TownPOV Survey
Town of Prescott Valley

Client	Prescott Valley
Project Name	TownPOV Survey
Date	October 2026

Project Overview:

The purpose of this study is to help your town have a thorough view of resident satisfaction and prioritization of the services offered. It also includes explorational questions of value to the town.

Sample: Prescott Valley Residents
Invitation Method:
1 Email (through utility billing – OnPointe Insights to send)
2 Website
3 Postcards

Sample size: Minimum of 800 recommended. 1500 maximum. (1,453 in 2024)

Proposed Field Launch Date:
Proposed Field End Date:

EMAIL INVITES: The following email and text messages are proposed for your review:

Email Initial Invite

FROM: Town of Prescott Valley
EMAIL Subject: Town of Prescott Valley Citizen Survey

The Town of Prescott Valley would like your feedback. Would you take this short 10-14-minute survey to share your needs, priorities, and concerns for our community? We want to hear from you!

The survey is being conducted by OnPointe Insights and will work on your phone, tablet, or computer. Your response will be kept anonymous.

Help the Town of Prescott Valley now and click the link below.

<SURVEY_LINK>

The results from this survey will inform town leadership on budget priorities and town planning for the future. Thank you.

Gilbert Davidson, Town Manager
Prescott Valley Mayor & Town Council

Email Reminder 1

EMAIL Subject: REMINDER: Town of Prescott Valley Citizen Survey

To the Prescott Valley residents who have completed the citizen survey, thank you! If you were waiting for a better time, we could use your help now. The survey takes just 10-14 minutes, but it will provide town leaders invaluable information about your needs, priorities and concerns.

Help the Town of Prescott Valley now and click the link below.

Gilbert Davidson, Town Manager
Prescott Valley Mayor & Town Council

From: TOWN MANAGER
Sent: DATE
To: RESIDENT
Subject: Town Survey Coming Soon

Hey TOWN resident. Next week, you will receive an email from the Town through OnPointe Insights (survey@onpointe-insights.com) with a link to participate in the Town's first ever Citizen Survey. This is not spam. Please consider participating and helping the Town with your feedback.

1 – Screener and Intro Questions

CityName Prescott Valley (Populate hidden field with Prescott Valley)
Year 2026

Intro: Thank you for agreeing to participate in our survey. Your input is very valuable to the Town of Prescott Valley. It will take approximately 10-14 minutes to complete this survey.

TOWN Where do you live?

Prescott Valley		1
Prescott		2
Dewey-Humbolt		3
Chino Valley		4
Unincorporated County		5
		6
Other (please specify)		7

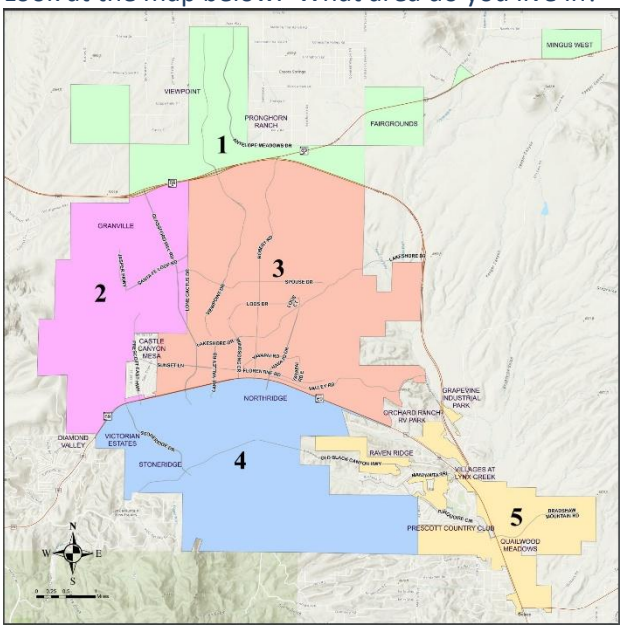
ZIP What is your zip code? __ __ __ __ __

AGE What is your age

Under 18		1
18-24		2
25-34		3
35-44		4
45-54		5
55-64		6
65+		7

ASK ALL (New Page)

MAP Look at the map below. What area do you live in?



Area 1	
Area 2	
Area 3	
Area 4	
Area 5	
Area 6	
Outside of Prescott Valley	

Overall Affinity

TownNPS On a scale from 0 to 10, how likely are you to describe Prescott Valley to a friend or family member as a good place to live?

0	1	2	3	4	5	6	7	8	9	10

Not at all likely Extremely Likely

Town_IMP In your opinion, has Prescott Valley improved, stayed the same, or declined during the past 3 years?

Improved		1
Stayed the same		2
Declined		3

Town_DIR Overall, as a community in which to live, would you say that Prescott Valley is headed in the right direction or wrong direction?

Right direction		1
Wrong direction		2

Town_VS Compared with other cities in your area, or region, which statement below best captures your feelings about Prescott Valley?

It is much better		1
It is somewhat better		2
It is about the same		3
It is somewhat worse		4
It is much worse		5

Importance /Performances of Town Services

FACIL This question and several that follow ask about your priorities for the town. Although you may have several priorities, please pick **your top 2** choices. This approach keeps the survey shorter and helps the town prioritize.

Look over the TOWN AMENITIES and EVENTS below. Which 2 should the town devote more time and resources to enhance?

MULTIPLE RESPONSE – RANDOMIZE – SELECT 2

	Town events (fireworks, concerts, seasonal and special events)	1
	Library (programs, services, and collections)	2
	Park amenities (ball courts, playgrounds, splash pads, etc.)	3
	Recreational programs (sports leagues, classes, and camps)	4
	Trails and multi-use paths	5
	Town open spaces	6
	Arts and culture (art of the center, events, and programs)	7
	Findlay Toyota Event Center	8
	Aquatic facilities	9
	Recreational facilities	10
		11

BEN Look over the TOWN BENEFITS below. Which 2 are MOST important to you for the town to support and encourage? (Select 2)

MULTIPLE RESPONSE – RANDOMIZE – SELECT 2

	A great place to raise children/family friendly	1
	Animal/pet friendly	2
	Natural beauty and open spaces	3
	Diverse housing options	4
	Quality schools/access to education	5
	Good job market	6
	Quality restaurants	7
	Childcare options	8
	Sense of community	9
	Quality shopping	10

DEV Look over the DEVELOPMENT and IMPROVEMENT categories below. Which 2 should the town devote more time and resources to enhance? (Select 2)

MULTIPLE RESPONSE – RANDOMIZE – SELECT 2

	Attract established retail chains	1
	Pedestrian friendly development	2
	Highway 69 revitalization/beautification	3
	Creating a vibrant downtown district	4
	Attract higher paying jobs	5
	Affordable/attainable housing options	6
	Public streets and roads	7
	Water and wastewater systems	8
	Drainage and stormwater systems	9
	Pedestrian safety (trails, sidewalks, crosswalks)	10
		11

SAFE Look over the PUBLIC SAFETY categories below. Which 2 should the town devote more time and resources to enhance? (Select 2)

MULTIPLE RESPONSE – RANDOMIZE – SELECT 2

	Town preparation for/response to emergencies	1
	Crime prevention initiatives	2
	School safety	3
	Police services	4
	Graffiti abatement	5
	Drug enforcement and prevention	6
	Property maintenance	7
	Police response times	8
	Traffic law enforcement	9
	Traffic management (signals, traffic control devices, etc.)	10
	Street lighting	11

OPS Look over the OPERATIONAL and MAINTENANCE categories below. Which 2 should the town devote more time and resources to enhance?

MULTIPLE RESPONSE – RANDOMIZE – SELECT 2

	Town communications (sharing news and information)	1
	Wildlife habitat preservation	2
	Future-oriented town planning	3
	Community and property appearance	4
	Maintain sidewalks	5
	Water conservation initiatives	6
	Preservation of historic areas (e.g. Barlow Massicks Home)	7
	Animal services	8
	Easy online access to town services	9

Rate_ALL This list now combines all the issues you selected as being MOST important for the town to provide. How is Prescott Valley doing on these important issues? Evaluate each of them from "Very good" to "Very poor".

	Very good	Good	OK	Poor	Very poor
Top choice 1 Amenities					
Top choice 2 Amenities					
Top choice 1 Town Benefits					
Top choice 2 Town Benefits					
Top choice 1 Development & Growth					
Top choice 2 Development & Growth					
Top choice 1 Safety and Security					
Top choice 2 Safety and Security					
Top choice 1 Operations					
Top choice 2 Operations					

Top2-ALL From the same list of your important priorities, which 3 are MOST important to you? (Select 3)

	Top choice 1 Amenities	1
	Top choice 2 Amenities	2
	Top choice 1 Town Benefits	3
	Top choice 2 Town Benefits	4
	Top choice 1 Development & Growth	5
	Top choice 2 Development & Growth	6
	Top choice 1 Safety and Security	7
	Top choice 2 Safety and Security	8
	Top choice 1 Operations	9
	Top choice 2 Operations	10

Staff Contact and Ratings

Staff# Which Town departments or services have you contacted in the past 6 months?
If you have not had any contact, please select 'none of these'. (Select all that apply)

MULTIPLE RESPONSE (Alphabetize)

Development Services (Planning & Zoning, Building safety, and inspections)	1
Finance	2
Magistrate Court	3
Mayor and Town Council	4
Neighborhood Services (Animal Services, Code Compliance, and housing)	5
Parks and Recreation	6
Police Department	7
Public Library	8
Public Works (Streets, Engineering, Stormwater)	9
Communications (Creative services, social media, PVTV-local tv channel)	10
Town Clerk	11
Town Manager's office	12
Utilities (Water and Wastewater)	13
Human Resources	14
Information Technology	15
Legal	16
None of these	17

StaffRATE For each of the departments you interacted with, overall, how would you rate the service you received? (very good, good, OK, poor, very poor)

Development Services (Planning & Zoning, Building safety, and inspections)	1
Finance	2
Magistrate Court	3
Mayor and Town Council	4
Neighborhood Services (Animal Services, Code Compliance, and housing)	5
Parks and Recreation	6
Police Department	7
Public Library	8
Public Works (Streets, Engineering, Stormwater)	9
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Human Resources	14
Information Technology	15
Legal	16

StaffOE If you have specific comments you would like to share with a department, please select the department below and enter your comments into the box that appears.
If you have no comments, simply select "No comments."

No comments	
Development Services (Planning & Zoning, Building safety, and inspections)	Comment:
Finance	Comment:
Magistrate Court	Comment:
Mayor and Town Council	Comment:
Neighborhood Services (Animal Services, Code Compliance, and housing)	Comment:
Parks and Recreation	Comment:
Police Department	Comment:
Public Library	Comment:
Public Works (Streets, Engineering, Stormwater)	Comment:
Communications (Creative services, social media, PVTV-local tv channel)	Comment:
Town Clerk	Comment:
Town Manager's office	Comment:
Utilities (Water and Wastewater)	Comment:
Human Resources	Comment:
Information Technology	Comment:
Legal	Comment:

FINAL COMMENTS

FINAL_OE If there is anything more you would like to say to the leaders of Prescott Valley, please do so below.

Module 1

Town Center Feedback

The Town is shaping a long-term vision for the Town Center. To guide future strategies, policies, and regulations, we're asking the community to identify which priorities matter most within the entertainment, health and wellness, commercial, and civic areas (boundaries to be determined later).

Q1: Please rank your top 4 priorities for the **Civic Area**:

- Connectivity (Walkability, Multi-Use Paths, Bike Racks)
- Shaded Seating and/or Ramadas
- Transportation Access (Shuttle Programs, Public Transit)
- Public Signage (Educational, Cultural, Wayfinding)
- Interactive Public Art
- Local History Displays
- Spaces for pop-up vendors or food trucks
- Community Garden
- Distinctive Local Character (landscape, lighting, signage, architectural)
- Tourism and Visitor Attraction
- Recreation and Activities (Please specify)
- Other (Please specify)

Q2: What type of events or services would you like to see at the Civic Area?

Q3: Please rank your top 4 priorities for the **Commercial Area**:

- Recreation and Activities (Please specify)
- Transportation Access (Shuttle Programs, Public Transit)
- Outdoor shopping and dining
- Public Signage (Educational, Cultural, Wayfinding)
- Interactive Public Art
- Connectivity (Walkability, Multi-Use Paths, Bike Racks)
- Social Hubs (Plaza spaces, public seating areas)
- Distinctive Local Character (landscape, lighting, signage, architectural)
- Mixed-Use Housing and Services
- Pocket Parks
- Museums (Please specify if you have a preference on type)
- Other (Please specify)

Q4: What types of businesses or services are missing from the Commercial Area?

Q5: Please rank your top 4 priorities for the **Health and Wellness Area**:

- Active Spaces (Public yoga lawns, outdoor amphitheaters, pickleball courts, and movement stations)

- Nutritional Infrastructure (Community gardens, local fresh-food markets)
- Stress-Relief Areas (Pocket parks, therapeutic gardens, water features)
- Social Hubs (Plaza spaces, public seating areas)
- Mixed-Use Housing and Services
- Smoke-Free Environment
- Interactive Public Art
- Educational Signage
- Transportation Access (Shuttle Programs, Public Transit)
- Connectivity (Walkability, Multi-Use Paths)
- Distinctive Local Character (landscape, lighting, signage, architectural)
- Other (Please specify)

Q6: What types of services are missing from the Health and Wellness Area?

Q7: Please rank your top 4 priorities for the **Entertainment Area**:

- Late-Night Dining and Entertainment Options
- Seasonal Attractions (holiday lights, events)
- Connectivity (Walkability, Multi-Use Paths, Bike-Racks)
- Transportation Access (Shuttle Programs, Public Transit)
- Live Performances
- Interactive Public Art
- Tourism and Visitor Attractions
- Public Signage (Educational, Cultural, Wayfinding)
- Spaces for pop-up vendors or food trucks
- Outdoor Amenities (Splash Pad, Rock Climbing, Carousels, Dining, Social Spaces)
- Distinctive Local Character (landscape, lighting, signage, architectural)
- Other (Please specify)

Q8: What types of events, services, shops or activities would you like to visit in the Entertainment Area?

DEMOGRAPHICS

Gender Now a few questions about you.

What is your gender?

Female
Male
Other

Tenure How long have you lived in Prescott Valley?

Less than 1 year
1 -4 years
5-9 years
10-14 years
15-19 years
20+ years or more

Kids Tell us about children in your household.

No children in household
Children ages 0-12 living in household
Children ages 13-17 living in household
Children ages 18-25 living in household

Reside Please describe your residence.

Own or buying a home
Rent / lease home or apartment
Other

Race Which option best describes your race? (Select one)

Asian
Black/African American
Hispanic or Latino
Native American
White
Mixed
Another race (please specify)

Education What is your highest level of education? (Select one)

Less than high school
High school graduate
Some college or associate's degree
Bachelor’s degree
Master’s degree
Doctoral degree
Other

COMPLETES

Thank you for taking the time to share your experience and opinions about Prescott Valley.