10 yrs	Drugs in our community.
6-10 yrs	Not enough business.
6-10 yrs	Distance, lack of restaurants.
6-10 yrs	Politics.
6-10 yrs	A lack of diversity, all the housing looks alike. Lack of transportation.
6-10 yrs	A lot of regulations.
6-10 yrs	The increase in traffic.

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Table 2: Elements Enjoyed Least About Living in Oro Valley

**LENGTH OF
RESIDENCE IN
ORO VALLEY**

VERBATIM

6-10 yrs	The police are a nuisance.
6-10 yrs	Apartments coming up everywhere.
6-10 yrs	More business.
6-10 yrs	Restrictions on attracting new business.
6-10 yrs	The city thinks that everybody is rich.
6-10 yrs	Crime levels.
6-10 yrs	Too much construction.
6-10 yrs	No senior center.
6-10 yrs	Lack of services and entertainment.
6-10 yrs	Politically conservative, age restrictive.
6-10 yrs	Homeowners association.
6-10 yrs	The city council.
6-10 yrs	Growth.
6-10 yrs	Too many police, too many corporate stores, not enough locally owned stores or restaurants.
6-10 yrs	There's no central location to meet people.
6-10 yrs	Commercial growth.
6-10 yrs	Lack of community spirit.
6-10 yrs	We need more restaurants.
10+ yrs	A lack of public parks.
10+ yrs	It is overdeveloped.
10+ yrs	We seem to be getting a lot of light pollution. Police are sometimes rude. Taxes seem to be getting higher, although perhaps due to services.
10+ yrs	Traffic.
10+ yrs	Traffic.
10+ yrs	Distance from the airport.
10+ yrs	It is hard to get where you are going.
10+ yrs	Political problems.
10+ yrs	No diversity, all the same cookie-cutter, white bread people.
10+ yrs	How often they pave the roads.
10+ yrs	The homeowners association.
10+ yrs	Traffic.
10+ yrs	Politics.
10+ yrs	Driving distance to get other places.
10+ yrs	How the police overreact.
10+ yrs	Government and budgeting.

Town Of Oro Valley *Your Voice, Our Future* Project Phone Survey

Table 2: Elements Enjoyed Least About Living in Oro Valley

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
10+ yrs	A lack of rain.
10+ yrs	The driving to Tucson.
10+ yrs	The relentless development of fast food chains.
10+ yrs	The police hassle me.
10+ yrs	My husband died and I am very lonely.
10+ yrs	The weather.
10+ yrs	The mayor.
10+ yrs	The way residents drive.
10+ yrs	Fifty percent of revenue spent on police.
10+ yrs	Some of the neighbors.
10+ yrs	Lack of businesses.
10+ yrs	All the new construction.
10+ yrs	Long ride to get in to Tucson.
10+ yrs	The construction presently resulting in congestion.
10+ yrs	Schools.
10+ yrs	Noise.
10+ yrs	The drive to work is a long commute.
10+ yrs	All the construction.
10+ yrs	Wal-Mart as a quality store.
10+ yrs	Summer heat.
10+ yrs	Weather, distance to the airport.
10+ yrs	Condition of roads.
10+ yrs	Building too many apartments.
10+ yrs	The distance to work.
10+ yrs	An overly restrictive sign code.
10+ yrs	Seeing a policeman on every corner.
10+ yrs	They make it very tough for new businesses to become established.
10+ yrs	A lack of youth activities.
10+ yrs	Council people.
10+ yrs	Town council.
10+ yrs	Too few shopping centers.
10+ yrs	Taxation.
10+ yrs	Too many rules and regulations in regard to building and development. They promised to lower taxes, but never did. High property taxes are astronomical.
10+ yrs	Snobbish.

Town Of Oro Valley *Your Voice, Our Future* Project Phone Survey

Table 2: Elements Enjoyed Least About Living in Oro Valley

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
10+ yrs	Our safety.
10+ yrs	Contentious town council.
10+ yrs	All the new businesses on Oracle.
10+ yrs	Construction.
10+ yrs	People moving in.
10+ yrs	A little too restricted, not that business friendly.
10+ yrs	Speed trap.
10+ yrs	Snowbirds.
10+ yrs	Attitudes of some of the people from other countries, don't like presence of people carrying guns.
10+ yrs	Close to winter housing.
10+ yrs	The heat in summer.
10+ yrs	Too built up in the area too fast.
10+ yrs	Slow doing things.
10+ yrs	Increase in traffic.
10+ yrs	Cops and stop lights, traffic.
10+ yrs	Dust, construction.
10+ yrs	Traffic congestion and control.
10+ yrs	Reputation of traffic tickets.
10+ yrs	City council.
10+ yrs	Taxes and snobbiness.
10+ yrs	Things are too far.
10+ yrs	Traffic.
10+ yrs	The town is business unfriendly. Also, some business owners are not friendly
10+ yrs	Less crime.
10+ yrs	Heavy traffic.
10+ yrs	Doesn't have a real downtown area.

Table 6a: Description of a “Family-Friendly Community”
(Among Those Who Indicate “Family-Friendly Community” Is Important)

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
<3 yrs	Shopping, recreation facilities.
<3 yrs	Great neighbors.
<3 yrs	Safe. Where family and friends can get together.
<3 yrs	Safe, comfortable being in the community with kids. Activities to do with family.
<3 yrs	Good schools and parks.
<3 yrs	It has things for children, teens and seniors.
<3 yrs	Safe, cultural things and education.
<3 yrs	Something with parks.
<3 yrs	Low crime, good education.
<3 yrs	One that has safe trails. Lots of parks for kids.
<3 yrs	Good school and churches.
<3 yrs	Activities for children.
<3 yrs	Plenty of parks, schools, low crime, a good library.
<3 yrs	Community friendly.
<3 yrs	Safe neighborhoods.
<3 yrs	Good schools, churches, shopping, culture.
<3 yrs	Great schools and parks for kids, safe for kids.
<3 yrs	The ecosystem, work, education, entertainment and diversity in community needs.
<3 yrs	Feeling comfortable with one another as neighbors.
<3 yrs	Neighborly, always friendly and everyone gets along.
<3 yrs	Parks.
3-5 yrs	A community in which there are opportunities for recreation, good schools, low crime.
3-5 yrs	A community in which all ages of a family can do things together.
3-5 yrs	Quiet, friendly community.
3-5 yrs	Safe. Things for kids to do.
3-5 yrs	Safe streets, location, lots of education programs.
3-5 yrs	Many cultural events.
3-5 yrs	Low crime.
3-5 yrs	Low crime, good schools.
3-5 yrs	A community that has available recreational venues for all ages, good schools and a safe environment.
3-5 yrs	Activities for people of all ages in multiple locations.
3-5 yrs	Open, welcoming family-oriented events. Parks and nature.
3-5 yrs	Schools, parks, safety.

Table 6a: Description of a “Family-Friendly Community”
 (Among Those Who Indicate “Family-Friendly Community” Is Important)

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
3-5 yrs	Good schools and parks.
3-5 yrs	Personal growth and good jobs.
3-5 yrs	To have community activities and different open concerts, craft fairs.
3-5 yrs	Activities and services for children such as schools and medical facilities.
3-5 yrs	Multi-family kids.
3-5 yrs	A community that has many events for families to participate in together.
3-5 yrs	Outdoor activities, good schools, economic opportunities.
3-5 yrs	Ample outdoor space for recreation, crime-free neighborhoods.
3-5 yrs	One that is open to all diversities.
3-5 yrs	Safe streets for children in the neighborhoods.
3-5 yrs	Plenty of parks & recreation, good schools with good funding.
3-5 yrs	A low crime rate with good schools.
6-10 yrs	Parks, culture.
6-10 yrs	Amazing place, safe for families.
6-10 yrs	A mix of age groups.
6-10 yrs	Opportunities to meet and celebrate as a community.
6-10 yrs	One that has good schools, low crime, clean air and water.
6-10 yrs	Quiet and peaceful.
6-10 yrs	Nearly ideal, safe.
6-10 yrs	Crime-free, good schools, parks.
6-10 yrs	Shopping and conveniences for families, plus parks & recreation, schools, safety.
6-10 yrs	Parks & recreation availability that is safe.
6-10 yrs	Community safe for our children.
6-10 yrs	Good everything.
6-10 yrs	People communicate with each other.
6-10 yrs	Community with good schools and opportunities.
6-10 yrs	Having your own family close to where you live.
6-10 yrs	One with recreational facilities and low crime.
6-10 yrs	An active parks & rec program, library activities, safe environment.
6-10 yrs	A safe place to live, raise and educate a family.
6-10 yrs	Safety.
6-10 yrs	Awareness for needs, culture and parks.
6-10 yrs	Pretty much what we have: parks, access to Tucson, having different activities to do.
6-10 yrs	Plenty of activities, youth center.

Table 6a: Description of a “Family-Friendly Community”
(Among Those Who Indicate “Family-Friendly Community” Is Important)

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
6-10 yrs	There needs to be more resources for kids, such as baseball fields, parks and soccer fields. Family-friendly places to eat and shop.
6-10 yrs	A safe place for kids to play outside the door and not lock your doors when you leave ten minutes.
6-10 yrs	More parks for the family to enjoy.
6-10 yrs	Has a low crime rate, places for kids to play, outdoor-indoor activities.
6-10 yrs	One that has stuff for everybody in a family.
6-10 yrs	A place kids can be safe and loving. Everybody involved in activities, as a family.
6-10 yrs	A community with good housing and schools.
6-10 yrs	Place with good schools, low crime, good employment.
6-10 yrs	Quiet and clean community.
6-10 yrs	Safe community, accessible to family.
6-10 yrs	Where everybody helps everybody.
6-10 yrs	Safe streets, easy shopping.
6-10 yrs	Safe, with good schools and parks.
6-10 yrs	Everyone in the area is nice and friendly.
6-10 yrs	Easy, close to everything.
6-10 yrs	A safe and enjoyable place.
6-10 yrs	One with active parks & recreation.
6-10 yrs	Good schools, parks, festivals.
6-10 yrs	Where there are activities.
6-10 yrs	Nice and clean, well-kept and drug-free.
6-10 yrs	Plenty of parks, recreational activities for kids and good schools.
6-10 yrs	One where there is safety is where kids can go to parks.
6-10 yrs	Good education, recreational opportunities and housing.
6-10 yrs	One where you feel comfortable to allow your kids to go outside without people coming up to you and bothering you. Also, where the schools are good.
6-10 yrs	Things for the children to do.
6-10 yrs	A lot of green areas, safe sidewalks and a lot of parks.
6-10 yrs	One that has opportunities to play and raise your family in a safe, healthy community.
6-10 yrs	Good programs for kids and adults.
6-10 yrs	Safety, convenience and a variety of everything.
6-10 yrs	Parks and schools.
6-10 yrs	Plenty of parks and good schools.

Table 6a: Description of a “Family-Friendly Community”
(Among Those Who Indicate “Family-Friendly Community” Is Important)

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
6-10 yrs	Places for families to go besides restaurants. Having its own school district.
6-10 yrs	One that has facilities for people of all ages.
6-10 yrs	Safe, with recreational opportunities.
6-10 yrs	Parks, safe, bike paths.
6-10 yrs	Safe and low traffic flow. Good schools.
6-10 yrs	Like it for kids, love Oro Valley.
6-10 yrs	Lots of parks trails, public pool, school, recreation.
10+ yrs	A safe place. No violence, gangs. No graffiti.
10+ yrs	Having a low crime rate, being a quiet town.
10+ yrs	Some parts are family-friendly, some are not.
10+ yrs	It is very easy-going and relaxed community. Also, nice people and comfortable living.
10+ yrs	One with good schools that has programs such as sports. A safe, pretty place.
10+ yrs	Spending time at pool swimming every morning.
10+ yrs	A community that makes accommodations for all ages.
10+ yrs	Safe for children to play outside.
10+ yrs	People who are there for each other.
10+ yrs	Good schools, parks.
10+ yrs	Neighbors who know each other.
10+ yrs	Small children and their families get along well with older people.
10+ yrs	I just love living here.
10+ yrs	Cooperation, citizen involvement.
10+ yrs	No changes are needed, we are already family-friendly.
10+ yrs	Low crime.
10+ yrs	Polite and pleasant people who wave to their neighbors.
10+ yrs	One that embraces all ages without exception.
10+ yrs	A place where kids can play outside without worrying.
10+ yrs	A feeling of safety and security.
10+ yrs	Good schools, great parks and safety.
10+ yrs	One where you can go out and do things as a family. Parks & recreation for the kids.
10+ yrs	Where the town is educational.
10+ yrs	Church-going. Whole families, not single parents.
10+ yrs	Place where you want to live.
10+ yrs	One that has ample parks for children to play in, and a low crime rate for children.

Table 6a: Description of a “Family-Friendly Community”
(Among Those Who Indicate “Family-Friendly Community” Is Important)

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
10+ yrs	I'd like to see more recreational and bigger parks, something like Reid Park. Amusement parks. Things for young people to do.
10+ yrs	Having more park space, events and family-friendly activities.
10+ yrs	Family resources.
10+ yrs	It is mix of seniors and young people. I enjoy it.
10+ yrs	A place where people think it would be a safe place to live.
10+ yrs	I am past that stage in life but schools, places of worship and parks & recreation.
10+ yrs	Well-rounded, things should be open later than 10 pm.
10+ yrs	Entertainment that the whole family can enjoy.
10+ yrs	Somewhere that doesn't have a lot of buildings or crowding and is children friendly.
10+ yrs	Good schools. Safety. Multitude of activities for young people. Amenities.
10+ yrs	Mixture.
10+ yrs	A low crime rate, family activities.
10+ yrs	Plenty of recreational parks.
10+ yrs	Everything we've got.
10+ yrs	An area that supports all generations in terms of safety, activities and education.
10+ yrs	Safe, no crime.
10+ yrs	Parks & recreation, with open air concert events.
10+ yrs	Safety for all, good parks for the kids.
10+ yrs	Opportunities for all kids, recreation, safe.
10+ yrs	People on the street are happy and smiling. Parties are happy.
10+ yrs	Good neighbors and attitudes.
10+ yrs	Safety, schools and parks.
10+ yrs	Safe, well-planned housing developments, good schools, community activities for children and adults, financially stable town.
10+ yrs	One that offers recreational facilities for the whole family, outdoor activities and restaurants.
10+ yrs	Adequate recreation facilities.
10+ yrs	Parks and recreation, entertaining, other than electronics.
10+ yrs	It would need to be safe, your children can go and come safely.
10+ yrs	Places for children to play, schools and swimming pools.
10+ yrs	Parks & recreation.
10+ yrs	Low crime rate, parks.
10+ yrs	Multicultural, education, place for everyone.
10+ yrs	Schools, school buses.

Table 6a: Description of a “Family-Friendly Community”
 (Among Those Who Indicate “Family-Friendly Community” Is Important)

LENGTH OF RESIDENCE IN ORO VALLEY	VERBATIM
10+ yrs	Low crime rate.
10+ yrs	One where you feel safe day or night.
10+ yrs	Safe.
10+ yrs	A nice and clean community.
10+ yrs	Neighbors getting to know each other, school activities that involve the community.
10+ yrs	Kid-friendly, pet-friendly. Clean. Lots of community events.
10+ yrs	Good education, no crime, recreation opportunities.
10+ yrs	Activities for all ages, good schools.
10+ yrs	A mixed neighborhood with and facilities where kids can play.
10+ yrs	Attracts families. A place to raise a family.
10+ yrs	Money on a pool and archery park.
10+ yrs	A town that meets all the family needs.
10+ yrs	Plenty of things for families of young children to do.
10+ yrs	People who are just very good and friendly.
10+ yrs	Where each member feels safe in a physical and social way.
10+ yrs	To me, we would have public swimming pools.
10+ yrs	Nice parks, convenient shopping, family activities.
10+ yrs	Good schools, family-based community, low crime rate, parks.
10+ yrs	Clean streets, community togetherness.
10+ yrs	Availability of educational opportunities for children to learn about the arts and local environment.
10+ yrs	Having parks, clean air.
10+ yrs	Low crime rate.
10+ yrs	Great community to live in.
10+ yrs	Safe and good educational opportunities.

TOWN OF ORO VALLEY *YOUR VOICE, OUR FUTURE* PROJECT PHONE SURVEY
September 2013

COPY OF SURVEY INSTRUMENT

ORO VALLEY COMMUNITY SURVEY
- Main Questionnaire -

1. Please complete the following sentence in three or four words: The things I most value about living in Oro Valley are... (PROBE)

2. Again, please complete the following sentence in three or four words: The things I least value about living in Oro Valley are... (PROBE)

3. In terms of Oro Valley's growth, do you think the town is growing... (READ)

- Too much..... 1
- About right 2
- OR- Too little 3
- (DO NOT READ) Don't know/Not sure..... 4 (20)

4. Oro Valley is becoming a more self-sufficient community with increased opportunities to live, work, shop, learn and recreate. In your opinion, which of the following require additional focus for Oro Valley to become a more complete or liveable community? (READ IN RANDOM ORDER) (MULTIPLE MENTION)

(ROTATE)

- () Housing choices 01
- () Employment opportunities..... 02
- () Shopping opportunities..... 03
- () Education choices 04
- () Parks 05
- () Festivals or cultural events..... 06

(READ LAST) -OR- Something else? (Specify: _____) 98

(DO NOT READ) Don't know/Not sure 99 (21-28)

4a. In your opinion, which of the following represent the biggest challenges facing Oro Valley in the next ten years? (READ IN RANDOM ORDER) (MULTIPLE MENTION)

(ROTATE)

- () Maintaining a low crime rate01
- () Reducing traffic congestion on Oracle Road02
- () Managing land development.....03
- () Providing convenient access to goods and services.04
- () Providing economic opportunities05
- () Maintaining public streets06
- () Maintaining water availability07
- () Maintaining financial stability08
- () Managing Town growth09
- () Protecting the environment.....10

(READ LAST) -OR- Something else? (Specify: _____)98

(DO NOT READ) Don't know/Not sure99 (29-36)

5. I am now going to read you some qualities that might be used to describe Oro Valley in the future. Rate the importance of each on a "1-to-5" scale, where a "5" is "very important" and "1" is "not at all important." You can give me any number between "1" and "5." In the future, how important is it to you that Oro Valley be known...(READ ITEMS IN RANDOM ORDER)

<u>(MARK 'X' WHERE START)</u>	<u>Very Important</u>	<u>Neither Important Nor Unimportant</u>	<u>Not at All Important</u>	
() For its <u>physical beauty</u> , such as desert or mountain views	5	4	3	2 1 (37)
() As a good place to <u>open a business</u>	5	4	3	2 1 (38)
() As an <u>outdoor and recreational</u> community	5	4	3	2 1 (39)
() For its <u>arts and culture</u>	5	4	3	2 1 (40)
() As a center for <u>health and medical research</u>	5	4	3	2 1 (41)
() As a <u>low-crime</u> community	5	4	3	2 1 (42)
() For its <u>quality schools</u>	5	4	3	2 1 (43)
() As a <u>family-friendly</u> community	5	4	3	2 1 (44)

(ASK Q.5a)

5a. (IF "4" OR "5" TO FAMILY-FRIENDLY COMMUNITY IN Q.5, SAY:) In a few words, how would you describe a "family-friendly community"? (PROBE)

6. I am now going to read you some items related to public safety in Oro Valley. Rate each on a “1-to-5” scale, where “5” means the item is “very important” for the Town to provide its residents and “1” means “not at all important.” You can give me any number between “1” and “5.” (READ ITEMS IN RANDOM ORDER)

(MARK 'X' WHERE START)	Very Important		Neither Important Nor Unimportant		Not at All Important	
() A high visibility police force with quick response times and one-on-one interactions with residents.	5	4	3	2	1	(45)
() Crime prevention programs such as Neighborhood Watch and Dispose-a-Med.	5	4	3	2	1	(46)
() School safety.	5	4	3	2	1	(47)
() Disaster planning and homeland security preparedness.	5	4	3	2	1	(48)

7. Next I am going to read you a list of statements regarding actions the Town of Oro Valley could take to address transportation-related issues. After each, tell me how high a priority it is to you on a “1-to-5” scale – where “5” means “high priority” and “1” means “not a priority.” A “3” represents a “moderate priority.” You can give me any number between “1” and “5.” What degree of priority do you feel Oro Valley should place on... (READ ITEMS IN RANDOM ORDER)

(MARK 'X' WHERE START)	Q.7					Q.7a Highest Priority	
	High Priority		Moderate Priority		Not a Priority		No Opinion
() Developing alternative routes to Oracle Road.	5	4	3	2	1	0 (49)	1
() Improving street maintenance.	5	4	3	2	1	0 (50)	2
() Increasing public transportation.	5	4	3	2	1	0 (51)	3
() Building more sidewalks and bike lanes.	5	4	3	2	1	0 (52)	4 (53)

7a. (AFTER ALL ACTIONS ARE READ) (INTERVIEWER: IF ONLY ONE ACTION IS RATED 5,” CIRCLE ACTION AS “HIGHEST PRIORITY.” IF TWO OR MORE ACTIONS ARE RATED “5,” SAY:) “Which of these two (three) actions do you consider to be the highest priority? That is, between (READ FIRST ACTION RATED “5”) compared to (READ OTHER ACTIONS RATED “5”)?” (RECORD ABOVE AS “HIGHEST PRIORITY.”)

(IF “4” OR “3” IS THE HIGHEST RATING GIVEN, INDICATE ACTION AS “HIGHEST PRIORITY.” OTHERWISE, SAY:) “Which of these two (three) actions do you consider to be the highest priority?” (READ)

7b. In order to fund the transportation issue you consider most important, the Town of Oro Valley would need to raise revenues from residents – to supplement existing taxes and fees. Which of the following would you be most supportive of as way to generate additional revenue? (READ ITEMS IN RANDOM ORDER) (MULTIPLE MENTION OKAY)

(ROTATE)

- () Issuing municipal bonds.....01
- () User fees based on consumption.....02
- () Increased commercial development03
- () Increased sales tax.....04
- () A Town of Oro Valley personal property tax.....05

(DO NOT READ) Other (Specify: _____)98
 (DO NOT READ) None of these.....99 (54-61)

8. Presently, the Town has two developed public parks, an aquatic center and several miles of multiuse trails. In your opinion, what additional recreational amenities or services should be provided? (ONLY READ LIST IF NECESSARY) (MULTIPLE MENTION)

- | | |
|------------------------------------|--|
| Soccer/Multi-use fields 01 | Tennis courts 08 |
| Baseball/Softball fields 02 | Racquetball/Handball courts..... 09 |
| Ramadas/Picnic tables 03 | Dog park 10 |
| Children’s play equipment 04 | Other (Specify: _____) 98 |
| Skate park 05 | Nothing/Can’t think of any..... 99 (SKIP TO Q.9) |
| BMX track..... 06 | (62-69) |
| Basketball courts 07 | |

8a. For the most desired recreational amenities or services, which of the following would you be most supportive of as a way to generate revenue to pay for them? (READ ITEMS IN RANDOM ORDER) (MULTIPLE MENTION OKAY)

(ROTATE)

- () Issuing municipal bonds.....01
- () User fees like a park use permit.....02
- () Increased commercial development03
- () Increased sales tax.....04
- () A Town of Oro Valley personal property tax.....05

(DO NOT READ) Other (Specify: _____)98
 (DO NOT READ) None of these.....99 (70-77)

9. Now I am going to read you a list of statements regarding land development in Oro Valley. Rate your level of agreement with each on a "1-to-5" scale, where "5" means you "strongly agree" and "1" means you "strongly disagree." You can give me any number between "1" and "5." (READ ITEMS IN RANDOM ORDER)

(MARK 'X' WHERE START)	Strongly Agree		Neither Agree Nor Disagree		Strongly Disagree	No Opinion
() Oro Valley should emphasize <u>commercial</u> growth rather than <u>residential</u> growth.	5	4	3	2	1	0 (78)
() Oro Valley should provide more housing options for residents including single family homes, apartments, condominiums and townhomes.	5	4	3	2	1	0 (79)
() Oro Valley should promote energy-efficient building construction, green building and renewable energy.	5	4	3	2	1	0 (80)
() Oro Valley should grow by adding new areas to the Town limits.	5	4	3	2	1	0 (81)
() As Oro Valley grows, it should consider increasing water rates to promote greater conservation.	5	4	3	2	1	0 (82)

10. As I read the following employment opportunities, please tell me the degree to which they should be a priority for Oro Valley to attract using a "1-to-5" scale – where "5" means a "high priority" and "1" means "no priority." A "3" represents a "moderate priority." You can give me any number between "1" and "5." What degree of priority do you feel Oro Valley should place on developing additional employment opportunities within the community such as... (READ ITEMS IN RANDOM ORDER)

(MARK 'X' WHERE START)	Q.10					Q.10a Highest Priority	
	High Priority		Moderate Priority		Not a Priority		No Opinion
() Medical/health care	5	4	3	2	1	0 (83)	1
() Small professional office complexes	5	4	3	2	1	0 (84)	2
() Research/Technical parks	5	4	3	2	1	0 (85)	3
() Hotels/Resorts	5	4	3	2	1	0 (86)	4
() Light industry/Manufacturing	5	4	3	2	1	0 (87)	5
() Educational institutions	5	4	3	2	1	0 (88)	6
() Visitor and tourist attractions	5	4	3	2	1	0 (89)	7
							(90)

10a. (AFTER ALL EMPLOYMENT OPPORTUNITIES ARE READ) (INTERVIEWER: IF ONLY ONE OPPORTUNITY IS RATED 5, CIRCLE IT AS "HIGHEST PRIORITY." IF TWO OR MORE OPPORTUNITIES ARE RATED "5," SAY:) "Which of these two (three) employment opportunities do you consider to be the highest priority? That is, between (READ FIRST OPPORTUNITY RATED "5") compared to (READ OTHER OPPORTUNITIES RATED "5")?" (RECORD ABOVE AS "HIGHEST PRIORITY.")

(IF "4" OR "3" IS THE HIGHEST RATING GIVEN, INDICATE OPPORTUNITY AS "HIGHEST PRIORITY." OTHERWISE, SAY:) "Which of these two (three) employment opportunities do you consider to be the highest priority?"(READ)

11. In what ways do you receive or prefer to learn important news about the Town of Oro Valley?
(DO NOT READ) (MULTIPLE MENTION)

- Northwest Explorer newspaper 01
- Northwest edition of the *Arizona Daily (Sunday) Star* 02
- Radio news 03
- Television news..... 04
- Town of Oro Valley website 05
- Social media such as Twitter or Facebook..... 06
- The Oro Valley Vista*, a Town publication 07
- Water bill utility inserts 08
- Attending public meetings 09

- Other (specify) _____ 98
- Don't know/Not sure..... 99 (91-98)

CLASSIFICATION

We would now like to ask you a few questions about yourself, for classification purposes only. First...

C-1. How many years have you lived in Oro Valley? (READ)

- Less than three years 1
- 3-5 years..... 2
- 6-10 years..... 3
- OR- More than 10 years... 4 (99)

C-2. Do you live in Oro Valley... (READ)

- More than 6 months a year ... 1
- OR- Less than 6 months a year.... 2

(DO NOT READ) Don't know/No answer 3 (100)

C-3. Do you work in Oro Valley?

- Yes 1
- No..... 2
- Don't know/No answer 3 (101)

(END): THANK RESPONDENT FOR HIS/HER TIME AND SAY: "IN CASE THE OFFICE WANTS TO CHECK MY WORK, MAY I HAVE YOUR FIRST NAME AND THE ZIP CODE OF YOUR HOME ADDRESS?"

RESPONDENT'S NAME _____ ZIP CODE _____ (102-106)

*** (REMEMBER TO VERIFY RESPONDENT'S PHONE NUMBER) ***

FOR OFFICE USE ONLY:

Validation Questions

Q _____ Q _____

Q _____ Q _____

Q _____ Q _____



YOUR VOICE OUR FUTURE

Planning Oro Valley Together

COMMUNITY EVENTS SURVEY
September 2013 – February 2014
Summary of the Findings

Prepared for:



Prepared by:



TOWN OF ORO VALLEY YOUR VOICE, OUR FUTURE PROJECT SURVEY
Community Events Survey
September 2013 – February 2014

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Appendix

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TOWN OF ORO VALLEY
YOUR VOICE, OUR FUTURE
PROJECT SURVEY
Community Events Survey
September 2013 – February 2014

**Introduction
and Goals**

This Community Survey, conducted for the Town of Oro Valley, was designed to measure community attitudes and opinions related to the Town's future among its residents. The survey will determine baseline attitudes with respect to the development of the Town of Oro Valley's General Plan update.

This report analyzes the responses to three select questions of the **Community Events Survey**:

- ✓ What is liked best about Oro Valley?
- ✓ What are the biggest challenges facing Oro Valley?
- ✓ What should Oro Valley be known for?

**Methodology
Overview**

Four Survey Methods – Based on a survey instrument developed in conjunction with FMR Associates, the Town has sought community opinions in four different ways:

- **Telephone:** a statistically-valid and statistically-projectable survey of adult (18+) Oro Valley residents was conducted in September 2013 by FMR Associates. Sample size is 306.
- **Community Events:** three individual questions selected from the telephone survey instrument were posed to attendees by Town volunteers and staff at more than 60 community events. Those in attendance responded using Post-It Notes to questions written on a large paper flipchart tablet. No demographic data was collected; however, events were targeted to sample youth, families, retirees and other mixed demographic groups. More than 2,600 Post-It Notes were completed by community event attendees.
- **Online:** a self-administered, web-based version of the entire telephone survey was created and linked at the **YourVoiceOV.com** website. Sample size is 212.
- **Paper:** a self-administered paper survey (very similar to the telephone survey) was developed and distributed by the Town at various community events and in the *Explorer* newspaper. Sample size is 104.

Community Events Methodology Benefits and Limitations –

The principal benefit of the Community Events methodology is that it uses open-ended questions that allow for completely independent, unstructured and unbiased responses from a large number of residents.

The limitations to interpretation of this methodology include the lack of demographic information associated with the responses; and that all opinions or perceptions tabulated are only from event participants. Consequently, these results are then only projectable to event attendees – who may or may not be representative of the community overall. Community events surveys are not statistically projectable to the community as a whole.

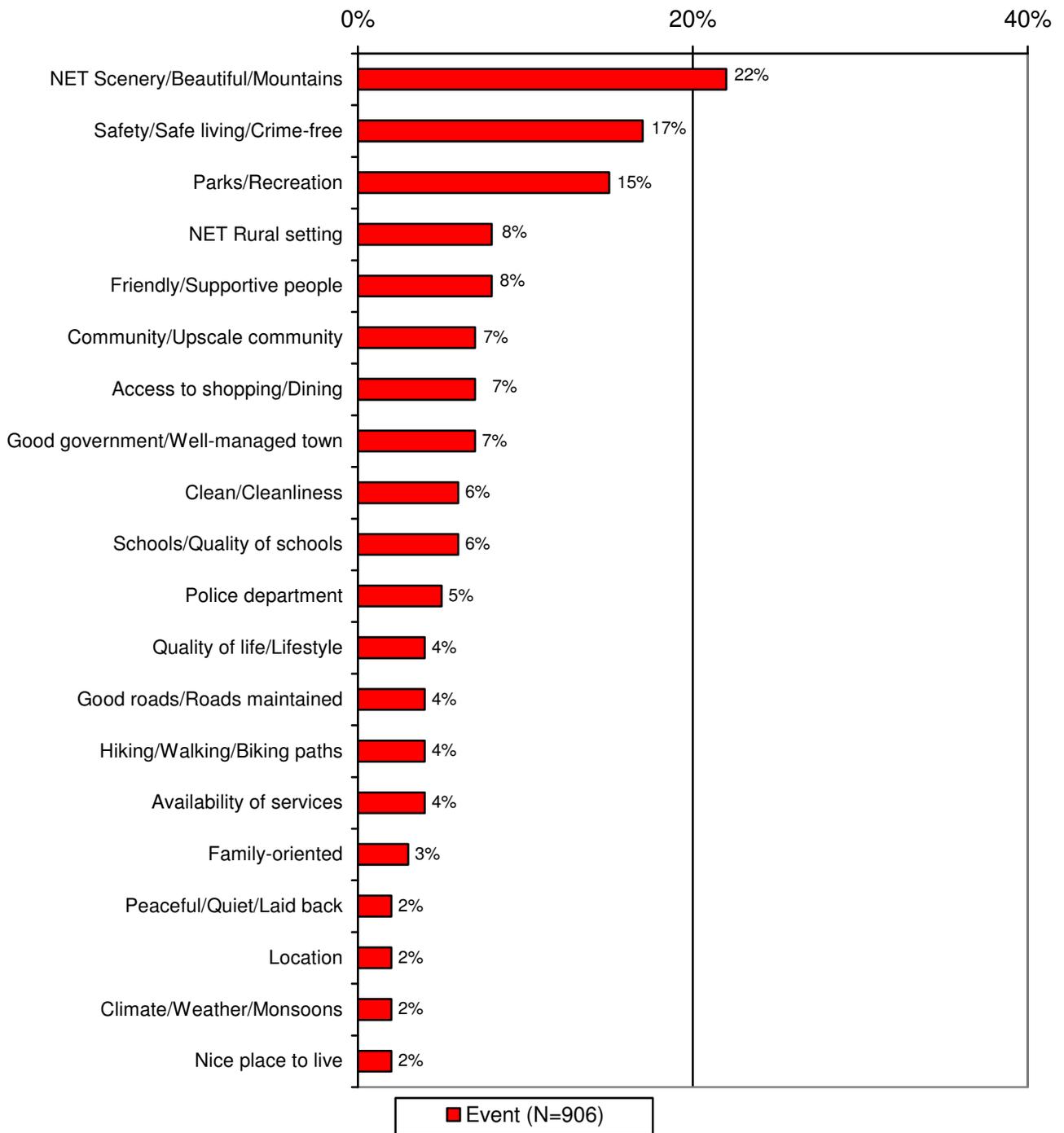
SUMMARY OF THE FINDINGS (Community Events Survey)

Reasons for Enjoying Living in Oro Valley – The most mentioned answers to the question “What do you like best about Oro Valley?” are:

- **Scenery and natural beauty** (including references to the scenery, views and/or mountains) (22%).
- **A safe place to live, with a low crime rate** (17%). Another 5% offer positive related comments related to the police department.
- An appreciation of the Town’s **parks & recreation** amenities (15%). A few others specifically referred to the “hiking paths, walking paths or bike paths” (4%).

Less than one of ten also mentioned: that Oro Valley has a rural or **small town** feel (8%); appreciate their **friendly or supportive neighbors** (8%); enjoy a **sense of community** (with some who perceive that the Town is “**upscale**”) (7%); they value access to the **varied shopping and dining** opportunities (7%); believe that Oro Valley has a **good government** and/or is **well managed** (7%); comment that the Town is **clean** or **well-kept** (6%); and think it has **quality schools** (6%).

**Table 1 Elements Enjoyed Most About Living in Oro Valley
(Top Mentions)**



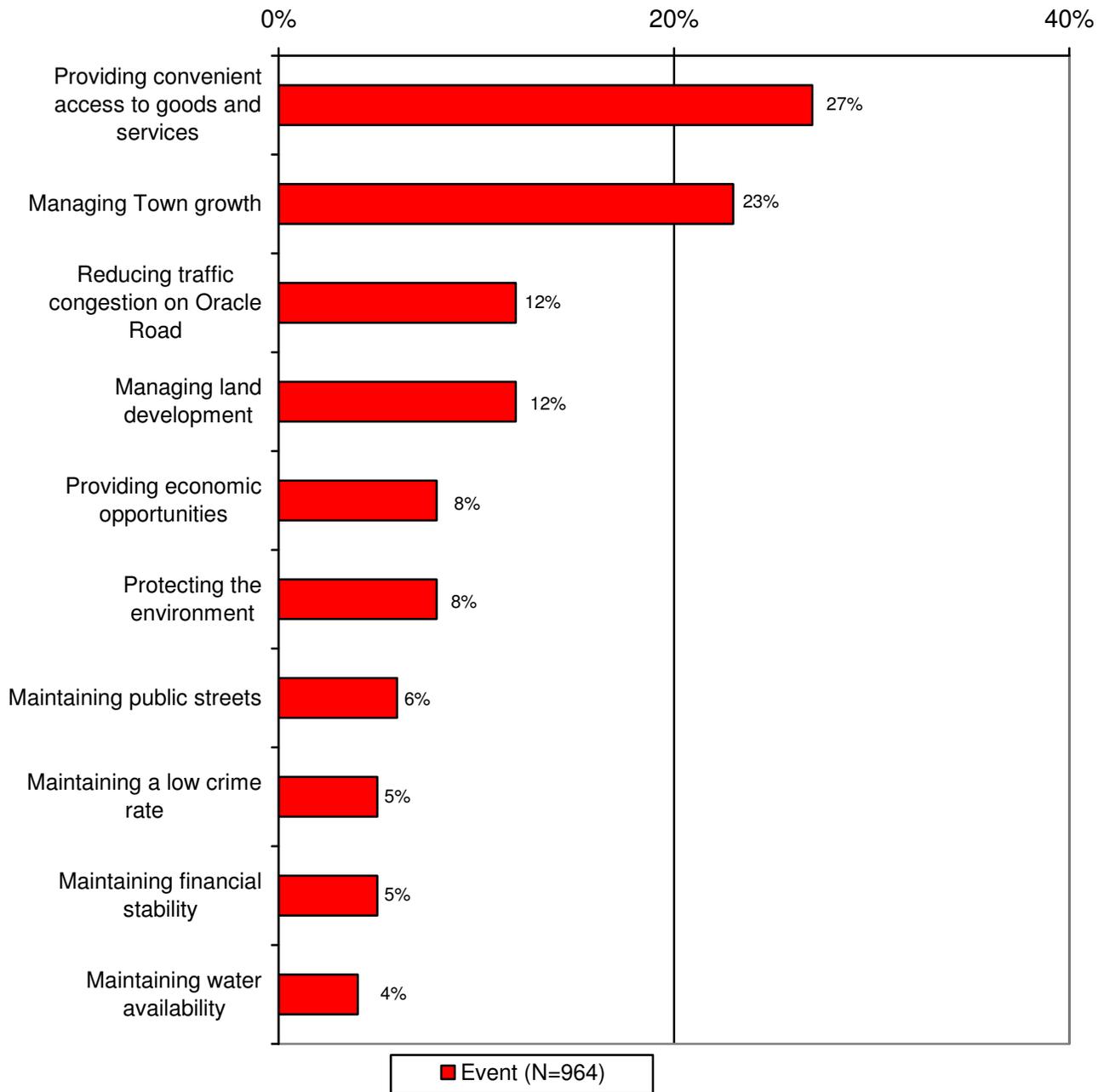
Question: What do you like best about Oro Valley?

Future Challenges for Oro Valley – According to community event survey respondents, the two biggest challenges facing Oro Valley in the next ten years include:

- **Providing convenient access to goods and services** (27%)
- **Managing Town growth** (23%)

About half as many cite **reducing traffic congestion on Oracle Road** and **managing land development** (12% each). Others mention challenges related to **providing economic opportunities** (8%), **protecting the environment** (8%) and/or **maintaining public streets** (6%).

Table 2 Biggest Challenges Facing Oro Valley In the Next Ten Years

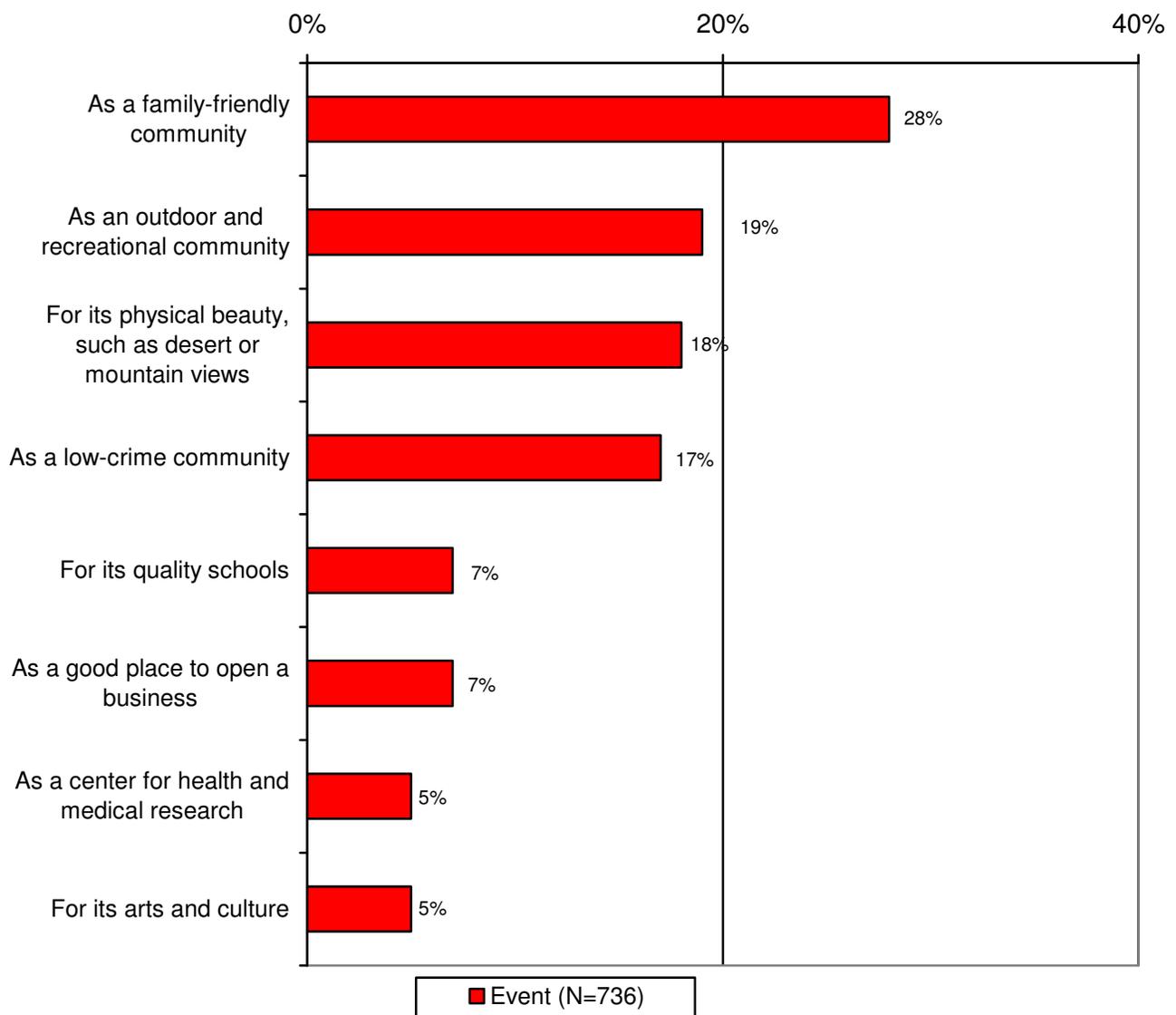


Question: What are the biggest challenges facing Oro Valley in the next ten years?

Oro Valley Imaging – Community events survey respondents are most apt to say that Oro Valley should be known for being a **family-friendly community** (28%).

Just less than two of ten each think the Town should be recognized: as an **outdoor and recreational community** (19%); for its **physical beauty** (such as desert or mountain views) (18%); and/or as a **low-crime community** (17%). Others indicate that Oro Valley should be known **for its quality schools** or as a **good place to open a business** (7% each).

Table 3 Importance of Various Qualities That Might Describe Oro Valley’s Future



Question: What should Oro Valley be known for?

**TOWN OF ORO VALLEY
YOUR VOICE, OUR FUTURE
PROJECT SURVEY
Community Events Survey
September 2013 – February 2014**

Appendix

**Survey
Methodology
and Sample
Selection**

This report consists of opinions gathered from attendees at more than 60 community events hosted by the Town of Oro Valley. Data was collected by Town volunteers and staff from September 2013 through February 2014. Residents in attendance at these community events responded using Post-It Notes to three questions written on a large paper tablet flipchart. More than 2,600 Post-It Notes were collected.

**Statistical
Reliability**

The statistics in this report are subject to a degree of variation that is determined by sample (or sub-sample) size. All research data are subject to a certain amount of variation for this reason. This does not mean that the figures represented in the various tables are wrong. It means that each percentage represents a possible “range” of response. This is because the random sampling process, as well as human behavior itself, can never be perfect. For the largest segment of this sample, N=1,000 (rounded), the statistical variation is $\pm 3.2\%$ under the most extreme circumstances – with a 95% confidence level. That is, when the percentages shown in the tables are near 50% (the most conservative situation), the actual behavior or attitude may range from 46.8% to 53.2%. The 95% confidence level means that if the survey were repeated 100 times, in 95 cases the same range of response would result. Those percentages that occur at either extreme (for example, 10% or 90%) are subject to a smaller degree of statistical fluctuation (in this case, $\pm 1.9\%$).

Confidence Intervals for a Given Percent
(at the 95% confidence level)

N (Base for %)	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
1,000	1.9%	2.5%	2.9%	3.1%	3.2%
900	2.0%	2.7%	3.1%	3.2%	3.3%
800	2.1%	2.8%	3.2%	3.4%	3.5%
700	2.3%	3.1%	3.5%	3.8%	3.8%
600	2.5%	3.3%	3.8%	4.0%	4.1%
500	2.7%	3.6%	4.1%	4.4%	4.5%

Example: If the table shows that 20% of all respondents (when N=1,000) have a positive or negative attitude about a question category, the chances are 95 out of 100 that the true value is 20% ± 2.5 percentage points; that is, the range of response would be 17.5% to 22.5%.



YOUR VOICE OUR FUTURE

Planning Oro Valley Together

YourVoiceOV.com INTERNET SURVEY

September 2013 – February 2014

Summary of the Findings

Prepared for:



Prepared by:



TOWN OF ORO VALLEY YOUR VOICE, OUR FUTURE PROJECT SURVEY
YourVoiceOV.com Internet Survey
September 2013 – February 2014

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TOWN OF ORO VALLEY YOUR VOICE, OUR FUTURE PROJECT SURVEY

YourVoiceOV.com Internet Survey

September 2013 – February 2014

Digest of the Contents (Cont'd)

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Appendix

Survey methodology and sample selection YV-A-1

Statistical reliability YV-A-1
Confidence intervals for a given %

TOWN OF ORO VALLEY
YOUR VOICE, OUR FUTURE
PROJECT SURVEY
YourVoiceOV.com Internet Survey
September 2013 – February 2014

**Introduction
and Goals**

This Community Survey, conducted for the Town of Oro Valley, was designed to measure community attitudes and opinions related to the Town's future among its residents. The survey will determine baseline attitudes with respect to the development of the Town of Oro Valley's General Plan update.

Four Survey Methods – Based on a survey instrument developed in conjunction with FMR Associates, the Town has sought community opinions in four different ways:

- **Telephone:** a statistically-valid and statistically-projectable survey of adult (18+) Oro Valley residents was conducted in September 2013 by FMR Associates. Sample size is 306.
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- **Online:** a self-administered, web-based version of the entire telephone survey was created and linked at the **YourVoiceOV.com** website. Sample size is 212.
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This report analyzes the YourVoiceOV.com self-administered web-based survey responses.

Areas of Investigation – The following areas of investigation were considered the central points for this Community Survey:

1. **Community vision, values and priorities** –
 - What is liked best and least about Oro Valley?
 - What areas of focus should be emphasized?
 - What are the biggest challenges?
 - How is a “family-friendly community” defined?
2. **Public safety** –
 - Most important elements?
3. **Transportation** –
 - How are transportation-related issues prioritized?
4. **Parks & recreation** –
 - How are recreational amenities and services prioritized?
5. **Revenue-raising preferences** –
 - What are the preferred methods of raising funds for generating additional revenue?
6. **Land development** –
 - What are the priorities and areas of emphasis?
7. **Economic development** –
 - What are the priorities and areas of emphasis?
8. **Communication** –
 - What are the preferred ways to get news about the Town of Oro Valley?

In addition to specific survey questions related to these areas of investigation, the YourVoiceOV.com website included multiple opportunities for respondents to write comments, offer general suggestions and provide ideas related to the future of the Town. While these comments are not summarized in this report, they have been documented. All public comments will be reported to future Your Voice Committees for potential implementation.

Methodology Overview

For the YourVoiceOV.com survey, a self-administered web-based version of the telephone survey was created and linked at the **YourVoiceOV.com** website. Maximum sample size is 212.

Methodology Benefits and Limitations – The principal benefit of this web-based survey is that it allowed for respondents to participate in this survey process who were not accessible by telephone (landline or wireless), and/or would not or could not participate with one of the other survey methods. It also gave the respondent all the time he or she required to answer each question – privately and confidentially – so as to reduce or eliminate any possible bias or influence.

The limitations to interpretation of this methodology is the small sample size – which may or may not be representative of the community – along with self-selected nature of the respondents. Self-selected respondents are potentially more likely to express highly positive or negative opinions. Self-selected respondents certainly *represent* the opinions and attitudes of Oro Valley citizens, but are not necessarily be *projectable* to all residents.

Additionally, the demographic composition of this web-based survey is not reflective of United States Census data for the Town of Oro Valley.

Respondent Characteristics

The following tables (I-1 to I-4) reflect the characteristics of the final completed self-administered, web-based sample of 212 Oro Valley residents.

The median age of the sample is 56.4 years (Table I-1). A majority of respondents are 55+ (54%).

The sample includes a mix of newer (for less than five years) (38%) and long-term (10+ year) (42%) Oro Valley residents (Table I-2). The median length of residency is 8.0 years.

Fully 91% are full-time Oro Valley residents (for 6+ months in a year) (Table I-3), while one of four respondents work in Oro Valley (26%) (Table I-4).

Table I-1

Age of Respondents

	YourVoiceOV.com Total
18 to 24	11%
25 to 34	7%
35 to 44	15%
45 to 54	13%
55 to 64	29%
65+	25%
	N=150

Table I-2

Length of Residence in Oro Valley

	YourVoiceOV.com Total
Less than 3 years	21%
3-5 years	17%
5-10 years	19%
More than 10 years	42%
	N=145

Table I-3

Part-Time/Full-Time Resident

	YourVoiceOV.com Total
More than 6 months/year	91%
Less than 6 months/year	4%
Don't know/No answer	5%
	N=151

Table I-4

Work in Oro Valley

	YourVoiceOV.com Total
Yes	26%
No	54%
Don't know/No answer	20%
	N=149

DETAILS OF THE FINDINGS

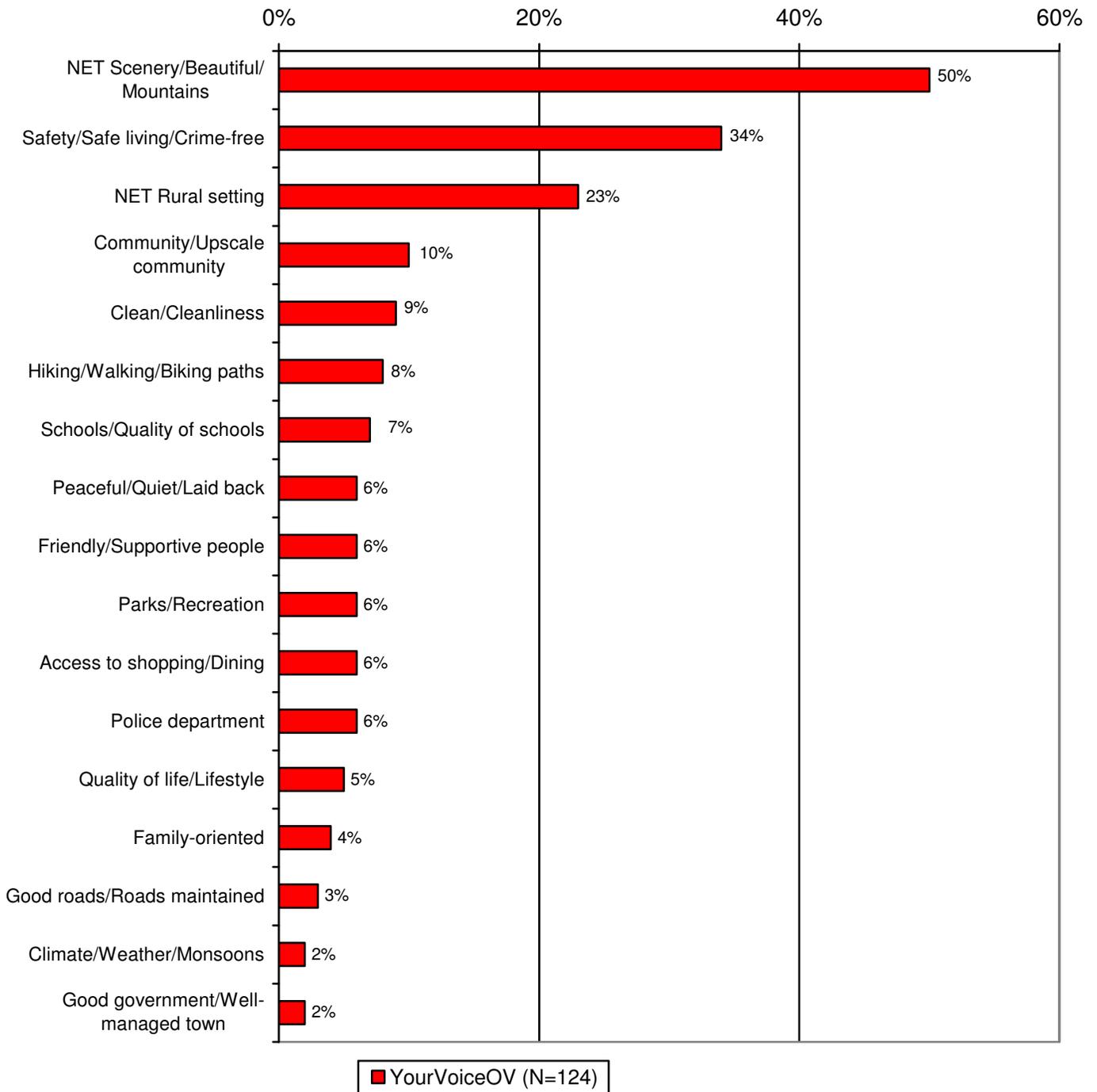
Community Vision, Values and Priorities

Elements Enjoyed Most About Living in Oro Valley – Among online YourVoiceOV.com survey respondents, the three “most liked” attributes or elements of living in Oro Valley include:

- **Scenery and beauty, including the mountain views** (50%)
- **Safe living, low crime** (34%)
- **A small town, rural feeling** (23%)

Others appreciate the **sense of community** (including that Oro Valley is “**upscale**”) (10%), the **cleanliness** of the Town (9%), its **hiking/walking/biking paths** (7%), **high quality of the schools** (7%), the **peaceful or laid-back** lifestyle (6%), **friendly neighbors** (6%), **parks & recreation** amenities (6%), **access to shopping/dining** (6%) and **the police department** (6%)

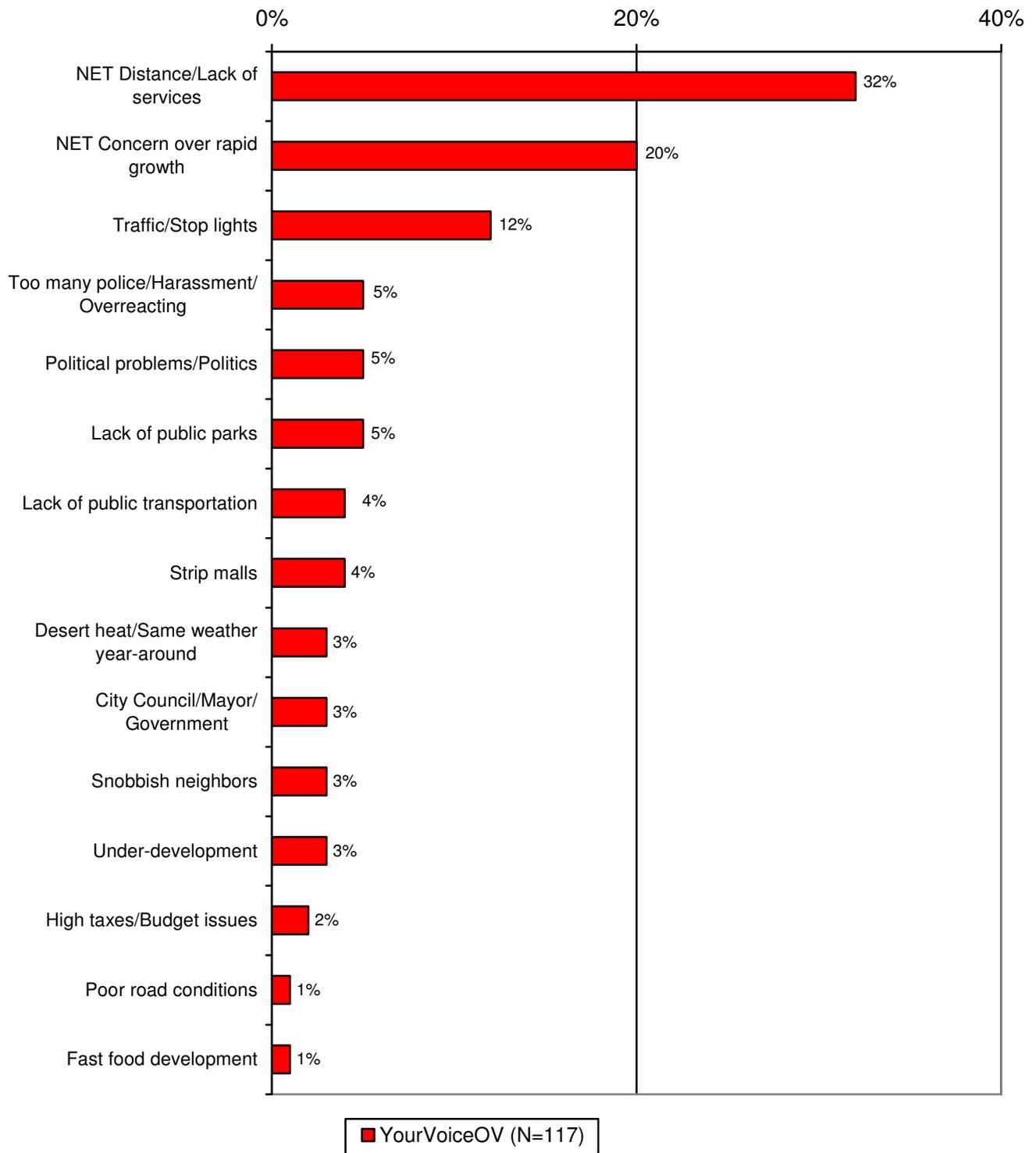
**Table 1 Elements Enjoyed Most About Living in Oro Valley
(Top Mentions)**



Question: Please complete the following sentence in three or four words: The things I most value about living in Oro Valley are...

Elements Enjoyed Least About Living in Oro Valley – According to YourVoiceOV.com respondents, the top complaint about living in Oro Valley is the **distance to and/or perceived lack of services** (32%). Several are also concerned over **rapid Town growth** (20%), while others are critical of **heavy traffic and/or stop lights** (12%). Nearly one of ten (8%) reference **political problems** (5%) and/or other concerns related to **Town government** (3%).

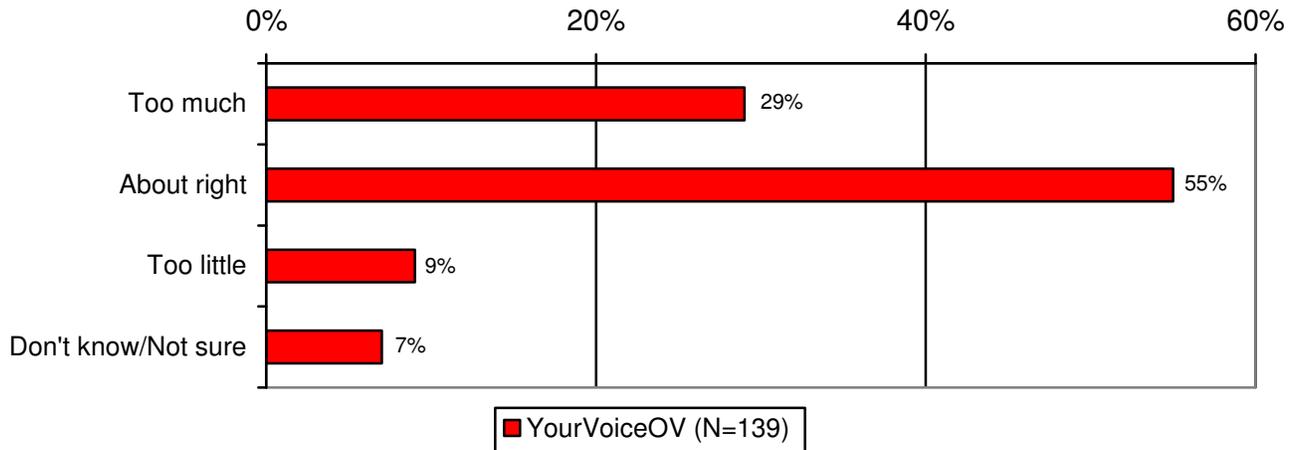
Table 2 Elements Enjoyed Least About Living in Oro Valley (Top Mentions)



Question: Again, please complete the following sentence in three or four words: The things I value least about living in Oro Valley are...

Perceived Speed of Oro Valley Growth – A majority of YourVoiceOV.com respondents think that Oro Valley is growing “about right” (55%). Among the rest, about three times as many perceive that there is “too much” (29%) rather than “too little” (9%) growth. The balance (7%) are not sure.

Table 3 Perceived Speed of Oro Valley’s Growth



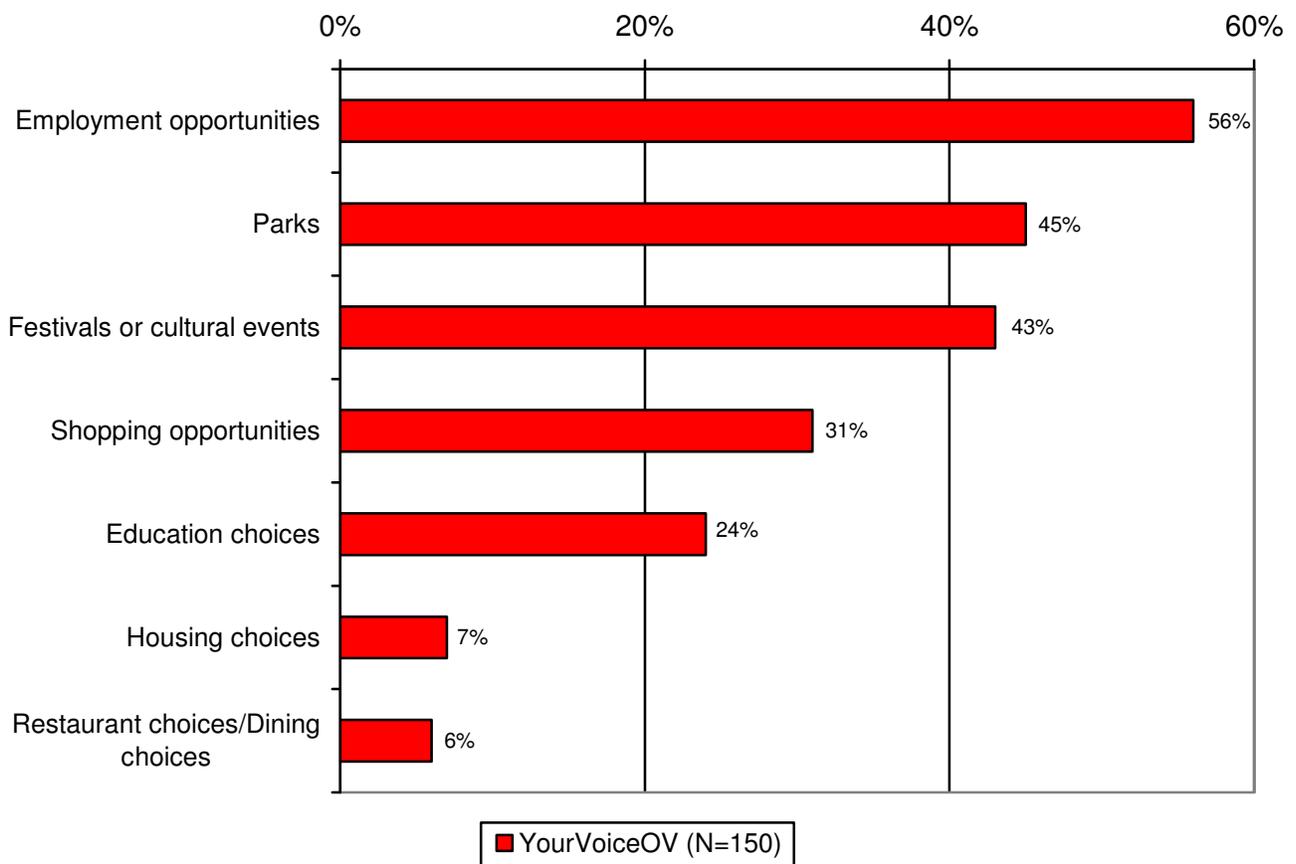
Question: In terms of Oro Valley’s growth, do you think the Town is growing...

Items That Require Additional Focus for Oro Valley – As Oro Valley becomes more self-sufficient, the three primary areas that YourVoiceOV.com respondents feel the Town must focus on to become a more complete or livable community include:

- **Employment opportunities** (56%)
- **Parks** (45%)
- **Festivals or cultural events** (43%)

Others highlight **shopping opportunities** (31%) and/or **education choices** (24%), with some who mention **housing choices** (7%) or **restaurant/dining choices** (6%)

Table 4 Items That Require Additional Focus for Oro Valley to Become a More Complete or Livable Community



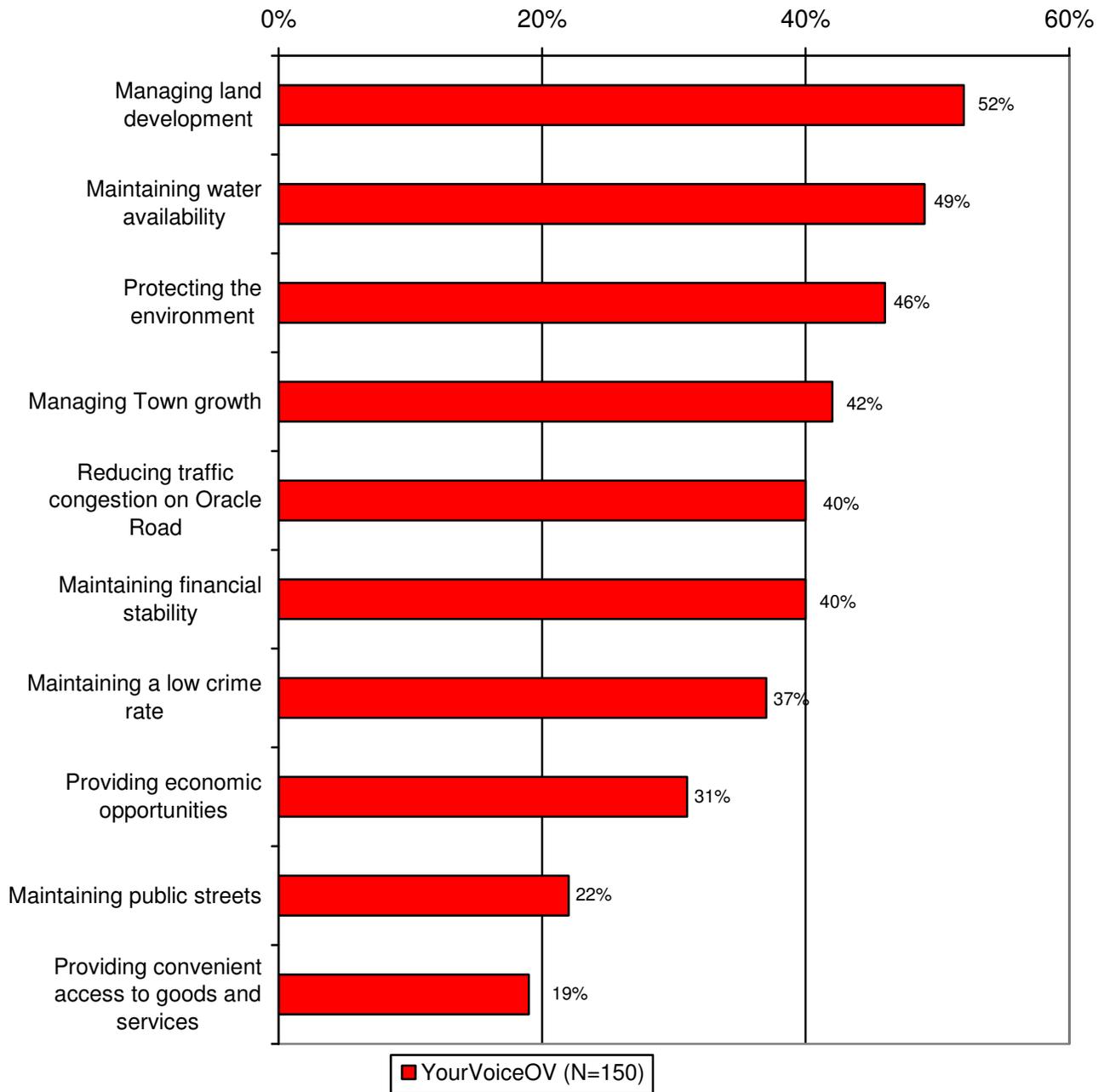
Question: Oro Valley is becoming a more self-sufficient community with increased opportunities to live, work, shop, learn and recreate. In your opinion, which of the following require additional focus for Oro Valley to become a more complete or livable community?

Biggest Challenges Facing Oro Valley – About one-half of YourVoiceOV.com respondents indicate the following are the biggest challenges facing Oro Valley in the next ten years:

- **Managing land development** (52%)
- **Maintaining water availability** (49%)
- **Protecting the environment** (46%)

Other significant (and nearly equal) challenges include **managing Town growth** (42%), **reducing traffic congestion on Oracle Road** (40%), **maintaining financial stability** (40%) and maintaining a **low crime rate** (37%).

Table 5 Biggest Challenges Facing Oro Valley In the Next Ten Years



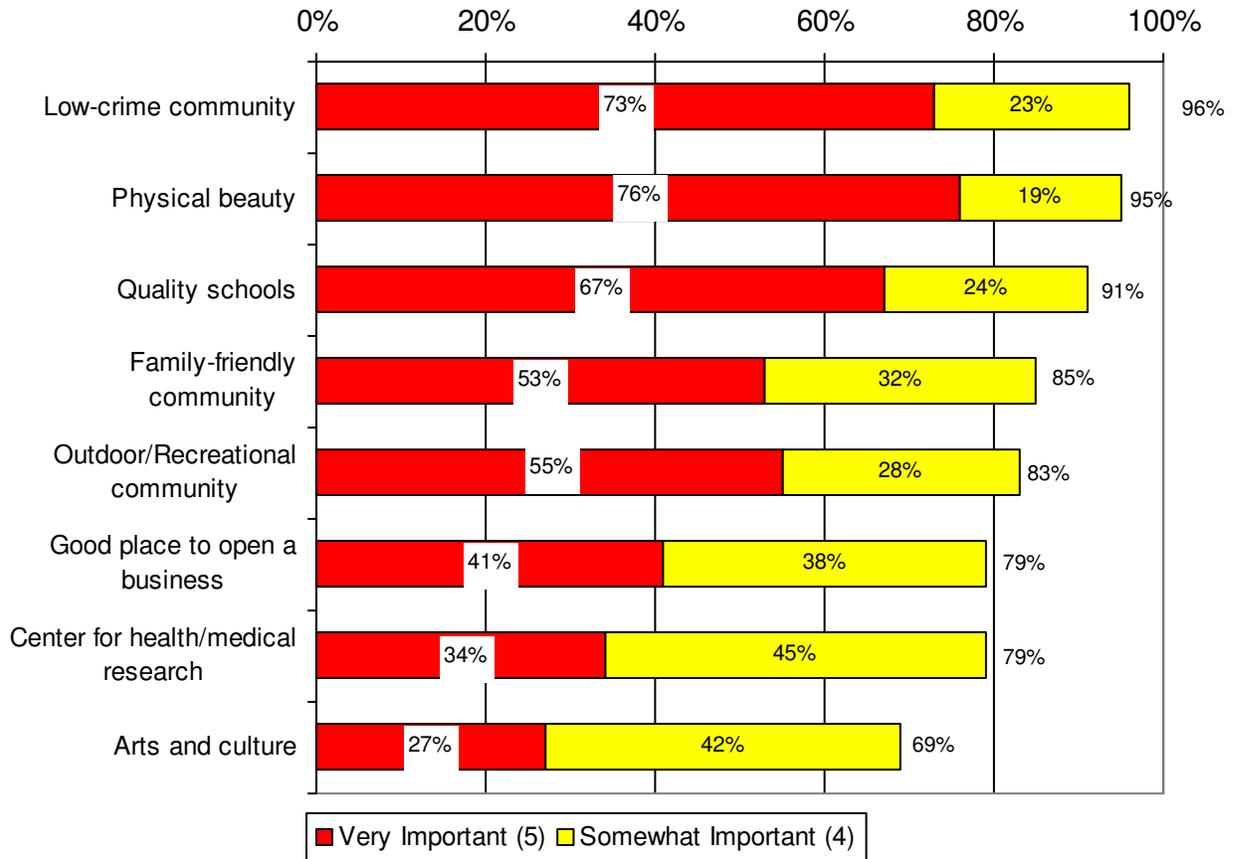
Question: In your opinion, which of the following represent the biggest challenges facing Oro Valley in the next ten years?

Importance of Qualities That Might Describe Oro Valley's Future – According to a majority of YourVoiceOV.com respondents, it is “very important” that (in the future) Oro Valley be known:

- **As a low-crime community** (73% “very important” [a “5” on a “1-to-5” importance scale], 96% important to some degree.)
- **For its physical beauty, such as desert or mountain views** (76% “very important,” 95% important to some degree.)
- **For its quality schools** (67% “very important,” 91% important to some degree.)
- **As a family-friendly community** (53% “very important,” 85% important to some degree.)
- **As an outdoor and recreational community** (55% “very important,” 83% important to some degree.)

Seven of ten or more think it is at least “somewhat important” that Oro Valley be known **as a good place to open a business** (79% important, 41% “very important”), **as a center for health/medical research** (79% important, 34% “very important”) and/or **for its arts and culture** (69% important, 27% “very important”).

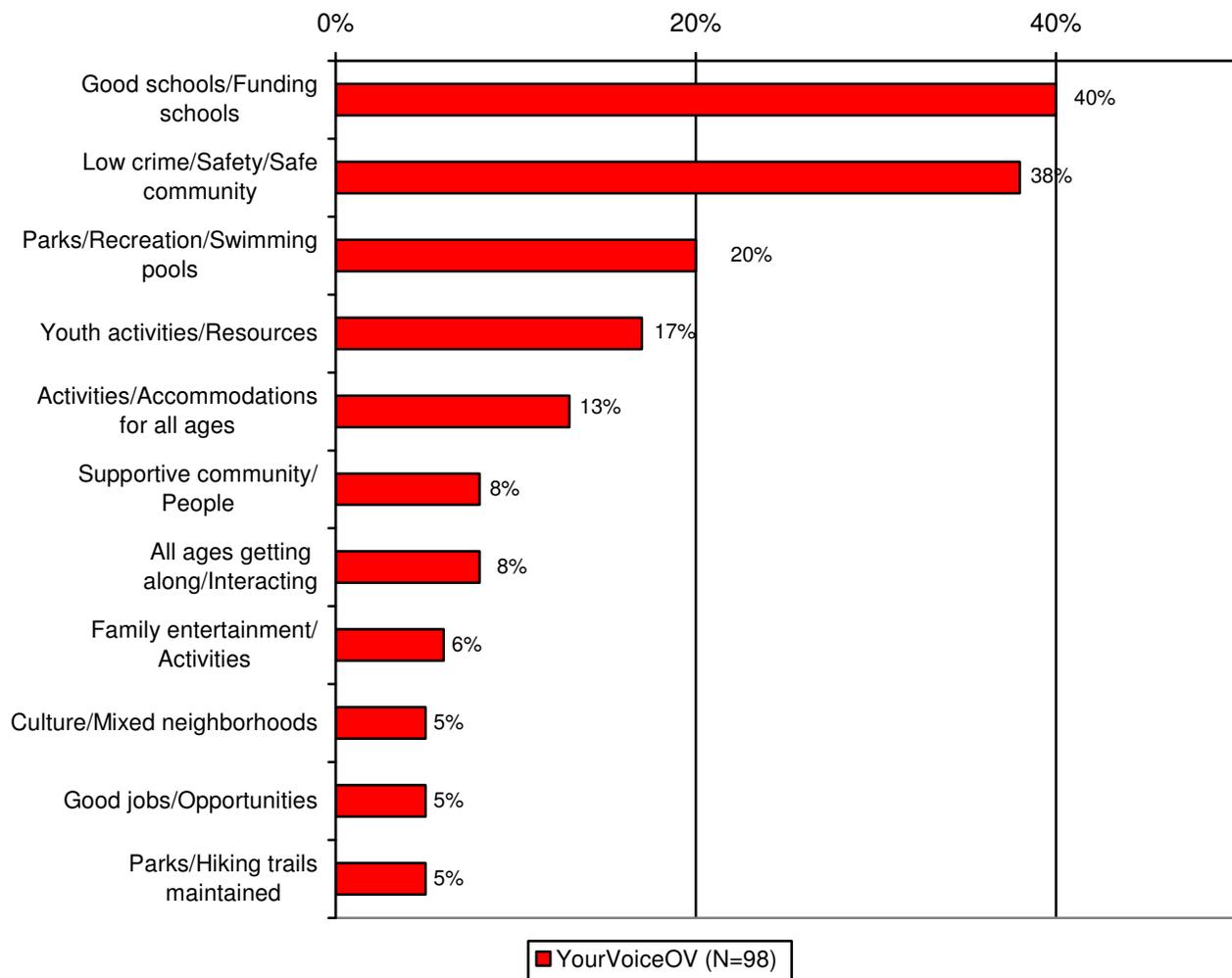
Table 6 **Importance of Various Qualities That
Might Describe Oro Valley’s Future**
 (“4” and “5” Responses on “1-to-5” Scale)



Question: The following are some qualities that might be used to describe Oro Valley in the future. Rate the importance of each on a “1-to-5” scale, where a “5” is “very important” and “1” is “not at all important.” You can give any number between “1” and “5.” In the future, how important is it to you that Oro Valley be known...

Description of a “Family-Friendly Community – The largest share of YourVoiceOV.com respondents describe a “family-friendly community” as having **quality schools with good funding** (40%) and **low crime** (a “safe” community) (38%). Others mention adequate **parks & recreation facilities** (including **public swimming pools**) (20%) – while some point to activities and resources devoted to **youth** (17%), **people of all ages** (13%) or **families** (6%). In lesser numbers, some describe a family-friendly community as being **supportive** (8%) – with residents of **all ages getting along** (8%).

Table 6a Description of a “Family-Friendly Community”
(Top Mentions)



Question: In a few words, how would you describe a “family-friendly community”?

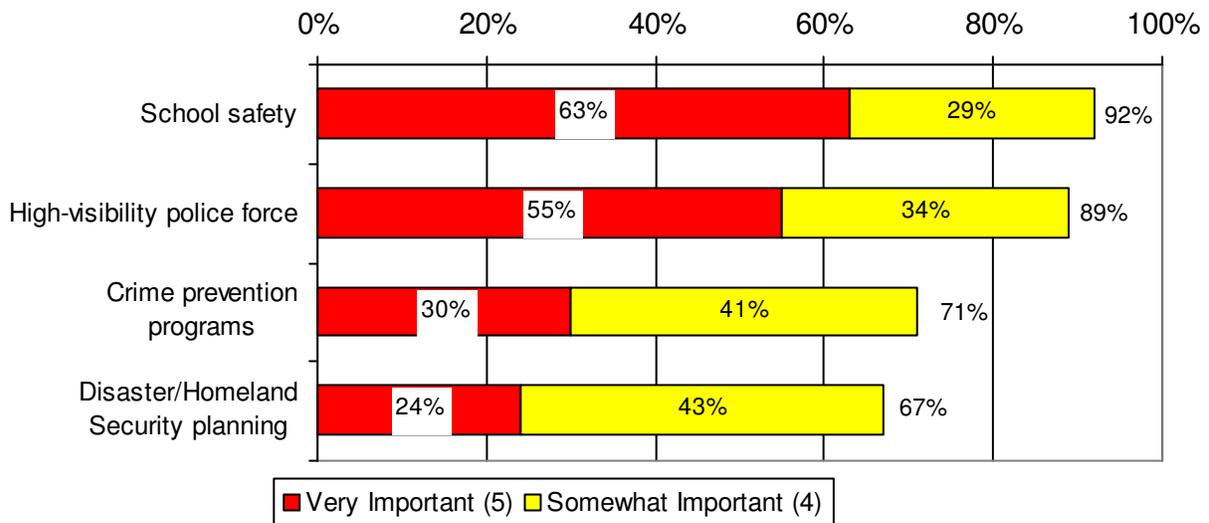
Public Safety

Importance of Various Public Safety Elements – YourVoiceOV.com respondents indicate that these elements are most highly important to public safety in Oro Valley:

- **School safety** (63% “very important” [a “5” on a “1-to-5” importance scale], 92% important to some degree.)
- **A high visibility police force with quick response times and one-on-one interactions with residents** (55% “very important,” 89% important to some degree.)

To some extent, a large majority also consider crime prevention programs (such as Neighborhood Watch and Dispose-a-Med) (71%/30% “very important”) and disaster planning/homeland security preparedness (67%/24% “very important”) important to public safety.

Table 7 Importance of Various Public Safety Elements
 (“4” and “5” Responses on “1-to-5” Scale)



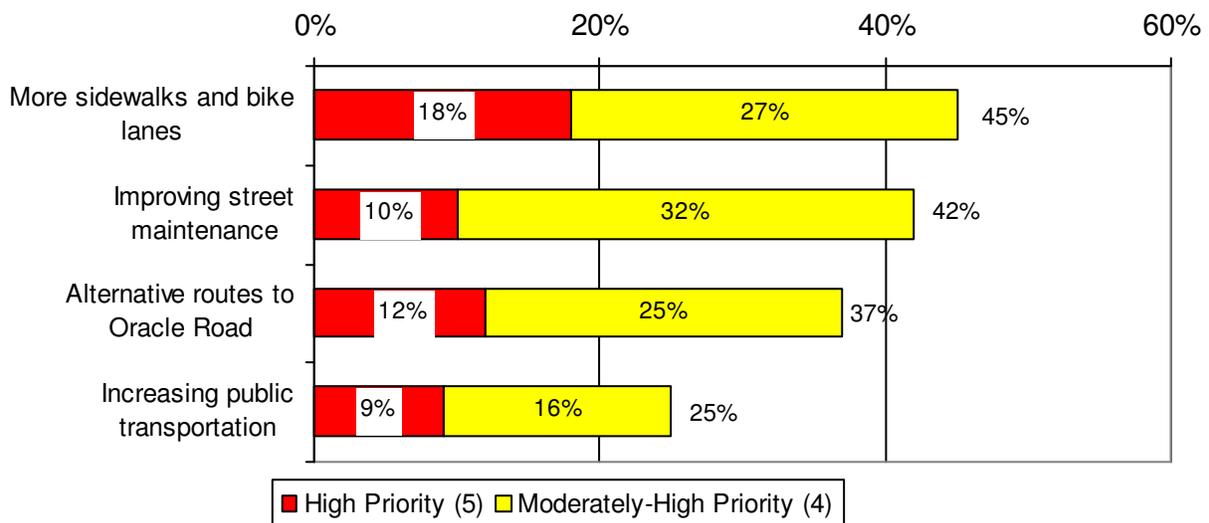
Question: The following are some items related to public safety in Oro Valley. Rate each on a “1-to-5” scale, where “5” means the item is “very important” for the Town to provide its residents and “1” means “not at all important.” You can give any number between “1” and “5.”

Transportation

Priority of Actions to Address Transportation Issues – Approximately four of ten YourVoiceOV.com respondents consider the following transportation issues a “high” or “moderately-high” priority for Oro Valley to address:

- **Building more sidewalks and bike lanes** (45% priority [18% “high priority,” a “5” on the “1-to-5” scale].)
- **Improving street maintenance** (42% priority [10% “high priority”].)
- **Developing alternative routes to Oracle Road** (37% priority [12% “high priority”].)

Table 8 **Priority of Various Actions to Address Transportation-Related Issues**
 (“4” and “5” Response Totals on “1-to-5” Scale)



Question: The following are a list of statements regarding actions the Town of Oro Valley could take to address transportation-related issues. After each, rate how high a priority it is to you on a “1-to-5” scale – where “5” means “high priority” and “1” means “not a priority.” A “3” represents a “moderate priority.” You can give any number between “1” and “5.” What degree of priority do you feel Oro Valley should place on...

Highest Transportation-Related Priority and Most Supported Revenue Raising Option – Of the four transportation issues evaluated by YourVoiceOV.com survey respondents, the priority ranking of action includes:

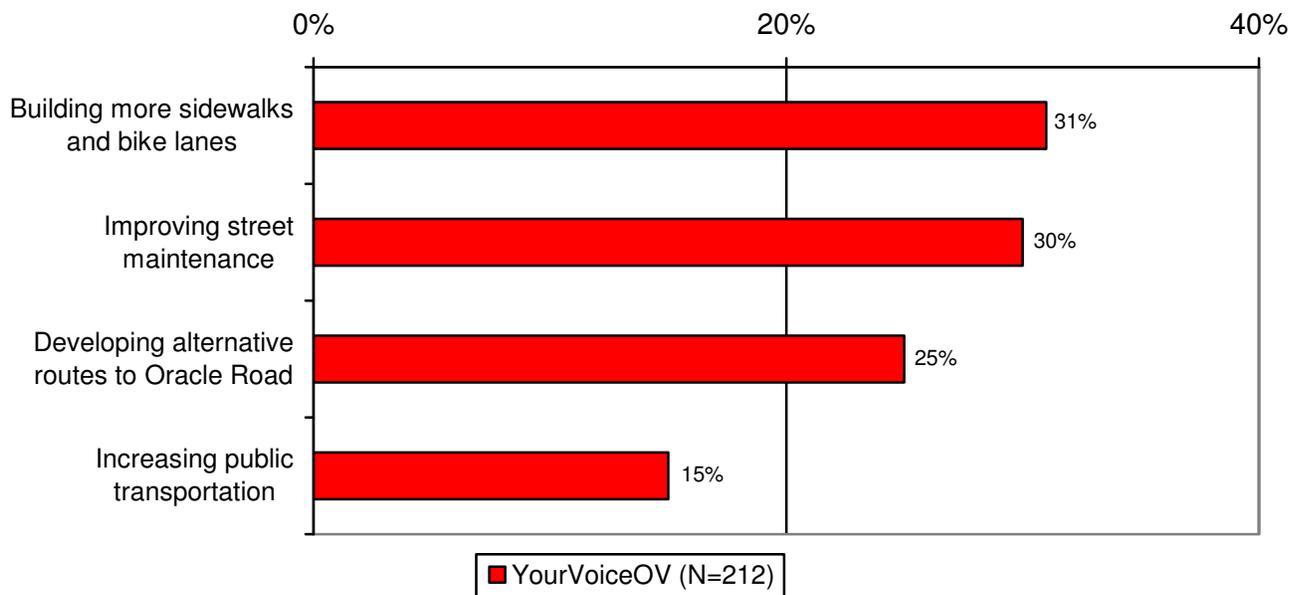
- **Building more sidewalks and bike lanes** (31% highest priority.)
- **Improving street maintenance** (30% highest priority.)
- **Developing alternative routes to Oracle Road** (25% highest priority.)
- **Increasing public transportation** (15% highest priority.)

What are the most supported methods to generate additional revenue from residents to fund the most important transportation priorities?

- **Issuing municipal bonds** (29%)
- **Increased commercial development** (24%)
- **User fees based on consumption** (19%)

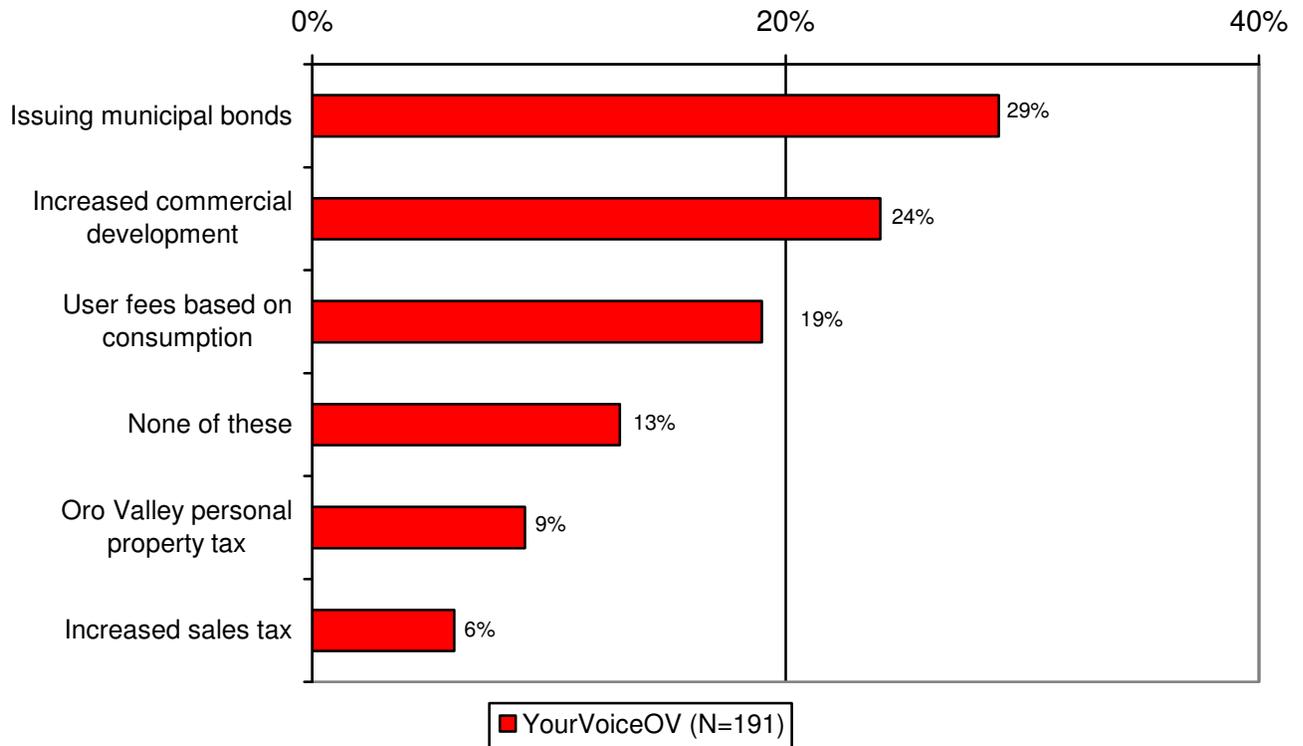
Overall, there is little support for a Town of Oro Valley personal property tax (9%) or an increased sales tax (6%).

Table 8a Highest Priority Action to Address Transportation-Related Issues



Question: Which of these actions do you consider to be the highest priority?

Table 8b Most Supported Means to Generate Additional Revenue for Most Important Transportation-Related Issues



Question: In order to fund the transportation issue you consider most important, the Town of Oro Valley would need to raise revenues from residents – to supplement existing taxes and fees. Which of the following would you be most supportive of as way to generate additional revenue?

Parks & Recreation

Additional Recreational Amenities/Services Desired and Most Supported Revenue Raising Option – YourVoiceOV.com respondents indicate the following recreational amenities/services (in addition to current offerings) should be provided by the Town of Oro Valley:

- **Dog park** (29%)
- **Ramadas/Picnic tables** (26%)
- **Soccer/Multi-use fields** (24%)
- **Children’s play equipment** (21%)
- **Skate park** (16%)
- **Tennis courts** (16%)

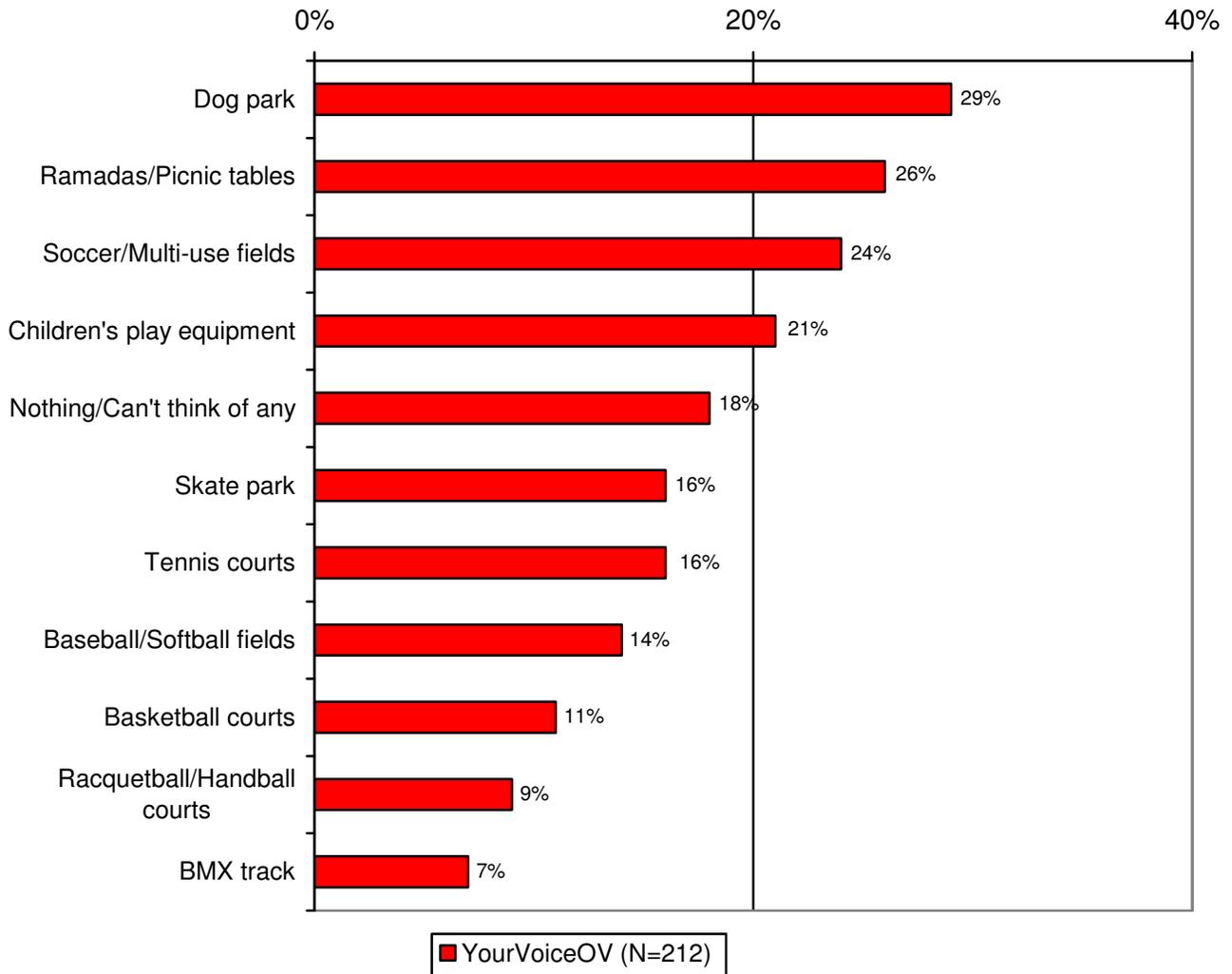
Other desired recreational amenities/services include: **baseball/softball fields** (14%), **basketball courts** (11%), **racquetball/handball courts** (9%) and/or a **BMX track** (7%).

What are the most supported methods to generate additional revenue from residents to fund the most desired additional recreation amenities/services?

- **User fees like a park use permit** (26%)
- **Issuing municipal bonds** (18%)
- **Increased commercial development** (17%)

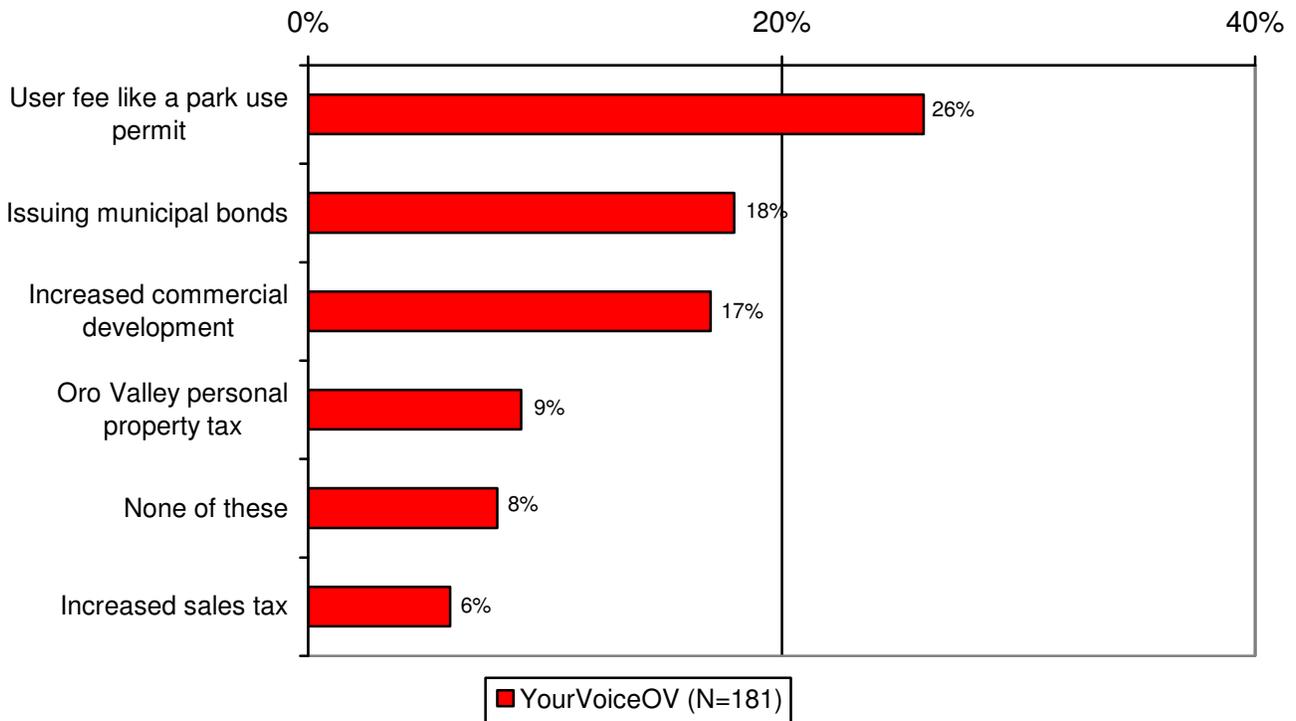
Once again, there is little support for a Town of Oro Valley personal property tax (9%) or an increased sales tax (6%). One of ten overall support “none” of the revenue raising options evaluated.

Table 9 Additional Recreation Amenities or Services That Oro Valley Should Provide (Top Mentions)



Question: Presently, the Town has two developed public parks, an aquatic center and several miles of multiuse trails. In your opinion, what additional recreational amenities or services should be provided?

Table 9a Most Supported Means to Generate Additional Revenue to Pay for Additional Recreation Amenities or Services (Top Mentions)



Question: For the most desired recreational amenities or services, which of the following would you be most supportive of as a way to generate revenue to pay for them?

Land Development

Agreement With Various Statements Regarding Land Development – Overall, 88% YourVoiceOV.com respondents agree to some extent (including 47% who do so “strongly”) that **Oro Valley should promote energy-efficient building construction, green building and renewable energy.**

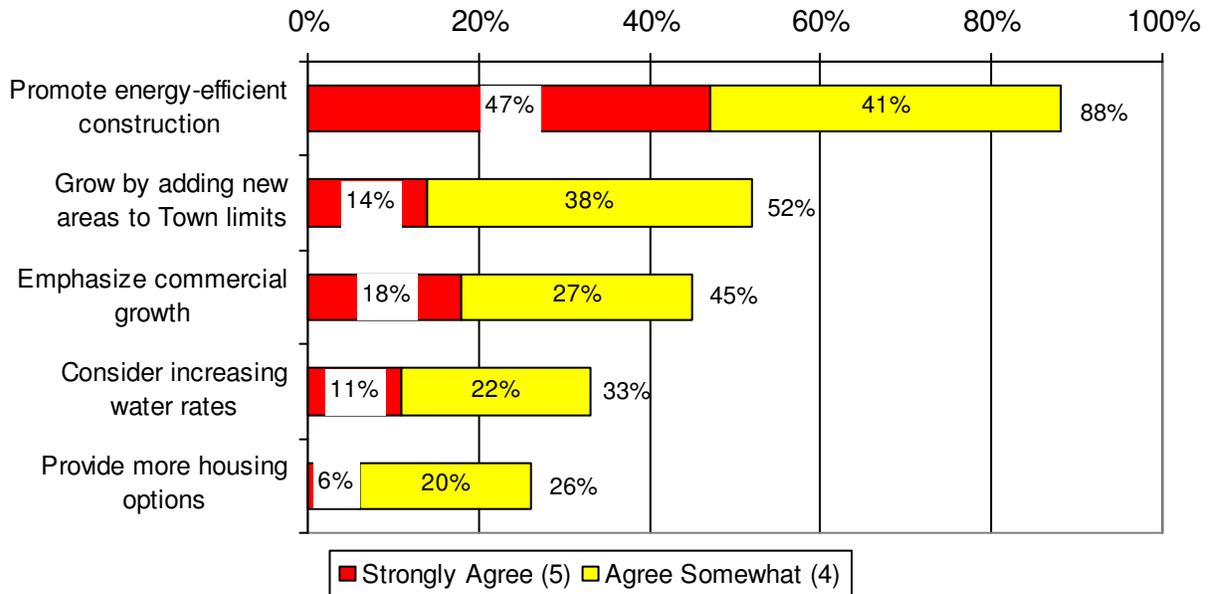
About one-half agree to some extent with two other statements concerning land development:

- **Oro Valley should grow by adding new areas to the Town limits (52%)**
- **Oro Valley emphasize *commercial* growth rather *residential* growth (45%)**

Just one-third agree that **as Oro Valley grows, it should consider increasing water rates to promote greater conservation.** Overall, more disagree (48%). However, water conservation is a concern to YourVoiceOV.com respondents. One-half (49%) indicate that maintaining water availability is a key challenge facing Oro Valley in the next ten years (see Table 5 results).

Similarly, more disagree (49%) than agree (26%) that **Oro Valley should provide more housing options for residents including single family homes, apartments, condominiums and townhomes.**

Table 10 Agreement With Various Statements Regarding Land Development in Oro Valley
 (“4” and “5” Responses on “1-to-5” Scale)



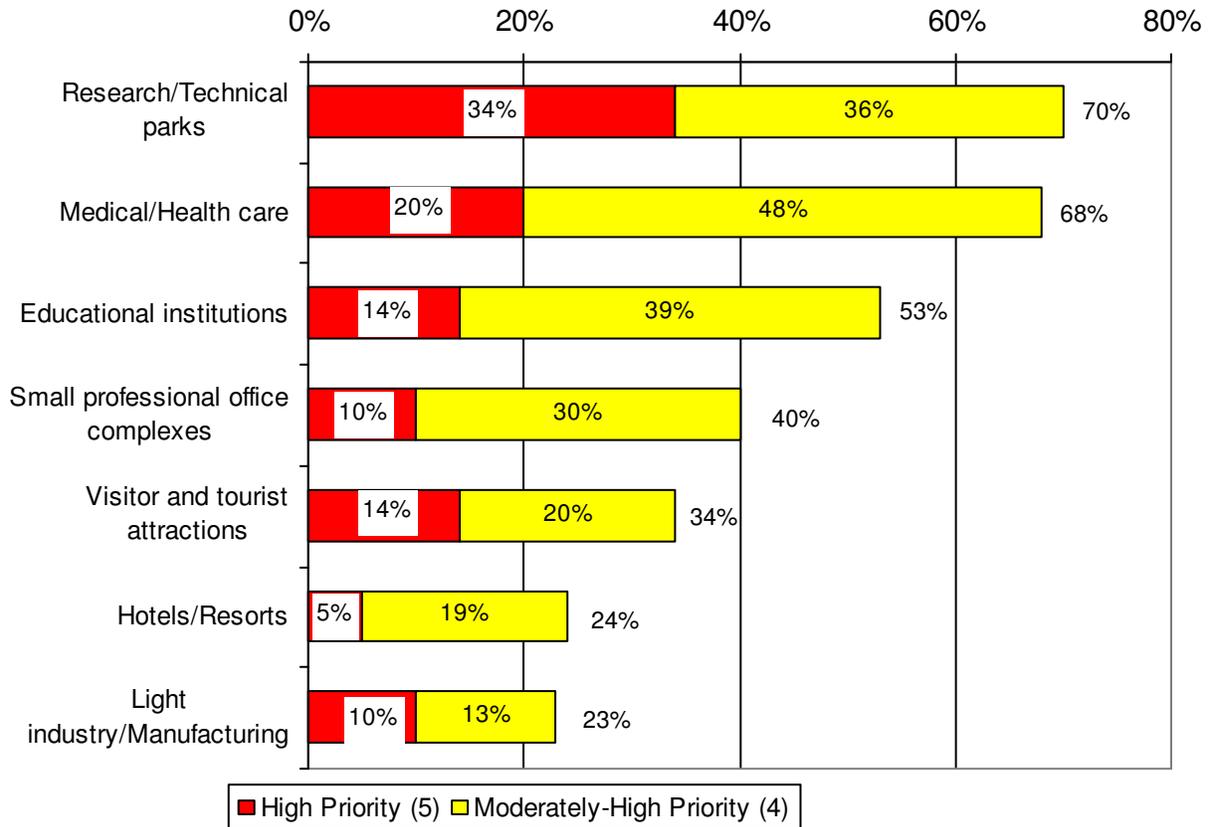
Question: The following are a list of statements regarding land development in Oro Valley. Rate your level of agreement with each on a “1-to-5” scale, where “5” means you “strongly agree” and “1” means you “strongly disagree.” You can give any number between “1” and “5.”

Economic Development

Priority of Various Employment Opportunities for Oro Valley to Develop – Most YourVoiceOV.com respondents indicate that Oro Valley should place some degree of priority on developing these three additional employment opportunities within the community:

- **Research/Technical parks** (70% priority [34% “high priority,” a “5” on the “1-to-5” scale].)
- **Medical/Health care** (68% priority [20% “high priority”].)
- **Educational institutions** (53% priority [14% “high priority”].)

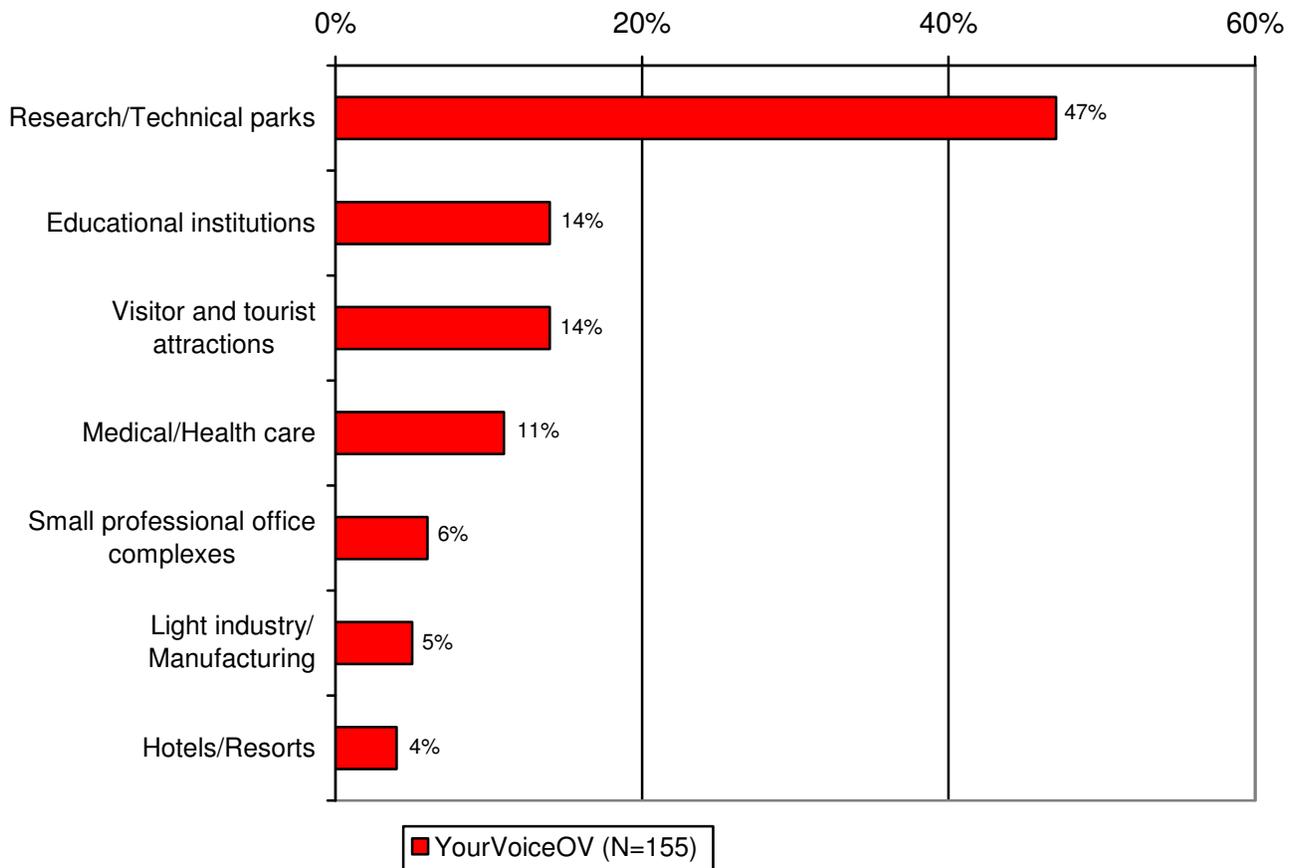
Table 11 Priority of Various Employment Opportunities for Oro Valley to Develop
 (“4” and “5” Responses on “1-to-5” Scale)



Question: For the following employment opportunities, please rate the degree to which they should be a priority for Oro Valley to attract using a “1-to-5” scale – where “5” means a “high priority” and “1” means “no priority.” A “3” represents a “moderate priority.” You can give any number between “1” and “5.” What degree of priority do you feel Oro Valley should place on developing additional employment opportunities within the community such as...

Highest Priority Employment Opportunity for Oro Valley to Develop – When asked to select the highest priority jobs for Oro Valley to develop, the most preferred employment opportunity is clearly **research/technical parks** (47%). Fewer YourVoiceOV.com respondents place a primary emphasis on **educational institutions** (14%), **visitor and tourist attractions** (14%) or **medical/health care** (11%).

Table 11a Highest Priority Employment Opportunity for Oro Valley to Develop



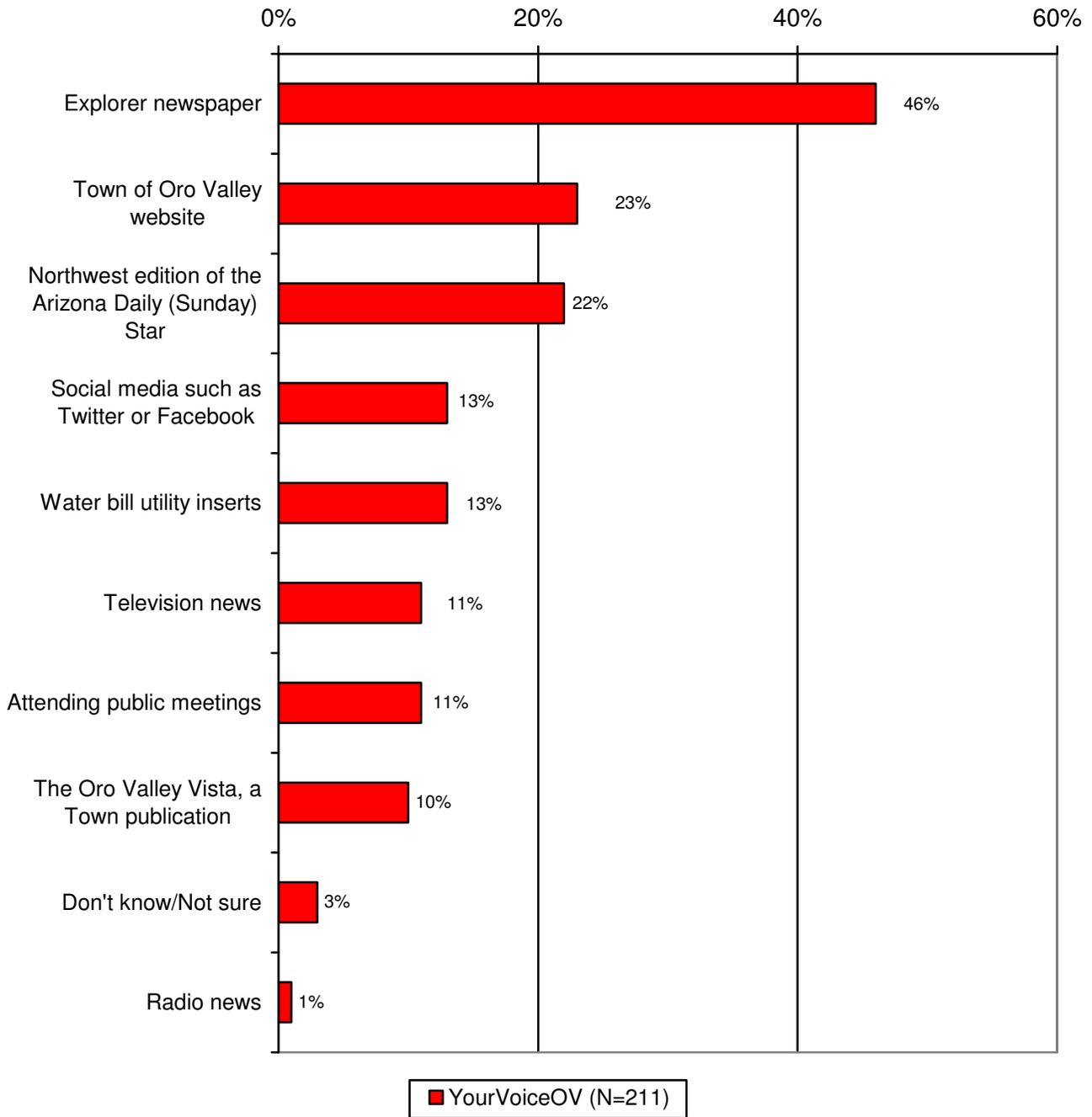
Question: Which of these employment opportunities do you consider to be the highest priority?

Communication

Preferred Method of Communication – When asked how they receive or prefer to learn important news about the Town of Oro Valley, the three most often mentioned media include:

- ***Explorer*** newspaper (46%)
- **Town of Oro Valley website** (23%)
- **Northwest edition of the *Arizona Daily (Sunday) Star*** (22%)

Table 12 Preferred Means to Learn Important News About the Town of Oro Valley



Question: In what ways do you receive or prefer to learn important news about the Town of Oro Valley?

**TOWN OF ORO VALLEY
YOUR VOICE, OUR FUTURE
PROJECT SURVEY
YourVoiceOV.com Internet Survey
September 2013 – February 2014**

Appendix

**Survey
Methodology
and Sample
Selection**

This study consists of community opinions gathered from a self-administered web-based version of the base telephone survey that was created and linked at the **YourVoiceOV.com** website. Sample size is 212.

**Statistical
Reliability**

The statistics in this report are subject to a degree of variation that is determined by sample (or sub-sample) size. All research data are subject to a certain amount of variation for this reason. This does not mean that the figures represented in the various tables are wrong. It means that each percentage represents a possible “range” of response. This is because the random sampling process, as well as human behavior itself, can never be perfect. For this sample, N=200 (conservatively rounded), the statistical variation is $\pm 6.9\%$ under the most extreme circumstances – with a 95% confidence level. That is, when the percentages shown in the tables are near 50% (the most conservative situation), the actual behavior or attitude may range from 43.1% to 56.9%. The 95% confidence level means that if the survey were repeated 100 times, in 95 cases the same range of response would result. Those percentages that occur at either extreme (for example, 10% or 90%) are subject to a smaller degree of statistical fluctuation (in this case, $\pm 4.2\%$).

Confidence Intervals for a Given Percent
(at the 95% confidence level)

N (Base for %)	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
300	3.3%	4.5%	5.1%	5.5%	5.7%
250	3.8%	5.0%	5.8%	6.2%	6.3%
200	4.2%	5.5%	6.4%	6.8%	6.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
50	8.3%	11.1%	12.7%	13.6%	13.9%

Example: If the table shows that 20% of all respondents (when N=200) have a positive or negative attitude about a question category, the chances are 95 out of 100 that the true value is 20% ± 5.5 percentage points; that is, the range of response would be 14.5% to 25.5%.



YOUR VOICE OUR FUTURE

Planning Oro Valley Together

SELF-ADMINISTERED PAPER SURVEY

September 2013 – February 2014

Summary of the Findings

Prepared for:



Prepared by:



TOWN OF ORO VALLEY *YOUR VOICE, OUR FUTURE* PROJECT SURVEY
Self-Administered Paper Survey
September 2013 – February 2014

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TOWN OF ORO VALLEY YOUR VOICE, OUR FUTURE PROJECT SURVEY
Self-Administered Paper Survey
September 2013 – February 2014

Digest of the Contents (Cont'd)

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Table 10. Agreement with various statements regarding land development
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VII. Communication PS-24
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Appendix

Survey methodology and sample selection PS-A-1

Statistical reliability PS-A-1
Confidence intervals for a given %

TOWN OF ORO VALLEY
YOUR VOICE, OUR FUTURE
PROJECT SURVEY
Self-Administered Paper Survey
September 2013 – February 2014

**Introduction
and Goals**

This Community Survey, conducted for the Town of Oro Valley, was designed to measure community attitudes and opinions related to the Town's future among its residents. The survey will determine baseline attitudes with respect to the development of the Town of Oro Valley's General Plan update.

Four Survey Methods – Based on a survey instrument developed in conjunction with FMR Associates, the Town has sought community opinions in four different ways:

- **Telephone:** a statistically-valid and statistically-projectable survey of adult (18+) Oro Valley residents was conducted in September 2013 by FMR Associates. Sample size is 306.
- **Community Events:** three individual questions selected from the telephone survey instrument were posed to attendees by Town volunteers and staff at more than 60 community events. Those in attendance responded using Post-It Notes to questions written on a large paper flipchart tablet. No demographic data was collected; however, events were targeted to sample youth, families, retirees and other mixed demographic groups. More than 2,600 Post-It Notes were completed by community event attendees.
- **Online:** a self-administered, web-based version of the entire telephone survey was created and linked at the **YourVoiceOV.com** website. Sample size is 212.
- **Paper:** a self-administered paper survey (very similar to the telephone survey) was developed and distributed by the Town at various community events and in the *Explorer* newspaper. Sample size is 104.

This report analyzes the self-administered paper survey responses.

Areas of Investigation – The following areas of investigation were considered the central points for this Community Survey:

1. **Community vision, values and priorities** –
 - What is liked best and least about Oro Valley?
 - What areas of focus should be emphasized?
 - What are the biggest challenges?
 - How is a “family-friendly community” defined?
2. **Public safety** –
 - Most important elements?
3. **Transportation** –
 - How are transportation-related issues prioritized?
4. **Parks & recreation** –
 - How are recreational amenities and services prioritized?
5. **Revenue-raising preferences** –
 - What are the preferred methods of raising funds for generating additional revenue?
6. **Land development** –
 - What are the priorities and areas of emphasis?
7. **Economic development** –
 - What are the priorities and areas of emphasis?
8. **Communication** –
 - What are the preferred ways to get news about the Town of Oro Valley?

Methodology Overview

For the paper survey, a self-administered paper version of the base telephone survey was developed and distributed by the Town at various community events and in the *Explorer* newspaper. Maximum sample size is 104.

Methodology Benefits and Limitations – The principal benefit of this self-administered paper survey is that it allowed for respondents to participate in this survey process who were not accessible by telephone (landline or wireless), and/or would not or could not participate with one of the other survey methods. It also gave the respondent all the time he or she required to answer each question – privately and confidentially – so as to reduce or eliminate any possible bias or influence.

The limitations to interpretation of this methodology is the small sample size – which may or may not be representative of the community – along with the self-selected nature of the respondents. Self-selected respondents are potentially more likely to express highly positive or negative opinions. Self-selected respondents certainly *represent* the opinions and attitudes of Oro Valley citizens, but are not *projectable* to all residents.

Additionally, the demographic composition of this self-administered paper survey is not reflective of United States Census data for the Town of Oro Valley.

Respondent Characteristics

The following tables (I-1 to I-4) reflect the characteristics of the final completed self-administered paper survey sample of 104 Oro Valley residents.

The median age of the sample is 64.2 years (Table I-1). Nearly one-half of paper survey respondents are 65+ (48%).

Nearly one-half of respondents are long-term (10+ year) Oro Valley residents (46%). Two of ten are newer (for less than five years) residents. The median length of residency is 9.4 years.

Fully 86% are full-time Oro Valley residents (for 6+ months in a year) (Table I-3), while 23% of respondents work in Oro Valley (Table I-4).

Table I-1

Age of Respondents

	Paper Total
18 to 24	0%
25 to 34	6%
35 to 44	10%
45 to 54	11%
55 to 64	26%
65+	48%
	N=102

Table I-2

Length of Residence in Oro Valley

	Paper Total
Less than 3 years	8%
3-5 years	12%
5-10 years	33%
More than 10 years	46%
	N=96

Table I-3

Part-Time/Full-Time Resident

	Paper Total
More than 6 months/year	86%
Less than 6 months/year	1%
Don't know/No answer	13%
	N=100

Table I-4

Work in Oro Valley

	Paper Total
Yes	23%
No	58%
Don't know/No answer	19%
	N=100

DETAILS OF THE FINDINGS

Community Vision, Values and Priorities

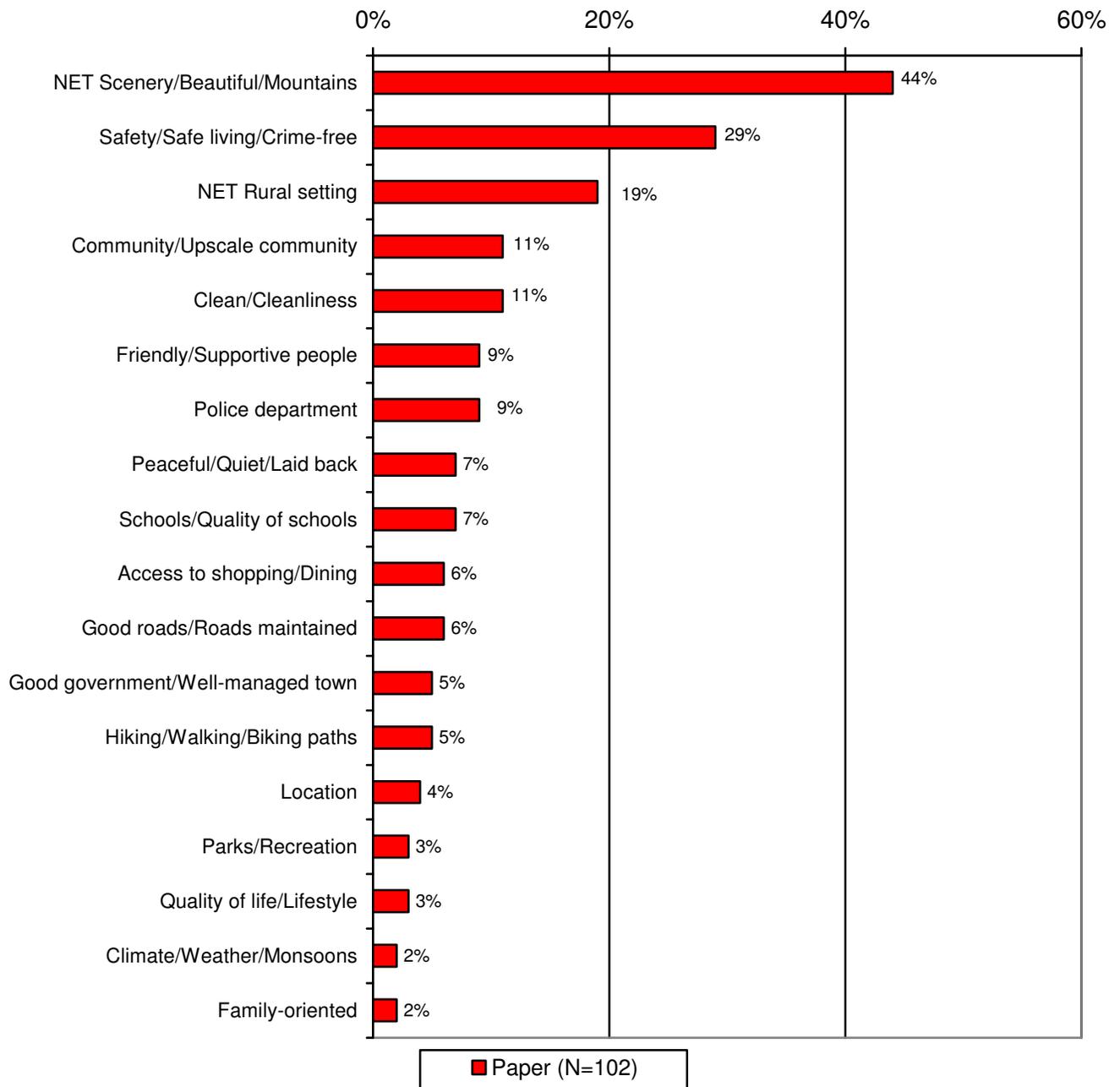
Elements Enjoyed Most About Living in Oro Valley – Paper survey respondents indicate their three “most liked” attributes or elements of living in Oro Valley include:

- **Scenery and natural beauty, including the mountain views** (44%)
- **Safe living, low crime rate** (29%; with another 9% who appreciate the police)
- **A small town-like, rural feel** (19%)

Other paper survey respondents value the **sense of community** (including a perception that Oro Valley is “**upscale**”) (11%), the **cleanliness of the Town** (11%) and/or its **friendly/supportive residents** (9%).

Some also appreciate the **peaceful or laid-back** lifestyle (7%), **the quality of the schools** (7%), **access to shopping/dining** (6%) and/or **the good or well-maintained roads** (6%).

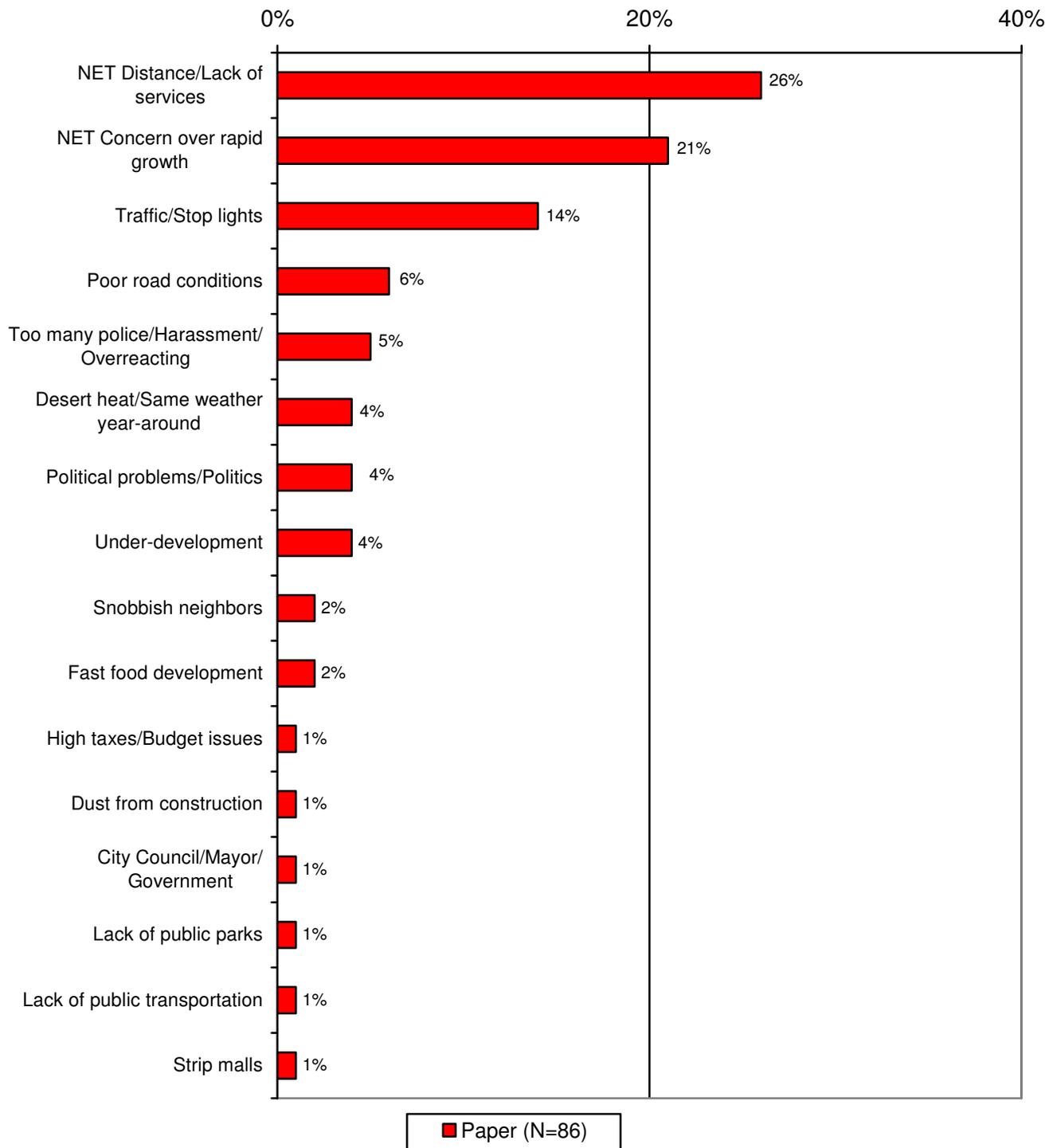
**Table 1 Elements Enjoyed Most About Living in Oro Valley
(Top Mentions)**



Question: Please complete the following sentence in three or four words: The things I most value about living in Oro Valley are...

Elements Enjoyed Least About Living in Oro Valley – The two most disliked aspects of living in Oro Valley include **distance to and/or perceived lack of services** (26%) and **concern over rapid Town growth** (21%). Other paper survey respondents are critical of **heavy traffic and/or stop lights** (14%), while a few identify **poor road conditions** (6%).

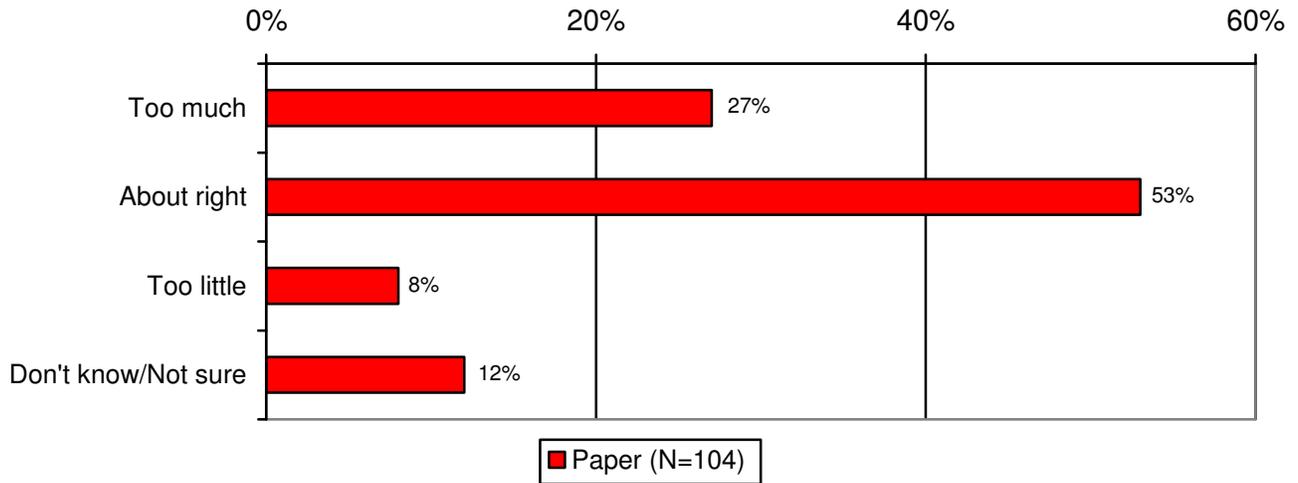
Table 2 Elements Enjoyed Least About Living in Oro Valley (Top Mentions)



Question: Again, please complete the following sentence in three or four words: The things I least value about living in Oro Valley are...

Perceived Speed of Oro Valley Growth – Overall, 53% of paper survey respondents perceive that Oro Valley is growing “about right.” However, among the rest, more than three times as many think there is “too much” (27%) rather than “too little” (8%) growth. The remaining 12% are not sure.

Table 3 Perceived Speed of Oro Valley’s Growth



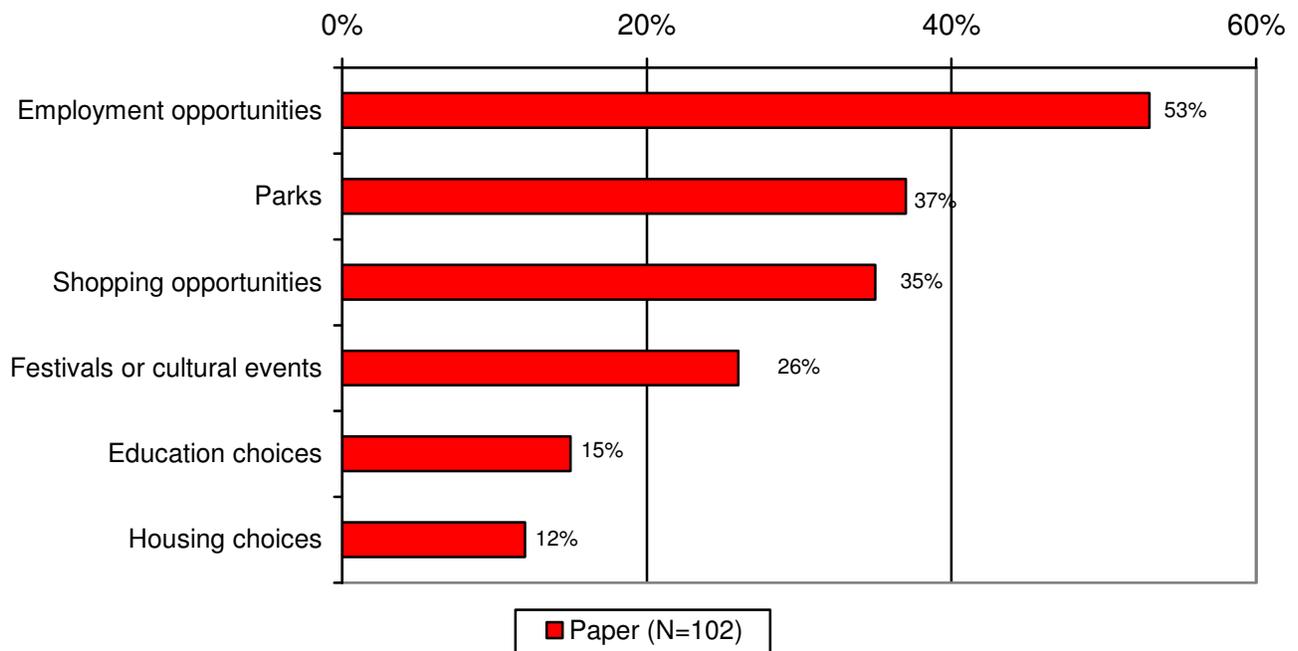
Question: In terms of Oro Valley’s growth, do you think the Town is growing...

Items That Require Additional Focus for Oro Valley – As Oro Valley becomes more self-sufficient, four key areas that paper respondents say the Town must focus on to become a more complete or livable community include:

- **Employment opportunities** (53%)
- **Parks** (37%)
- **Shopping opportunities** (35%)
- **Festivals or cultural events** (26%)

Others identify **education choices** (15%) or **housing choices** (12%) as areas of focus for the town.

Table 4 **Items That Require Additional Focus for Oro Valley to Become a More Complete or Livable Community**



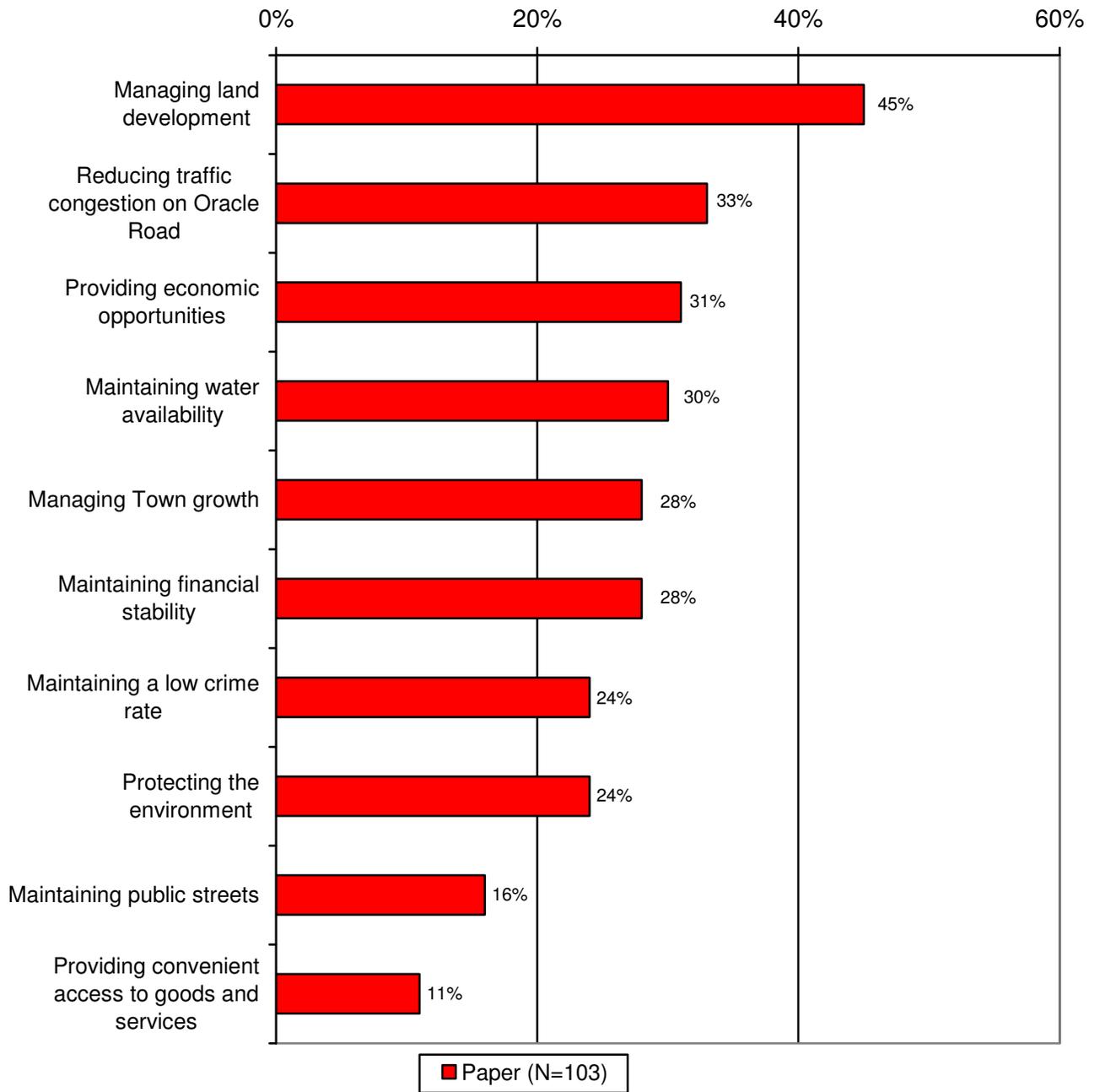
Question: Oro Valley is becoming a more self-sufficient community with increased opportunities to live, work, shop, learn and recreate. In your opinion, which of the following require additional focus for Oro Valley to become a more complete or livable community?

Biggest Challenges Facing Oro Valley – According to 45% of paper respondents, **managing land development** is the biggest challenge facing Oro Valley in the next ten years.

Five other challenges elicit a similar response overall, including: **reducing traffic congestion on Oracle Road** (33%); providing **economic opportunities** (31%); **maintaining water availability** (30%); **managing Town growth** (28%); and **maintaining financial stability** (28%)

One of four each mention **maintaining a low crime rate** or **protecting the environment** (24% each), while others say that **maintaining public streets** (16%) and **providing convenient access to goods/services** (11%) are future challenges.

Table 5 Biggest Challenges Facing Oro Valley In the Next Ten Years



Question: In your opinion, which of the following represent the biggest challenges facing Oro Valley in the next ten years?

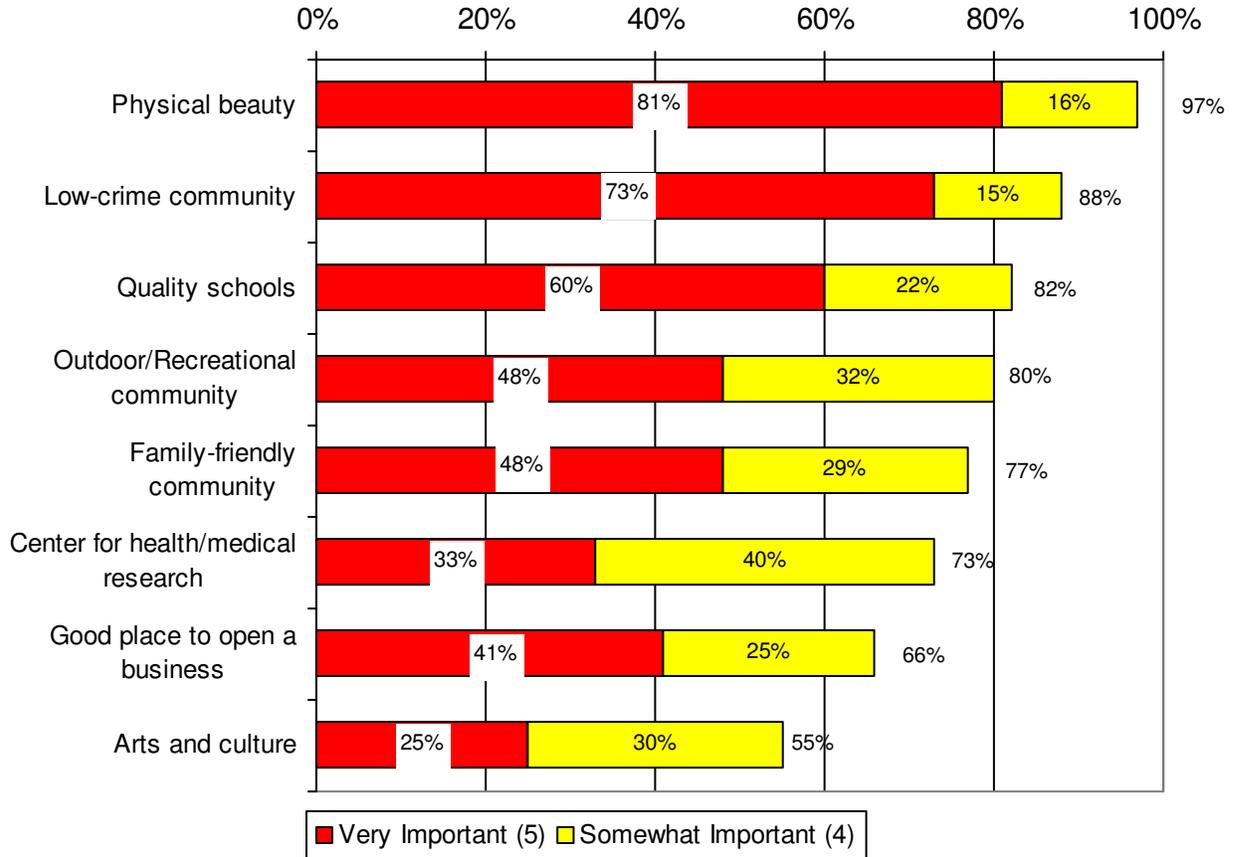
Importance of Qualities That Might Describe Oro Valley's Future – Six of ten or more paper respondents say that (in the future) it is “very important” that Oro Valley be known:

- **For its physical beauty, such as desert or mountain views** (81% “very important” [a “5” on a “1-to-5” importance scale], 97% important to some degree.)
- **As a low-crime community** (73% “very important,” 88% important to some degree.)
- **For its quality schools** (60% “very important,” 82% important to some degree.)

About one-half also indicate that it is highly important for Oro Valley to be known as an **outdoor and recreational community** (48% “very important,” 80% important to some degree) and/or as a **family-friendly community** (48% “very important,” 77% important to some degree).

A majority think it is at least “somewhat important” that Oro Valley be known **as a center for health/medical research** (73% important, 33% “very important”), **as a good place to open a business** (66% important, 41% “very important”) and/or **for its arts and culture** (55% important, 25% “very important”).

Table 6 **Importance of Various Qualities That Might Describe Oro Valley’s Future**
 (“4” and “5” Responses on “1-to-5” Scale)



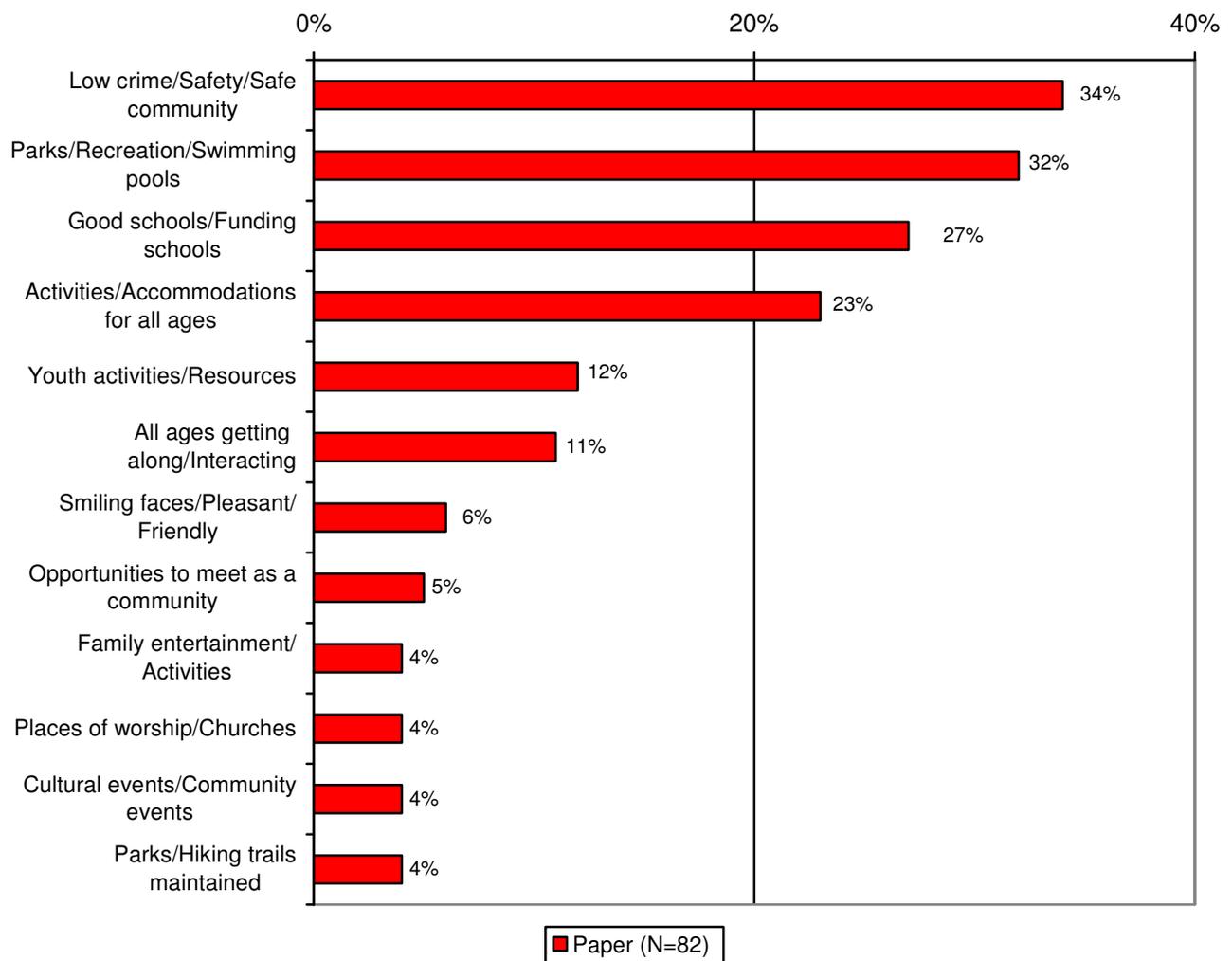
Question: The following are some qualities that might be used to describe Oro Valley in the future. Rate the importance of each on a “1-to-5” scale, where a “5” is “very important” and “1” is “not at all important.” You can give any number between “1” and “5.” In the future, how important is it to you that Oro Valley be known...

Description of a “Family-Friendly Community” – Among paper respondents, the four most common descriptions of a “family-friendly community” include:

- **A low crime or “safe” community (34%)**
- **Parks & recreation facilities or public swimming pools (32%)**
- **High quality schools with adequate funding (27%)**
- **Activities and accommodations for people of all ages (23%)**

Several point specifically to **youth-related activities (12%)**, while some define a family-friendly community as **all ages getting along (11%)** and/or **smiling/pleasant neighbors (6%)**.

Table 6a Description of a “Family-Friendly Community” (Top Mentions)



Question: In a few words, how would you describe a “family-friendly community”?

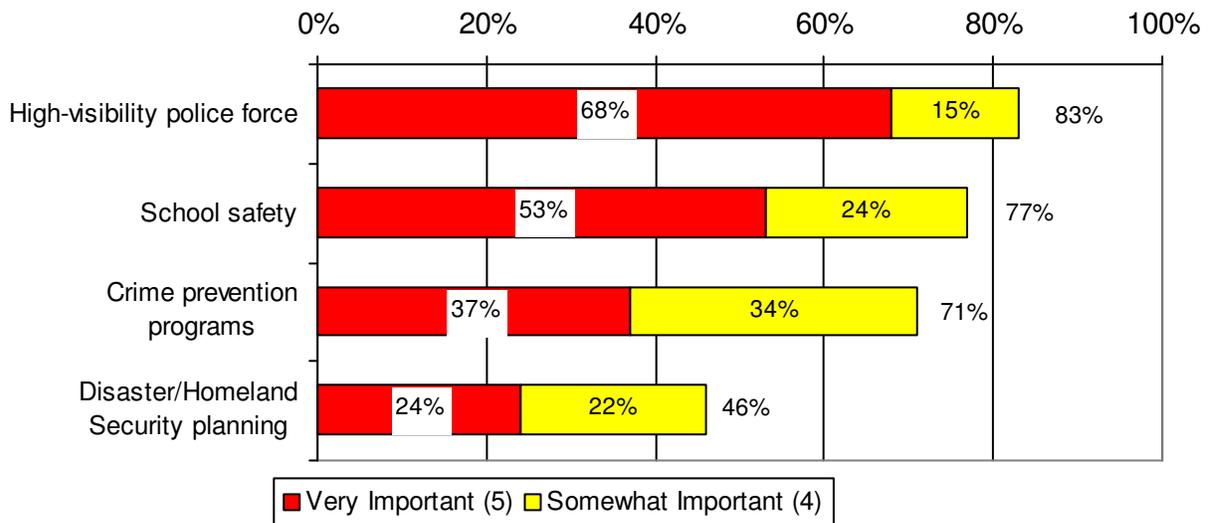
Public Safety

Importance of Various Public Safety Elements – Paper survey respondents indicate that these three essentials are most highly important to public safety in Oro Valley:

- **A high visibility police force with quick response times and one-on-one interactions with residents** (68% “very important” [a “5” on a “1-to-5” importance scale], 83% important to some degree.)
- **School safety** (53% “very important,” 77% important to some degree.)
- **Crime prevention programs, such as Neighborhood Watch and Dispose-a-Med** (37% “very important,” 71% important to some degree)

Just less than one-half consider **disaster/Homeland Security planning** important to some degree (46% – including 24% who consider it “very important”).

Table 7 Importance of Various Public Safety Elements (“4” and “5” Responses on “1-to-5” Scale)



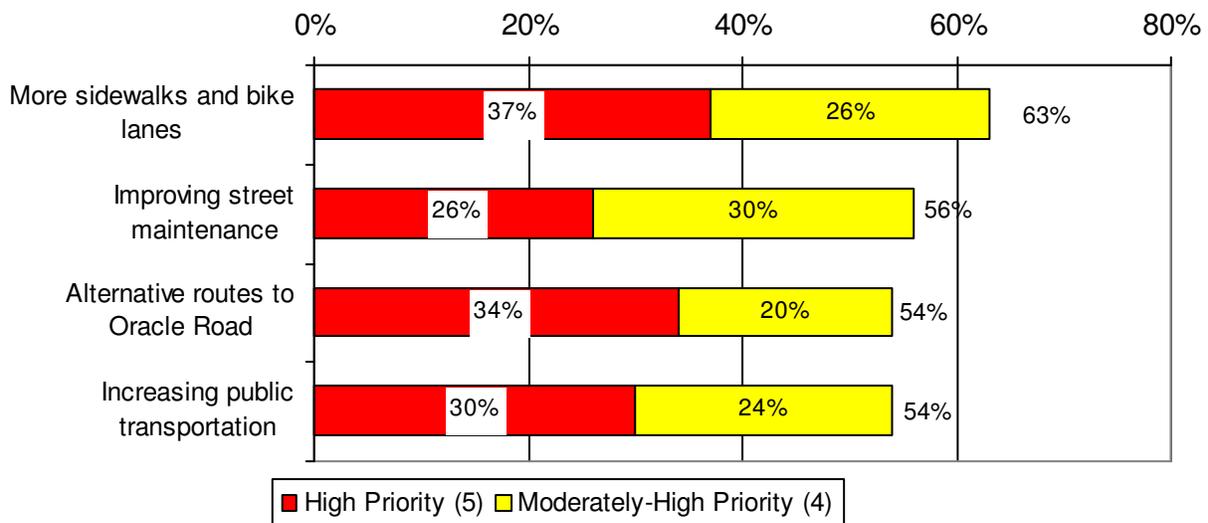
Question: The following are some items related to public safety in Oro Valley. Rate each on a “1-to-5” scale, where “5” means the item is “very important” for the Town to provide its residents and “1” means “not at all important.” You can give any number between “1” and “5.”

Transportation

Priority of Actions to Address Transportation Issues – Each of the four transportation-related actions evaluated are regarded by paper respondents as a “high” or “moderately-high” priority for Oro Valley to address:

- **Building more sidewalks and bike lanes** (63% priority [37% “high priority,” a “5” on the “1-to-5” scale].)
- **Improving street maintenance** (56% priority [26% “high priority”].)
- **Developing alternative routes to Oracle Road** (54% priority [34% “high priority”].)
- **Increasing public transportation** (54% priority [30% “high priority”].)

Table 8 **Priority of Various Actions to Address Transportation-Related Issues**
(“4” and “5” Response Totals on “1-to-5” Scale)



Question: The following are a list of statements regarding actions the Town of Oro Valley could take to address transportation-related issues. After each, rate how high a priority it is to you on a “1-to-5” scale – where “5” means “high priority” and “1” means “not a priority.” A “3” represents a “moderate priority.” You can give any number between “1” and “5.” What degree of priority do you feel Oro Valley should place on...

Highest Transportation-Related Priority and Most Supported Revenue Raising Option – Of the four transportation issues evaluated, the priority ranking of action among paper survey respondents includes:

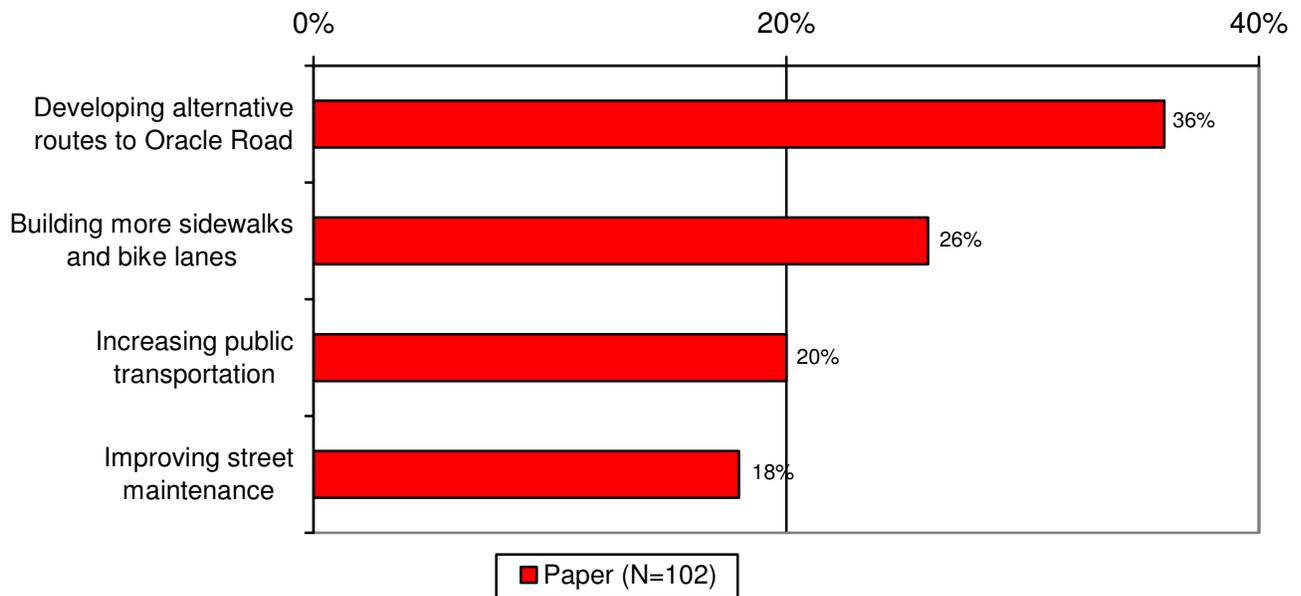
- **Developing alternative routes to Oracle Road** (36% highest priority.)
- **Building more sidewalks and bike lanes** (26% highest priority.)
- **Increasing public transportation** (20% highest priority.)
- **Improving street maintenance** (18% highest priority.)

What are the most supported means of generating additional revenue from Oro Valley residents to fund the most important transportation priorities?

- **User fees based on consumption** (37%)
- **Increased commercial development** (35%)
- **Issuing municipal bonds** (30%)

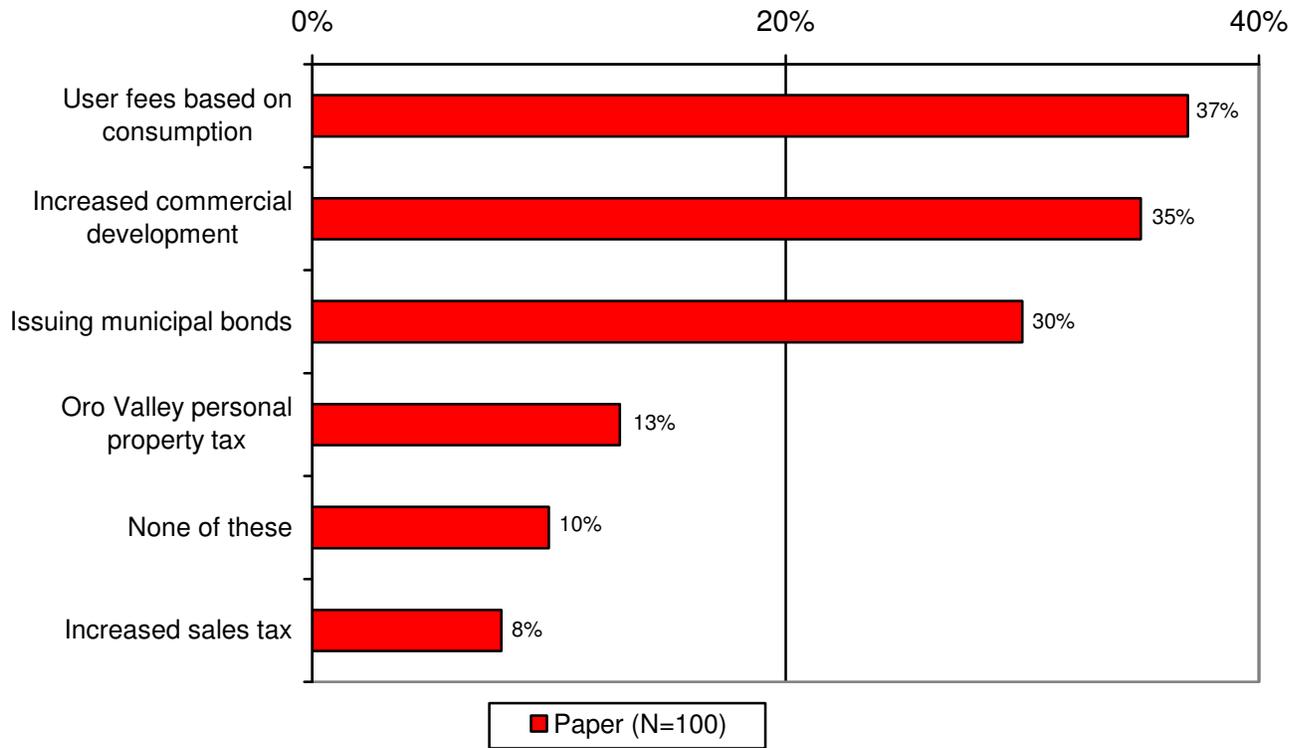
Relative to these top revenue raising methods, there is a lower degree of support for a Town of Oro Valley personal property tax (13%) or an increased sales tax (8%). Overall, one of ten support “none” of the methods evaluated.

Table 8a Highest Priority Action to Address Transportation-Related Issues



Question: Which of these actions do you consider to be the highest priority?

Table 8b Most Supported Means to Generate Additional Revenue for Most Important Transportation-Related Issues



Question: In order to fund the transportation issue you consider most important, the Town of Oro Valley would need to raise revenues from residents – to supplement existing taxes and fees. Which of the following would you be most supportive of as way to generate additional revenue?

Parks & Recreation

Additional Recreational Amenities/Services Desired and Most Supported Revenue Raising Option – In addition to current offerings, paper survey respondents specify that these recreational amenities/services should be provided by the Town of Oro Valley:

- **Soccer/Multi-use fields** (37%)
- **Ramadas/Picnic tables** (32%)
- **Children’s play equipment** (23%)
- **Dog park** (21%)
- **Baseball/Softball fields** (19%)
- **Skate park** (14%)

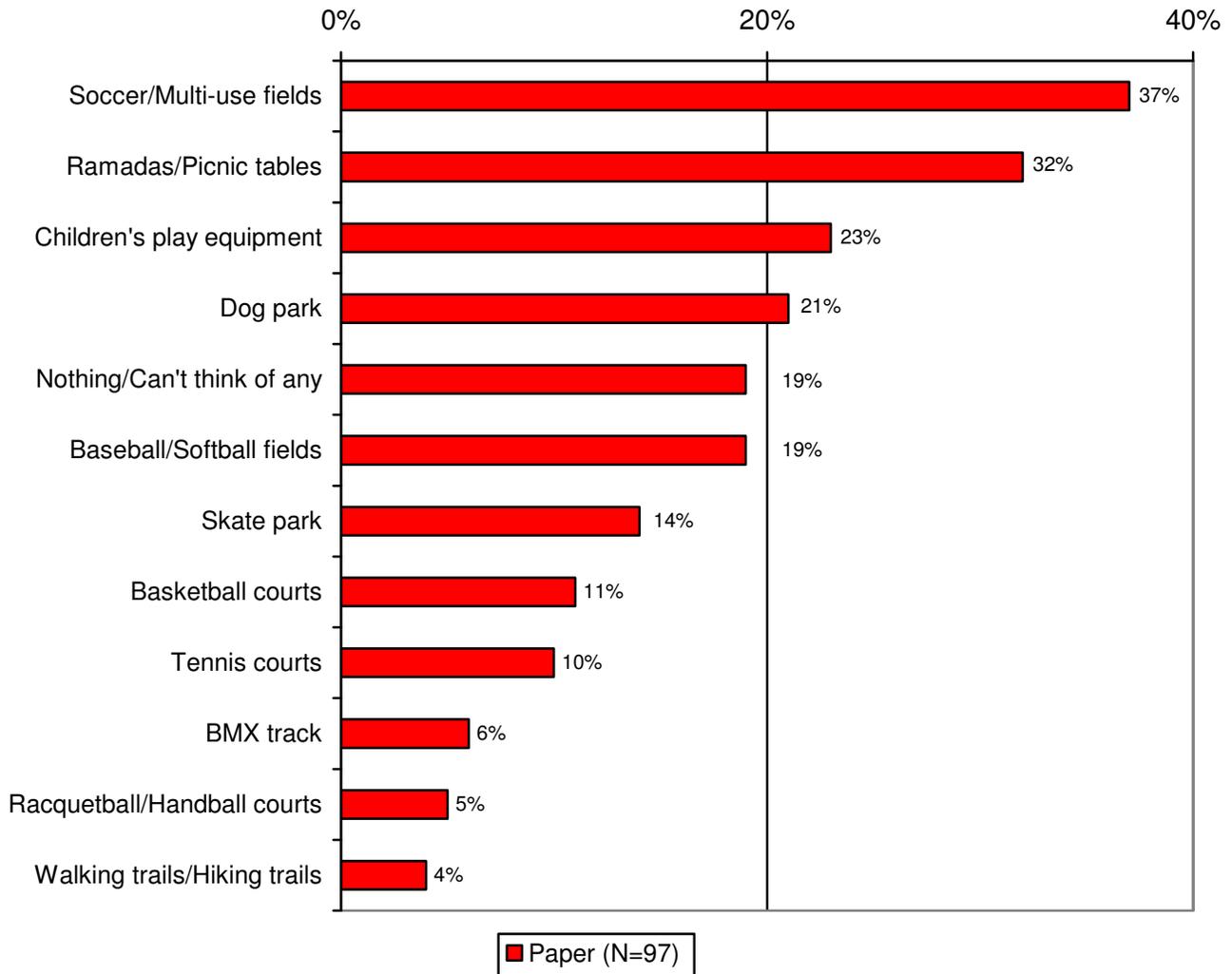
Other desired recreational amenities/services include: **basketball courts** (11%), **tennis courts** (10%) and/or a **BMX track** (6%).

What are the most supported means of generating additional revenue from Oro Valley residents to fund the most desired additional recreation amenities/services?

- **User fees like a park use permit** (41%)
- **Increased commercial development** (33%)
- **Issuing municipal bonds** (32%)

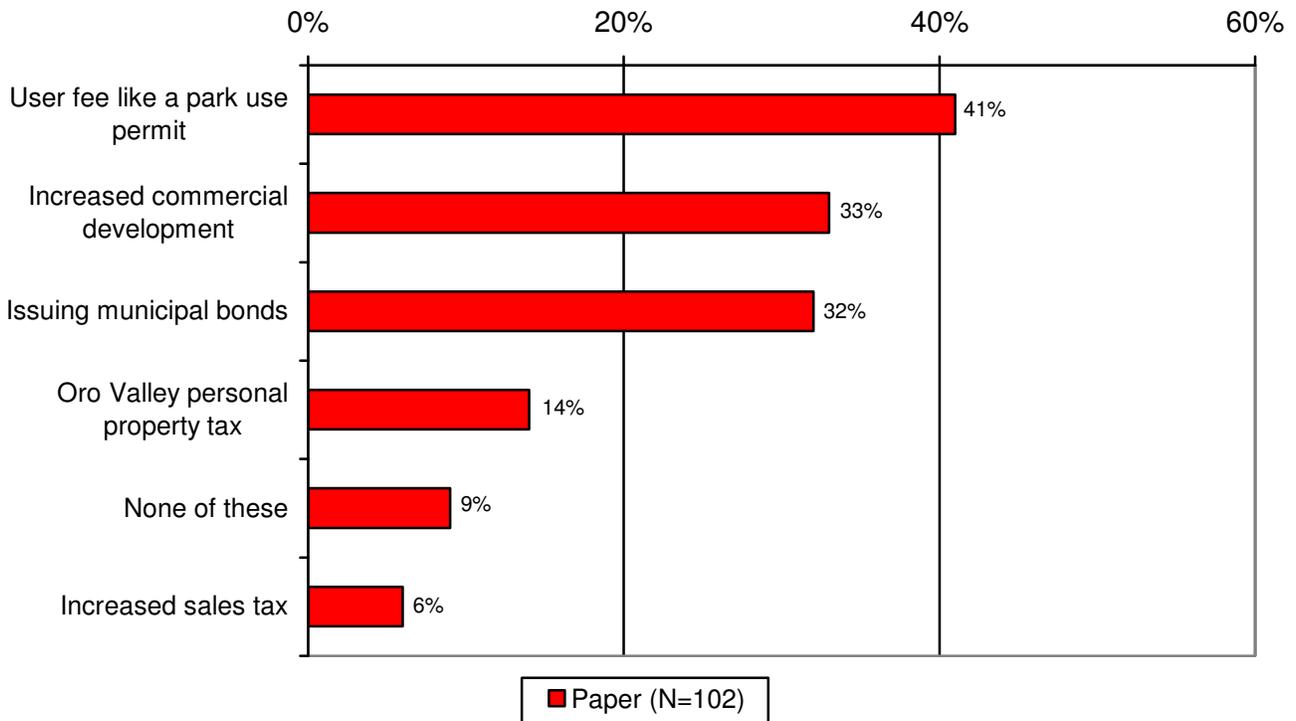
Again, there is a lower degree of support for a Town of Oro Valley personal property tax (14%) or an increased sales tax (6%). One of ten support “none” of the five revenue raising choices tested.

Table 9 Additional Recreation Amenities or Services That Oro Valley Should Provide (Top Mentions)



Question: Presently, the Town has two developed public parks, an aquatic center and several miles of multiuse trails. In your opinion, what additional recreational amenities or services should be provided?

Table 9a Most Supported Means to Generate Additional Revenue to Pay for Additional Recreation Amenities or Services (Top Mentions)



Question: For the most desired recreational amenities or services, which of the following would you be most supportive of as a way to generate revenue to pay for them?

Land Development

Agreement With Various Statements Regarding Land Development – Two-thirds of paper survey respondents agree to some degree (including 47% who do so “strongly”) that **Oro Valley should promote energy-efficient building construction, green building and renewable energy.**

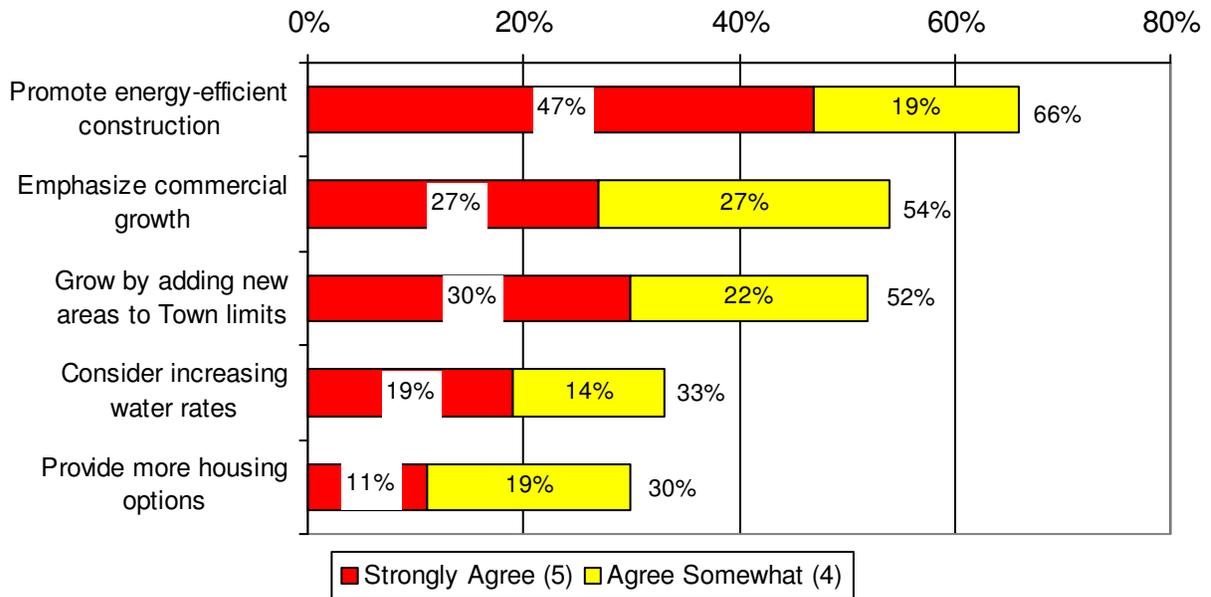
A majority also agree (to some degree) with two additional statements regarding land development:

- **Oro Valley emphasize *commercial* growth rather *residential* growth (54%)**
- **Oro Valley should grow by adding new areas to the Town limits (52%)**

More disagree (46%) than agree (33%) that **as Oro Valley grows, it should consider increasing water rates to promote greater conservation.**

More also disagree (37%) than agree (30%) that **Oro Valley should provide more housing options for residents including single family homes, apartments, condominiums and townhomes.**

Table 10 Agreement With Various Statements Regarding Land Development in Oro Valley
 (“4” and “5” Responses on “1-to-5” Scale)



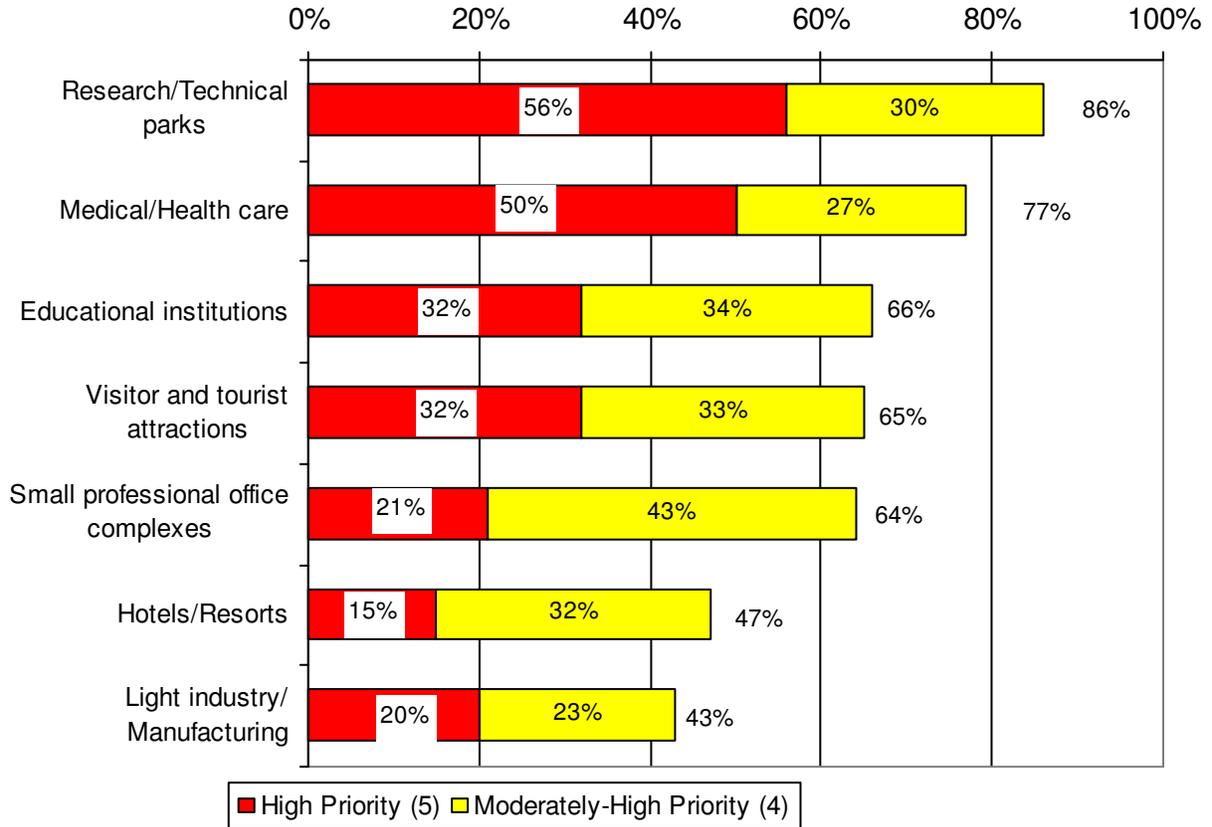
Question: The following are a list of statements regarding land development in Oro Valley. Rate your level of agreement with each on a “1-to-5” scale, where “5” means you “strongly agree” and “1” means you “strongly disagree.” You can give any number between “1” and “5.”

Economic Development

Priority of Various Employment Opportunities for Oro Valley to Develop – Two-thirds or more of paper survey respondents believe that Oro Valley should place some level of priority on developing these employment opportunities within the community:

- **Research/Technical parks** (86% priority [56% “high priority,” a “5” on the “1-to-5” scale].)
- **Medical/Health care** (77% priority [50% “high priority”].)
- **Educational institutions** (66% priority [32% “high priority”].)
- **Visitor and tourist attractions** (65% priority [32% “high priority”].)
- **Small professional office complexes** (64% priority [21% “high priority”].)

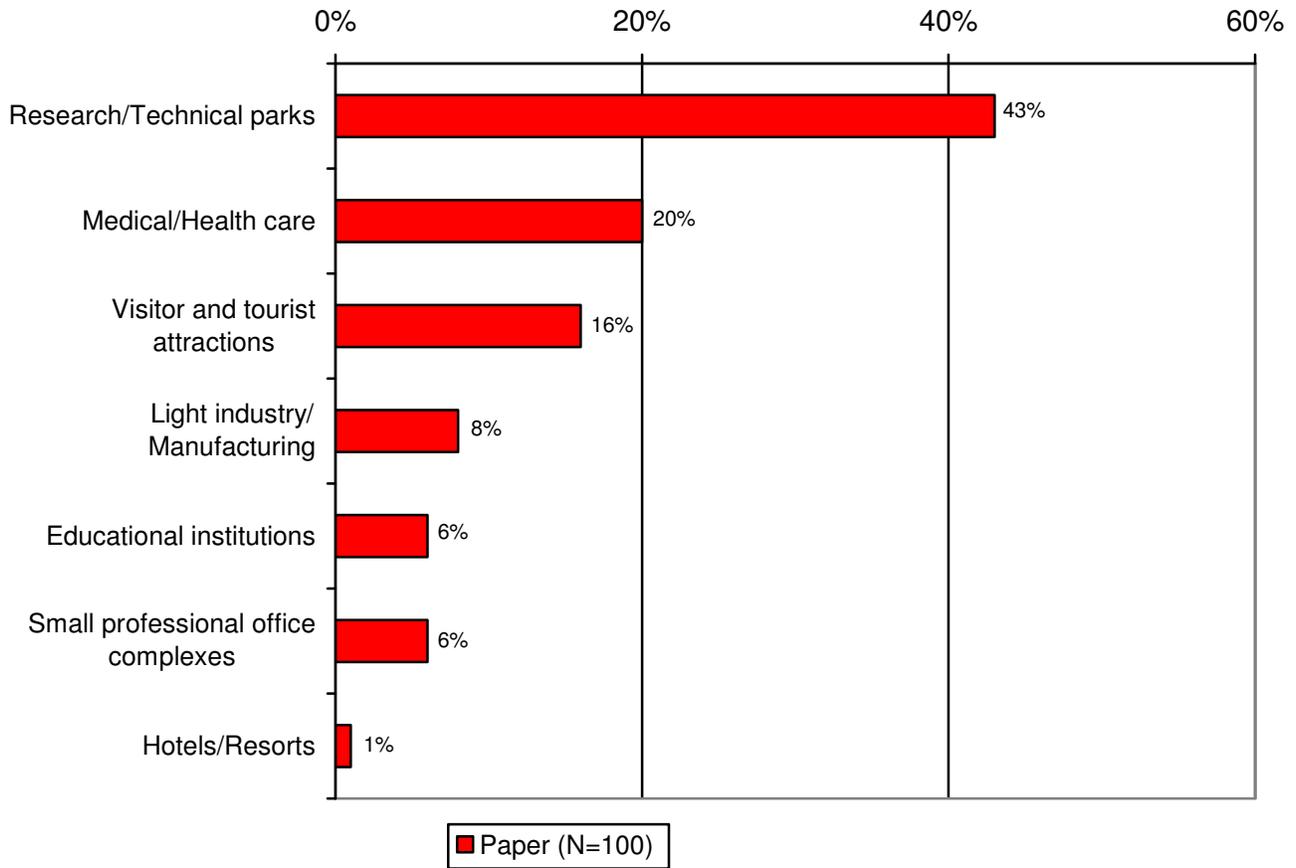
Table 11 Priority of Various Employment Opportunities for Oro Valley to Develop
 (“4” and “5” Responses on “1-to-5” Scale)



Question: For the following employment opportunities, please rate the degree to which they should be a priority for Oro Valley to attract using a “1-to-5” scale – where “5” means a “high priority” and “1” means “no priority.” A “3” represents a “moderate priority.” You can give any number between “1” and “5.” What degree of priority do you feel Oro Valley should place on developing additional employment opportunities within the community such as...

Highest Priority Employment Opportunity for Oro Valley to Develop – When asked to choose the highest priority jobs for the Town of Oro Valley to develop, the most preferred employment opportunity relates to **research/technical parks** (43%). Less than half of paper respondents indicate primary emphasis on jobs related to medical/health care (20%) or visitor and tourist attractions (16%).

Table 11a Highest Priority Employment Opportunity for Oro Valley to Develop



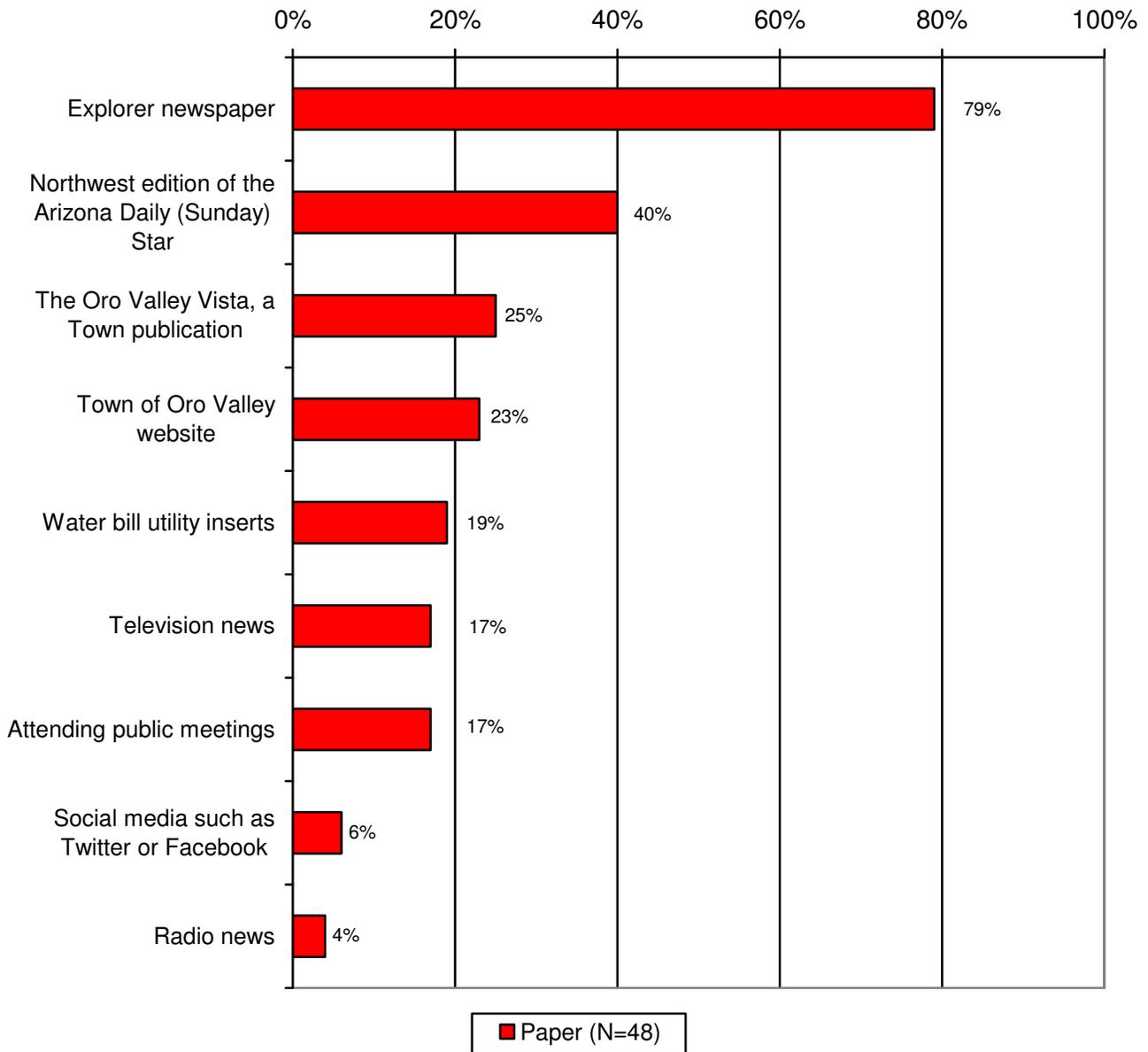
Question: Which of these employment opportunities do you consider to be the highest priority?

Communication

Preferred Method of Communication – When paper respondents were asked how they receive or prefer to learn important news about the Town of Oro Valley, fully eight of ten say it is **the *Explorer* newspaper**. (As a reminder, the *Explorer* was also a primary means of distributing the paper survey to Oro Valley residents.)

In lesser numbers, other preferred media include the northwest edition of the *Arizona Daily (Sunday) Star* (40%), *The Oro Valley Vista* (25%) and the Town of Oro Valley website (23%).

Table 12 Preferred Means to Learn Important News About the Town of Oro Valley



Question: In what ways do you receive or prefer to learn important news about the Town of Oro Valley?

**TOWN OF ORO VALLEY
YOUR VOICE, OUR FUTURE
PROJECT SURVEY
Self-Administered Paper Survey
September 2013 – February 2014**

Appendix

**Survey
Methodology
and Sample
Selection**

This study consists of community opinions gathered from a self-administered paper version of the base telephone survey that developed and distributed by the Town at various community events and in the *Explorer* newspaper. Sample size is 104.

**Statistical
Reliability**

The statistics in this report are subject to a degree of variation that is determined by sample (or sub-sample) size. All research data are subject to a certain amount of variation for this reason. This does not mean that the figures represented in the various tables are wrong. It means that each percentage represents a possible “range” of response. This is because the random sampling process, as well as human behavior itself, can never be perfect. For this sample, N=100 (conservatively rounded), the statistical variation is $\pm 9.8\%$ under the most extreme circumstances – with a 95% confidence level. That is, when the percentages shown in the tables are near 50% (the most conservative situation), the actual behavior or attitude may range from 40.2% to 59.8%. The 95% confidence level means that if the survey were repeated 100 times, in 95 cases the same range of response would result. Those percentages that occur at either extreme (for example, 10% or 90%) are subject to a smaller degree of statistical fluctuation (in this case, $\pm 5.9\%$).

Confidence Intervals for a Given Percent
(at the 95% confidence level)

N (Base for %)	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
300	3.3%	4.5%	5.1%	5.5%	5.7%
250	3.8%	5.0%	5.8%	6.2%	6.3%
200	4.2%	5.5%	6.4%	6.8%	6.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
50	8.3%	11.1%	12.7%	13.6%	13.9%

Example: If the table shows that 20% of all respondents (when N=100) have a positive or negative attitude about a question category, the chances are 95 out of 100 that the true value is 20% ± 7.8 percentage points; that is, the range of response would be 12.2% to 27.8%.