



# City of Flagstaff

## 2021 Resident Survey



Polco



NRC

# What is the Flagstaff Resident Survey?

Statistically valid survey

Scorecard of community livability

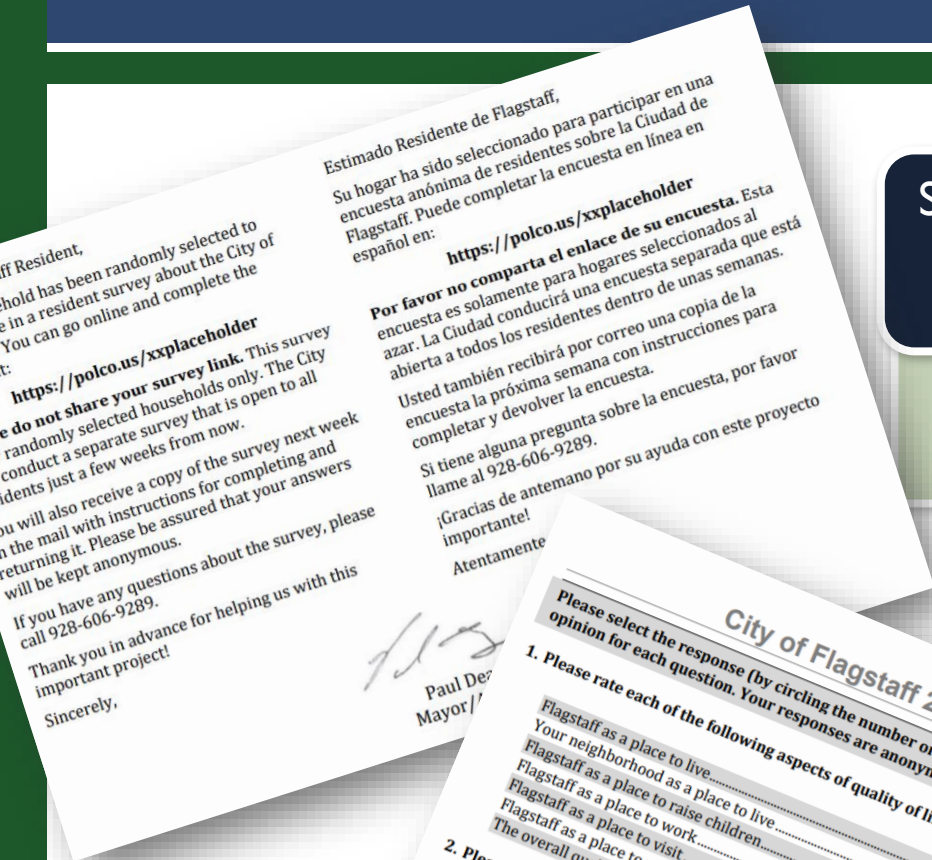
Feedback on City services and employees

Resident opinion about community issues

Guide for future planning and development



# How was the survey administered?



Surveys mailed to 2,000 households

434 completed (23%)

Results weighted to reflect community

Comparisons to peer communities benchmark

**City of Flagstaff 2021 Resident Survey**

Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Flagstaff.

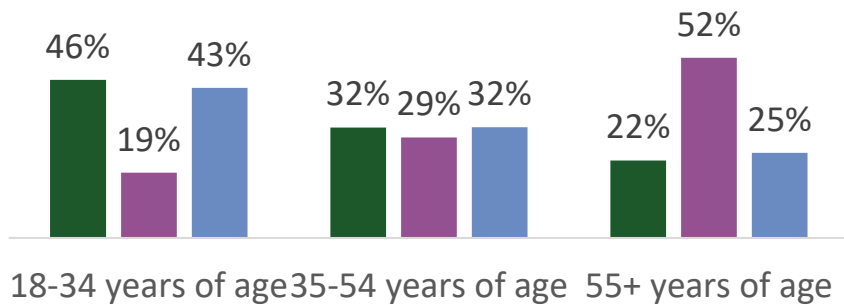
	Excellent	Good	Fair	Poor	Don't know
Flagstaff as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Flagstaff as a place to raise children.....	1	2	3	4	5
Flagstaff as a place to work.....	1	2	3	4	5
Flagstaff as a place to visit.....	1	2	3	4	5
The overall quality of life in Flagstaff.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Flagstaff as a whole.

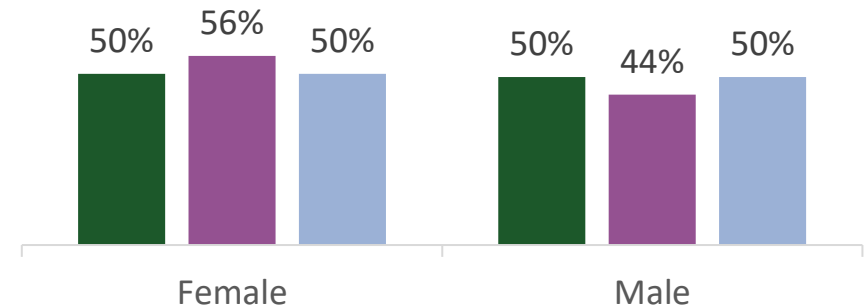
	Excellent	Good	Fair	Poor	Don't know
Overall feeling of safety in Flagstaff.....	1	2	3	4	5
Ease of getting to the places you usually have to visit.....	1	2	3	4	5
Ease of travel by walking.....	1	2	3	4	5
Ease of travel by bicycle.....	1	2	3	4	5
Ease of travel by bus.....	1	2	3	4	5
Preservation of natural areas such as open space and greenways.....	1	2	3	4	5
Flagstaff's protected open space.....	1	2	3	4	5
Quality of overall natural environment in Flagstaff.....	1	2	3	4	5
Overall "built environment" of Flagstaff (including recreation opportunities and transportation systems).....	1	2	3	4	5
Overall opportunities in Flagstaff.....	1	2	3	4	5
Opportunities to...	1	2	3	4	5

# How was the survey “weighted”?

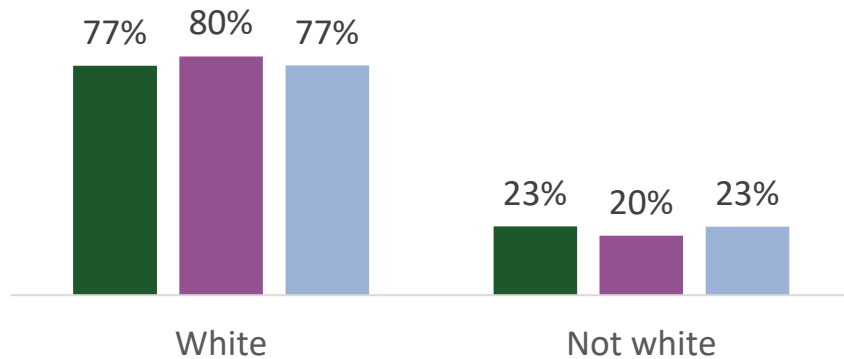
Respondent Age



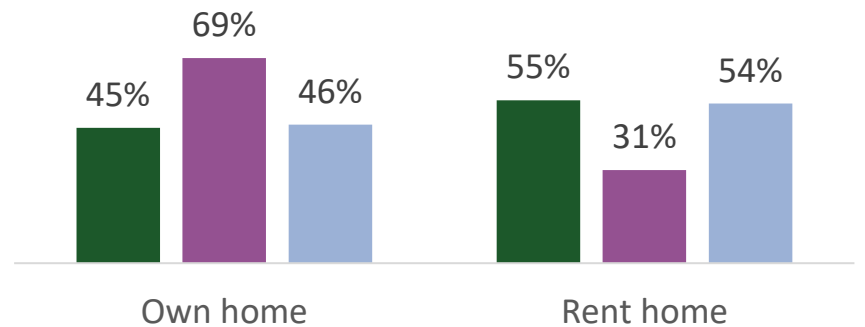
Respondent Sex



Race/Ethnicity



Housing Tenure



■ Population Norm   ■ Unweighted Data   ■ Weighted Data

■ Population Norm   ■ Unweighted Data   ■ Weighted Data

# How does “weighting” work?

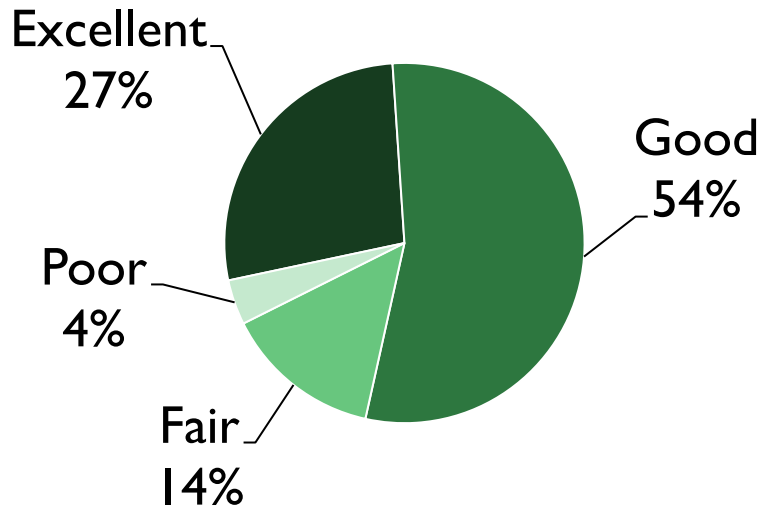
Example of Weighting Data (Statistical Adjustments to Rebalance the Data)

Characteristic	Percent in Population	Percent in Sample	Weight to bring to 50%	Unwt'd Rating of Parks	Parks rating with proper weights
Female	50%	70%	0.714	80	$(80 * .50)$
Male	50%	30%	1.666	40	$(40 * .50)$
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>----</b>	<b>68</b>	<b>60</b>

# **Key Finding #1:**

**Flagstaff residents continue to experience a high quality of life.**

# Overall Quality of Life



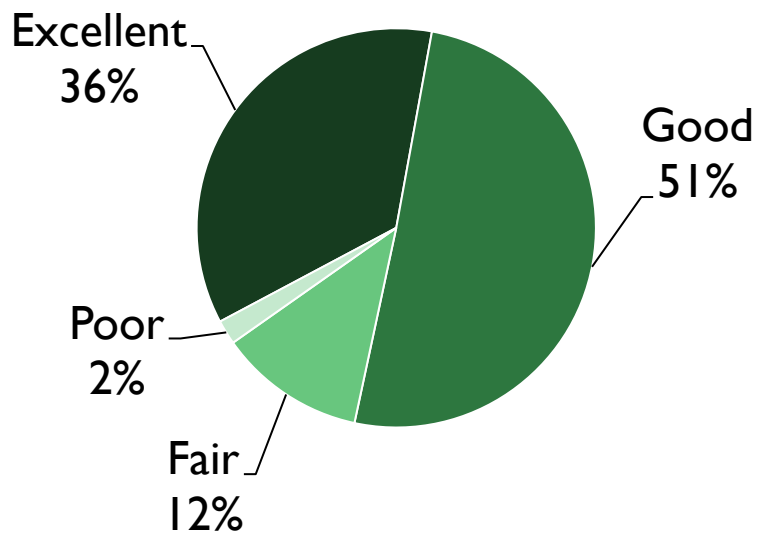
**76%**

“very” or “somewhat”  
likely to remain in Flagstaff

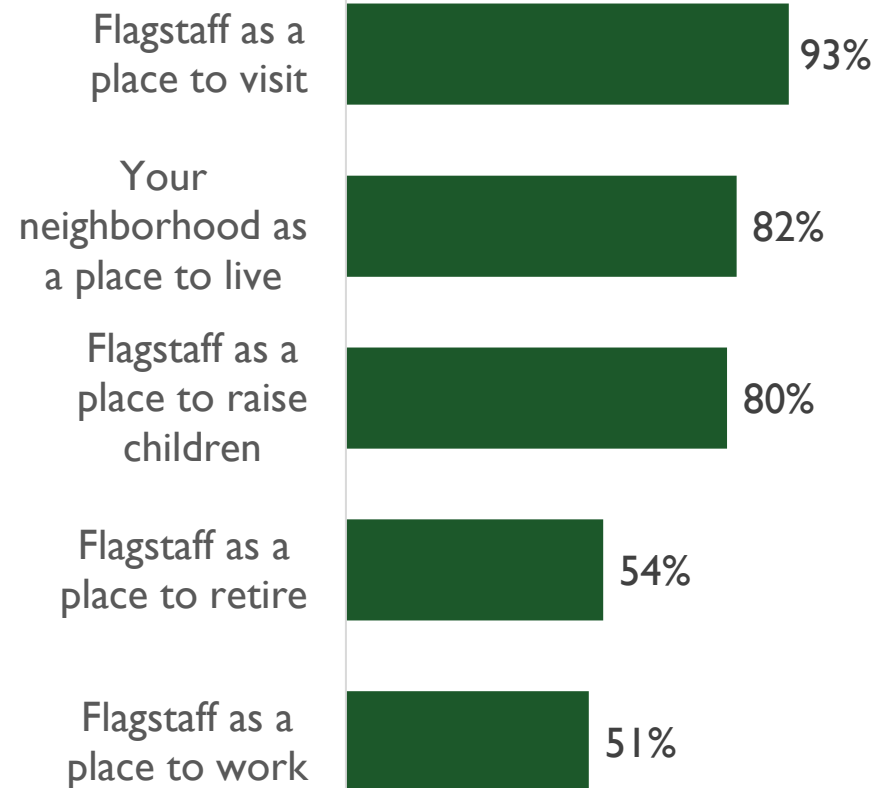


# Quality of Community

## Flagstaff as a Place to Live



## Aspects of Quality of Life



*Percent excellent or good*

# Top-rated Community Characteristics

Please rate each of the following characteristics as they relate to Flagstaff as a whole:



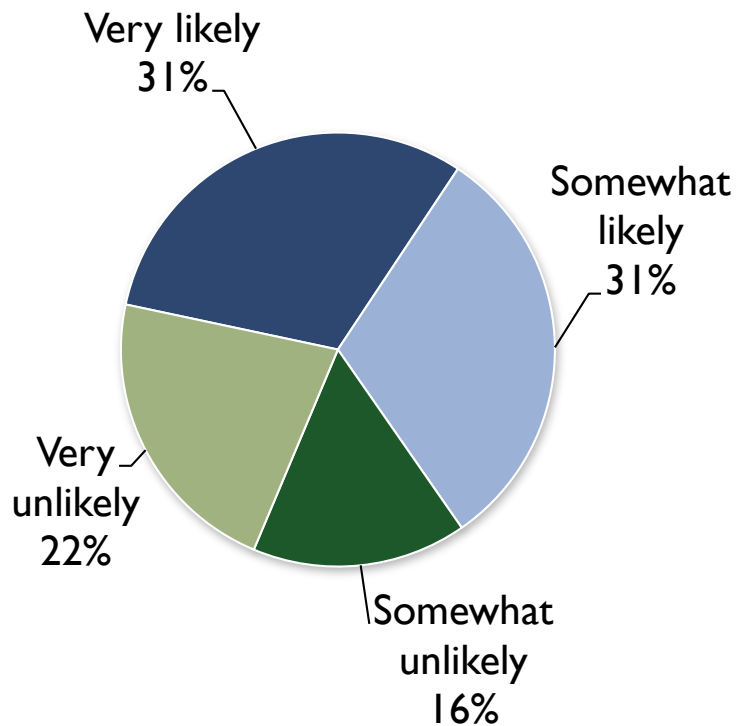
*Percent excellent or good*

## **Key Finding #2:**

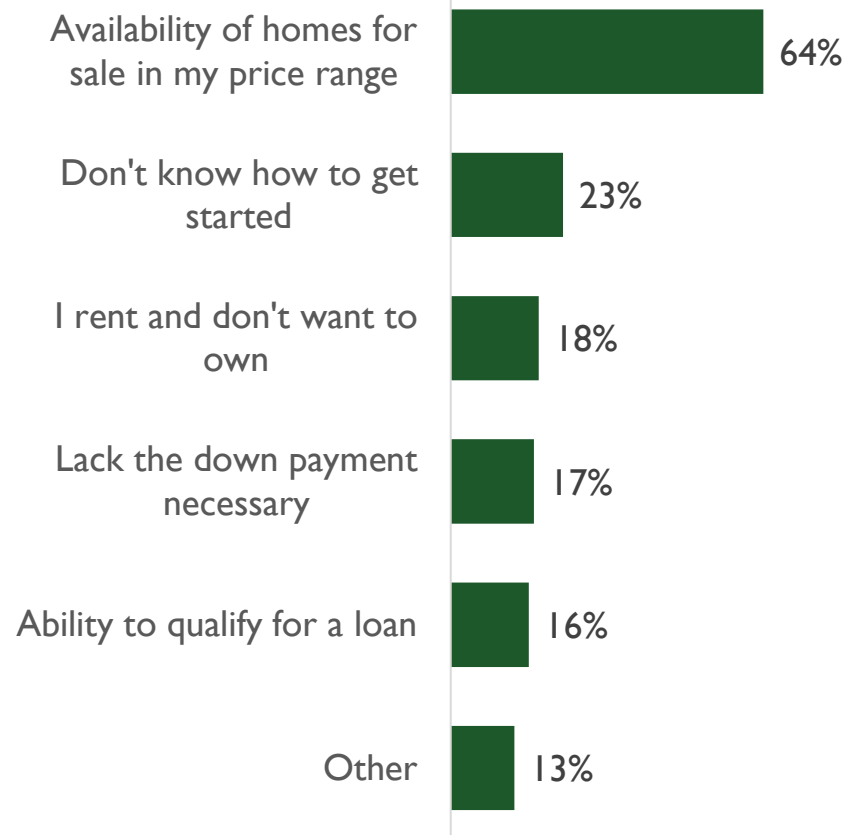
**Affordability and availability of housing remain barriers to home ownership and staying within the community.**

# Housing Concerns

## Likelihood of Leaving Community Due to Housing Costs



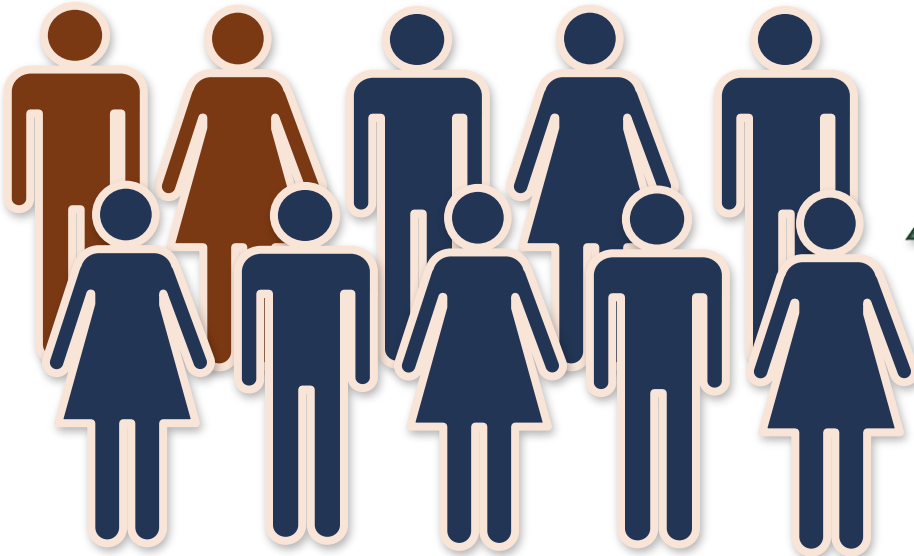
## Barriers to Home Ownership



# In Their Own Words...

ONE thing the City  
can do to most  
improve your quality  
of life? #2 response:  
*Housing affordability*

Top 3 priorities for  
the City of Flagstaff  
when spending public  
money? #3 response:  
*Housing affordability*

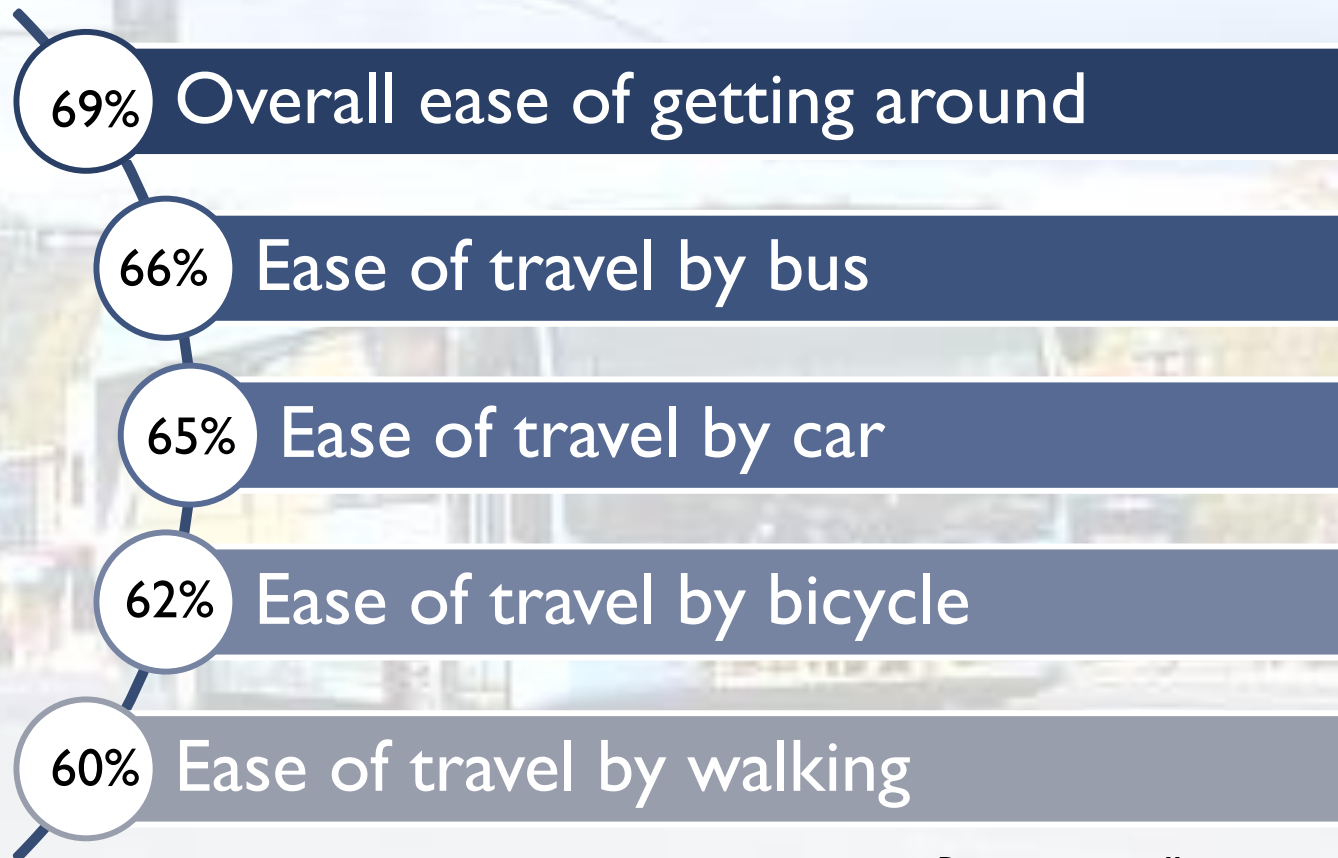


## **Key Finding #3:**

**Mobility and transportation options are highly regarded by residents, with high usage rates of the bus and trail systems.**

# Transportation Characteristics

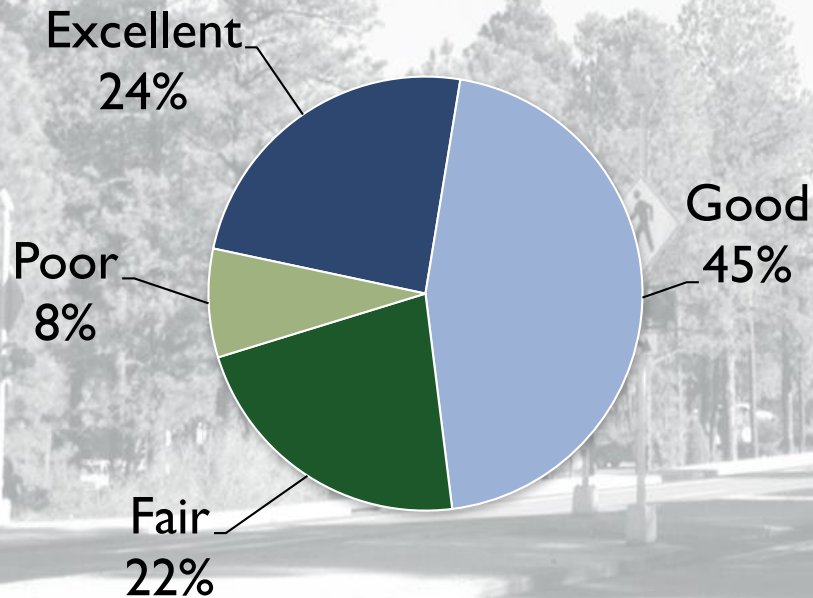
Please rate each of the following characteristics as they relate to Flagstaff as a whole:



*Percent excellent or good*

# Travel Through the City

**Overall ease of getting to the places you usually have to visit:**



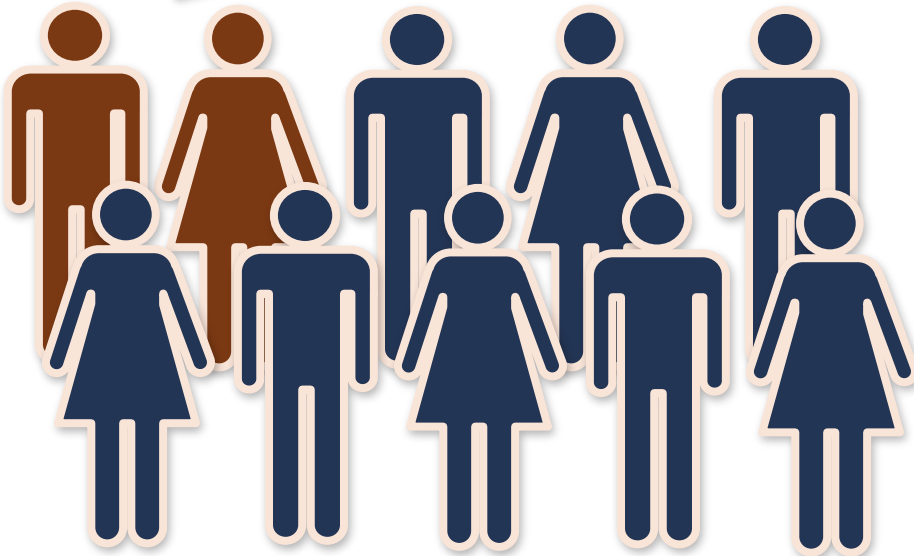
**How well the City's transportation system meets needs**

**83%**

“very” or “somewhat” well

# In Their Own Words...

ONE thing the City can do to most improve your quality of life? #1 response: improving mobility, transportation, traffic, and roads

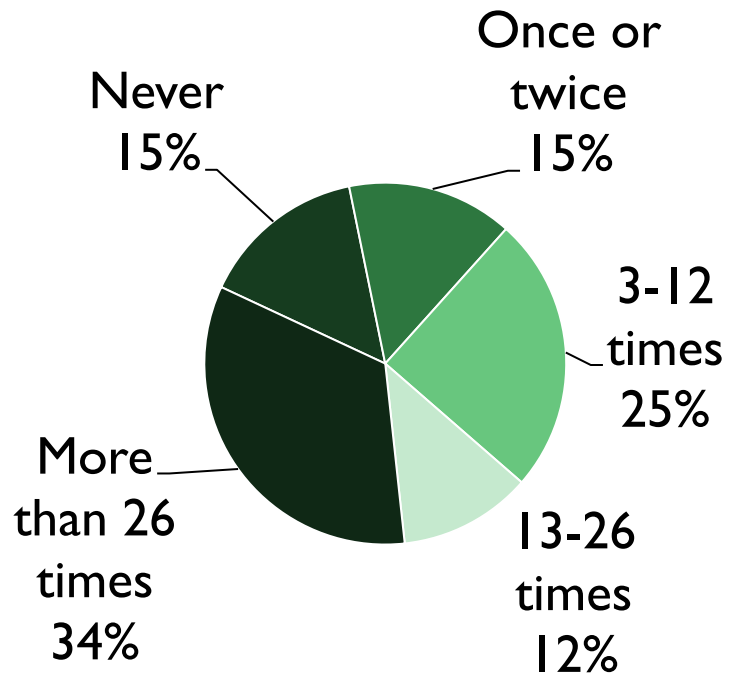


Top 3 priorities for the City of Flagstaff when spending public money?

#1 response (57%):  
mobility, transportation,  
traffic, or roads

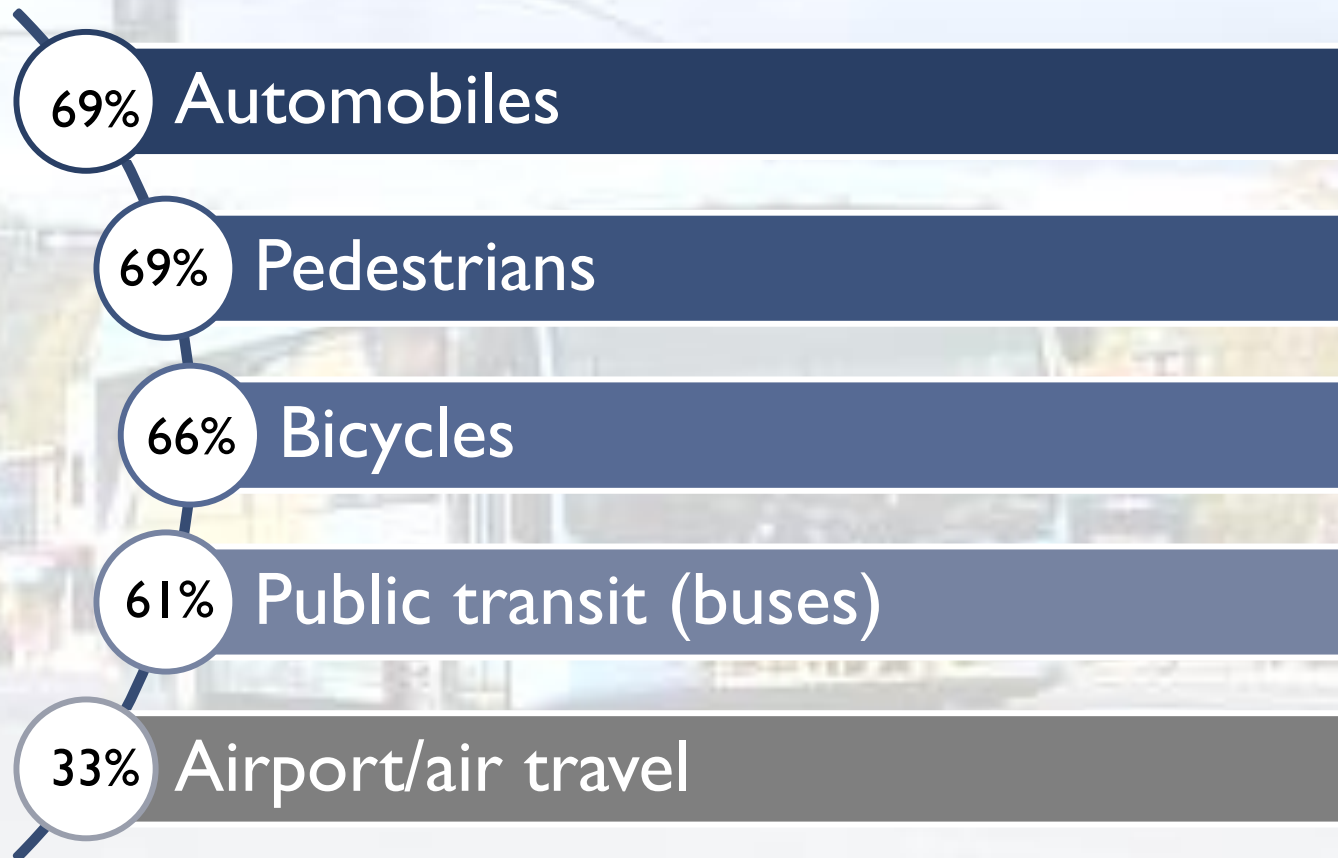
# Flagstaff Urban Trails System

## Use of FUTS in previous 12 months



# Transportation Priorities

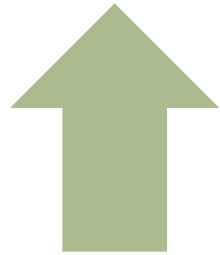
In planning for transportation, how much priority should be given to each of the following?



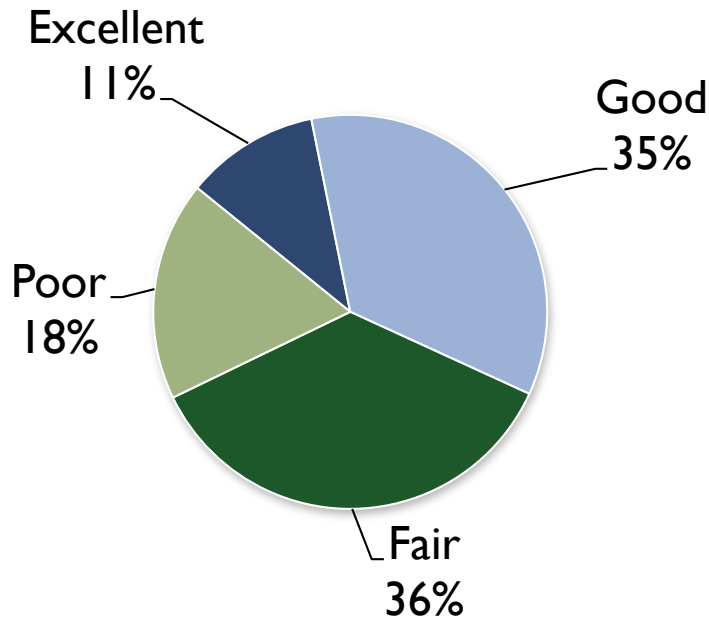
*Percent highest priority or high priority*

# Street Maintenance

46%



*Percent excellent or good*



## **Key Finding #4:**

**Perceptions of City services were favorable and fared well when compared to ratings given in other communities.**

# Service Ratings

## Overall Quality of City Services

2021

73%

*Percent excellent or good*

### TOP-RATED SERVICES: *at least 83% excellent or good*

Fire department

Solid waste

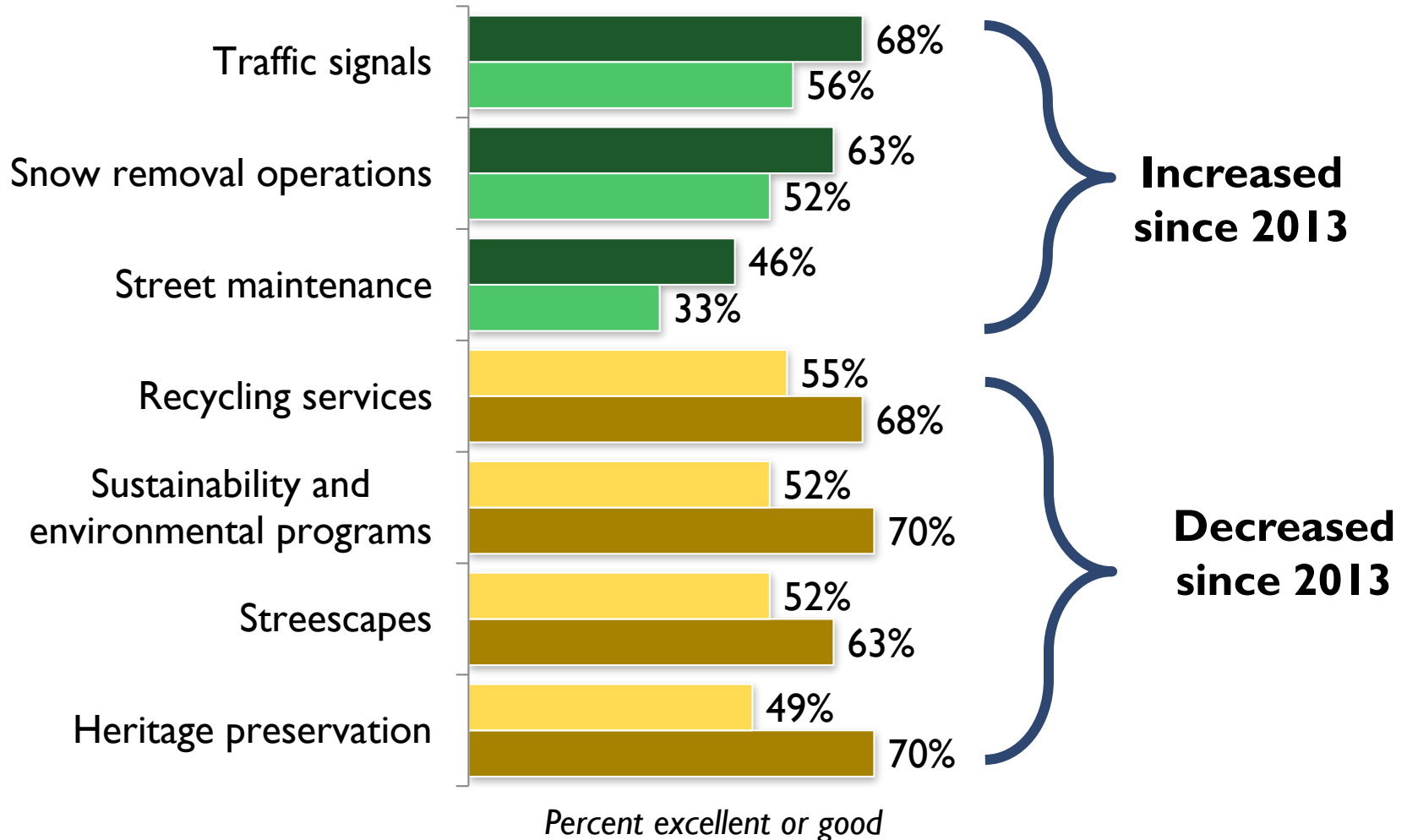
Wastewater

Parks

Libraries

Water services

# Service Rating Changes over Time

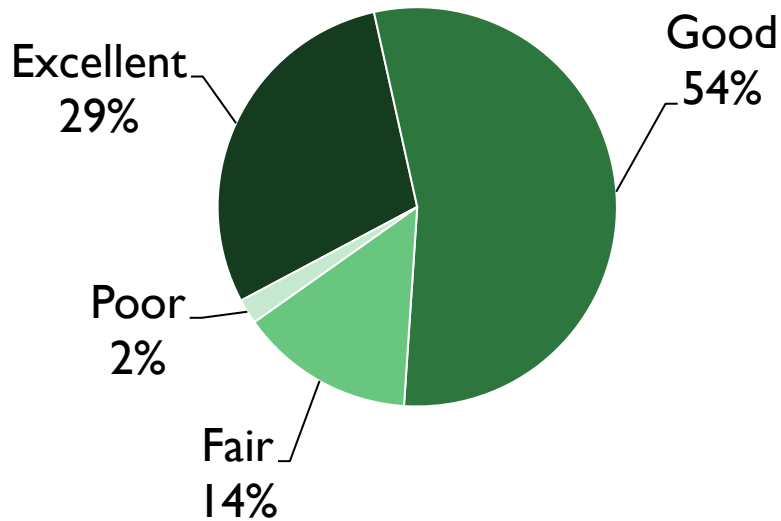


## **Key Finding #5:**

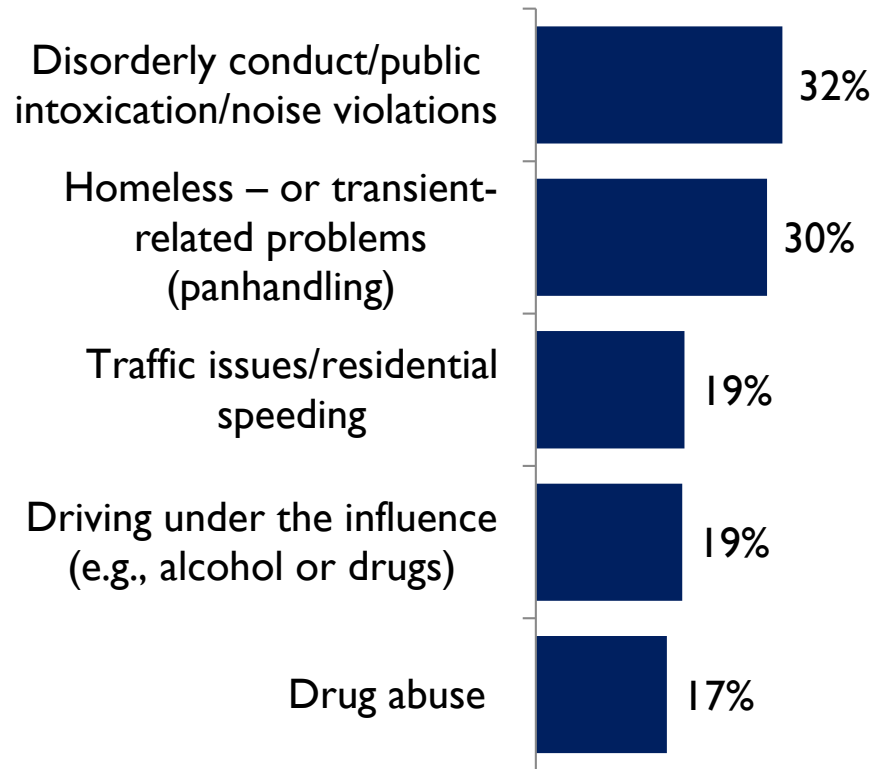
**Residents generally feel safe in the community but express concerns over certain types of crime and discrimination.**

# Safety in Flagstaff

## Overall Feeling of Safety



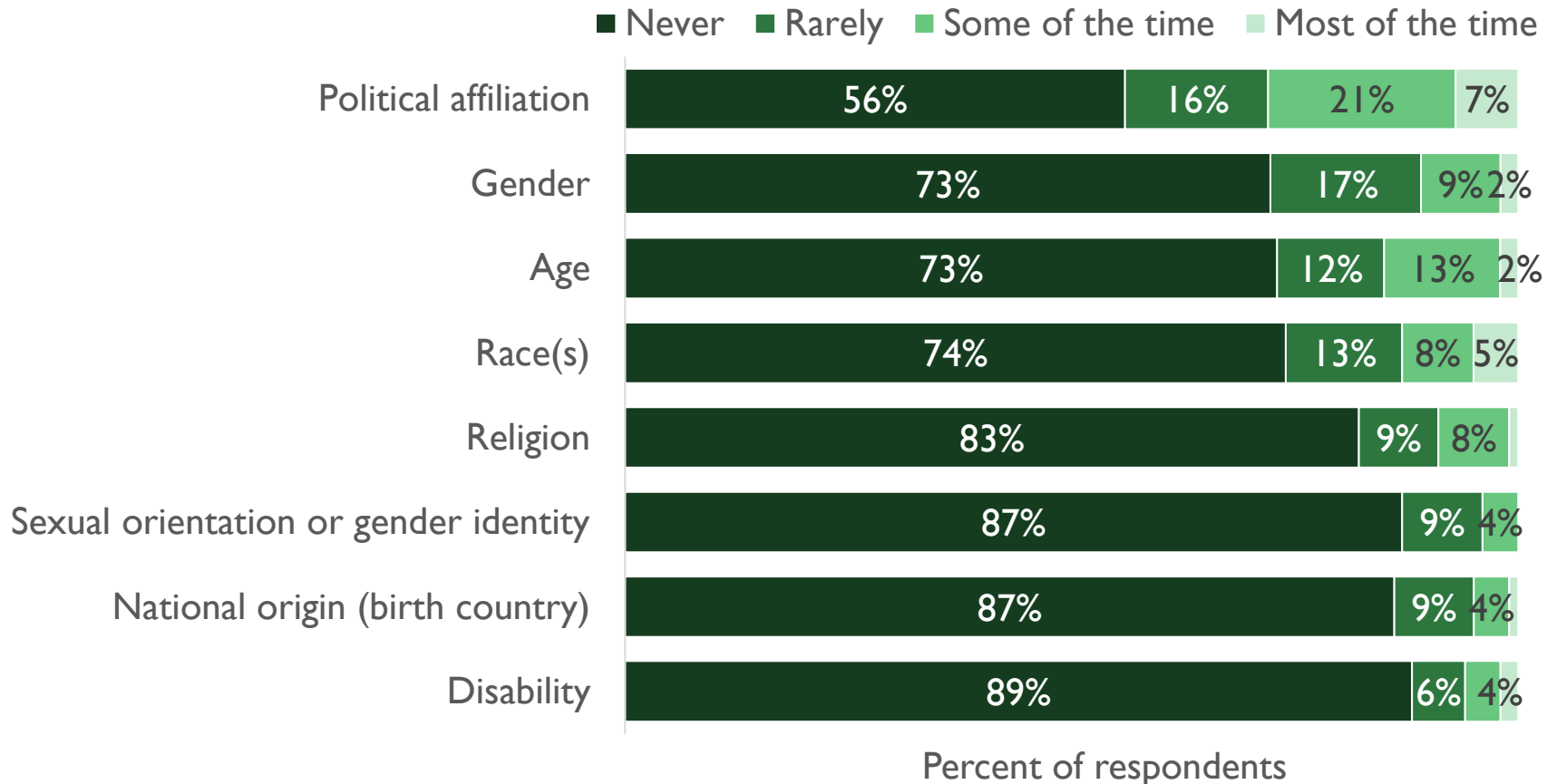
## Biggest Safety Issues



*Percent of respondents*

# Types of Discrimination

To what extent, if at all, have YOU personally experienced discrimination based on each of the following in your local community in the past 12 months?



## **Key Finding #6:**

**Residents' assessments of Flagstaff government performance were less positive than other survey items, with some aspects declining over time.**

# Government Performance



# Summary of Key Findings

**1. High overall quality of life**

**2. Housing affordability is a barrier to home ownership**

**3. Mobility/transportation options highly regarded by residents**

**4. City services are rated highly**

**5. Residents feel safe, but have some concerns about crime**

**6. Government performance ratings have room for improvement**

**Questions?**

**Thank you!**

