THE PLANNING & ZONING ADVISORY COMMISSION
FOR THE TOWN OF DEWEY-HUMBOLDT
REGULAR MEETING NOTICE
Thursday, May 7, 2015 6:00 P.M.

P&Z MEETING **COUNCIL CHAMBERS, TOWN HALL**
2735 S. HWY 69 **DEWEY-HUMBOLDT, ARIZONA**

AGENDA

The issues that come before the Planning & Zoning Advisory Commission are often challenging and potentially divisive. In order to make sure we benefit from the diverse views to be presented, the Commission believes that the meeting be a safe place for people to speak. With this in mind, the Commission asks that everyone refrain from clapping, heckling and any other expressions of approval or disapproval. Agenda items may be taken out of order. Please turn off all cell phones. The Commission meeting may be broadcast via live streaming video on the internet in both audio and visual formats. A quorum of Council may be present. One or more members of the Commission may attend either in person or by telephone, video or internet conferencing. **NOTICE TO PARENTS:** Parents and legal guardians have the right to consent before the Town of Dewey-Humboldt makes a video or voice recording of a minor child. A.R.S. § 1-602.A.9. Dewey-Humboldt Council Meetings are recorded and may be viewed on the Dewey-Humboldt website. If you permit your child to participate in the Council Meeting, a recording will be made. You may exercise your right not to consent by not permitting your child to participate or by submitting your request to the Town Clerk that your child not be recorded.

1. **Call To Order.**
2. **Opening Ceremonies.**
   - **2.1. Pledge of Allegiance.**
3. **Roll Call.** Commissioners Dee Parker, Jeff Siereveld, Victor Hambrick, Joe Garcia, Ruth Szanto, and Vice Chair Barry Smylie.
4. **Disclosure of Ex Parte Contacts.**
5. **Informational Reports.** Individual members of the Commission and public may provide brief summaries of current events and activities. These summaries are strictly for the purpose of informing the Commission and public of such events, actions or activities. The Commission will take no discussion, consideration, or action on any such item except that an individual member of the Commission may request an item be placed on a future agenda.
6. **Planner's Update on current events and activities.** No discussion, deliberation or legal action can occur.
7. **Consent Agenda.** All matters listed under the Consent Agenda are considered to be routine by the Commission and will be enacted by one motion. Any item may be removed from the Consent Agenda for separate consideration at a Commissioner's request. If a citizen desires separate consideration of an item, he or she should approach a Commissioner prior to the meeting and ask that the Commissioner request that the item be removed.

pg 3 **7.1. Minutes.** Minutes from the April 9, 2015 Planning & Zoning Regular Meeting.

8. **Discussion Agenda –New Business.** Discussion and Possible Action on matters not previously presented to the Commission.

pg 7 **8.1. Report of 2009 Citizen Survey.** Discussion and possible action for determining possible questions to be placed on a future survey regarding animal and/or other issues pertaining to the Planning and Zoning Commission

9. **Discussion Agenda – Unfinished Business.** Discussion and Possible Action on any issue which was

not concluded, was postponed, or was tabled during a prior meeting.

9.1. Nomination and Appointment of Chairperson and Vice Chairperson of Commission for a 1-year term. Discussion and possible action.

10. Public Hearing Agenda. None.

THIS CONCLUDES THE LEGAL ACTION PORTION OF THE AGENDA.

11. Comments from the Public. The Commission wishes to hear from Citizens at each meeting. Those wishing to address the Commission need not request permission or give notice in advance. For the official record, individuals are asked to state their name. Public comments may appear on any video or audio record of this meeting. Please direct your comments to the Commission. Individuals may address the Commission on any issue within its jurisdiction. At the conclusion of Comments from the Public, Commissioners may respond to criticism made by those who have addressed the public body, may ask Town staff to review a matter, or may ask that a matter be put on a future agenda; however, Commissioners are forbidden by law from discussing or taking legal action on matters raised during the Comments from the Public unless the matters are properly noticed for discussion and legal action. The total time for Comments from the Public is ***20*** minutes. A 3-minute time limit may be imposed on individuals within this total. The audience is asked to please be courteous and silent while others are speaking.

12. Adjourn.

For Your Information:

Next Town Council Work Session: Tuesday, May 12, 2015 at 2:00 p.m.
Next Town Council Meeting: Tuesday May 19, 2015 at 6:30 p.m.
Next Planning & Zoning Commission Meeting: Thursday, June 4, 2015 at 6:00 p.m.
If you would like to receive Town Council agendas via email, please sign up at AgendaList@dhaz.gov and type Subscribe in the subject line, or call 928-632-7362 and speak with Judy Morgan, Town Clerk.

Certification of Posting

The undersigned hereby certifies that a copy of the attached notice was duly posted at the following locations: Dewey-Humboldt Town Hall, 2735 South Highway 69, Humboldt, Arizona, Chevron Station, 2735 South Highway 69, Humboldt, Arizona, Blue Ridge Market, Highway 69 and Kachina Drive, Dewey, Arizona, on the _____ day of _____, 2015, at _____ p.m. in accordance with the statement filed by the Town of Dewey-Humboldt with the Town Clerk, Town of Dewey-Humboldt.
By: _____, Town Clerk's Office.
Persons with a disability may request reasonable accommodations by contacting the Town Hall at 632-7362 at least 24 hours in advance of the meeting.

TOWN OF DEWEY-HUMBOLDT
PLANNING AND ZONING ADVISORY COMMISSION
REGULAR MEETING MINUTES
APRIL 9, 2015, 6:00 PM

A REGULAR MEETING OF THE DEWEY-HUMBOLDT PLANNING AND ZONING COMMISSION WAS HELD ON THURSDAY, APRIL 9, 2015, AT TOWN HALL AT 2735 S. HIGHWAY 69, DEWEY-HUMBOLDT, ARIZONA. VICE CHAIR SMYLIE PRESIDED.

1. **Call To Order.** The meeting was called to order at 6:03 p.m., Vice Chair Barry Smylie presiding.
2. **Opening Ceremonies.**
   - **2.1. Pledge of Allegiance.** Done
3. **Roll Call.** Commissioners Joe Garcia, Victor Hambrick, Dee Parker, Ruth Szanto, Vice Chair Barry Smylie were present. Jeff Siereveld was absent.
4. **Disclosure of Ex Parte Contacts.** None
5. **Informational Reports.** None presented.
6. **Planner's Update on current events and activities.** None presented.
7. **Consent Agenda.** All matters listed under the Consent Agenda are considered to be routine by the Commission and will be enacted by one motion. Any item may be removed from the Consent Agenda for separate consideration at a Commissioner's request. If a citizen desires separate consideration of an item, he or she should approach a Commissioner prior to the meeting and ask that the Commissioner request that the item be removed.
   - **7.1. Minutes.** Commissioner Dee Parker made a motion to approve the meeting minutes from the February 5, 2015 Planning and Zoning regular meeting as presented, seconded by Commissioner Ruth Szanto. It was approved unanimously.
8. **Discussion Agenda –New Business.**
   - **8.1. Appoint Chairperson and Vice Chairperson of Commission for 1-year term.** Yvonne Kimball gave instructions to the Commission on the procedure for appointing the Chair and Vice Chair. Term is for one (1) year. It is up to the Commission to appoint how they wish, either by seniority or other. Commissioner Dee Parker was recognized as having the most seniority on the Commission.

     Vice Chair Smiley made a motion to table the matter until the next meeting due to the absence of Commissioner Jeff Siereveld. Motion seconded by Dee Parker. Motion was approved unanimously. Additional discussion from Commissioner Garcia requesting any commission members who may be interested in filling the vacancies to acknowledge their interest. Commissioner Parker questioned staff about the length of term. Town Manager, Kimball will review the Town Code, but has not been an issue in the past. Commissioners can elect to continue to serve after term is up. Ms. Kimball requested Vice Chair Smylie to make comment. Mr. Smylie declined due to Commissioner Siereveld absence. Action deferred for next meeting.
   - **8.2. Report of recent projects that may be of interest to P&Z.** Yvonne Kimball gave an informational report to the Commission of subjects which may be of interest for future discussion and/or action by the Commission. Ms. Kimball spoke of receiving a request for

having a working ranch for US Vets with mental health and substance abuse problems in an R1L district which is zoned for residential, single family, limited to site built only. The proposed site for the ranch is located in the area west of State Route 69. Given the considerations of the Americans with Disability Act and other potential concerns, this request is being reviewed by the Town Attorney.

Ms. Kimball spoke about the Town Code Section 152 pertaining to Subdivisions specifically regarding "Large Land Division" which has recently been brought to Staff's attention. There may be some conflicts with the law. The Town Attorney has reviewed this and it appears that the Town Code 152 needs to be amended. Staff is recommending the P&Z Commission to review the Town Code and suggest amendments when time allows.

Vice Chair Smylie spoke about the commission's need to be a Citizen Advisory Board and be involved in these type of issues.

Ms. Kimball advised that Commission should review and make recommendations for proposed changes to take before the Council. Vice Chair Smylie agreed.

9. Discussion Agenda – Unfinished Business.

9.1 Update of "Animal related Code of Ordinance review" project. Yvonne Kimball gave an overview of the past work done by staff and the Commission since late last year. There has been good progress made. The February P&Z meeting resulted in the Commission making a recommendation in favor of Option 2, a partial revision of the Animal Code revising definitions and regulations relating to farm/livestock, domestic/household pets, exotic animals, kennel for both residential and commercial, and maintenance and nuisance. Criteria relating to care and performance standards. A recommendation was given by the Commission to determine where allowed uses would be as a matter of right, primarily in density districts regarding kennels on larger parcel sizes, and removal of household pet numbers with the addition of a well-defined maintenance/nuisance section. When this review process started, the household pet limit was included, but this has since been resolved and is no longer an issue. The update has been made on the Town Website. There were discrepancies in the code but it is no longer an issue and needs to move forward. On March 3rd, Council agreed with the recommendations made by the Commission. Council reviewed Chapter 90 and 153. Definitions need to be added. Staff and Attorney have brainstormed about the issues. Ms. Kimball will present a proposed amendment to the code to be a baseline for the commission to work with.

Vice Chair Smylie questioned Ms. Kimball about the need to have further discussion about this matter at tonight's meeting. Ms. Kimball advised Commission to do so if they feel it is needed.

Vice Chair Smylie spoke about including the public and to support their participation and the need to have their input.

Ms. Kimball stated this concern would be conveyed to the council.

Commissioner Parker explained the last vote will be by the council and they need to remember this will affect all the residence of the community. Many have strong feelings about this matter. Need to represent them in a way that will be beneficial to them. Town paper is going to be conducting an opinion poll about growth, may want to include something about the animal code to get the word out there.

Ms. Kimball stated this will be looked into, ideas to think about.

Commissioner Hambrick spoke of clarification of the process for taking recommendations to the Council and request to review the final recommendations before it goes back to Council.

Ms. Kimball spoke on the public hearing process to have the code amendments adopted; with two (2) hearings required. Commission will have the chance to make final recommendations for the Council. If the Commission wants to have open public comment it is up to the Commission to do so.

Vice Chair Smylie stated the Commission would most certainly want to have the public speak about the two items under review.

9.2 Update of proposed Ordinance 15-110 Accessory Dwelling Units. Yvonne Kimball gave overview of update of the proposed Ordinance 15-110 Accessory Dwelling Units. Ordinance became an issue due to two concerns from the original Ordinance 14-104; restore the language allowing roomers and boarders in R1 District and revise the language of mandating a separate kitchen facility in the ADU, making it an option. P&Z made recommendations and council rejected them and wanted more public input. The January 8th joint meeting discussion and recommendations were made on these two issues. Staff and P&Z made recommendation to adopt Ordinance 15-110. At the March 5, 2015 meeting Council directed staff to hold a public hearing before final adoption. The hearing was advertised accordingly and was held on April 7th. The council voted unanimously to approve the adoption of Ordinance 15-110.

Vice Chair Smylie made comment acknowledging approval for the adoption of the ordinance.

10. <u>Public Hearing Agenda.</u>

11. <u>Comments from the Public</u>.

Debbie Pomeroy spoke about concerns of verifying residency for possible citizen survey regarding animal codes. Need to have a system to verify residency. Polling doesn't work for this type of community. Ms. Pomeroy questioned how the code was removed legally.

Yvonne Kimball responded. Does not require legal action. The six (6) pet limit was appearing under 153.005 zoning. Research was done on how the code was adopted and it was discovered that there was no reference of the 6 animal limit. Council adopted the code but it was not codified correctly. It was a clerical discrepancy.

Commissioner Parker questioned if the six (6) limit code had been enforced since 2008.

Ms. Kimball spoke about the enforcement process must be complaint driven. Although there have been some complaints filed, regarding animal number it has not been enforced and no action to abate and no fines have been imposed.

Commissioner Parker spoke about looking closer at the definitions and need to make suggestions regarding the dog at large issue. Need to make clarifications and clean up the wording.

Victoria Wendt spoke about concerns about the wording and the definitions in the codes; not being well written; recommended having an animal advisory board; have people with experience to assist with goals and clarifying the definitions of the codes; history in the town and as an animal owner.

Vice Chair Smylie requested returning to the discussion regarding the polling issue.

TM Kimball spoke about council discussion about having a citizen survey. There are concerns about determining resident status. Advertise the survey in the town newsletter because it is only delivered to town residence.

Vice Chair Smylie spoke about survey being non-binding and does not necessarily direct how

we make laws.

Commissioner Parker spoke about survey would help the town find out how the citizens want the town to grow.

Commissioner Garcia spoke about the recommendations given by the Commission in February. Staff is available to hear recommendations from the community. Those who want to voice their opinion should put them in writing and send them to the staff and then staff can share them with the commission to help guide the commission in making good recommendations to the council.

Vicky Wendt spoke about making numerous attempts to contact the council about her request to have an animal advisory board. Have made request to meet with them. Have only received response from the Mayor and from Councilmember Treadway.

Patrick McGill spoke about animal regulations and ordinances about livestock from the Town of Chino Valley. It should be a constitutional right to own as many animals as you want if you have enough property. Mr. McGill provided copies of the ordinances from Chino Valley and suggested the Commission look them over. Make definitions clear. There are discrepancies in the laws and animal welfare will supersede the issues.

TM Kimball made closing comments about recognizing strong feelings from the community pertaining to the animal codes. Need to look at the whole picture realistically. Staff will come back with proposed recommendations from the P&Z and Council. Without seeing the proposals we will need to have a baseline to evaluate.

Commissioner Garcia requested to have recommendations presented by the community for the Commission to review up front so the Commission has an opportunity to review comments from the people. Avoid being blindsided.

Adjourn. Meeting adjourned at 6:59 p.m.

_____

Barry Smylie, Vice Chairman

ATTEST:

_____

Penney Bell, Administrative Assistant

The National Citizen Survey™

Town of Dewey-Humboldt, AZ 2009

NATIONAL RESEARCH CENTER INC.
3005 30th Street
Boulder, CO 80301
ww.n-r-c.com • 303-444-7863

ICMA
777 North Capitol Street NE, Suite 500
Washington, DC 20002
www.icma.org • 202-289-ICMA

Contents

Survey Background 1
- About The National Citizen Survey™ 1
- Understanding the Results 3

Executive Summary 5

Community Ratings 7
- Overall Community Quality 7
- Community Design 9
  - Transportation 9
  - Housing 12
  - Land Use and Zoning 14
- Economic Sustainability 17
- Public Safety 20
- Environmental Sustainability 24
- Recreation and Wellness 27
  - Parks and Recreation 27
  - Culture, Arts and Education 28
  - Health and Wellness 30
- Community Inclusiveness 32
- Civic Engagement 34
  - Civic Activity 34
  - Information and Awareness 37
  - Social Engagement 38
- Public Trust 40
  - Town of Dewey-Humboldt Employees 43

From Data to Action 45
- Resident Priorities 45
- Town of Dewey-Humboldt Action Chart 46
  - Using Your Action Chart™ 48

Policy Questions 50

Appendix A: Complete Survey Frequencies 51
- Frequencies Excluding "Don't Know" Responses 51
- Frequencies Including "Don't Know" Responses 63

Appendix B: Survey Methodology 79

Appendix C: Survey Materials 87

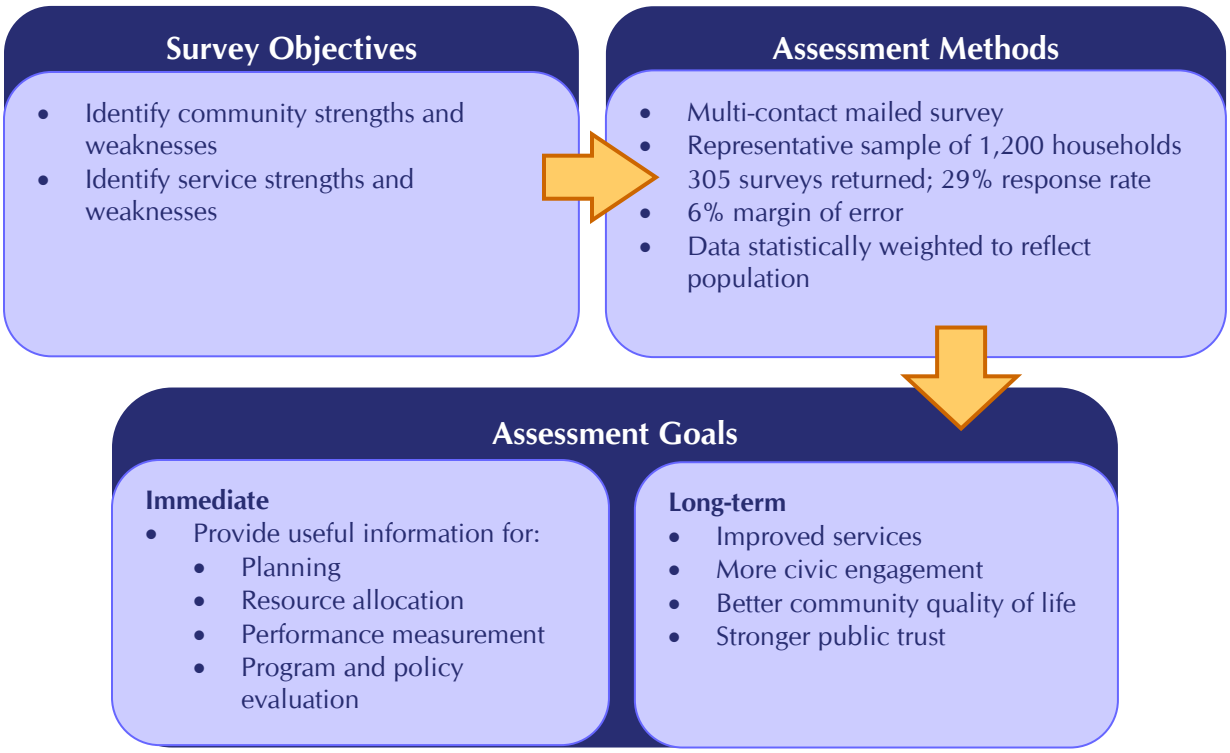
The National Citizen Survey™ by National Research Center, Inc.

Survey Background

About The National Citizen Survey™

The National Citizen Survey™ (The NCS) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The NCS was developed by NRC to provide a statistically valid survey of resident opinions about community and services provided by local government. The survey results may be used by staff, elected officials and other stakeholders for community planning and resource allocation, program improvement and policy making.

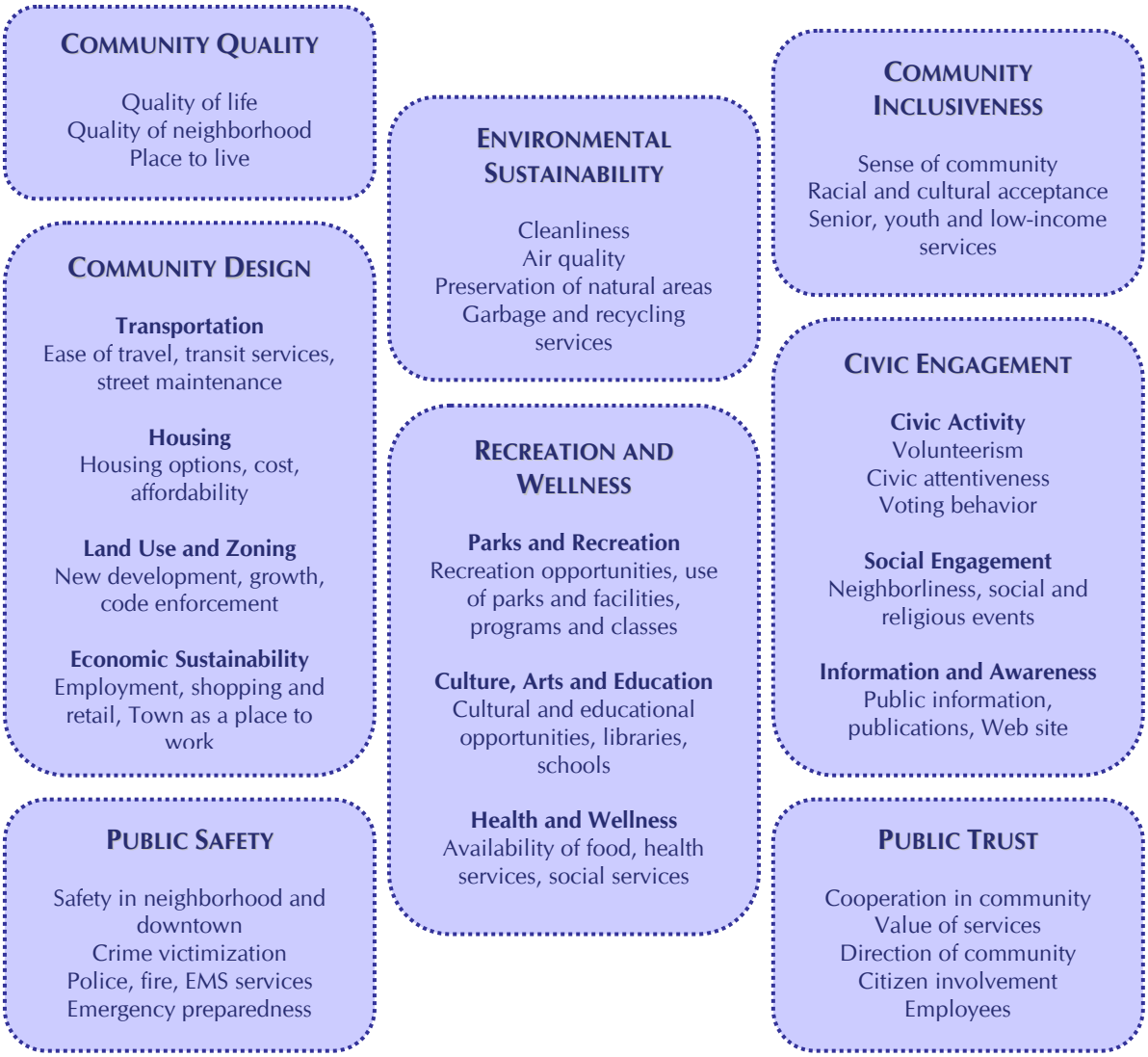
Figure 1: The National Citizen Survey™ Methods and Goals



The NCS focuses on a series of community characteristics and local government services, as well as issues of public trust. Resident behaviors related to civic engagement in the community also were measured in the survey.

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 2: THE NATIONAL CITIZEN SURVEY™ FOCUS AREAS



The survey and its administration are standardized to assure high quality research methods and directly comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage-paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community. A total of 305 completed surveys were obtained, providing an overall response rate of 29%. Typically, response rates obtained on citizen surveys range from 25% to 40%.

The National Citizen Survey™ customized for the Town of Dewey-Humboldt was developed in close cooperation with local jurisdiction staff. Dewey-Humboldt staff selected items from a menu of questions about services and community problems and provided the appropriate letterhead and signatures for mailings. Town of Dewey-Humboldt staff also augmented The National Citizen Survey™ basic service with several policy questions.

The National Citizen Survey™ by National Research Center, Inc.

Understanding the Results

As shown in Figure 2, this report is based around respondents' reports about eight larger categories: community quality, community design, public safety, environmental sustainability, recreation and wellness, community inclusiveness, civic engagement and public trust. Each section begins with residents' ratings of community characteristics and is followed by residents' ratings of service quality. For all evaluative questions, the percent of residents rating the service or community feature as "excellent" or "good" is presented. To see the full set of responses for each question on the survey, please see Appendix A: Complete Survey Frequencies.

Margin of Error

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional confidence level, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the estimates made from the survey results. The confidence interval for the Town of Dewey-Humboldt survey is no greater than plus or minus six percentage points around any given percent reported for the entire sample (305 completed surveys). A 95% confidence interval indicates that for every 100 random samples of this many residents, the population response to that question would be within the stated interval 95 times. For example, if 75% of residents rate a service as "excellent" or "good," then the 5% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire jurisdiction is between 70% and 80%.

Comparing Survey Results

Certain kinds of services tend to be thought better of by residents in many communities across the country. For example, public safety services tend to be received better than transportation services by residents of most American communities. Where possible, the better comparison is not from one service to another in the Town of Dewey-Humboldt, but from Town of Dewey-Humboldt services to services like them provided by other jurisdictions.

Interpreting Comparisons to Previous Years

This report contains comparisons with prior years' results. In this report, we are comparing this year's data with existing data in the graphs. Differences between years can be considered "statistically significant" if they are greater than seven percentage points. Trend data for your jurisdiction represent important comparison data and should be examined for improvements or declines. Deviations from stable trends over time, especially represent opportunities for understanding how local policies, programs or public information may have affected residents' opinions.

Benchmark Comparisons

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services and gave their opinion about the quality of community life. The Town of Dewey-Humboldt chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Town of Dewey-Humboldt Survey was included in NRC's database and there were at least five jurisdictions in which the question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

The National Citizen Survey™ by National Research Center, Inc.

Where comparisons were available, the Town of Dewey-Humboldt results were noted as being "above" the benchmark, "below" the benchmark or "similar to" the benchmark. This evaluation of "above," "below" or "similar to" comes from a statistical comparison of the Town of Dewey-Humboldt's rating to the benchmark.

"Don't Know" Responses and Rounding

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For some questions, respondents were permitted to select more than one answer. When the total exceeds 100% in a table for a multiple response question, it is because some respondents did select more than one response. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

For more information on understanding The NCS report, please see Appendix B: Survey Methodology.

The National Citizen Survey™ by National Research Center, Inc.

Executive Summary

This report of the Town of Dewey-Humboldt survey provides the opinions of a representative sample of residents about community quality of life, service delivery, civic participation and unique issues of local interest. A periodic sounding of resident opinion offers staff, elected officials and other stakeholders an opportunity to identify challenges and to plan for and evaluate improvements and to sustain services and amenities for long-term success.

Most residents experience a good quality of life in the Town of Dewey-Humboldt and believe the Town is a good place to live. The overall quality of life in the Town of Dewey-Humboldt was rated as "excellent" or "good" by 69% of respondents. Almost all] report they plan on staying in the Town of Dewey-Humboldt for the next five years.

A variety of characteristics of the community was evaluated by those participating in the study. The two characteristics receiving the most favorable ratings were air quality and the quality of the overall natural environment. The two characteristics receiving the least positive ratings were employment opportunities and shopping opportunities.

Ratings of community characteristics were compared to the benchmark database. Of the 30 characteristics for which comparisons were available, two were above the benchmark comparison, three were similar to the benchmark comparison and 25 were below.

Residents in the Town of Dewey-Humboldt were somewhat civically engaged. While 32% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months, 91% had provided help to a friend or neighbor. Less than half had volunteered their time to some group or activity in the Town of Dewey-Humboldt, which was lower than the benchmark.

In general, survey respondents demonstrated mild trust in local government. About one third rated the overall direction being taken by the Town of Dewey-Humboldt as "good" or "excellent." Those residents who had interacted with an employee of the Town of Dewey-Humboldt in the previous 12 months gave high marks to those employees. About six in ten rated their overall impression of employees as "excellent" or "good."

Town services rated were able to be compared to the benchmark database. Of the 28 services for which comparisons were available, none were above the benchmark comparison, seven were similar to the benchmark comparison and 21 were below.

The National Citizen Survey™ by National Research Center, Inc.

A Key Driver Analysis was conducted for the Town of Dewey-Humboldt which examined the relationships between ratings of each service and ratings of the Town of Dewey-Humboldt's services overall. Those key driver services that correlated most strongly with residents' perceptions about overall Town service quality have been identified. By targeting improvements in key services, the Town of Dewey-Humboldt can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality. Services found to be influential in ratings of overall service quality from the Key Driver Analysis were:

- Land use, planning and zoning
- Drinking water
- Police services

The National Citizen Survey™ by National Research Center, Inc.

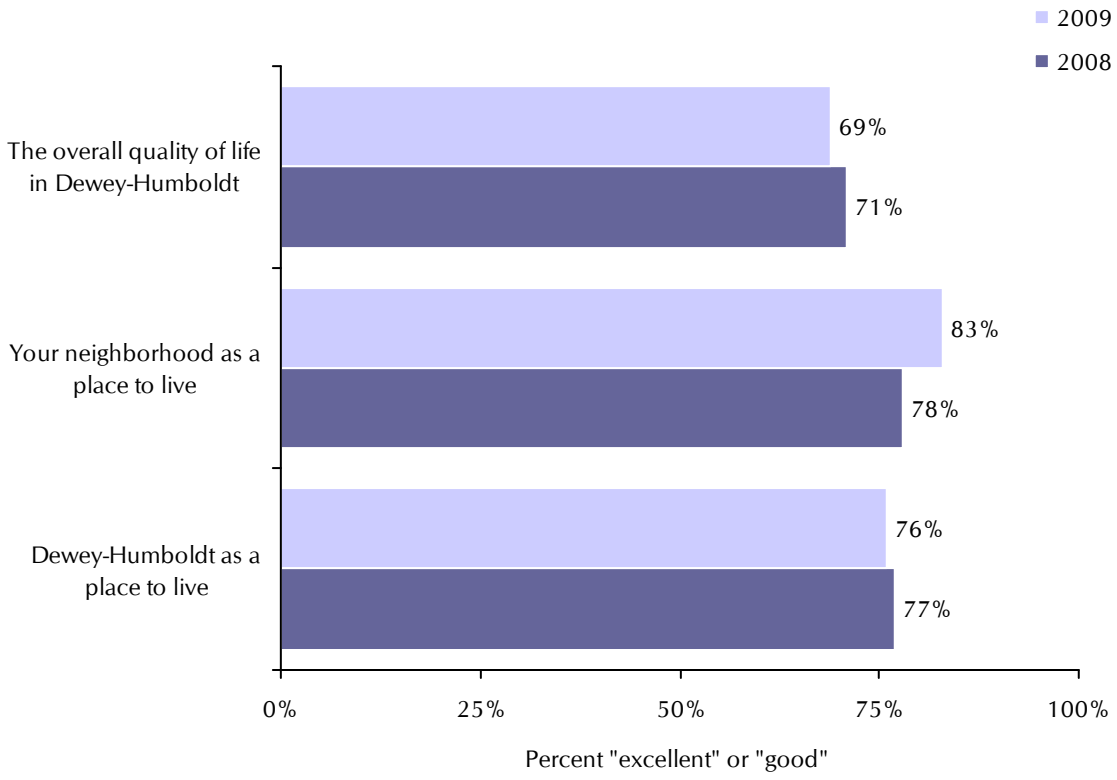
Community Ratings

Overall Community Quality

Overall quality of community life may be the single best indicator of success in providing the natural ambience, services and amenities that make for an attractive community. The National Citizen Survey™ contained many questions related to quality of community life in the Town of Dewey-Humboldt – not only direct questions about quality of life overall and in neighborhoods, but questions to measure residents' commitment to the Town of Dewey-Humboldt. Residents were asked whether they planned to move soon or if they would recommend the Town of Dewey-Humboldt to others. Intentions to stay and willingness to make recommendations provide evidence that the Town of Dewey-Humboldt offers services and amenities that work.

Most of the Town of Dewey-Humboldt's residents gave high ratings to their neighborhoods and the community as a place to live. Further, most reported they would recommend the community to others and plan to stay for the next five years.

Figure 3: Ratings of Overall Community Quality by Year



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 4: LIKELIHOOD OF REMAINING IN COMMUNITY AND RECOMMENDING COMMUNITY

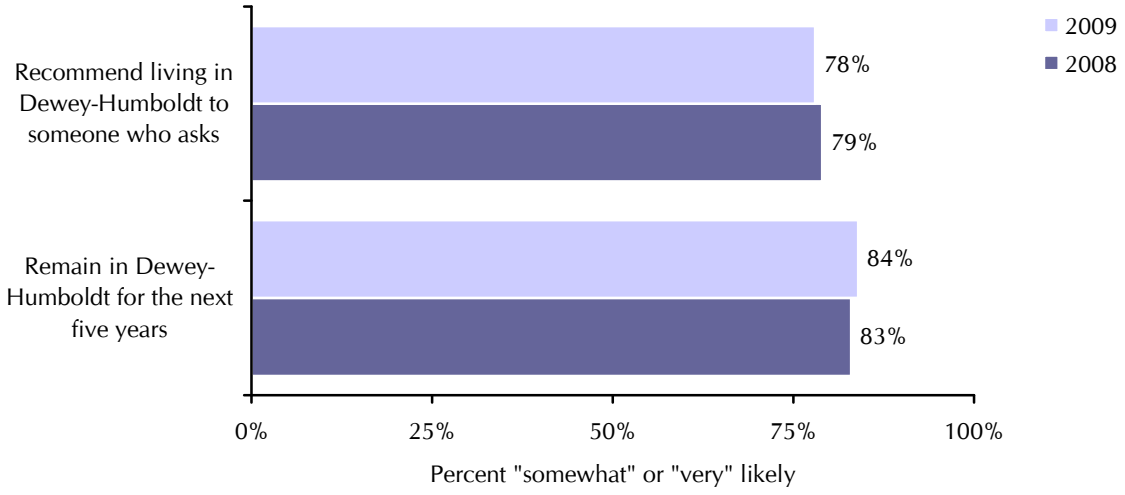


FIGURE 5: OVERALL COMMUNITY QUALITY BENCHMARKS

	Comparison to benchmark
Overall quality of life in Dewey-Humboldt	Below
Your neighborhood as place to live	Similar
Dewey-Humboldt as a place to live	Below
Remain in Dewey-Humboldt for the next five years	Similar
Recommend living in Dewey-Humboldt to someone who asks	Below

The National Citizen Survey™ by National Research Center, Inc.

Community Design

Transportation

The ability to move easily throughout a community can greatly affect the quality of life of residents by diminishing time wasted in traffic congestion and by providing opportunities to travel quickly and safely by modes other than the automobile. High quality options for resident mobility not only require local government to remove barriers to flow but they require government programs and policies that create quality opportunities for all modes of travel.

Residents responding to the survey were given a list of five aspects of mobility to rate on a scale of "excellent," "good," "fair" and "poor." Ease of car travel in Dewey-Humboldt was given the most positive rating, followed by traffic flow on major streets.

Figure 6: Ratings of Transportation in Community by Year

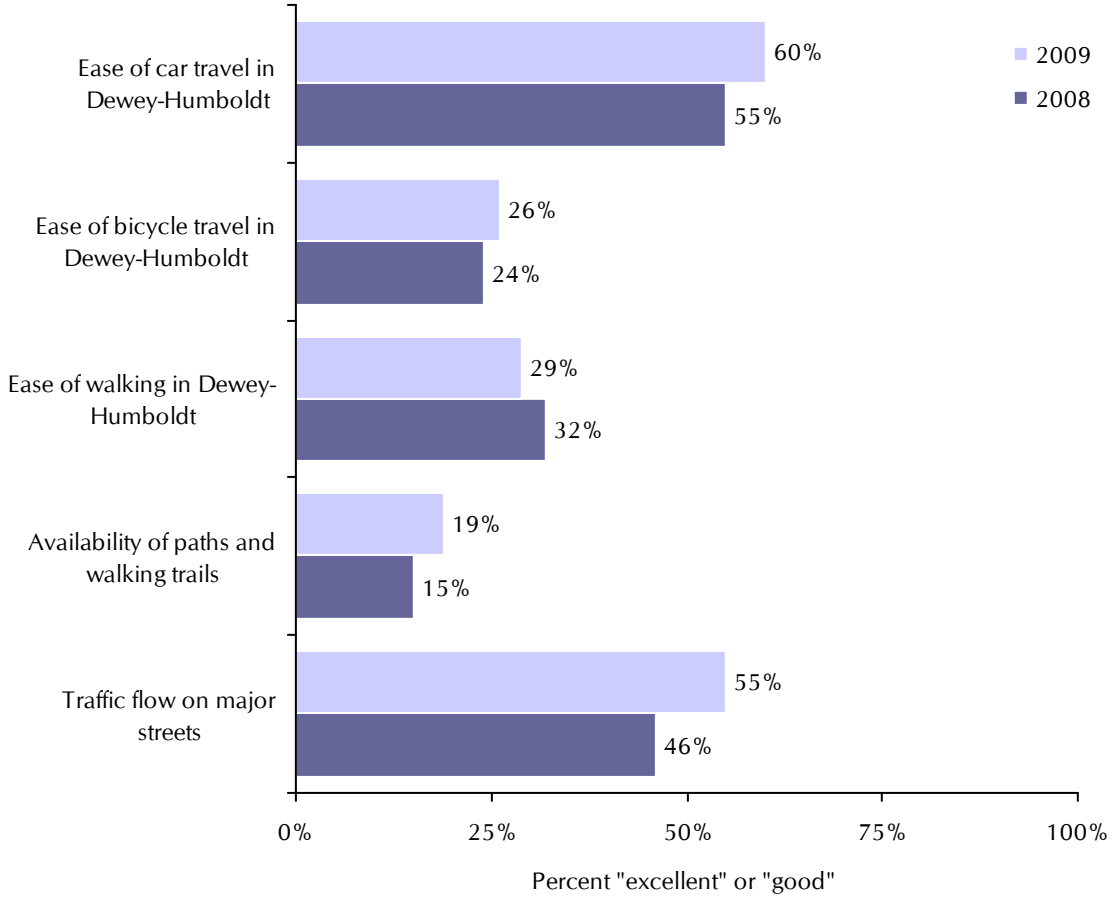


Figure 7: Community Transportation Benchmarks

	Comparison to benchmark
Ease of car travel in Dewey-Humboldt	Similar
Ease of walking in Dewey-Humboldt	Below
Ease of bicycle travel in Dewey-Humboldt	Below
Availability of paths and walking trails	Below
Traffic flow on major streets	Above

The National Citizen Survey™ by National Research Center, Inc.

Four transportation services were rated in Dewey-Humboldt. Three were below the benchmark and one was similar to the benchmark. Ratings had stayed the same or were higher over time.

FIGURE 8: RATINGS OF TRANSPORTATION AND PARKING SERVICES BY YEAR

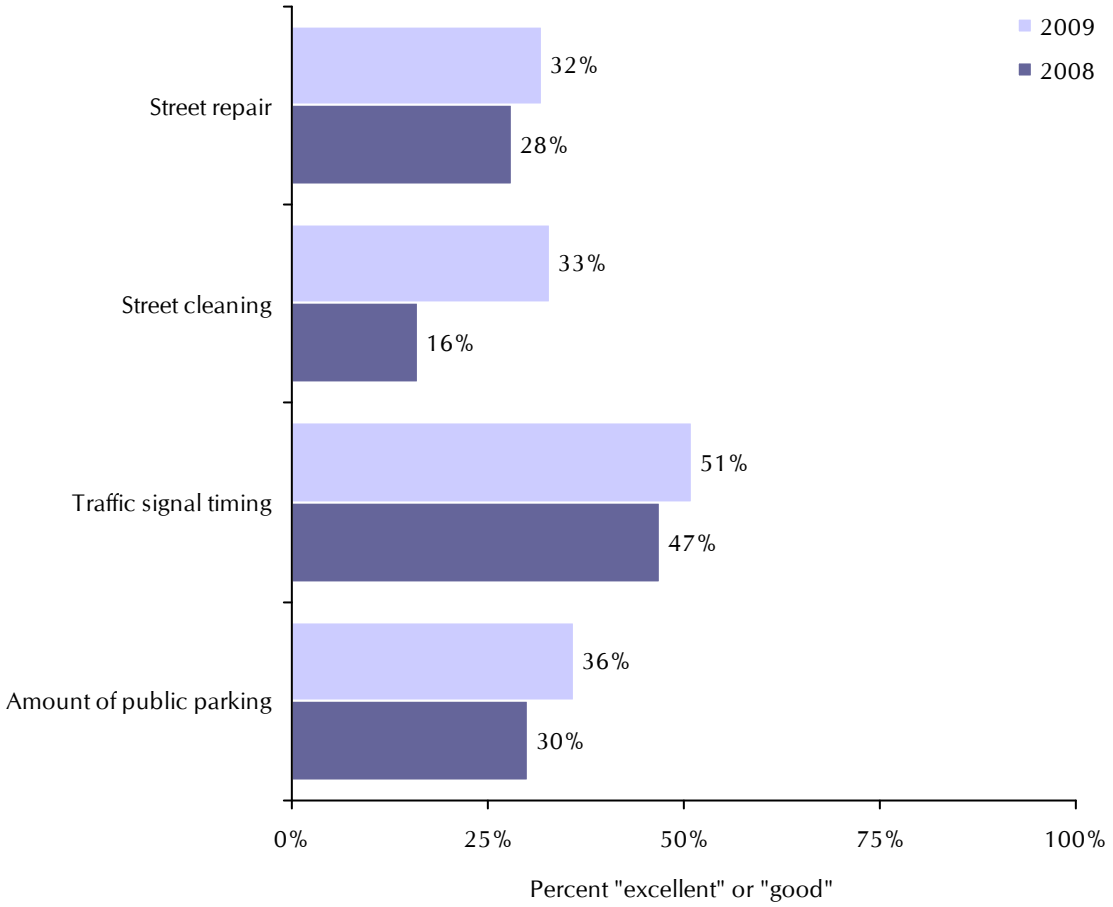


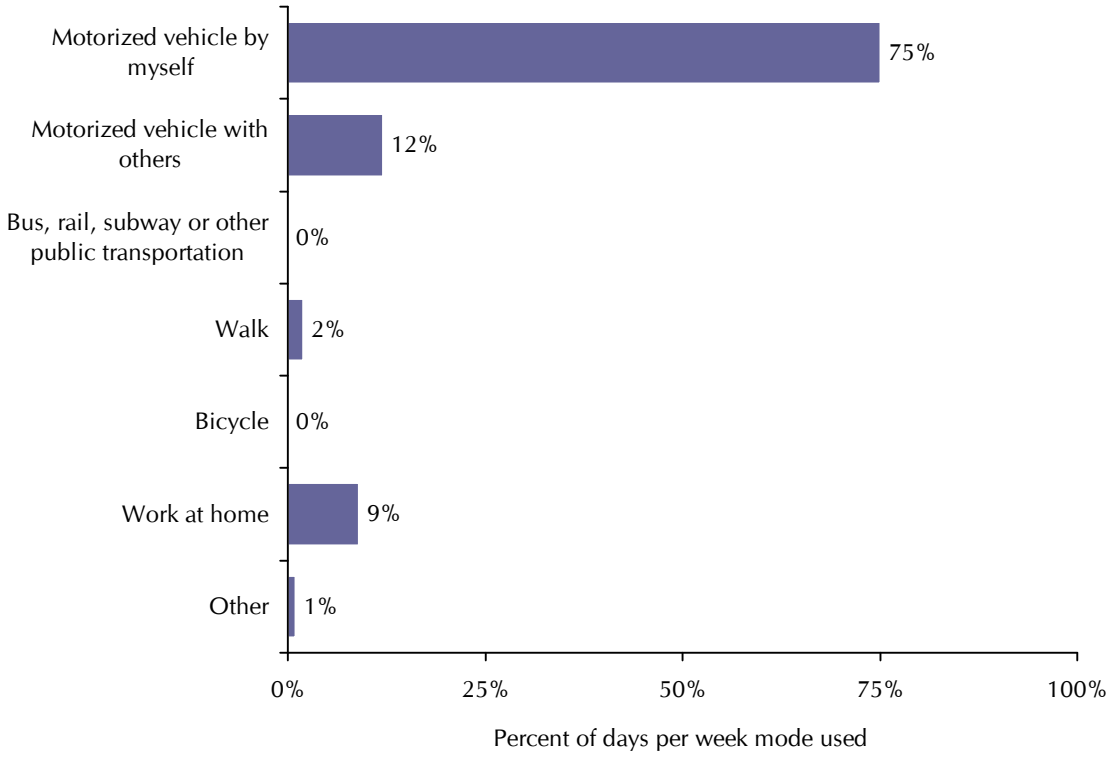
FIGURE 9: TRANSPORTATION AND PARKING SERVICES BENCHMARKS

	Comparison to benchmark
Street repair /maintenance	Below
Street cleaning	Below
Light timing	Similar
Amount of public parking	Below

The National Citizen Survey™ by National Research Center, Inc.

By measuring choice of travel mode over time, communities can monitor their success in providing attractive alternatives to the traditional mode of travel, the single-occupied automobile. When asked how they typically traveled to work, single-occupancy (SOV) travel was the overwhelming mode of use. However, 2% of work commute trips were made by foot.

FIGURE 10: MODE OF TRAVEL USED FOR WORK COMMUTE



The National Citizen Survey™ by National Research Center, Inc.

Housing

Housing variety and affordability are not luxuries for any community. When there are too few options for housing style and affordability, the characteristics of a community tilt toward a single group, often of well-off residents. While this may seem attractive to a community, the absence of affordable townhomes, condominiums, mobile homes, single family detached homes and apartments means that in addition to losing the vibrancy of diverse thoughts and lifestyles, the community loses the service workers that sustain all communities – police officers, school teachers, house painters and electricians. These workers must live elsewhere and commute in at great personal cost and to the detriment of traffic flow and air quality. Furthermore lower income residents pay so much of their income to rent or mortgage that little remains to bolster their own quality of life or local business.

The survey of the Town of Dewey-Humboldt residents asked respondents to reflect on the availability of affordable housing as well as the variety of housing options. The availability of affordable housing was rated as "excellent" or "good" by 30% of respondents, while the variety of housing options was rated as "excellent" or "good" by 37% of respondents. The rating of perceived affordable housing availability was similar in the Town of Dewey-Humboldt than the ratings, on average, in comparison jurisdictions.

FIGURE 11: RATINGS OF HOUSING IN COMMUNITY BY YEAR

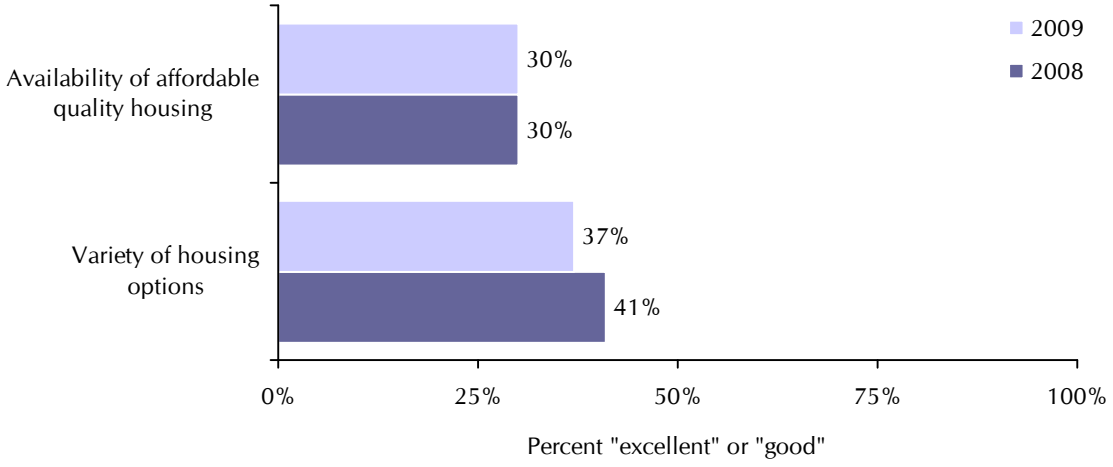


FIGURE 12: HOUSING CHARACTERISTICS BENCHMARKS

	Comparison to benchmark
Availability of affordable quality housing	Similar
Variety of housing options	Below

The National Citizen Survey™ by National Research Center, Inc.

To augment the perceptions of affordable housing in Dewey-Humboldt, the cost of housing as reported in the survey was compared to residents' reported monthly income to create a rough estimate of the proportion of residents of the Town of Dewey-Humboldt experiencing housing cost stress. About 59% of survey participants were found to pay housing costs of more than 30% of their monthly household income.

FIGURE 13: PROPORTION OF RESPONDENTS WHOSE HOUSING COSTS ARE "AFFORDABLE" BY YEAR

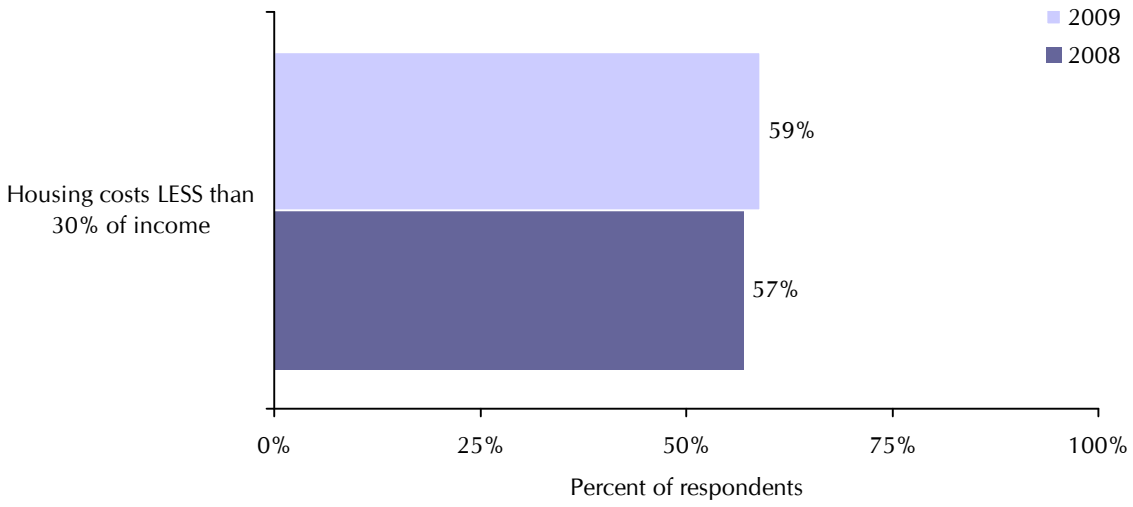


FIGURE 14: HOUSING COSTS BENCHMARKS

	Comparison to benchmark
Experiencing housing costs stress (housing costs 30% or more of income)	More

The National Citizen Survey™ by National Research Center, Inc.

Land Use and Zoning

Community development contributes to a feeling among residents and even visitors of the attention given to the speed of growth, the location of residences and businesses, the kind of housing that is appropriate for the community and the ease of access to commerce, green space and residences. Even the community's overall appearance often is attributed to the planning and enforcement functions of the local jurisdiction. Residents will appreciate an attractive, well-planned community. The NCS questionnaire asked residents to evaluate the quality of new development, the appearance of the Town of Dewey-Humboldt and the speed of population growth. Problems with the appearance of property were rated, and the quality of land use planning, zoning and code enforcement services were evaluated.

The overall quality of new development in the Town of Dewey-Humboldt was rated as "excellent" or "good" by 34% of respondents. The overall appearance of Dewey-Humboldt was rated as "excellent" or "good" by 33% of respondents and was lower than the benchmark. When rating to what extent run down buildings, weed lots or junk vehicles were a problem in the Town of Dewey-Humboldt, 28% thought they were a "major" problem. The services of land use, planning and zoning, code enforcement and animal control were below the benchmark.

FIGURE 15: RATINGS OF THE COMMUNITY'S "BUILT ENVIRONMENT" BY YEAR

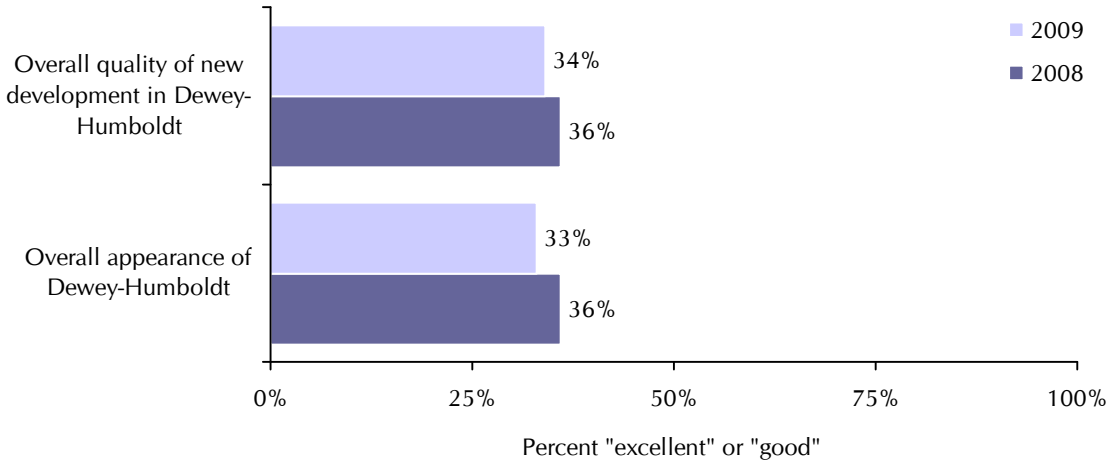


FIGURE 16: BUILT ENVIRONMENT BENCHMARKS

	Comparison to benchmark
Quality of new development in Town	Below
Overall appearance of Dewey-Humboldt	Below

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 17: RATINGS OF POPULATION GROWTH BY YEAR

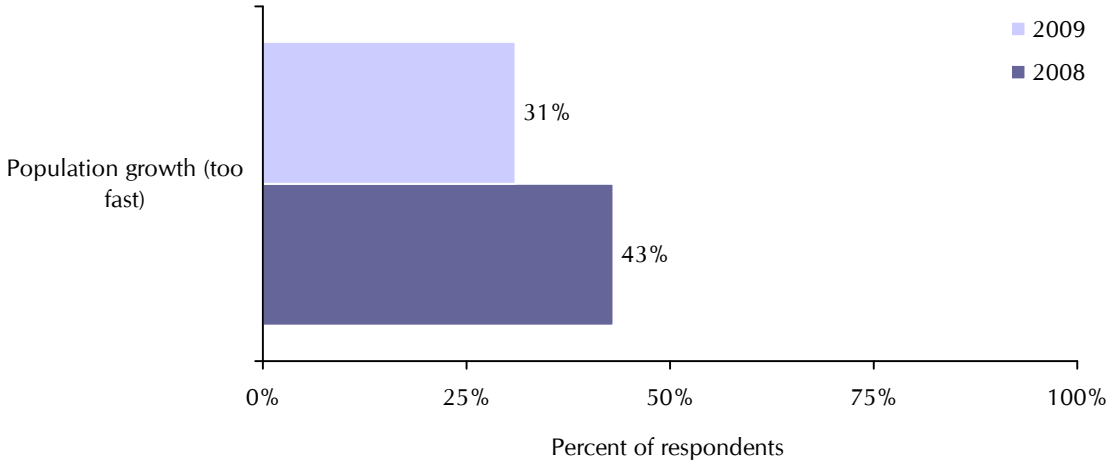


FIGURE 18: POPULATION GROWTH BENCHMARKS

	Comparison to benchmark
Population growth seen as too fast	Less

FIGURE 19: RATINGS OF NUISANCE PROBLEMS BY YEAR

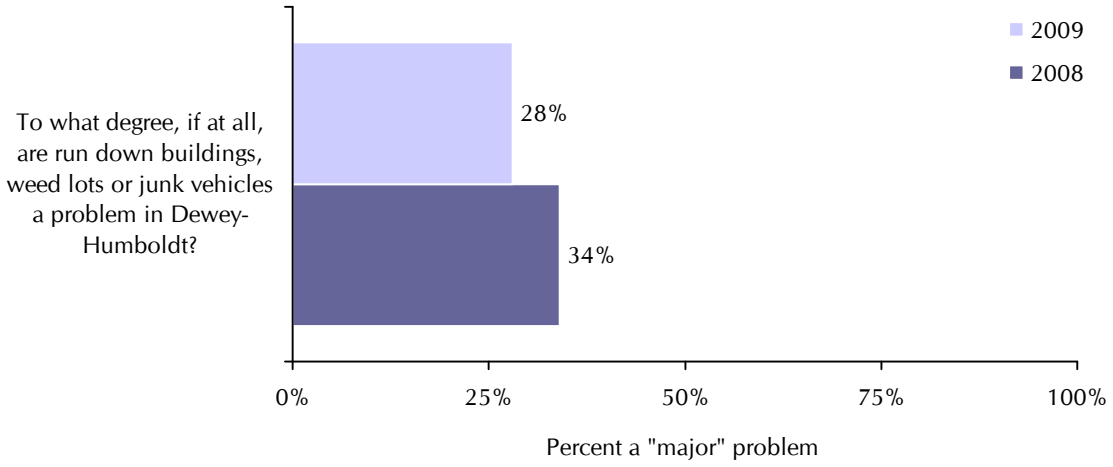


FIGURE 20: NUISANCE PROBLEMS BENCHMARKS

	Comparison to benchmark
Run down buildings, weed lots and junk vehicles are a "major" problem	More

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 21: RATINGS OF PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BY YEAR

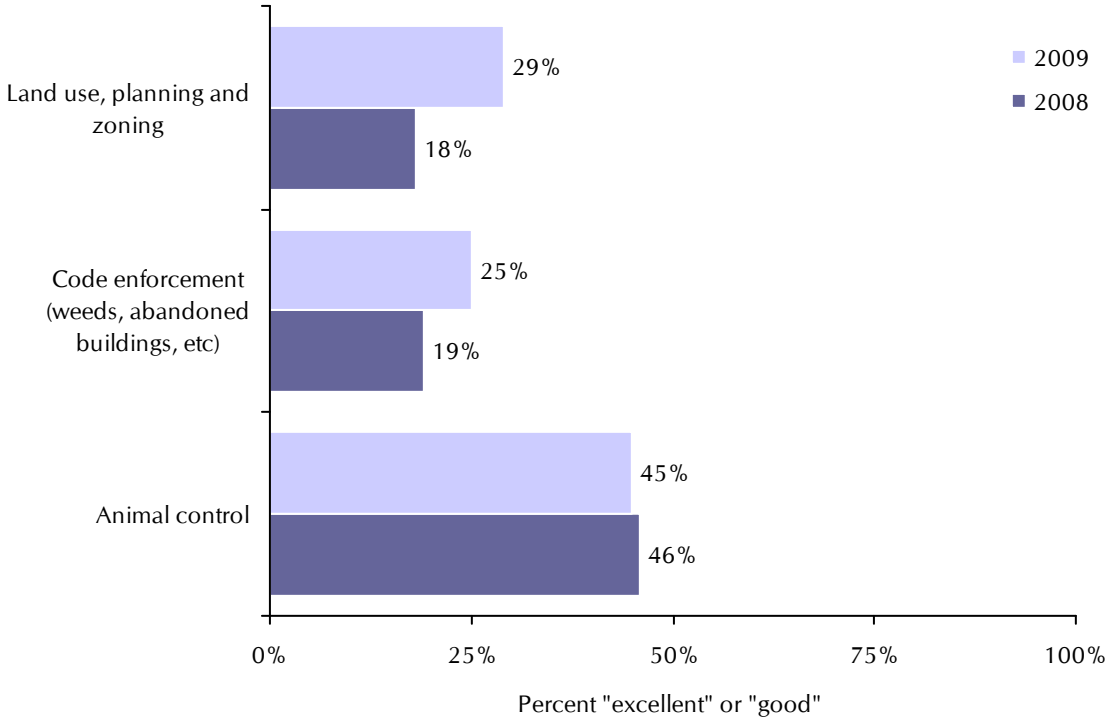


FIGURE 22: PLANNING AND COMMUNITY CODE ENFORCEMENT SERVICES BENCHMARKS

	Comparison to benchmark
Land use, planning and zoning	Below
Code enforcement (weeds, abandoned buildings, etc)	Below
Animal control	Below

The National Citizen Survey™ by National Research Center, Inc.

Economic Sustainability

The health of the economy may color how residents perceive their environment and all the services that local government delivers. In particular, a strong or weak local economy will shape what residents think about job and shopping opportunities. Just as residents have an idea about the speed of local population growth, they have a sense of how fast job and shopping opportunities are growing.

Survey respondents were asked to rate a number of community features related to economic opportunity and growth. The most positively rated features were Dewey-Humboldt as a place to work and overall quality of business and service establishments. Receiving the lowest rating was employment opportunities.

Figure 23: Ratings of Economic Sustainability and Opportunities by Year

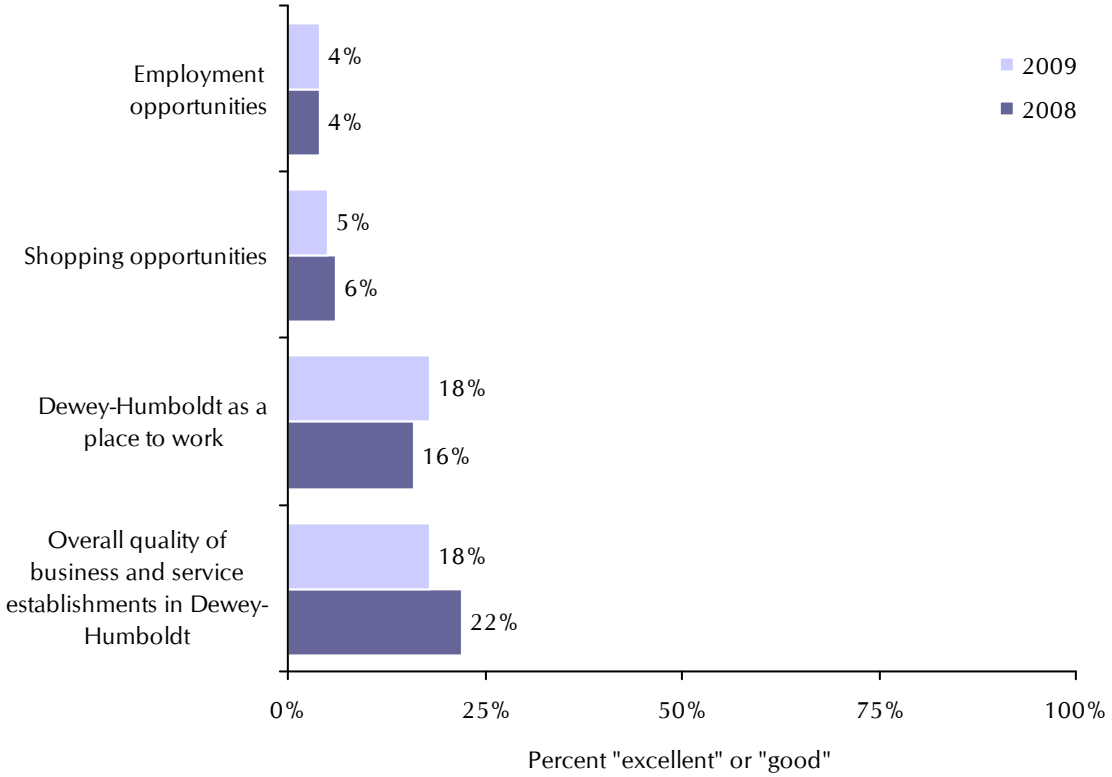


Figure 24: Economic Sustainability and Opportunities Benchmarks

	Comparison to benchmark
Employment opportunities	Below
Shopping opportunities	Below
Place to work	Below
Overall quality of business and service establishments in Dewey-Humboldt	Below

The National Citizen Survey™ by National Research Center, Inc.

Residents were asked to evaluate the speed of jobs growth and retail growth on scale from "much too slow" to "much too fast." When asked about the rate of job growth in Dewey-Humboldt, 89% responded that it was "too slow," while 79% reported retail growth as "too slow." More residents in Dewey-Humboldt compared to other jurisdictions believed that retail growth was too slow and more residents believed that job growth was too slow.

FIGURE 25: RATINGS OF RETAIL AND JOB GROWTH BY YEAR

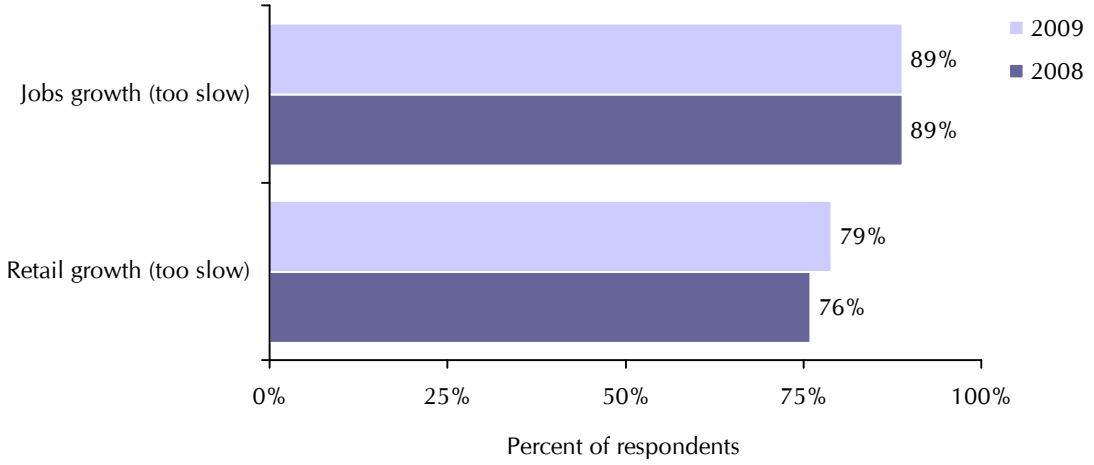


FIGURE 26: RETAIL AND JOB GROWTH BENCHMARKS

	Comparison to benchmark
Retail growth seen as too slow	More
Jobs growth seen as too slow	More

FIGURE 27: RATINGS OF ECONOMIC DEVELOPMENT SERVICES BY YEAR

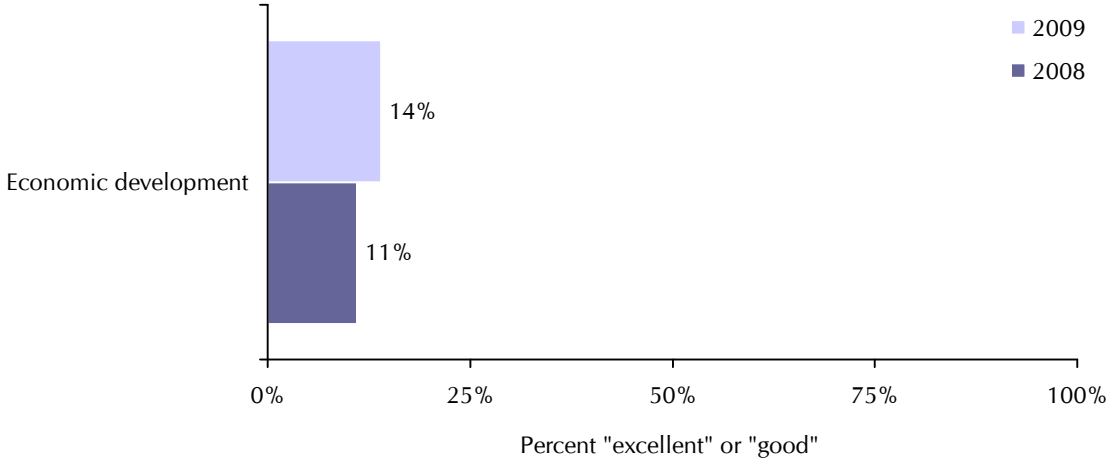


FIGURE 28: ECONOMIC DEVELOPMENT SERVICES BENCHMARKS

	Comparison to benchmark
Economic development	Below

The National Citizen Survey™ by National Research Center, Inc.

Residents were asked to reflect on their economic prospects in the near term. Fourteen percent of the Town of Dewey-Humboldt residents expected that the coming six months would have a "somewhat" or "very" positive impact on their family. The percent of residents with an optimistic outlook on their household income was less than comparison jurisdictions.

FIGURE 29: RATINGS OF PERSONAL ECONOMIC FUTURE BY YEAR

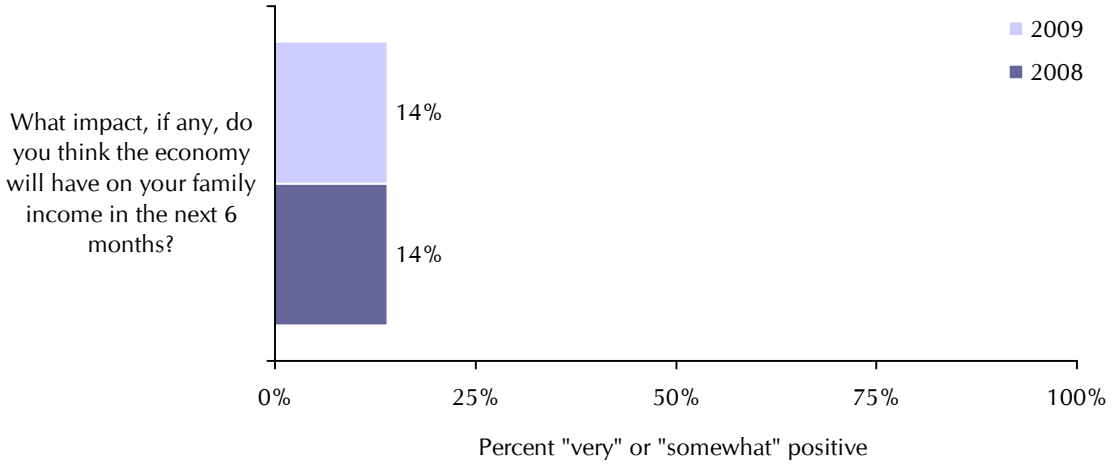


FIGURE 30: PERSONAL ECONOMIC FUTURE BENCHMARKS

	Comparison to benchmark
Positive impact of economy on household income	Below

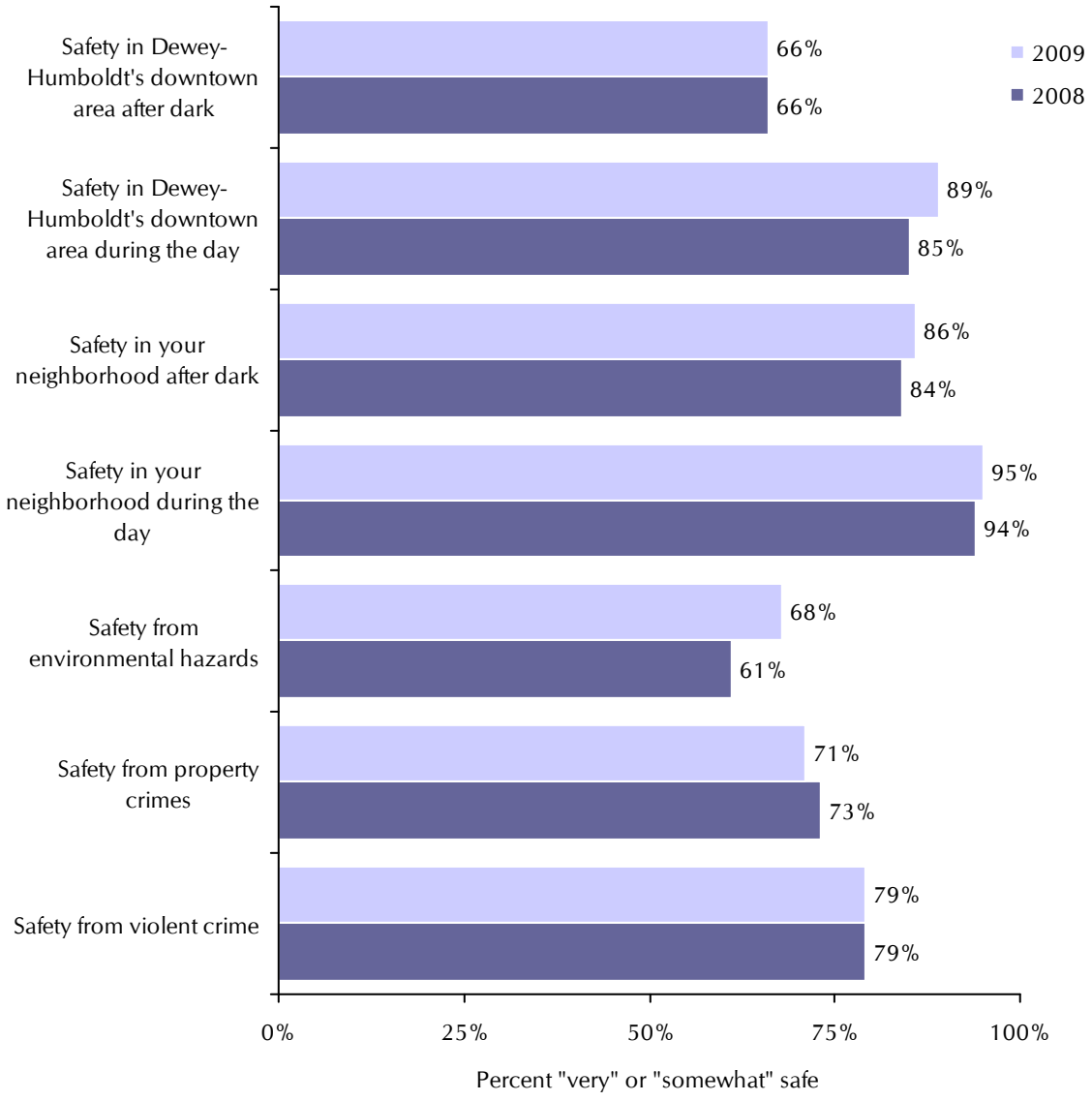
The National Citizen Survey™ by National Research Center, Inc.

Public Safety

Safety from violent or property crimes creates the cornerstone of an attractive community. No one wants to live in fear of crime, fire or natural hazards, and communities in which residents feel protected or unthreatened are communities that are more likely to show growth in population, commerce and property value.

Residents were asked to rate their feelings of safety from violent crimes, property crimes, fire and environmental dangers and to evaluate the local agencies whose main charge is to provide protection from these dangers. Most gave positive ratings of safety in the Town Dewey-Humboldt. About 79% percent of those completing the questionnaire said they felt "very" or "somewhat" safe from violent crimes and 68% felt "very" or "somewhat" safe from environmental hazards. Daytime sense of safety was better than nighttime safety and neighborhoods felt safer than downtown after dark.

Figure 31: Ratings of Community and Personal Public Safety by Year



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 32: COMMUNITY AND PERSONAL PUBLIC SAFETY BENCHMARKS

	Comparison to benchmark
Safety in your neighborhood during the day	Above
Safety in your neighborhood after dark	Above
Safety in Dewey-Humboldt's downtown area during the day	Similar
Safety in Dewey-Humboldt's downtown area after dark	Above
Safety from violent crime (e.g., rape, assault, robbery)	Above
Safety from property crimes (e.g., burglary, theft)	Above
Toxic waste or other environmental hazard(s)	Below

As assessed by the survey, 8% of respondents reported that someone in the household had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 71% had reported it to police. Compared to other jurisdictions fewer Dewey-Humboldt residents had been victims of crime in the 12 months preceding the survey and fewer Dewey-Humboldt residents had reported their most recent crime victimization to the police.

FIGURE 33: CRIME VICTIMIZATION AND REPORTING BY YEAR

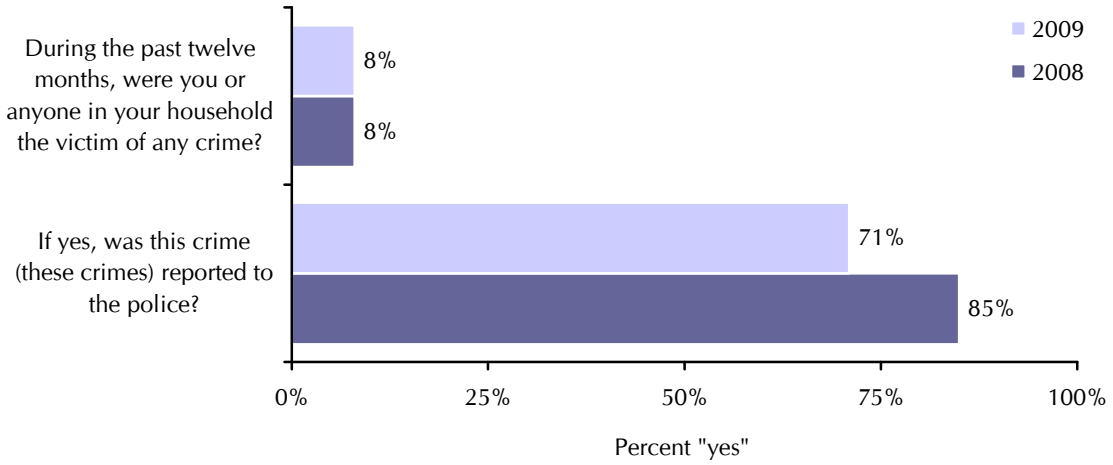


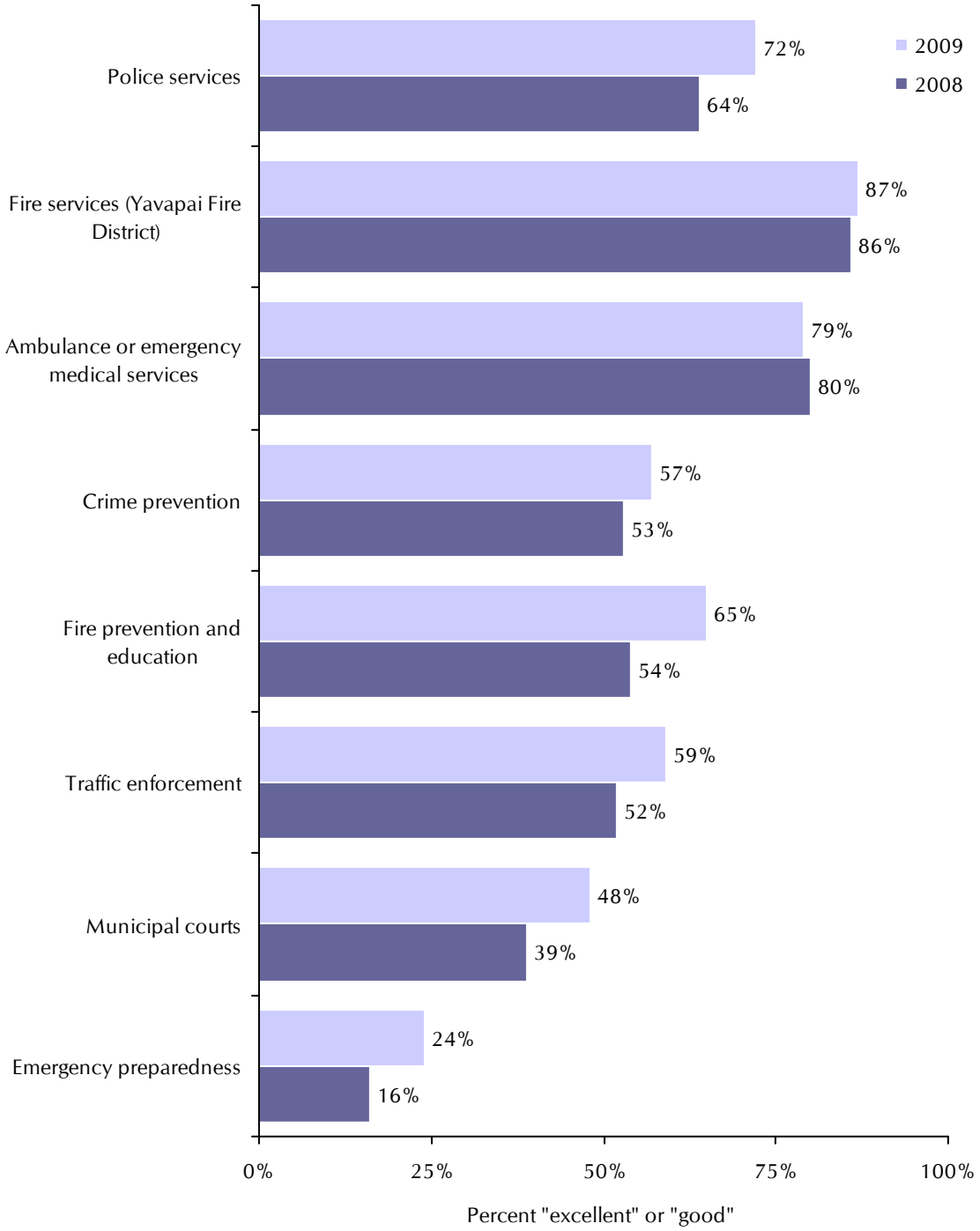
FIGURE 34: CRIME VICTIMIZATION AND REPORTING BENCHMARKS

	Comparison to benchmark
Victim of crime	Less
Reported crimes	Less

The National Citizen Survey™ by National Research Center, Inc.

Residents rated eight Town public safety services; of these, two were rated similar to the benchmark comparison and six were rated below the benchmark comparison. Fire services and ambulance or emergency medical services received the highest ratings, while municipal courts and emergency preparedness received the lowest ratings. Ratings were rated similar or higher compared to the previous year.

FIGURE 35: RATINGS OF PUBLIC SAFETY SERVICES BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 36: PUBLIC SAFETY SERVICES BENCHMARKS

	Comparison to benchmark
Police services	Below
Fire services	Similar
EMS/ambulance	Below
Crime prevention	Below
Fire prevention and education	Below
Traffic enforcement	Similar
Courts	Below
Emergency preparedness	Below

The National Citizen Survey™ by National Research Center, Inc.

Environmental Sustainability

Residents value the aesthetic qualities of their hometowns and appreciate features such as overall cleanliness and landscaping. In addition, the appearance and smell or taste of the air and water do not go unnoticed. These days, increasing attention is paid to proper treatment of the environment. At the same time that they are attending to community appearance and cleanliness, cities, counties, states and the nation are going "Green". These strengthening environmental concerns extend to trash haul, recycling, sewer services, the delivery of power and water and preservation of open spaces. Treatment of the environment affects air and water quality and, generally, how habitable and inviting a place appears

Residents of the Town of Dewey-Humboldt were asked to evaluate their local environment and the services provided to ensure its quality. The overall quality of the natural environment was rated as "excellent" or "good" by 69% of survey respondents. Air quality received the highest rating, and it was above the benchmark.

Figure 37: Ratings of the Community's Natural Environment by Year

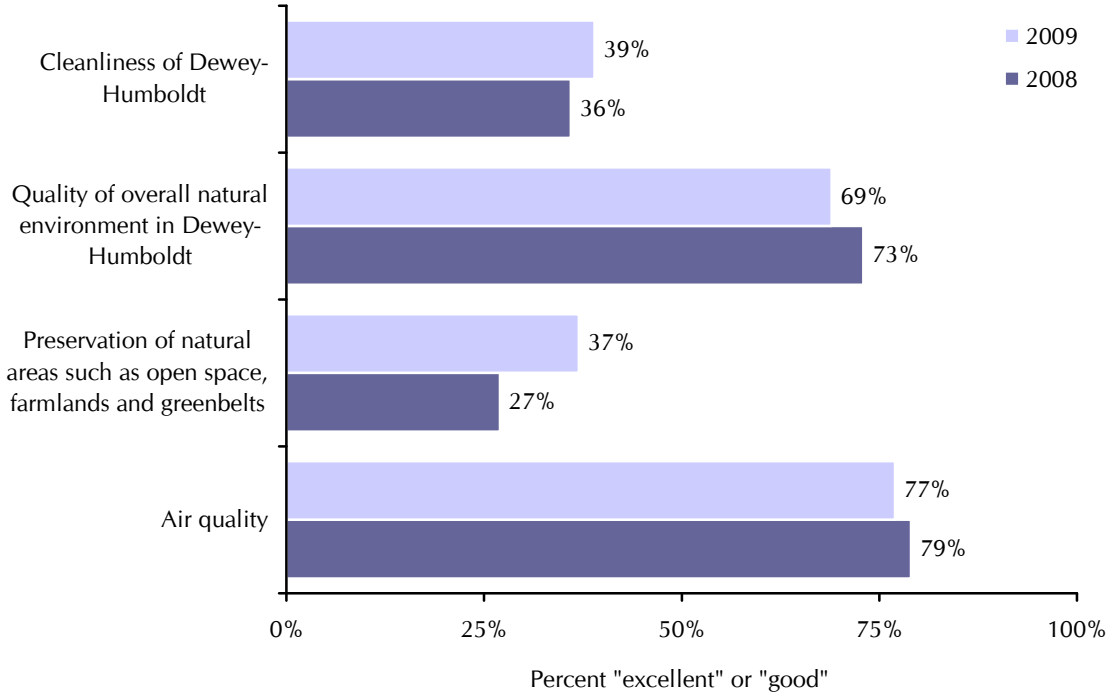


Figure 38: Community Environment Benchmarks

	Comparison to benchmark
Cleanliness of Dewey-Humboldt	Below
Quality of overall natural environment in Dewey-Humboldt	Similar
Preservation of natural areas such as open space, farmlands and greenbelts	Below
Air quality	Above

The National Citizen Survey™ by National Research Center, Inc.

Resident recycling was less than recycling reported in comparison communities.

FIGURE 39: FREQUENCY OF RECYCLING IN LAST 12 MONTHS

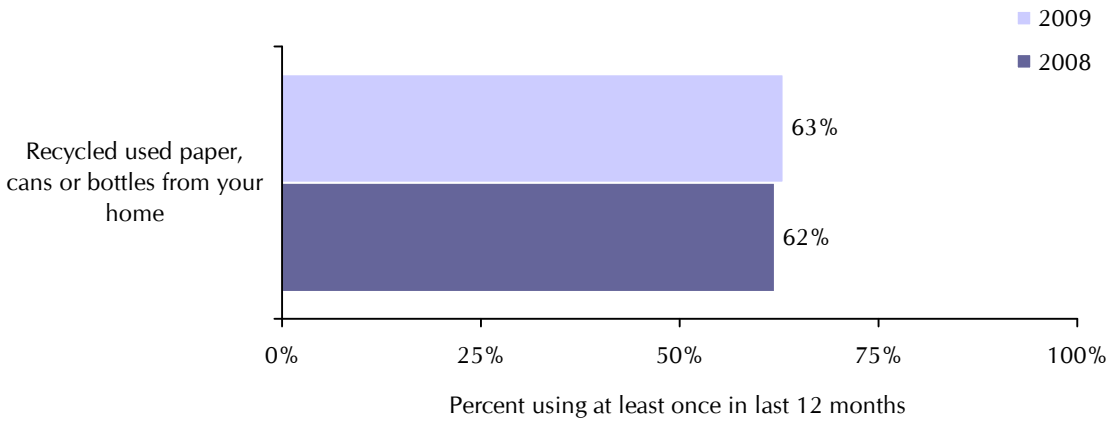


FIGURE 40: FREQUENCY OF RECYCLING BENCHMARKS

	Comparison to benchmark
Recycled used paper, cans or bottles from your home	Less

The National Citizen Survey™ by National Research Center, Inc.

Of the four utility services rated by those completing the questionnaire, two were similar and two were below the benchmark comparison. These service ratings trends varied when compared to past surveys.

FIGURE 41: RATINGS OF UTILITY SERVICES BY YEAR

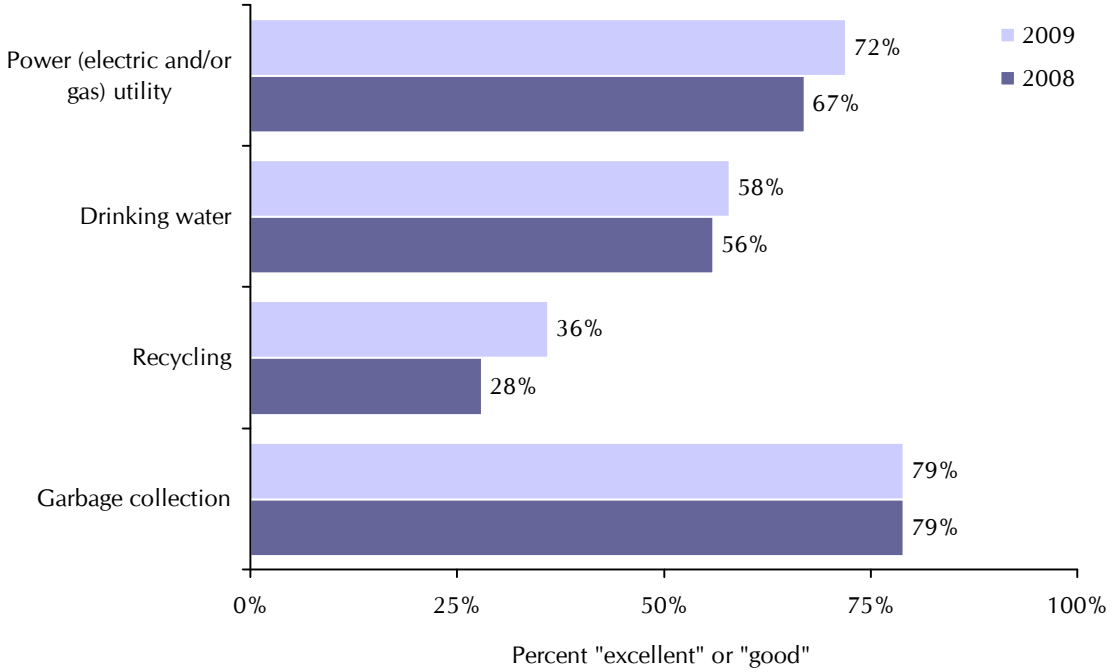


FIGURE 42: UTILITY SERVICES BENCHMARKS

	Comparison to benchmark
Power (electric and/or gas) utility	Similar
Drinking water	Below
Recycling	Below
Garbage collection	Similar

The National Citizen Survey™ by National Research Center, Inc.

Recreation and Wellness

Parks and Recreation

Quality parks and recreation opportunities help to define a community as more than the grind of its business, traffic and hard work. Leisure activities vastly can improve the quality of life of residents, serving both to entertain and mobilize good health. The survey contained questions seeking residents' perspectives about recreations opportunities.

Figure 43: Ratings of Community Recreational Opportunities by Year

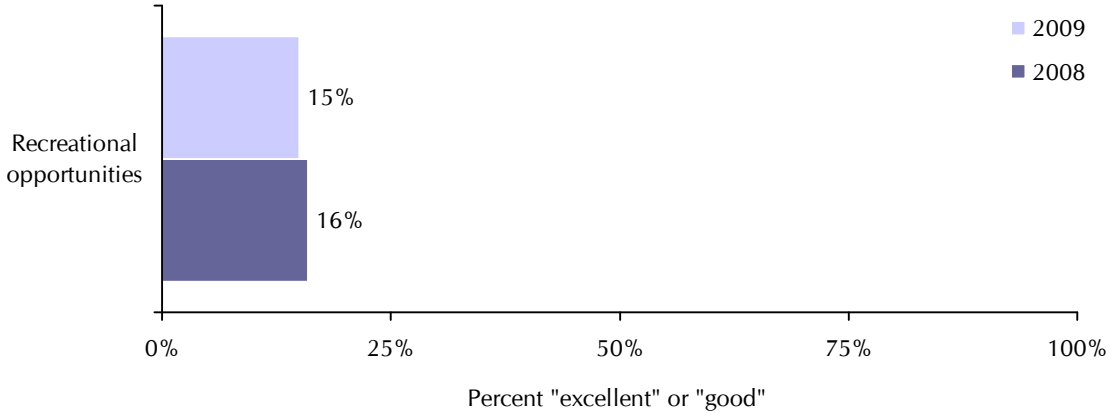


Figure 44: Community Recreational Opportunities Benchmarks

	Comparison to benchmark
Recreation opportunities	Below

The National Citizen Survey™ by National Research Center, Inc.

Culture, Arts and Education

A full service community does not address only the life and safety of its residents. Like an individual who simply goes to the office and returns home, a community that pays attention only to the life sustaining basics becomes insular, dreary and uninspiring to business and individuals. In the case of communities without thriving culture, arts and education opportunities, the magnet that attracts those who might consider relocating there is vastly weakened. Cultural, artistic, social and educational services elevate the opportunities for personal growth among residents. In the survey, residents were asked about the quality of opportunities to participate in cultural and educational activities.

Opportunities to attend cultural activities were rated as "excellent" or "good" by 12% of respondents. Educational opportunities were rated as "excellent" or "good" by 22% of respondents. Compared to the benchmark data, educational opportunities were below the average of comparison jurisdictions, as was cultural activity opportunities.

About 29% of Dewey-Humboldt residents used a Town library at least once in the 12 months preceding the survey. This participation rate for library use was below to comparison jurisdictions.

FIGURE 45: RATINGS OF CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

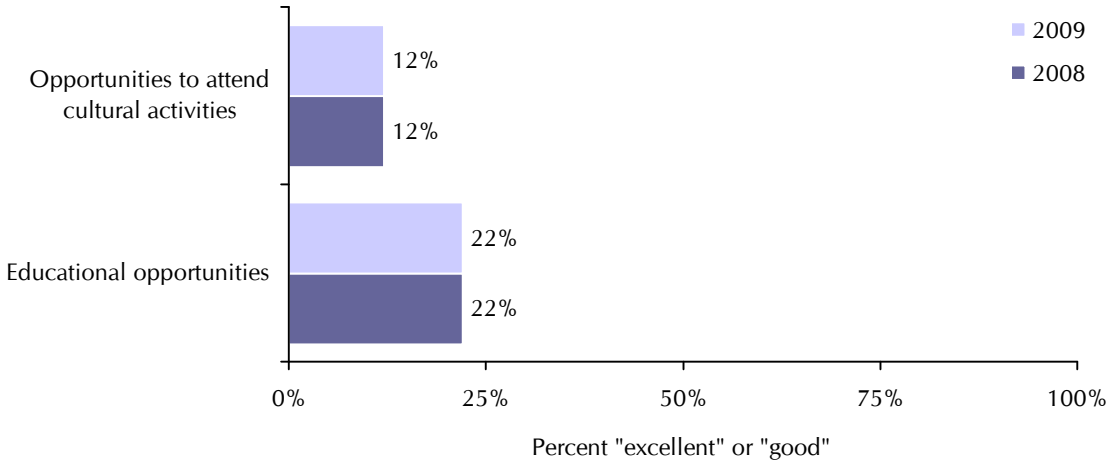


FIGURE 46: CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to attend cultural activities	Below
Educational opportunities	Below

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 47: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BY YEAR

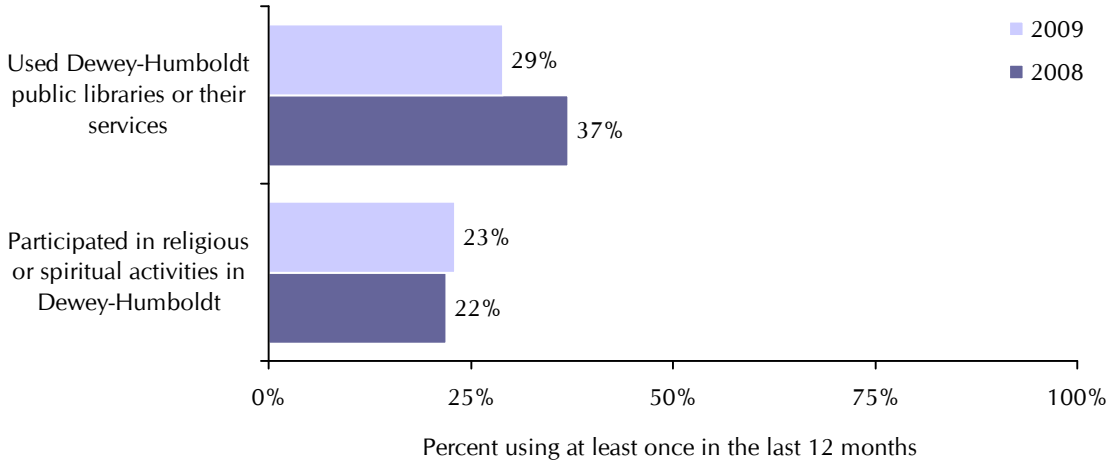


FIGURE 48: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Dewey-Humboldt public libraries or their services	Less
Participated in religious or spiritual activities in Dewey-Humboldt	Less

FIGURE 49: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES BY YEAR

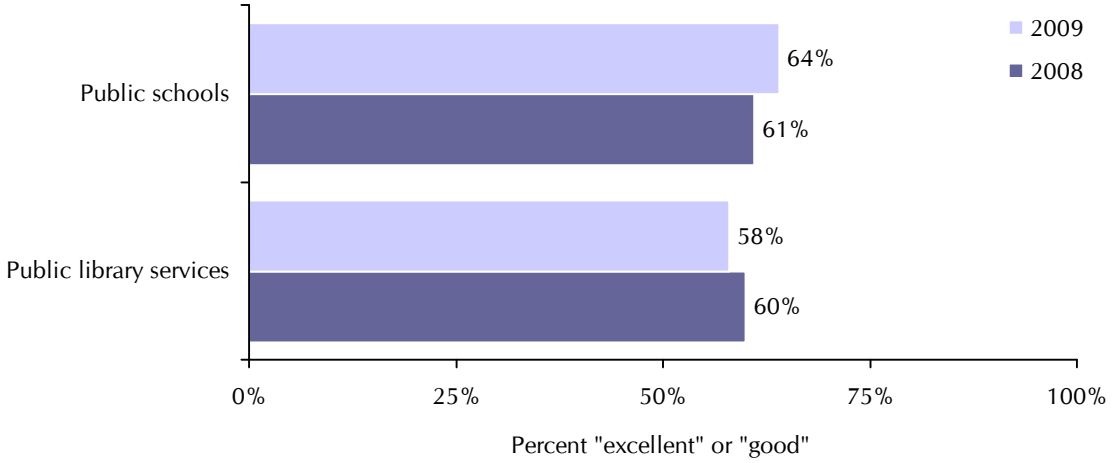


FIGURE 50: CULTURAL AND EDUCATIONAL SERVICES BENCHMARKS

	Comparison to benchmark
Public schools	Similar
Public library services	Below

The National Citizen Survey™ by National Research Center, Inc.

Health and Wellness

Healthy residents have the wherewithal to contribute to the economy as volunteers or employees and they do not present a burden in cost and time to others. Although residents bear the primary responsibility for their good health, local government provides services that can foster that well being and that provide care when residents are ill.

Residents of the Town of Dewey-Humboldt were asked to rate the community's health services as well as the availability of health care, high quality affordable food and preventive health care services.

Among Dewey-Humboldt residents, 13% rated affordable quality health care as "excellent" or "good." Those ratings were below the ratings of comparison communities.

FIGURE 51: RATINGS OF COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BY YEAR

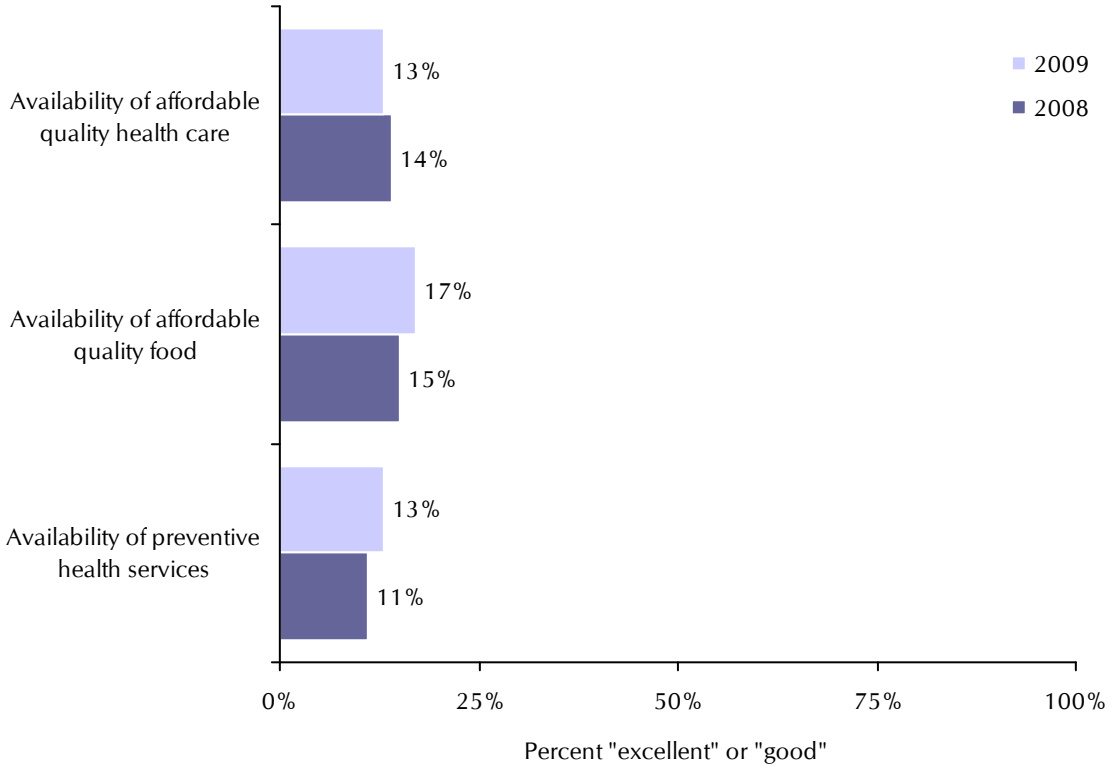


FIGURE 52: COMMUNITY HEALTH AND WELLNESS ACCESS AND OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Availability of affordable quality health care	Below
Availability of affordable quality food	Below
Availability of preventive health services	Below

The National Citizen Survey™ by National Research Center, Inc.

Health services in the Town of Dewey-Humboldt were rated "excellent" or "good" by 21% of respondents and were below the benchmark.

FIGURE 53: RATINGS OF HEALTH AND WELLNESS SERVICES

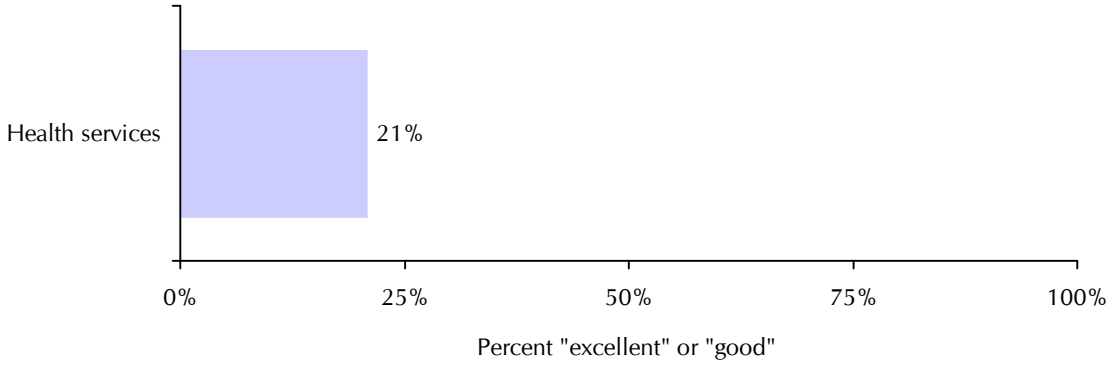


FIGURE 54: HEALTH AND WELLNESS SERVICES BENCHMARKS

	Comparison to benchmark
Health services	Below

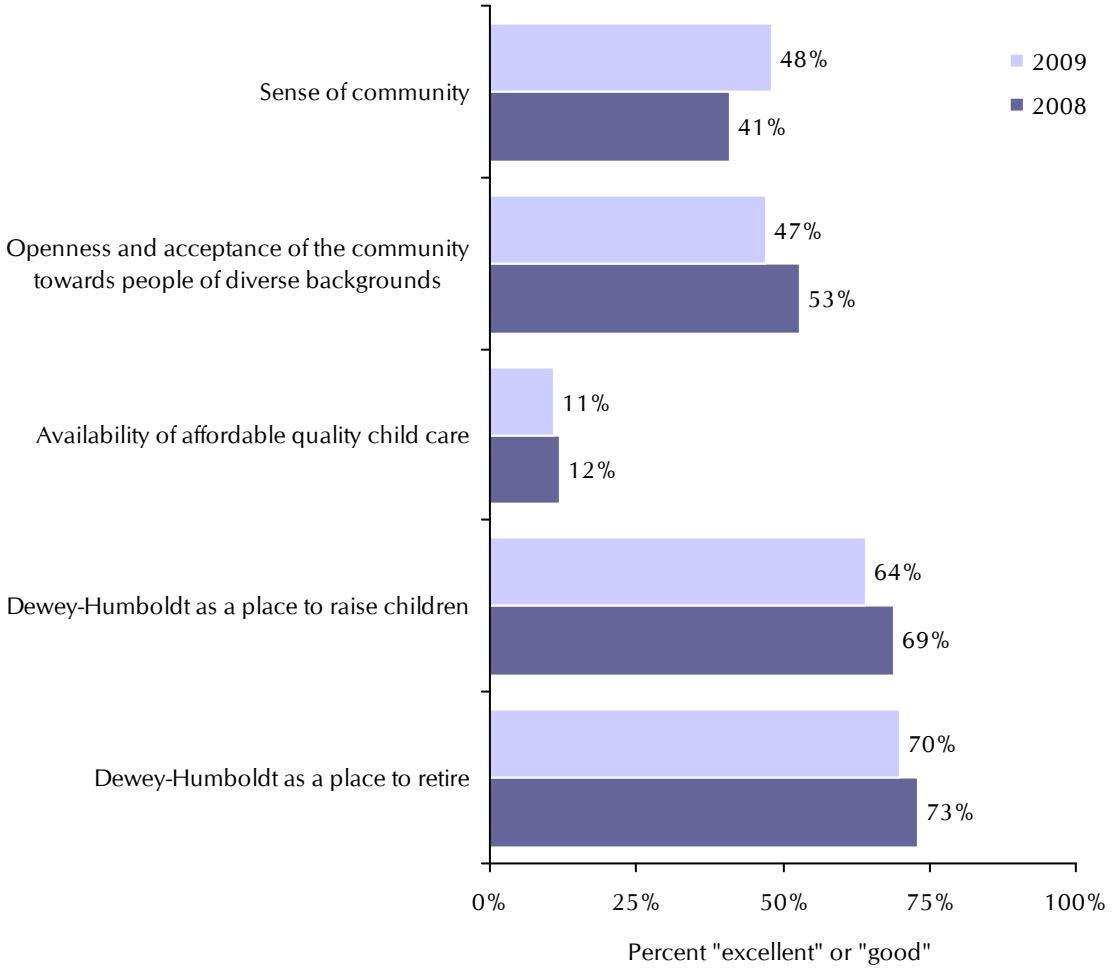
The National Citizen Survey™ by National Research Center, Inc.

Community Inclusiveness

Diverse communities that include among their residents a mix of races, ages, wealth, ideas and beliefs have the raw material for the most vibrant and creative society. However, the presence of these features alone does not ensure a high quality or desirable space. Surveyed residents were asked about the success of the mix: the sense of community, the openness of residents to people of diverse backgrounds and the attractiveness of the Town of Dewey-Humboldt as a place to raise children or to retire. They were also questioned about the quality of services delivered to various population subgroups, including older adults, youth and residents with few resources. A community that succeeds in creating an inclusive environment for a variety of residents is a community that offers more to many.

Most residents rated the Town of Dewey-Humboldt as an "excellent" or "good" place to raise kids and a majority rated it as an excellent or good place to retire. About half of residents felt that the local sense of community was "excellent" or "good." A similar proportion of survey respondents felt the Town of Dewey-Humboldt was open and accepting towards people of diverse backgrounds. Availability of affordable quality child care was rated the lowest by residents.

Figure 55: Ratings of Community Quality and Inclusiveness by Year



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 56: COMMUNITY QUALITY AND INCLUSIVENESS BENCHMARKS

	Comparison to benchmark
Sense of community	Below
Openness and acceptance of the community toward people of diverse backgrounds	Below
Availability of affordable quality child care	Below
Dewey-Humboldt as a place to raise kids	Below
Dewey-Humboldt as a place to retire	Above

Services to more vulnerable populations (e.g., seniors, youth or low-income residents) ranged from 24% to 40% with ratings of "excellent" or "good."

FIGURE 57: RATINGS OF QUALITY OF SERVICES PROVIDED FOR POPULATION SUBGROUPS BY YEAR

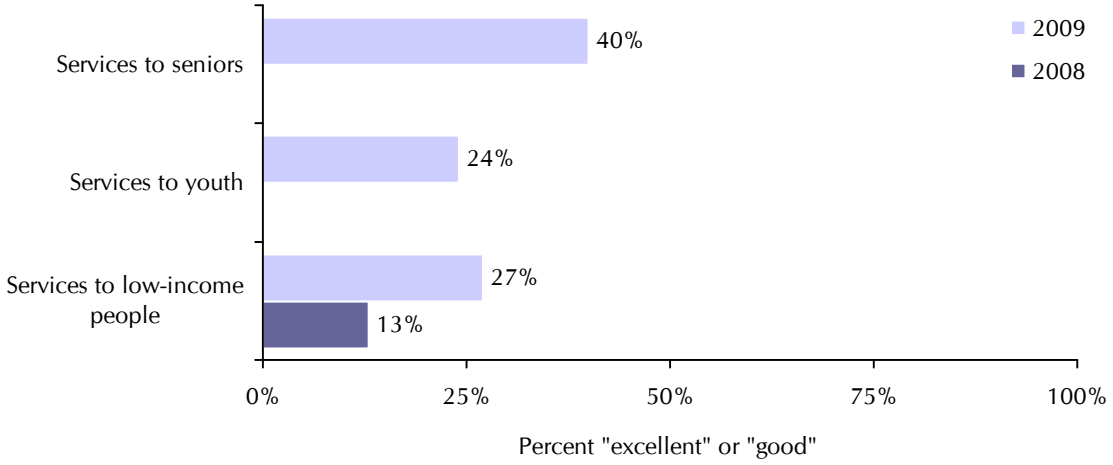


FIGURE 58: SERVICES PROVIDED FOR POPULATION SUBGROUPS BENCHMARKS

	Comparison to benchmark
Services to seniors	Below
Services to youth	Below
Services to low income residents	Below

The National Citizen Survey™ by National Research Center, Inc.

Civic Engagement

Government leaders, elected or hired, cannot run a jurisdiction alone and a jurisdiction cannot run effectively if residents remain strangers with little to connect them. Elected officials and staff require the assistance of local residents whether that assistance comes in tacit approval or eager help; and commonality of purpose among the electorate facilitates policies and programs that appeal to most and causes discord among few. Furthermore, when neighbors help neighbors, the cost to the community to provide services to residents in need declines. When residents are civically engaged, they have taken the opportunity to participate in making the community more livable for all. The extent to which local government provides opportunities to become informed and engaged and the extent to which residents take those opportunities is an indicator of the connection between government and populace. By understanding your residents' level of connection to, knowledge of and participation in local government, the Town can find better opportunities to communicate and educate citizens about its mission, services, accomplishments and plans. Communities with strong civic engagement may be more likely to see the benefits of programs intended to improve the quality of life of all residents and therefore would be more likely to support those new policies or programs.

Civic Activity

Respondents were asked about the perceived community volunteering opportunities and their participation as citizens of the Town of Dewey-Humboldt. Survey participants rated the volunteer opportunities in the Town of Dewey-Humboldt moderately. Opportunities to attend or participate in community matters were rated similarly.

Ratings of civic engagement opportunities were below ratings from comparison jurisdictions where these questions were asked.

Figure 59: Ratings of Civic Engagement Opportunities by Year

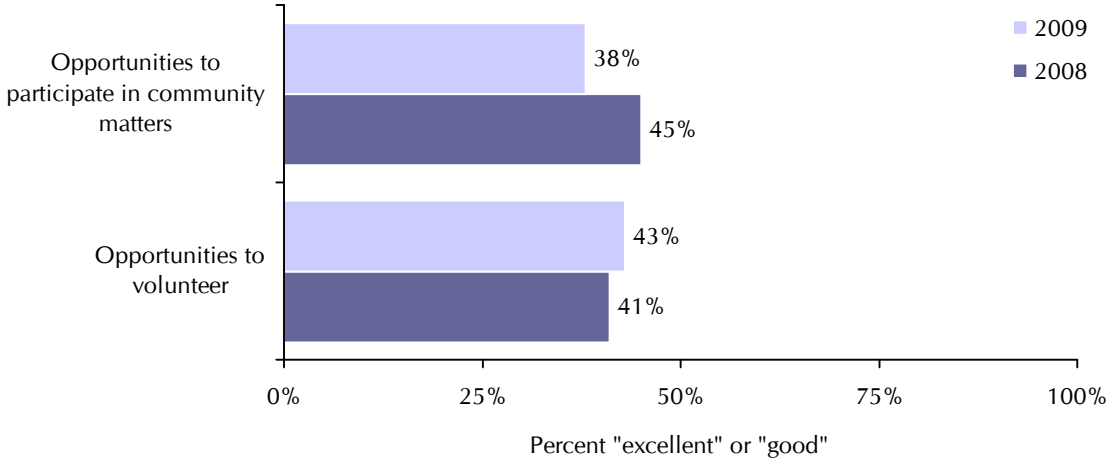


Figure 60: Civic Engagement Opportunities Benchmarks

	Comparison to benchmark
Opportunities to participate in community matters	Below
Opportunities to volunteer	Below

The National Citizen Survey™ by National Research Center, Inc.

Most of the participants in this survey had not attended a public meeting, volunteered time to a group or participated in a club in the 12 months prior to the survey, but the vast majority had helped a friend. The participation rates of these civic behaviors were compared to the rates in other jurisdictions. Attendance of a meeting of local elected officials or other local public meeting and those who had provided help to a friend or neighbor showed similar rates of involvement. Volunteerism and those who had participated in a club or civic group showed lower rates of community engagement.

FIGURE 61: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BY YEAR

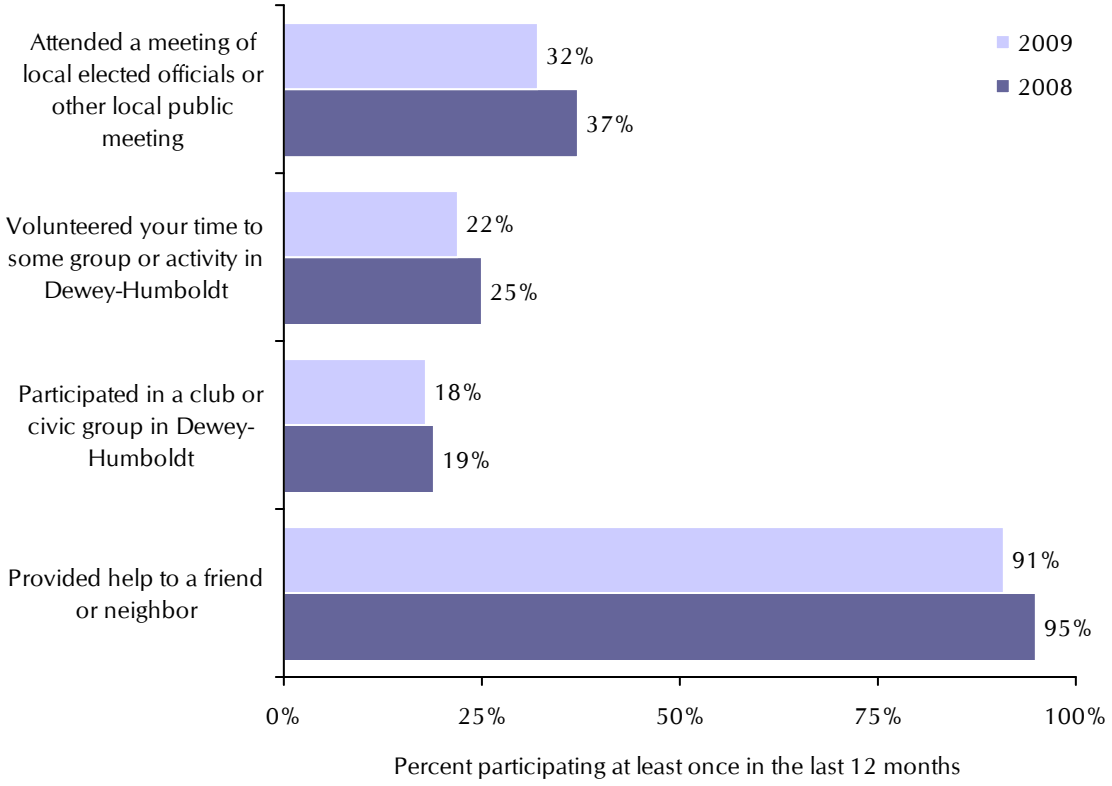


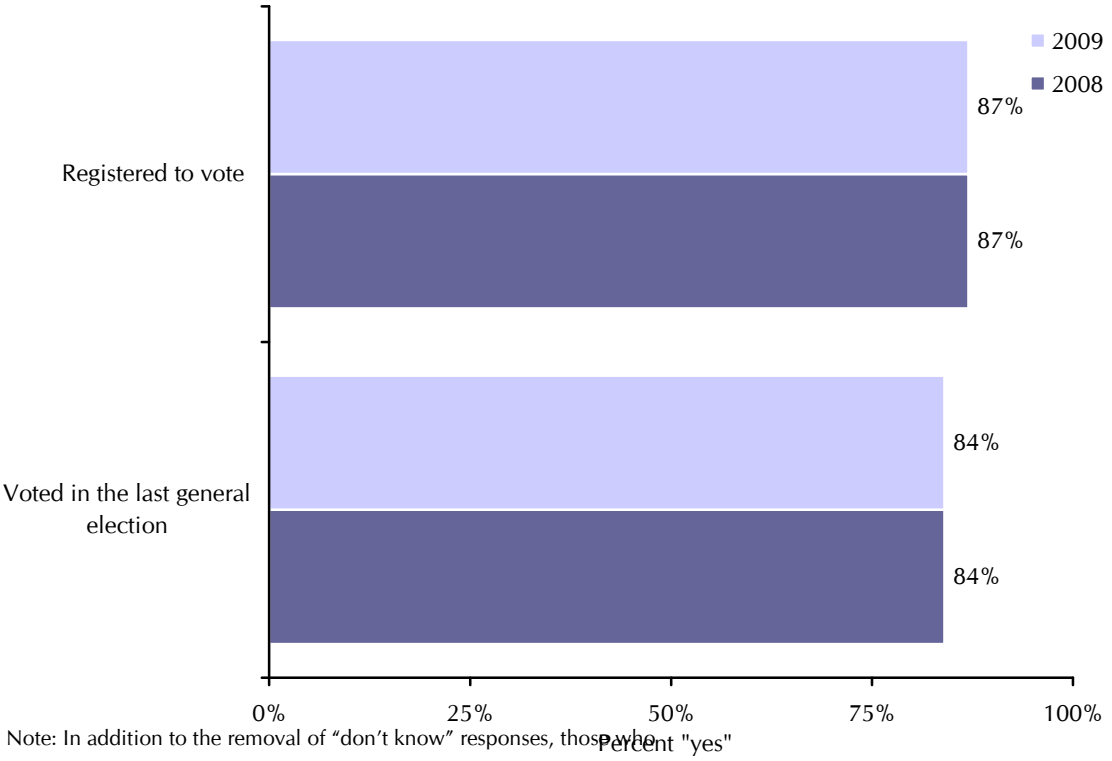
FIGURE 62: PARTICIPATION IN CIVIC ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Attended a meeting of local elected officials or other local public meeting	Similar
Volunteered your time to some group or activity in Dewey-Humboldt	Less
Participated in a club or civic group in Dewey-Humboldt	Less
Provided help to a friend or neighbor	Similar

The National Citizen Survey™ by National Research Center, Inc.

Town of Dewey-Humboldt residents showed the largest amount of civic engagement in the area of electoral participation. Eighty-seven percent reported they were registered to vote and 84% indicated they had voted in the last general election. This rate of self-reported voting was higher than comparison communities.

FIGURE 63: REPORTED VOTING BEHAVIOR BY YEAR



Note: In addition to the removal of "don't know" responses, those who

FIGURE 64: VOTING BEHAVIOR BENCHMARKS

	Comparison to benchmark
Registered to vote	Similar
Voted in last general election	More

The National Citizen Survey™ by National Research Center, Inc.

Information and Awareness

Those completing the survey were asked about their use and perceptions of various information sources and local government media services. When asked whether they had visited the Town of Dewey-Humboldt Web site in the previous 12 months, 32% reported they had done so at least once. Public information services were rated lower than the benchmark data.

FIGURE 65: USE OF INFORMATION SOURCES BY YEAR

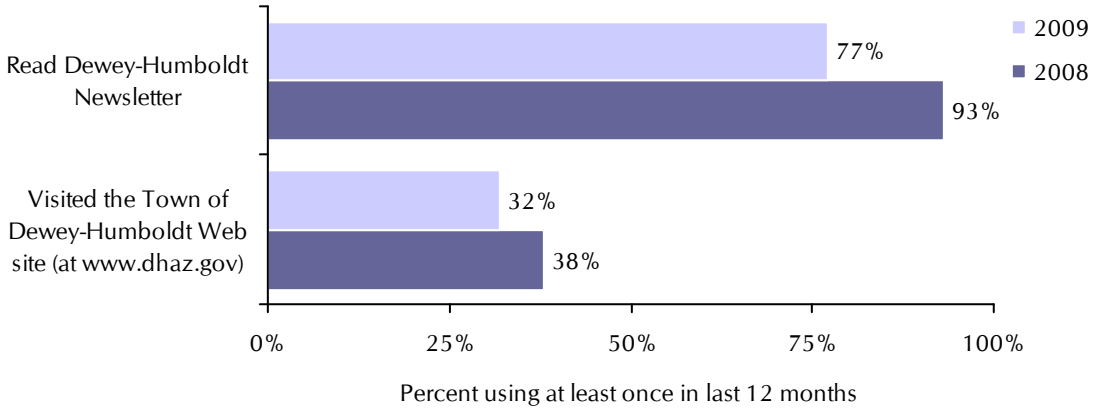


FIGURE 66: USE OF INFORMATION SOURCES BENCHMARKS

	Comparison to benchmark
Read Dewey-Humboldt Newsletter	Less
Visited the Town of Dewey-Humboldt Web site	Less

FIGURE 67: RATINGS OF LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BY YEAR

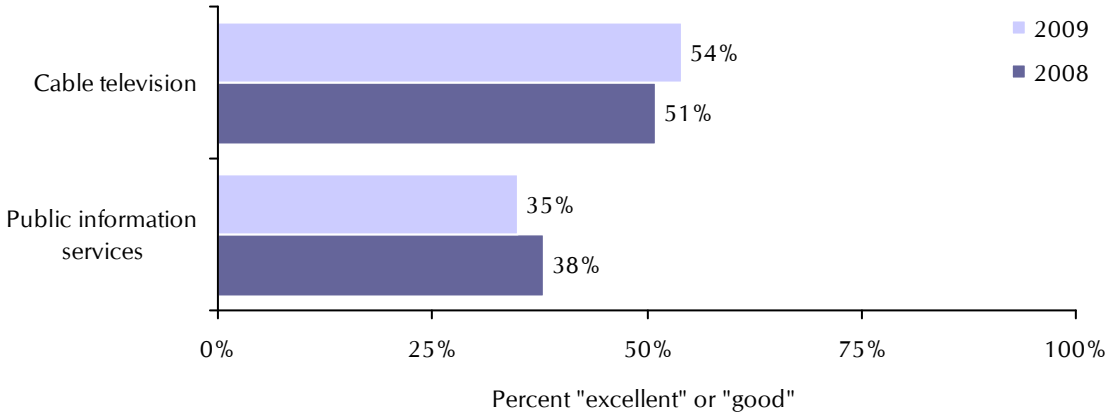


FIGURE 68: LOCAL GOVERNMENT MEDIA SERVICES AND INFORMATION DISSEMINATION BENCHMARKS

	Comparison to benchmark
Cable television	Similar
Public information services	Below

The National Citizen Survey™ by National Research Center, Inc.

Social Engagement

Opportunities to participate in social events and activities were rated as "excellent" or "good" by 21% of respondents, while even more rated opportunities to participate in religious or spiritual events and activities as "excellent" or "good."

FIGURE 69: RATINGS OF SOCIAL ENGAGEMENT OPPORTUNITIES BY YEAR

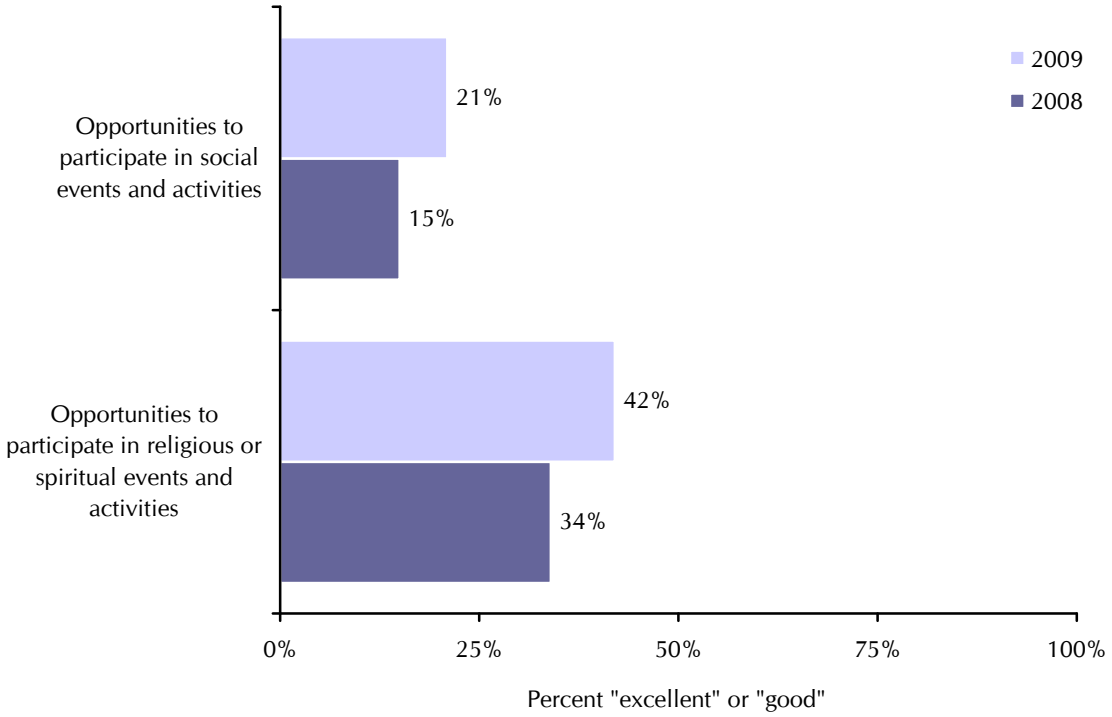


FIGURE 70: SOCIAL ENGAGEMENT OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Opportunities to participate in social events and activities	Below
Opportunities to participate in religious or spiritual events	Below

The National Citizen Survey™ by National Research Center, Inc.

Residents in Dewey-Humboldt reported a fair amount of neighborliness. More than 72% indicated talking or visiting with their neighbors once a month or more frequently. This amount of contact with neighbors was about the same as the amount of contact reported in other communities.

FIGURE 71: CONTACT WITH IMMEDIATE NEIGHBORS BY YEAR

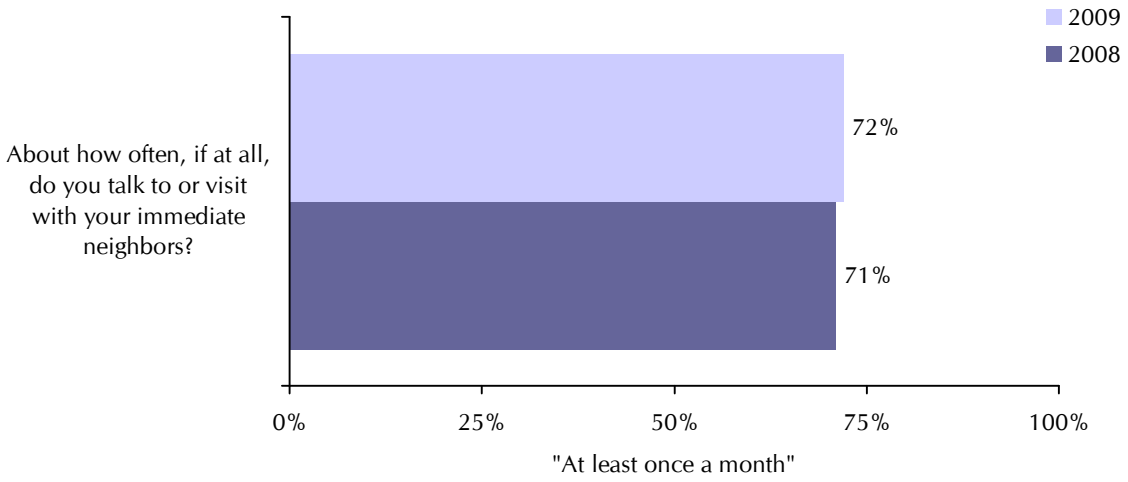


FIGURE 72: CONTACT WITH IMMEDIATE NEIGHBORS BENCHMARKS

	Comparison to benchmark
Has contact with neighbors at least once per month	Similar

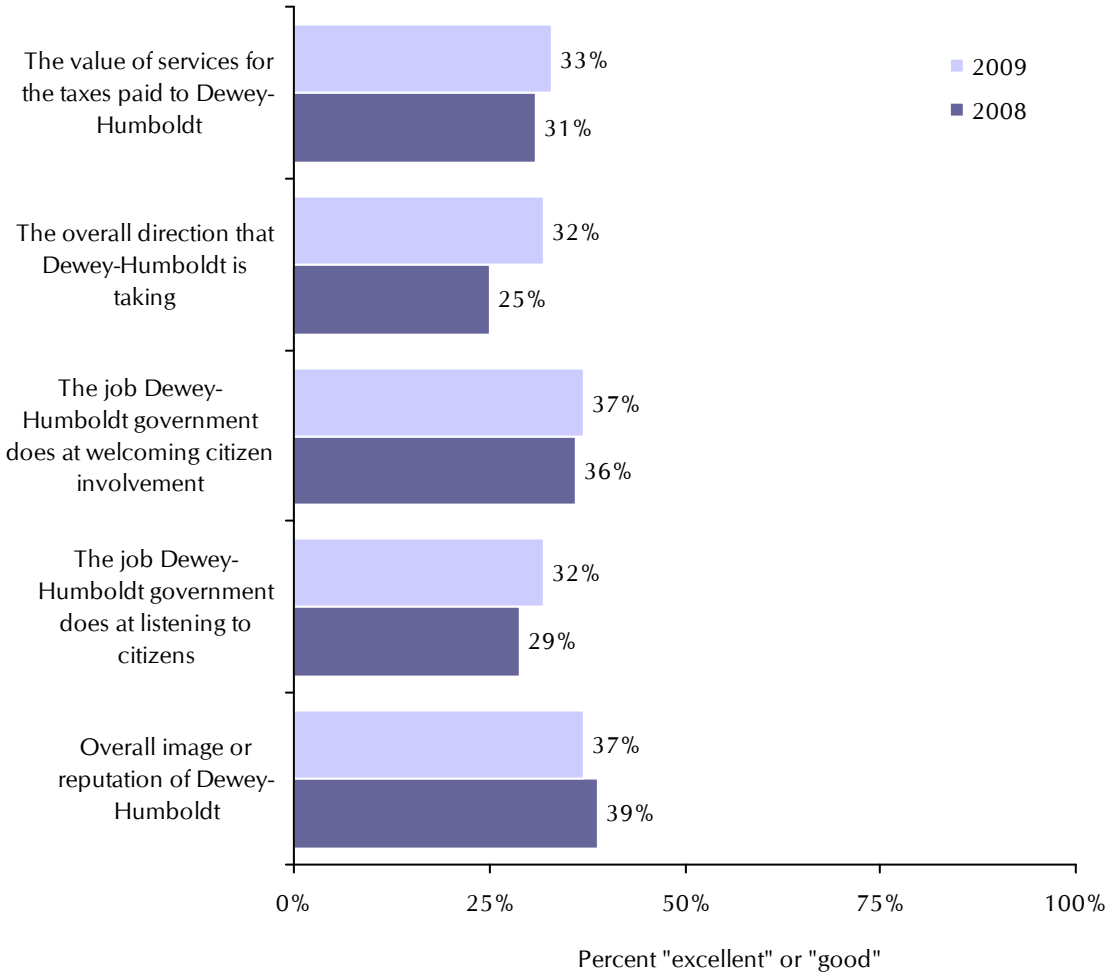
The National Citizen Survey™ by National Research Center, Inc.

PUBLIC TRUST

When local government leaders are trusted, an environment of cooperation is more likely to surround all decisions they make. Cooperation leads to easier communication between leaders and residents and increases the likelihood that high value policies and programs will be implemented to improve the quality of life of the entire community. Trust can be measured in residents' opinions about the overall direction the Town of Dewey-Humboldt is taking, their perspectives about the service value their taxes purchase and the openness of government to citizen participation. In addition, resident opinion about services provided by the Town of Dewey-Humboldt could be compared to their opinion about services provided by the state and federal governments. If residents find nothing to admire in the services delivered by any level of government, their opinions about the Town of Dewey-Humboldt may be colored by their dislike of what all levels of government provide.

About one third of respondents felt that the value of services for taxes paid was "excellent" or "good." When asked to rate the job the Town of Dewey-Humboldt does at listening to citizens, 32% rated it as "excellent" or "good."

FIGURE 73: PUBLIC TRUST RATINGS BY YEAR



The National Citizen Survey™ by National Research Center, Inc.

FIGURE 74: PUBLIC TRUST BENCHMARKS

Public Trust Benchmarks	
	Comparison to benchmark
Value of services for the taxes paid to Dewey-Humboldt	Below
The overall direction that Dewey-Humboldt is taking	Below
Job Dewey-Humboldt government does at welcoming citizen involvement	Below
Job Dewey-Humboldt government does at listening to citizens	Below
Overall image or reputation of Dewey-Humboldt	Below

The National Citizen Survey™ by National Research Center, Inc.

On average, residents of the Town of Dewey-Humboldt gave the highest evaluations to their own local government and the lowest average rating to federal government. The overall quality of services delivered by the Town of Dewey-Humboldt was rated as "excellent" or "good" by 37% of survey participants. The Town of Dewey-Humboldt's rating was below the benchmark when compared to other communities. Ratings of overall Town services have remained stable over the last year.

FIGURE 75: RATINGS OF SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BY YEAR

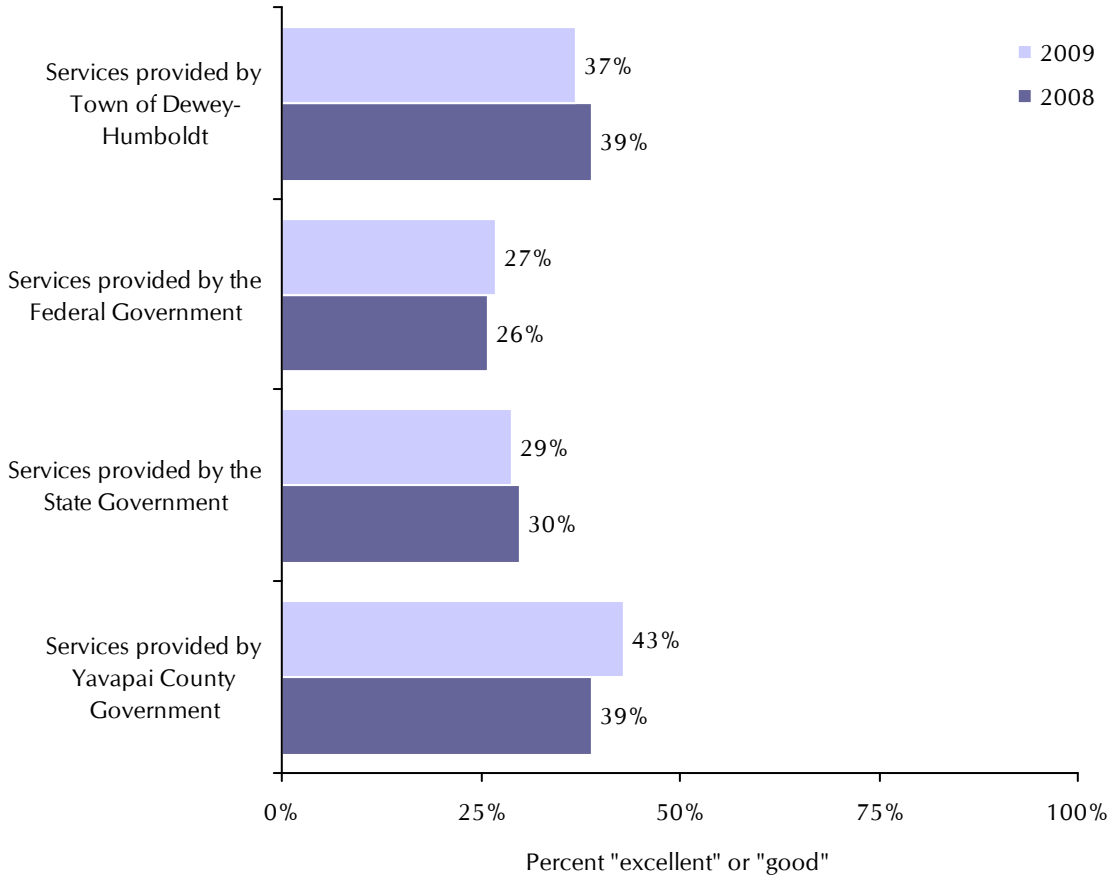


FIGURE 76: SERVICES PROVIDED BY LOCAL, STATE AND FEDERAL GOVERNMENTS BENCHMARKS

	Comparison to benchmark
Services provided by the Town of Dewey-Humboldt	Below
Services provided by the Federal Government	Below
Services provided by the State Government	Below
Services provided by Yavapai County Government	Below

The National Citizen Survey™ by National Research Center, Inc.

Town of Dewey-Humboldt Employees

The employees of the Town of Dewey-Humboldt who interact with the public create the first impression that most residents have of the Town of Dewey-Humboldt. Front line staff who provide information, assist with bill paying, collect trash, create service schedules, fight fires and crime and even give traffic tickets are the collective face of the Town of Dewey-Humboldt. As such, it is important to know about residents' experience talking with that "face." When employees appear to be knowledgeable, responsive and courteous, residents are more likely to feel that any needs or problems may be solved through positive and productive interactions with the Town of Dewey-Humboldt staff.

Those completing the survey were asked if they had been in contact with a Town employee either in-person or over the phone in the last 12 months; the 29% who reported that they had been in contact (a percent that is lower than the benchmark comparison) were then asked to indicate overall how satisfied they were with the employee in their most recent contact. Town employees were rated moderately, 61% of respondents rated their overall impression as "excellent" or "good."

FIGURE 77: PROPORTION OF RESPONDENTS WHO HAD CONTACT WITH TOWN EMPLOYEES IN PREVIOUS 12 MONTHS BY YEAR

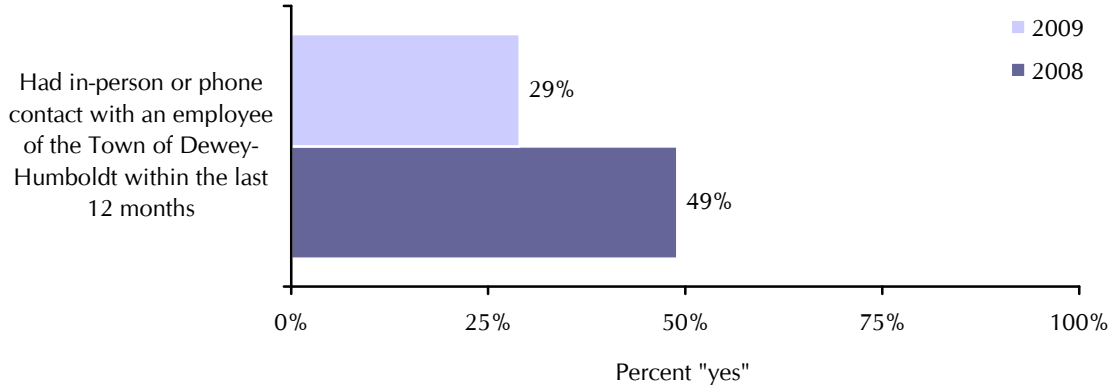


FIGURE 78: CONTACT WITH TOWN EMPLOYEES BENCHMARKS

	Comparison to benchmark
Had contact with Town employee(s) in last 12 months	Less

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 79: RATINGS OF TOWN EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BY YEAR

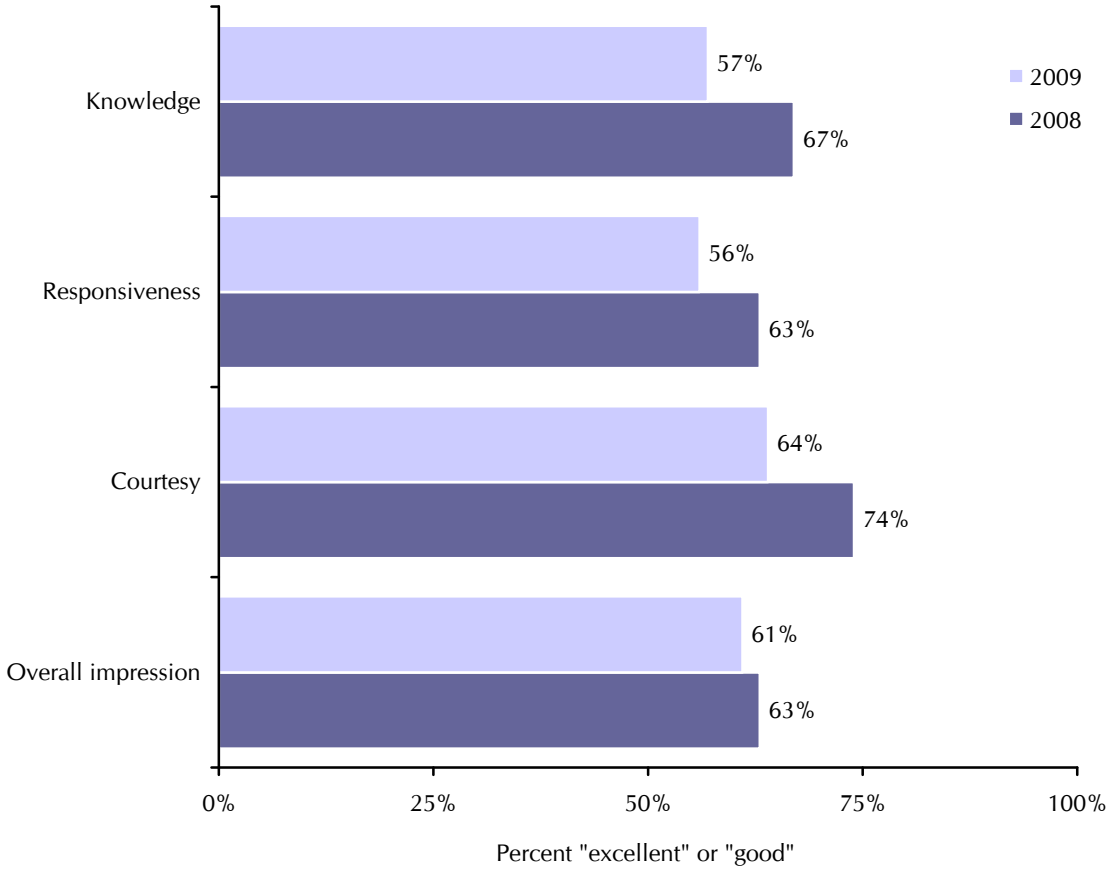


FIGURE 80: RATINGS OF TOWN EMPLOYEES (AMONG THOSE WHO HAD CONTACT) BENCHMARKS

	Comparison to benchmark
Town employee knowledge	Below
Town employee responsiveness	Below
Town employee courteousness	Below
Overall impression	Below

The National Citizen Survey™ by National Research Center, Inc.

From Data to Action

Resident Priorities

Knowing where to focus limited resources to improve residents' opinions of local government requires information that targets the services that are most important to residents. However, when residents are asked what services are most important, they rarely stray beyond core services – those directed to save lives and improve safety.

In market research, identifying the most important characteristics of a transaction or product is called Key Driver Analysis. The key drivers that are identified from that analysis do not come from asking customers to self-report which service or product characteristic most influenced their decision to buy or return, but rather from statistical analyses of the predictors of their behavior. When customers are asked to name the most important characteristics of a good or service, responses often are expected or misleading – just as they can be in the context of a citizen survey. For example, air travelers often claim that safety is the primary consideration in their choice of an airline, yet key driver analysis reveals that frequent flier perks or in-flight entertainment predicts their buying decisions.

In local government core services – like fire protection – invariably land at the top of the list created when residents are asked about the most important local government services. And core services are important. But by using Key Driver Analysis, our approach digs deeper to identify the less obvious, but more influential services that are most related to residents' ratings of overall quality of local government services. Because services focused directly on life and safety remain essential to quality government, it is suggested that core services should remain the focus of continuous monitoring and improvement where necessary – but monitoring core services or asking residents to identify important services is not enough.

A Key Driver Analysis (KDA) was conducted for the Town of Dewey-Humboldt by examining the relationships between ratings of each service and ratings of the Town of Dewey-Humboldt's overall services. Those key driver services that correlated most highly with residents' perceptions about overall Town service quality have been identified. By targeting improvements in key services, the Town of Dewey-Humboldt can focus on the services that have the greatest likelihood of influencing residents' opinions about overall service quality.

Services found to be most strongly correlated with ratings of overall service quality from the Dewey-Humboldt Key Driver Analysis were:

- Land use, planning and zoning
- Drinking water
- Police services

The National Citizen Survey™ by National Research Center, Inc.

Town of Dewey-Humboldt Action Chart

The 2009 Town of Dewey-Humboldt Action Chart™ on the following page combines three dimensions of performance:

- Comparison to resident evaluations from other communities. When a comparison is available, the background color of each service box indicates whether the service is above the benchmark (green), similar to the benchmark (yellow) or below the benchmark (red).
- Identification of key services. A black key icon (🔑) next to a service box indicates that service is key (either core or key driver)
- Trendline icons (up and down arrows), indicating whether the current ratings are higher or lower than the previous survey.

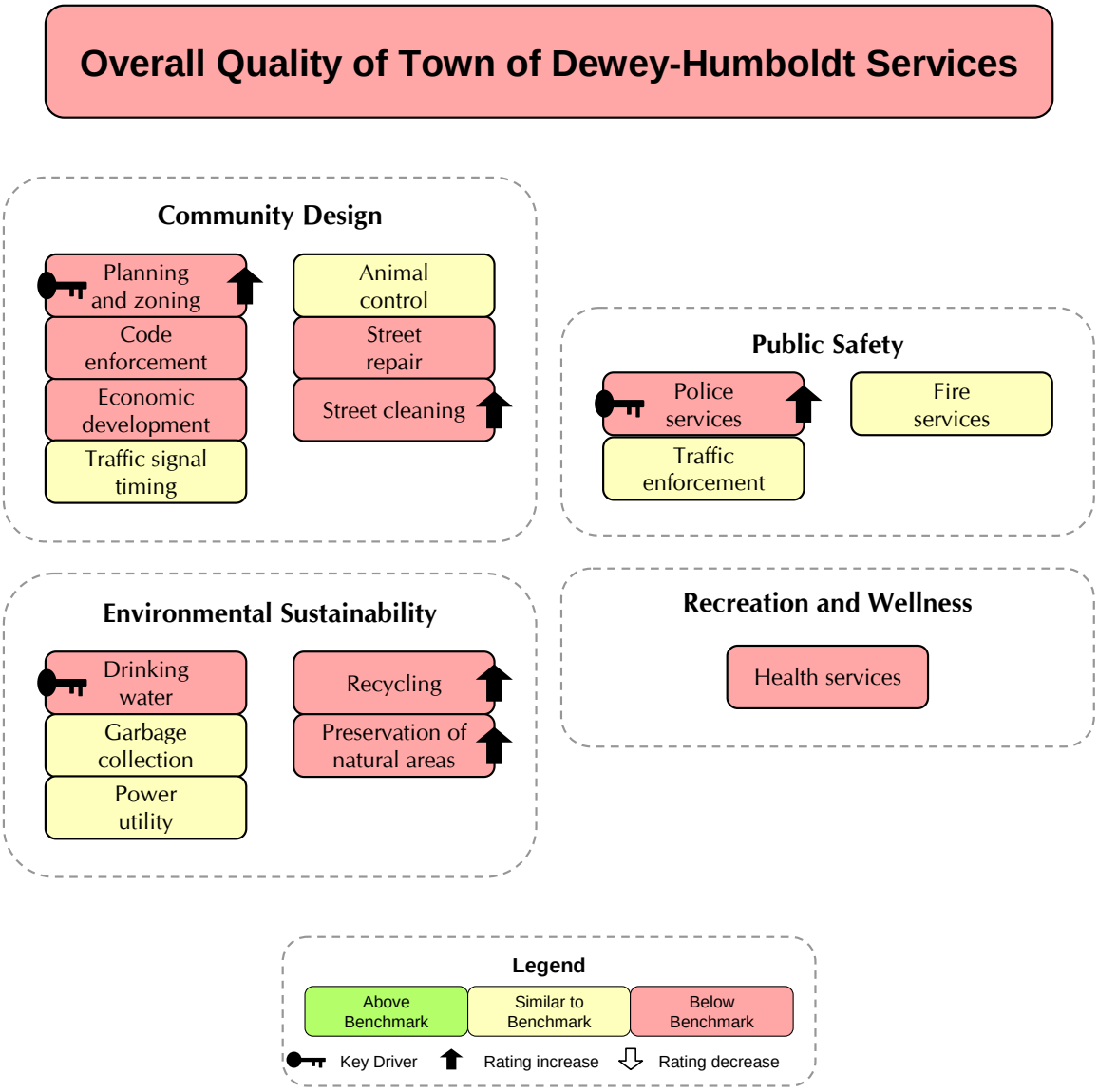
Sixteen services were included in the KDA for the Town of Dewey-Humboldt. Of these, eleven were below the benchmark and five were similar to the benchmark. Ratings for five services were trending up while eleven remained similar to the previous survey. A key icon (🔑) indicates the three key drivers.

Considering all performance data included in the Action Chart, a jurisdiction typically will want to consider improvements to any key driver services that are trending down or that are not at least similar to the benchmark. In Dewey-Humboldt, land use, planning and zoning, drinking water and police services were below the benchmark. More detail about interpreting results can be found in the next section.

Services with a high percent of respondents answering "don't know" were excluded from the analysis and were considered services that would be less influential. See Appendix A: Complete Survey Frequencies, Frequencies Including "Don't Know" Responses for the percent "don't know" for each service.

The National Citizen Survey™ by National Research Center, Inc.

FIGURE 81: TOWN OF DEWEY-HUMBOLDT ACTION CHART™



The National Citizen Survey™ by National Research Center, Inc.

Using Your Action Chart™

The key drivers derived for the Town of Dewey-Humboldt provide a list of those services that are uniquely related to overall service quality. Those key drivers are marked with the symbol of a key in the action chart. Because key driver results are based on a relatively small number of responses, the relationships or correlations that define the key drivers are subject to more variability than is seen when key drivers are derived from a large national dataset of resident responses. To benefit the Town of Dewey-Humboldt, NRC lists the key drivers derived from tens of thousands of resident responses from across the country. This national list is updated periodically so that you can compare your key drivers to the key drivers from the entire NRC data set. Where your locally derived key drivers overlap national key drivers, it makes sense to focus even more strongly on your keys. Similarly, when your local key drivers overlap your core services, there is stronger argument to make for attending to your key drivers that overlap with core services. In following table, we have listed your key drivers, core services and the national key drivers and we have indicated, with shaded rows, the Town of Dewey-Humboldt key drivers that overlap core services or the nationally derived keys.

FIGURE 82: KEY DRIVERS COMPARED

Service	Town of Dewey-Humboldt Key Drivers	National Key Drivers	Core Services
Animal control			
Code enforcement			✓
Economic development		✓	
Land use planning and zoning	✓	✓	
Light timing			
Street cleaning			
Street repair			✓
Drinking water	✓		
Garbage collection			✓
Power utility			
Preservation of natural areas			
Recycling			
Sewer			✓
Storm drainage			✓
Water			✓
Courts			
Emergency preparedness			
EMS			✓
Fire			✓
Police services	✓	✓	✓
Traffic enforcement			
Health services			
Public library			
Public schools		✓	

The National Citizen Survey™ by National Research Center, Inc.

Service	Town of Dewey-Humboldt Key Drivers	National Key Drivers	Core Services
Cable television			
Public information services		✓	
Services to low income residents			
Services to seniors			
Services to youth			

The National Citizen Survey™ by National Research Center, Inc.

Policy Questions

"Don't know" responses have been removed from the following questions, when applicable.

Policy Question 1	
How important, if at all, is it for the Town to preserve at least a portion of Young's Farm as part of the history and heritage of Dewey-Humboldt?	Percent of respondents
Essential	40%
Very important	19%
Important	18%
Not very important	23%
Total	100%

Policy Question 2	
To what extent would you support or oppose the building of a Town-owned community core that includes town offices, a community center, park, etc. in one location?	Percent of respondents
Strongly support	40%
Somewhat support	41%
Somewhat oppose	9%
Strongly oppose	10%
Total	100%

Policy Question 3					
To what extent would you support or oppose each of the following approaches to economic development?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
The Town should spend money to encourage new businesses on existing commercial zoning	40%	35%	11%	14%	100%
The Town should wait for existing commercial areas to be developed by market forces	26%	36%	22%	16%	100%

The National Citizen Survey™ by National Research Center, Inc.

Appendix A: Complete Survey Frequencies

Frequencies Excluding "Don't Know" Responses

Question 1: Quality of Life					
Please rate each of the following aspects of quality of life in Dewey-Humboldt:	Excellent	Good	Fair	Poor	Total
Dewey-Humboldt as a place to live	26%	51%	21%	2%	100%
Your neighborhood as a place to live	35%	48%	15%	2%	100%
Dewey-Humboldt as a place to raise children	19%	45%	29%	8%	100%
Dewey-Humboldt as a place to work	8%	10%	17%	64%	100%
Dewey-Humboldt as a place to retire	27%	43%	26%	3%	100%
The overall quality of life in Dewey-Humboldt	17%	52%	28%	3%	100%

The National Citizen Survey™ by National Research Center, Inc.

Question 2: Community Characteristics					
Please rate each of the following characteristics as they relate to Dewey-Humboldt as a whole:	Excellent	Good	Fair	Poor	Total
Sense of community	5%	43%	38%	14%	100%
Openness and acceptance of the community towards people of diverse backgrounds	7%	40%	41%	13%	100%
Overall appearance of Dewey-Humboldt	4%	28%	46%	21%	100%
Cleanliness of Dewey-Humboldt	5%	34%	44%	18%	100%
Overall quality of new development in Dewey-Humboldt	4%	30%	37%	29%	100%
Variety of housing options	4%	33%	45%	18%	100%
Overall quality of business and service establishments in Dewey-Humboldt	1%	17%	40%	42%	100%
Shopping opportunities	1%	4%	16%	79%	100%
Opportunities to attend cultural activities	2%	10%	33%	55%	100%
Recreational opportunities	3%	11%	33%	52%	100%
Employment opportunities	1%	3%	14%	82%	100%
Educational opportunities	1%	21%	36%	42%	100%
Opportunities to participate in social events and activities	3%	18%	44%	35%	100%
Opportunities to participate in religious or spiritual events and activities	7%	35%	45%	13%	100%
Opportunities to volunteer	10%	33%	43%	15%	100%
Opportunities to participate in community matters	6%	32%	46%	16%	100%
Ease of car travel in Dewey-Humboldt	12%	49%	33%	7%	100%
Ease of bicycle travel in Dewey-Humboldt	5%	22%	30%	43%	100%
Ease of walking in Dewey-Humboldt	6%	23%	32%	39%	100%
Availability of paths and walking trails	4%	15%	25%	56%	100%
Traffic flow on major streets	6%	49%	38%	7%	100%
Amount of public parking	5%	31%	44%	21%	100%
Availability of affordable quality housing	4%	26%	50%	20%	100%
Availability of affordable quality child care	1%	10%	34%	55%	100%
Availability of affordable quality health care	2%	10%	39%	49%	100%
Availability of affordable quality food	2%	15%	32%	51%	100%
Availability of preventive health services	4%	10%	32%	54%	100%
Air quality	27%	51%	19%	4%	100%
Quality of overall natural environment in Dewey-Humboldt	18%	51%	25%	6%	100%
Overall image or reputation of Dewey-Humboldt	6%	32%	43%	20%	100%

The National Citizen Survey™ by National Research Center, Inc.

Question 3: Growth						
Please rate the speed of growth in the following categories in Dewey-Humboldt over the past 2 years:	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Total
Population growth	5%	13%	50%	22%	9%	100%
Retail growth (stores, restaurants, etc.)	40%	39%	16%	3%	2%	100%
Jobs growth	63%	27%	8%	1%	1%	100%

Question 4: Code Enforcement	
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Dewey-Humboldt?	Percent of respondents
Not a problem	13%
Minor problem	25%
Moderate problem	33%
Major problem	28%
Total	100%

Question 5: Community Safety						
Please rate how safe or unsafe you feel from the following in Dewey-Humboldt:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
Violent crime (e.g., rape, assault, robbery)	41%	39%	15%	5%	1%	100%
Property crimes (e.g., burglary, theft)	24%	47%	16%	11%	2%	100%
Environmental hazards, including toxic waste	32%	36%	15%	12%	5%	100%

Question 6: Personal Safety						
Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total
In your neighborhood during the day	73%	22%	5%	0%	0%	100%
In your neighborhood after dark	45%	41%	7%	7%	0%	100%
In Dewey-Humboldt's downtown area during the day	55%	34%	9%	2%	0%	100%
In Dewey-Humboldt's downtown area after dark	26%	41%	19%	14%	1%	100%

The National Citizen Survey™ by National Research Center, Inc.

Question 7: Crime Victim	
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents
No	92%
Yes	8%
Total	100%

Question 8: Crime Reporting	
If yes, was this crime (these crimes) reported to the police?	Percent of respondents
No	29%
Yes	71%
Total	100%

Question 9: Resident Behaviors						
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Dewey-Humboldt?	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Dewey-Humboldt public libraries or their services	71%	18%	8%	2%	2%	100%
Attended a meeting of local elected officials or other local public meeting	68%	22%	7%	2%	1%	100%
Read Dewey-Humboldt Newsletter	23%	24%	42%	6%	5%	100%
Visited the Town of Dewey-Humboldt Web site (at www.dhaz.gov)	68%	14%	14%	3%	1%	100%
Recycled used paper, cans or bottles from your home	37%	14%	22%	8%	19%	100%
Volunteered your time to some group or activity in Dewey-Humboldt	78%	10%	7%	2%	3%	100%
Participated in religious or spiritual activities in Dewey-Humboldt	77%	7%	7%	3%	6%	100%
Participated in a club or civic group in Dewey-Humboldt	82%	8%	5%	2%	3%	100%
Provided help to a friend or neighbor	9%	22%	36%	19%	14%	100%

The National Citizen Survey™ by National Research Center, Inc.

Question 10: Neighborliness	
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents
Just about everyday	21%
Several times a week	27%
Several times a month	23%
Once a month	8%
Several times a year	11%
Once a year or less	5%
Never	4%
Total	100%

The National Citizen Survey™ by National Research Center, Inc.

Question 11: Service Quality					
Please rate the quality of each of the following services in Dewey-Humboldt:	Excellent	Good	Fair	Poor	Total
Police services	20%	52%	22%	7%	100%
Fire services (Central Yavapai Fire District)	39%	48%	13%	0%	100%
Ambulance or emergency medical services	29%	50%	19%	1%	100%
Crime prevention	13%	44%	30%	13%	100%
Fire prevention and education	16%	49%	28%	7%	100%
Municipal courts	12%	36%	35%	17%	100%
Traffic enforcement	8%	50%	33%	8%	100%
Street repair	1%	30%	35%	33%	100%
Street cleaning	2%	32%	36%	30%	100%
Traffic signal timing	6%	44%	34%	15%	100%
Garbage collection	23%	56%	16%	4%	100%
Recycling	9%	27%	21%	44%	100%
Drinking water	18%	40%	25%	17%	100%
Power (electric and/or gas) utility	16%	56%	22%	6%	100%
Land use, planning and zoning	5%	24%	37%	34%	100%
Code enforcement (weeds, abandoned buildings, etc)	5%	21%	37%	38%	100%
Animal control	6%	39%	34%	21%	100%
Economic development	2%	13%	28%	57%	100%
Health services	3%	18%	35%	44%	100%
Services to seniors	6%	34%	36%	24%	100%
Services to youth	3%	21%	34%	43%	100%
Services to low-income people	4%	24%	31%	41%	100%
Public library services	16%	42%	33%	10%	100%
Public information services	6%	29%	42%	23%	100%
Public schools	17%	47%	29%	7%	100%
Cable television	12%	42%	24%	22%	100%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	4%	20%	36%	40%	100%
Preservation of natural areas such as open space, farmlands and greenbelts	10%	27%	37%	26%	100%

The National Citizen Survey™ by National Research Center, Inc.

Question 12: Government Services Overall					
Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total
The Town of Dewey-Humboldt	4%	34%	47%	16%	100%
The Federal Government	3%	24%	43%	30%	100%
The State Government	2%	26%	45%	26%	100%
Yavapai County Government	4%	39%	41%	16%	100%

Question 13: Contact with Town Employees	
Have you had any in-person or phone contact with an employee of the Town of Dewey-Humboldt within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents
No	71%
Yes	29%
Total	100%

Question 14: Town Employees					
What was your impression of the employee(s) of the Town of Dewey-Humboldt in your most recent contact?	Excellent	Good	Fair	Poor	Total
Knowledge	21%	36%	32%	12%	100%
Responsiveness	20%	36%	26%	18%	100%
Courtesy	28%	36%	24%	12%	100%
Overall impression	22%	39%	21%	18%	100%

Question 15: Government Performance					
Please rate the following categories of Dewey-Humboldt government performance:	Excellent	Good	Fair	Poor	Total
The value of services for the taxes paid to Dewey-Humboldt	5%	27%	41%	26%	100%
The overall direction that Dewey-Humboldt is taking	3%	28%	33%	35%	100%
The job Dewey-Humboldt government does at welcoming citizen involvement	6%	31%	28%	36%	100%
The job Dewey-Humboldt government does at listening to citizens	7%	25%	31%	37%	100%

Question 16: Recommendation and Longevity					
Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Recommend living in Dewey-Humboldt to someone who asks	32%	46%	15%	7%	100%
Remain in Dewey-Humboldt for the next five years	54%	30%	9%	8%	100%

The National Citizen Survey™ by National Research Center, Inc.

Question 17: Impact of the Economy	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents
Very positive	2%
Somewhat positive	9%
Neutral	39%
Somewhat negative	31%
Very negative	19%
Total	100%

Question 18a: Policy Question 1	
How important, if at all, is it for the Town to preserve at least a portion of Young's Farm as part of the history and heritage of Dewey-Humboldt?	Percent of respondents
Essential	40%
Very important	19%
Important	18%
Not very important	23%
Total	100%

Question 18b: Policy Question 2	
To what extent would you support or oppose the building of a Town-owned community core that includes town offices, a community center, park, etc. in one location?	Percent of respondents
Strongly support	40%
Somewhat support	41%
Somewhat oppose	9%
Strongly oppose	10%
Total	100%

Question 18c: Policy Question 3					
To what extent would you support or oppose each of the following approaches to economic development?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
The Town should spend money to encourage new businesses on existing commercial zoning	40%	35%	11%	14%	100%
The Town should wait for existing commercial areas to be developed by market forces	26%	36%	22%	16%	100%

The National Citizen Survey™ by National Research Center, Inc.

Question D1: Employment Status	
Are you currently employed for pay?	Percent of respondents
No	49%
Yes, full-time	41%
Yes, part-time	11%
Total	100%

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	13%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	1%
Work at home	6%
Other	1%

Question D3: Length of Residency	
How many years have you lived in Dewey-Humboldt?	Percent of respondents
Less than 2 years	14%
2 to 5 years	38%
6 to 10 years	16%
11 to 20 years	20%
More than 20 years	11%
Total	100%

Question D4: Housing Unit Type	
Which best describes the building you live in?	Percent of respondents
One family house detached from any other houses	71%
House attached to one or more houses (e.g., a duplex or townhome)	5%
Building with two or more apartments or condominiums	1%
Mobile home	22%
Other	2%
Total	100%

The National Citizen Survey™ by National Research Center, Inc.

Question D5: Housing Tenure (Rent/Own)	
Is this house, apartment or mobile home...	Percent of respondents
Rented for cash or occupied without cash payment	14%
Owned by you or someone in this house with a mortgage or free and clear	86%
Total	100%

Question D6: Monthly Housing Cost	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents
Less than $300 per month	16%
$300 to $599 per month	20%
$600 to $999 per month	21%
$1,000 to $1,499 per month	23%
$1,500 to $2,499 per month	16%
$2,500 or more per month	5%
Total	100%

Question D7: Presence of Children in Household	
Do any children 17 or under live in your household?	Percent of respondents
No	77%
Yes	23%
Total	100%

Question D8: Presence of Older Adults in Household	
Are you or any other members of your household aged 65 or older?	Percent of respondents
No	59%
Yes	41%
Total	100%

Question D9: Household Income	
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents
Less than $24,999	25%
$25,000 to $49,999	38%
$50,000 to $99,999	27%
$100,000 to $149,000	7%
$150,000 or more	3%
Total	100%

The National Citizen Survey™ by National Research Center, Inc.

Question D10: Ethnicity	
Are you Spanish, Hispanic or Latino?	Percent of respondents
No, not Spanish, Hispanic or Latino	96%
Yes, I consider myself to be Spanish, Hispanic or Latino	4%
Total	100%

Question D11: Race	
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents
American Indian or Alaskan Native	1%
Asian, Asian Indian or Pacific Islander	1%
Black or African American	1%
White	95%
Other	5%
Total may exceed 100% as respondents could select more than one option	

Question D12: Age	
In which category is your age?	Percent of respondents
18 to 24 years	1%
25 to 34 years	11%
35 to 44 years	8%
45 to 54 years	21%
55 to 64 years	24%
65 to 74 years	21%
75 years or older	14%
Total	100%

Question D13: Gender	
What is your sex?	Percent of respondents
Female	53%
Male	47%
Total	100%

Question D14: Registered to Vote	
Are you registered to vote in your jurisdiction?	Percent of respondents
No	13%
Yes	85%
Ineligible to vote	2%
Total	100%

The National Citizen Survey™ by National Research Center, Inc.

Question D15: Voted in Last General Election	
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents
No	16%
Yes	83%
Ineligible to vote	2%
Total	100%

Question D16: Cell phone	
Do you have a cell phone?	Percent of respondents
No	17%
Yes	83%
Total	100%

Question D17: Land line telephone at home	
Do you have a land line at home?	Percent of respondents
No	27%
Yes	73%
Total	100%

Question D18: Primary telephone number	
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents
Cell	27%
Land line	62%
Both	11%
Total	100%

The National Citizen Survey™ by National Research Center, Inc.

Frequencies Including "Don't Know" Responses

These tables contain the percentage of respondents for each response category as well as the "n" or total number of respondents for each category, next to the percentage.

Question 1: Quality of Life												
Please rate each of the following aspects of quality of life in Dewey-Humboldt:	Excellent		Good		Fair		Poor		Don't know		Total	
Dewey-Humboldt as a place to live	25%	75	50%	149	21%	63	2%	7	1%	3	100%	297
Your neighborhood as a place to live	35%	101	48%	141	15%	45	2%	6	0%	0	100%	293
Dewey-Humboldt as a place to raise children	14%	42	34%	98	22%	63	6%	17	25%	72	100%	292
Dewey-Humboldt as a place to work	6%	17	8%	22	13%	36	47%	134	27%	77	100%	286
Dewey-Humboldt as a place to retire	25%	73	41%	119	25%	72	3%	9	6%	19	100%	292
The overall quality of life in Dewey-Humboldt	17%	50	52%	152	27%	81	3%	9	1%	3	100%	294

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Dewey-Humboldt as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Sense of community	5%	14	39%	115	35%	102	13%	39	8%	24	100%	294
Openness and acceptance of the community towards people of diverse backgrounds	6%	16	34%	99	35%	100	11%	32	14%	42	100%	289
Overall appearance of Dewey-Humboldt	4%	13	28%	81	46%	133	21%	62	1%	3	100%	291
Cleanliness of Dewey-Humboldt	4%	13	34%	98	43%	125	17%	50	2%	5	100%	293
Overall quality of new development in Dewey-Humboldt	3%	9	27%	77	33%	95	26%	74	12%	34	100%	289
Variety of housing options	4%	11	30%	86	41%	117	16%	47	10%	28	100%	289
Overall quality of business and service establishments in Dewey-Humboldt	1%	3	16%	46	38%	111	39%	115	6%	17	100%	292
Shopping opportunities	1%	3	4%	11	16%	46	77%	229	3%	9	100%	298
Opportunities to attend cultural activities	2%	5	9%	26	29%	87	50%	146	10%	31	100%	294
Recreational opportunities	3%	8	10%	29	29%	86	45%	134	13%	38	100%	295
Employment opportunities	1%	2	3%	8	11%	32	66%	191	20%	59	100%	292
Educational opportunities	1%	2	16%	45	27%	77	32%	91	25%	72	100%	287

The National Citizen Survey™ by National Research Center, Inc.

Question 2: Community Characteristics												
Please rate each of the following characteristics as they relate to Dewey-Humboldt as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Opportunities to participate in social events and activities	3%	9	16%	46	38%	112	30%	88	13%	38	100%	292
Opportunities to participate in religious or spiritual events and activities	6%	17	28%	83	36%	105	11%	31	19%	57	100%	293
Opportunities to volunteer	7%	21	25%	74	32%	95	11%	33	24%	70	100%	293
Opportunities to participate in community matters	5%	16	27%	77	39%	112	14%	39	16%	45	100%	289
Ease of car travel in Dewey-Humboldt	11%	33	47%	138	32%	92	7%	20	3%	9	100%	292
Ease of bicycle travel in Dewey-Humboldt	4%	11	17%	49	24%	69	34%	98	22%	64	100%	291
Ease of walking in Dewey-Humboldt	6%	16	20%	57	28%	81	34%	99	12%	36	100%	289
Availability of paths and walking trails	3%	10	12%	35	21%	60	46%	132	18%	51	100%	288
Traffic flow on major streets	6%	16	47%	136	36%	105	7%	20	5%	13	100%	291
Amount of public parking	4%	11	27%	78	38%	109	18%	52	14%	40	100%	292
Availability of affordable quality housing	4%	11	22%	63	42%	124	17%	49	16%	46	100%	292
Availability of affordable quality child care	0%	1	4%	12	14%	40	22%	64	59%	167	100%	283
Availability of affordable quality health care	2%	5	8%	22	29%	83	37%	106	25%	73	100%	289
Availability of affordable quality food	2%	5	14%	39	30%	86	47%	135	8%	24	100%	289
Availability of preventive health services	3%	8	8%	22	25%	72	42%	120	23%	66	100%	288
Air quality	25%	74	48%	140	18%	53	4%	10	5%	13	100%	291
Quality of overall natural environment in Dewey-Humboldt	17%	50	49%	145	25%	72	6%	17	3%	9	100%	292
Overall image or reputation of Dewey-Humboldt	5%	16	30%	88	41%	119	19%	55	5%	15	100%	293

The National Citizen Survey™ by National Research Center, Inc.

Question 3: Growth														
Please rate the speed of growth in the following categories in Dewey-Humboldt over the past 2 years:	Much too slow		Somewhat too slow		Right amount		Somewhat too fast		Much too fast		Don't know		Total	
Population growth	4%	13	11%	33	42%	124	19%	55	8%	22	16%	47	100%	294
Retail growth (stores, restaurants, etc.)	37%	110	36%	107	15%	43	3%	9	1%	4	7%	21	100%	294
Jobs growth	49%	143	21%	61	7%	19	1%	3	1%	3	22%	63	100%	291

Question 4: Code Enforcement		
To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Dewey-Humboldt?	Percent of respondents	Count
Not a problem	13%	37
Minor problem	24%	70
Moderate problem	32%	93
Major problem	26%	77
Don't know	5%	15
Total	100%	292

Question 5: Community Safety														
Please rate how safe or unsafe you feel from the following in Dewey-Humboldt:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
Violent crime (e.g., rape, assault, robbery)	39%	115	37%	109	15%	43	4%	13	1%	2	4%	13	100%	296
Property crimes (e.g., burglary, theft)	23%	68	45%	132	15%	45	11%	32	2%	6	4%	12	100%	295
Environmental hazards, including toxic waste	29%	84	32%	95	14%	41	11%	31	4%	13	10%	31	100%	294

The National Citizen Survey™ by National Research Center, Inc.

Question 6: Personal Safety														
Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	73%	216	22%	65	5%	14	0%	1	0%	0	0%	0	100%	296
In your neighborhood after dark	45%	132	41%	119	7%	21	7%	19	0%	1	0%	1	100%	293
In Dewey-Humboldt's downtown area during the day	45%	133	27%	81	7%	21	2%	5	0%	1	18%	54	100%	294
In Dewey-Humboldt's downtown area after dark	18%	54	29%	86	14%	40	10%	30	1%	2	28%	82	100%	294

Question 7: Crime Victim		
During the past twelve months, were you or anyone in your household the victim of any crime?	Percent of respondents	Count
No	91%	264
Yes	8%	22
Don't know	1%	4
Total	100%	290

Question 8: Crime Reporting		
If yes, was this crime (these crimes) reported to the police?	Percent of respondents	Count
No	29%	8
Yes	71%	16
Don't know	0%	0
Total	100%	24

The National Citizen Survey™ by National Research Center, Inc.

Question 9: Resident Behaviors												
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Dewey-Humboldt?	Never		Once or twice		3 to 12 times		13 to 26 times		More than 26 times		Total	
Used Dewey-Humboldt public libraries or their services	71%	207	18%	53	8%	22	2%	6	2%	5	100%	292
Attended a meeting of local elected officials or other local public meeting	68%	192	22%	63	7%	20	2%	6	1%	2	100%	282
Read Dewey-Humboldt Newsletter	23%	66	24%	69	42%	119	6%	17	5%	15	100%	287
Visited the Town of Dewey-Humboldt Web site (at www.dhaz.gov)	68%	197	14%	40	14%	41	3%	9	1%	4	100%	291
Recycled used paper, cans or bottles from your home	37%	105	14%	39	22%	62	8%	24	19%	56	100%	286
Volunteered your time to some group or activity in Dewey-Humboldt	78%	226	10%	31	7%	21	2%	5	3%	9	100%	291
Participated in religious or spiritual activities in Dewey-Humboldt	77%	223	7%	21	7%	22	3%	9	6%	16	100%	291
Participated in a club or civic group in Dewey-Humboldt	82%	238	8%	23	5%	14	2%	7	3%	7	100%	290
Provided help to a friend or neighbor	9%	26	22%	65	36%	106	19%	55	14%	42	100%	294

Question 10: Neighborliness		
About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?	Percent of respondents	Count
Just about everyday	21%	62
Several times a week	27%	80
Several times a month	23%	67
Once a month	8%	23
Several times a year	11%	33
Once a year or less	5%	14
Never	4%	13
Total	100%	293

The National Citizen Survey™ by National Research Center, Inc.

Question 11: Service Quality												
Please rate the quality of each of the following services in Dewey-Humboldt:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	16%	45	41%	118	17%	50	5%	16	22%	63	100%	292
Fire services (Central Yavapai Fire District)	31%	90	38%	112	10%	30	0%	0	21%	61	100%	293
Ambulance or emergency medical services	20%	59	35%	103	14%	39	1%	3	30%	86	100%	290
Crime prevention	9%	26	31%	89	21%	62	9%	27	29%	85	100%	289
Fire prevention and education	10%	29	30%	87	18%	50	4%	12	38%	109	100%	288
Municipal courts	5%	14	14%	41	14%	41	7%	19	60%	169	100%	284
Traffic enforcement	7%	20	41%	118	27%	77	7%	20	19%	54	100%	289
Street repair	1%	4	27%	78	31%	91	29%	86	11%	33	100%	292
Street cleaning	1%	4	25%	71	28%	81	24%	67	22%	63	100%	286
Traffic signal timing	6%	16	38%	110	30%	85	13%	37	13%	37	100%	285
Garbage collection	21%	60	51%	145	15%	42	4%	11	10%	29	100%	286
Recycling	7%	19	21%	59	16%	45	33%	95	24%	68	100%	285
Drinking water	15%	43	35%	100	22%	63	15%	42	13%	39	100%	286
Power (electric and/or gas) utility	15%	42	53%	151	21%	58	6%	16	5%	15	100%	284
Land use, planning and zoning	4%	11	18%	52	28%	81	26%	73	24%	67	100%	285
Code enforcement (weeds, abandoned buildings, etc)	4%	11	17%	49	31%	87	31%	89	17%	48	100%	283
Animal control	5%	15	32%	92	27%	79	17%	49	19%	54	100%	288
Economic development	1%	4	9%	26	20%	58	41%	117	29%	83	100%	288
Health services	2%	5	13%	38	25%	73	31%	90	28%	82	100%	289
Services to seniors	4%	10	20%	58	22%	63	14%	42	41%	118	100%	291
Services to youth	1%	4	10%	28	16%	45	20%	58	52%	149	100%	285
Services to low-income people	2%	5	10%	29	13%	38	18%	51	57%	165	100%	287
Public library services	10%	28	25%	72	20%	57	6%	17	40%	115	100%	288
Public information services	3%	10	17%	49	25%	71	13%	38	41%	118	100%	285
Public schools	10%	29	28%	81	17%	50	4%	12	40%	115	100%	286
Cable television	8%	23	28%	78	17%	46	15%	41	32%	86	100%	274

The National Citizen Survey™ by National Research Center, Inc.

Question 11: Service Quality												
Please rate the quality of each of the following services in Dewey-Humboldt:	Excellent		Good		Fair		Poor		Don't know		Total	
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	2%	5	9%	24	15%	43	17%	47	57%	162	100%	281
Preservation of natural areas such as open space, farmlands and greenbelts	7%	20	20%	57	27%	77	19%	54	26%	73	100%	282

The National Citizen Survey™ by National Research Center, Inc.

Question 12: Government Services Overall												
Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The Town of Dewey-Humboldt	3%	8	25%	72	35%	101	12%	34	26%	77	100%	292
The Federal Government	2%	6	18%	53	33%	95	23%	67	24%	68	100%	291
The State Government	2%	5	20%	59	34%	101	20%	59	23%	68	100%	292
Yavapai County Government	3%	10	32%	94	34%	98	14%	40	17%	51	100%	293

Question 13: Contact with Town Employees		
Have you had any in-person or phone contact with an employee of the Town of Dewey-Humboldt within the last 12 months (including police, receptionists, planners or any others)?	Percent of respondents	Count
No	71%	209
Yes	29%	86
Total	100%	295

Question 14: Town Employees												
What was your impression of the employee(s) of the Town of Dewey-Humboldt in your most recent contact?	Excellent		Good		Fair		Poor		Don't know		Total	
Knowledge	18%	18	31%	31	28%	28	10%	10	12%	12	100%	101
Responsiveness	18%	18	32%	32	23%	23	16%	16	12%	11	100%	100
Courtesy	25%	25	32%	33	21%	22	10%	10	11%	11	100%	101
Overall impression	19%	19	35%	35	19%	19	16%	16	12%	12	100%	102

The National Citizen Survey™ by National Research Center, Inc.

Question 15: Government Performance												
Please rate the following categories of Dewey-Humboldt government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Dewey-Humboldt	4%	12	20%	58	30%	87	19%	56	27%	80	100%	292
The overall direction that Dewey-Humboldt is taking	2%	7	21%	61	24%	72	26%	76	27%	79	100%	295
The job Dewey-Humboldt government does at welcoming citizen involvement	4%	11	20%	59	18%	53	23%	68	35%	104	100%	295
The job Dewey-Humboldt government does at listening to citizens	4%	11	15%	44	18%	54	22%	65	40%	118	100%	292

Question 16: Recommendation and Longevity												
Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Dewey-Humboldt to someone who asks	31%	94	46%	136	14%	43	7%	21	1%	3	100%	298
Remain in Dewey-Humboldt for the next five years	53%	155	29%	87	9%	26	7%	22	2%	5	100%	296

Question 17: Impact of the Economy		
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent of respondents	Count
Very positive	2%	6
Somewhat positive	9%	28
Neutral	39%	115
Somewhat negative	31%	92
Very negative	19%	58
Total	100%	299

The National Citizen Survey™ by National Research Center, Inc.

Question 18a: Policy Question 1		
How important, if at all, is it for the Town to preserve at least a portion of Young's Farm as part of the history and heritage of Dewey-Humboldt?	Percent of respondents	Count
Essential	39%	118
Very important	18%	54
Important	17%	52
Not very important	22%	67
Don't know	3%	9
Total	100%	300

Question 18b: Policy Question 2		
To what extent would you support or oppose the building of a Town-owned community core that includes town offices, a community center, park, etc. in one location?	Percent of respondents	Count
Strongly support	40%	118
Somewhat support	41%	122
Somewhat oppose	9%	26
Strongly oppose	10%	31
Total	100%	297

Question 18c: Policy Question 3												
To what extent would you support or oppose each of the following approaches to economic development?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
The Town should spend money to encourage new businesses on existing commercial zoning	38%	110	33%	96	11%	32	14%	40	5%	14	100%	291
The Town should wait for existing commercial areas to be developed by market forces	24%	70	33%	96	20%	58	14%	41	8%	24	100%	290

The National Citizen Survey™ by National Research Center, Inc.

Question D1: Employment Status		
Are you currently employed for pay?	Percent of respondents	Count
No	49%	144
Yes, full-time	41%	119
Yes, part-time	11%	31
Total	100%	293

Question D2: Mode of Transportation Used for Commute	
During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below?	Percent of days mode used
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	79%
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	13%
Bus, rail, subway or other public transportation	0%
Walk	1%
Bicycle	1%
Work at home	6%
Other	1%

Question D3: Length of Residency		
How many years have you lived in Dewey-Humboldt?	Percent of respondents	Count
Less than 2 years	14%	42
2 to 5 years	38%	114
6 to 10 years	16%	49
11 to 20 years	20%	60
More than 20 years	11%	34
Total	100%	298

The National Citizen Survey™ by National Research Center, Inc.

Question D4: Housing Unit Type		
Which best describes the building you live in?	Percent of respondents	Count
One family house detached from any other houses	71%	212
House attached to one or more houses (e.g., a duplex or townhome)	5%	14
Building with two or more apartments or condominiums	1%	2
Mobile home	22%	65
Other	2%	6
Total	100%	298

Question D5: Housing Tenure (Rent/Own)		
Is this house, apartment or mobile home...	Percent of respondents	Count
Rented for cash or occupied without cash payment	14%	40
Owned by you or someone in this house with a mortgage or free and clear	86%	253
Total	100%	293

Question D6: Monthly Housing Cost		
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners" association (HOA) fees)?	Percent of respondents	Count
Less than $300 per month	16%	45
$300 to $599 per month	20%	58
$600 to $999 per month	21%	61
$1,000 to $1,499 per month	23%	65
$1,500 to $2,499 per month	16%	45
$2,500 or more per month	5%	13
Total	100%	287

The National Citizen Survey™ by National Research Center, Inc.

Question D7: Presence of Children in Household		
Do any children 17 or under live in your household?	Percent of respondents	Count
No	77%	225
Yes	23%	68
Total	100%	294

Question D8: Presence of Older Adults in Household		
Are you or any other members of your household aged 65 or older?	Percent of respondents	Count
No	59%	176
Yes	41%	123
Total	100%	298

Question D9: Household Income		
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent of respondents	Count
Less than $24,999	25%	69
$25,000 to $49,999	38%	104
$50,000 to $99,999	27%	74
$100,000 to $149,000	7%	20
$150,000 or more	3%	8
Total	100%	275

Question D10: Ethnicity		
Are you Spanish, Hispanic or Latino?	Percent of respondents	Count
No, not Spanish, Hispanic or Latino	96%	283
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	11
Total	100%	295

The National Citizen Survey™ by National Research Center, Inc.

Question D11: Race		
What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent of respondents	Count
American Indian or Alaskan Native	1%	2
Asian, Asian Indian or Pacific Islander	1%	2
Black or African American	1%	2
White	95%	280
Other	5%	15
Total may exceed 100% as respondents could select more than one option		

Question D12: Age		
In which category is your age?	Percent of respondents	Count
18 to 24 years	1%	2
25 to 34 years	11%	32
35 to 44 years	8%	22
45 to 54 years	21%	63
55 to 64 years	24%	71
65 to 74 years	21%	62
75 years or older	14%	42
Total	100%	294

Question D13: Gender		
What is your sex?	Percent of respondents	Count
Female	53%	154
Male	47%	139
Total	100%	292

The National Citizen Survey™ by National Research Center, Inc.

Question D14: Registered to Vote		
Are you registered to vote in your jurisdiction?	Percent of respondents	Count
No	13%	38
Yes	83%	245
Ineligible to vote	2%	6
Don't know	3%	9
Total	100%	297

Question D15: Voted in Last General Election		
Many people don't have time to vote in elections. Did you vote in the last general election?	Percent of respondents	Count
No	16%	47
Yes	83%	245
Ineligible to vote	2%	5
Don't know	0%	0
Total	100%	297

Question D16: Cell phone		
Do you have a cell phone?	Percent of respondents	Count
No	17%	50
Yes	83%	246
Total	100%	296

Question D17: Land line telephone at home		
Do you have a land line at home?	Percent of respondents	Count
No	27%	81
Yes	73%	218
Total	100%	298

The National Citizen Survey™ by National Research Center, Inc.

Question D18: Primary telephone number		
If you have both a cell phone and a land line, which do you consider your primary telephone number?	Percent of respondents	Count
Cell	27%	56
Land line	62%	126
Both	11%	23
Total	100%	205

The National Citizen Survey™ by National Research Center, Inc.

Appendix B: Survey Methodology

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

Survey Validity

The question of survey validity has two parts: 1) how can a jurisdiction be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire jurisdiction. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the jurisdiction to receive the survey. A random selection ensures that the households selected to receive the survey are similar to the entire population. A non-random sample may only include households from one geographic area, or from households of only one type.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income, or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member, thus appealing to the recipients' sense of civic responsibility.
- Providing a self-addressed, postage-paid return envelope.
- Offering the survey in Spanish when appropriate and requested by Town officials.
- Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for

The National Citizen Survey™ by National Research Center, Inc.

service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Whether or not some research confirms the relationship between what residents think about a community and what can be seen "objectively" in a community, NRC has argued that resident opinion is a perspective that cannot be ignored by government administrators. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Survey Sampling

"Sampling" refers to the method by which survey recipients were chosen. All households within the Town of Dewey-Humboldt were eligible to participate in the survey; 1,200 were selected to receive the survey. These 1,200 households were randomly selected from a comprehensive list of all housing units within the Town of Dewey-Humboldt boundaries. The basis of the list of all housing units was a United States Postal Service listing of housing units within zip codes. Since some of the zip codes that serve the Town of Dewey-Humboldt households may also serve addresses that lie outside of the jurisdiction, the exact geographic location of each housing unit was compared to jurisdiction boundaries, using the most current municipal boundary file (updated on a quarterly basis), and addresses located outside of the Town of Dewey-Humboldt boundaries were removed from consideration.

The National Citizen Survey™ by National Research Center, Inc.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households known to be within the Town of Dewey-Humboldt. Systematic sampling is a procedure whereby a complete list of all possible items is culled, selecting every Nth one until the appropriate amount of items is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Survey Administration

Selected households received three mailings, one week apart, beginning October 19, 2009. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the town manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who have already done so to refrain from turning in another survey. Completed surveys were collected over the following seven weeks.

Survey Response Rate and Confidence Intervals

Of the 1,200 surveys mailed, 143 were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the 1,057 households receiving the survey mailings, 305 completed the survey, providing a response rate of 29%. In general, response rates obtained on local government resident surveys range from 25% to 40%.

In theory, in 95 cases out of 100, the results based on the number of responses obtained will differ by no more than six percentage points in either direction from what would have been obtained had responses been collected from all Town of Dewey-Humboldt adults. This difference from the presumed population finding is referred to as the sampling error (or the "margin of error" or 95% confidence interval"). For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders that may affect sample findings. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Survey Processing (Data Entry)

Completed surveys received by NRC were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; NRC staff would choose randomly two of the three selected items to be coded in the dataset.

The National Citizen Survey™ by National Research Center, Inc.

Once all surveys were assigned a unique identification number, they were entered into an electronic dataset. This dataset was subject to a data entry protocol of "key and verify," in which survey data were entered twice into an electronic dataset and then compared. Discrepancies were evaluated against the original survey form and corrected. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2000 Census estimates for adults in the Town of Dewey-Humboldt. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were housing tenure and gender/age. This decision was based on:

- The disparity between the survey respondent characteristics and the population norms for these variables
- The saliency of these variables in detecting differences of opinion among subgroups
- The historical use of the variables and the desirability of consistently representing different groups over the years

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent Census or other sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the Census and yield the most different results are the best candidates for data weighting. A third criterion sometimes used is the importance that the community places on a specific variable. For example, if a jurisdiction feels that accurate race representation is key to staff and public acceptance of the study results, additional consideration will be given in the weighting process to adjusting the race variable.

A special software program using mathematical algorithms is used to calculate the appropriate weights. A limitation of data weighting is that only 2-3 demographic variables can be adjusted in a single study. Several different weighting "schemes" are tested to ensure the best fit for the data.

The process actually begins at the point of sampling. Knowing that residents in single family dwellings are more likely to respond to a mail survey, NRC oversamples residents of multi-family dwellings to ensure their proper representation in the sample data. Rather than giving all residents an equal chance of receiving the survey, this is systematic, stratified sampling, which gives each resident of the jurisdiction a known chance of receiving the survey (and apartment dwellers, for example, a greater chance than single family home dwellers). As a consequence, results must be weighted to recapture the proper representation of apartment dwellers.

The results of the weighting scheme are presented in the table on the following page.

The National Citizen Survey™ by National Research Center, Inc.

Dewey-Humboldt Citizen Survey Weighting Table			
Characteristic	Population Norm[1]	Unweighted Data	Weighted Data
Housing			
Rent home	14%	8%	14%
Own home	86%	92%	86%
Detached unit	95%	94%	93%
Attached unit	5%	6%	7%
Race and Ethnicity			
White alone, not Hispanic	94%	92%	92%
Hispanic and/or other race	6%	8%	8%
Sex and Age			
Female	52%	53%	53%
Male	48%	47%	47%
18-34 years of age	12%	6%	12%
35-54 years of age	30%	26%	29%
55+ years of age	58%	68%	59%
Females 18-34	6%	4%	6%
Females 35-54	16%	15%	16%
Females 55+	30%	33%	30%
Males 18-34	6%	2%	6%
Males 35-54	14%	12%	14%
Males 55+	28%	34%	28%

[1] Source: 2000 Census

The National Citizen Survey™ by National Research Center, Inc.

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). Frequency distributions were presented in the body of the report.

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity was one that NRC did not want to dismiss when crafting The National Citizen Survey™ questionnaire, because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, NRC has found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

"Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Benchmark Comparisons

NRC has been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying. In *Citizen Surveys: how to do them, how to use them, what they mean*, published by ICMA, not only were the principles for quality survey methods articulated, but both the idea of benchmark data for citizen opinion and the method for gathering benchmark data were pioneered. The argument for benchmarks was called "In Search of Standards." "What has been missing from a local government's analysis of its survey results is the context that school administrators can supply when they tell parents how an 80 percent score on the social studies test compares to test results from other school systems..."

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in citizen surveys from approximately 500 jurisdictions whose residents evaluated local government services. Conducted with typically no fewer than 400 residents in each jurisdiction, opinions are intended to represent over 30 million Americans. NRC has innovated a method for quantitatively integrating the results of surveys that conducted by NRC with those that others have conducted. The integration methods have been thoroughly described not only in the Citizen Surveys book, but also in *Public Administration Review*, *Journal of Policy Analysis* and *Management*. Scholars who

The National Citizen Survey™ by National Research Center, Inc.

specialize in the analysis of citizen surveys regularly have relied on this work (e.g., Kelly, J. & Swindell, D. (2002). Service quality variation across urban space: First steps towards a model of citizen satisfaction. *Journal of Urban Affairs*, 24, 271-288.; Van Ryzin, G., Muzzio, D., Immerwahr, S., Gulick, L. & Martinez, E. (2004). Drivers and consequences of citizen satisfaction: An application of the American Customer Satisfaction Index Model to New York City, *Public Administration Review*, 64, 331- 341). The method described in those publications is refined regularly and statistically tested on a growing number of citizen surveys in NRC's proprietary databases. NRC's work on calculating national benchmarks for resident opinions about service delivery and quality of life won the Samuel C. May award for research excellence from the Western Governmental Research Association.

The Role of Comparisons

Benchmark comparisons are used for performance measurement. Jurisdictions use the comparative information to help interpret their own citizen survey results, to create or revise community plans, to evaluate the success of policy or budget decisions, to measure local government performance. Taking the pulse of the community has little meaning without knowing what pulse rate is too high and what is too low. When surveys of service satisfaction turn up "good" citizen evaluations, jurisdictions need to know how others rate their services to understand if "good" is good enough. Furthermore, in the absence of national or peer community comparisons, a jurisdiction is left with comparing its fire protection rating to its street maintenance rating. That comparison is unfair. Streets always lose to fire. More important and harder questions need to be asked; for example, how do residents' ratings of fire service compare to opinions about fire service in other communities?

A police department that provides the fastest and most efficient service—one that closes most of its cases, solves most of its crimes and keeps the crime rate low—still has a problem to fix if the residents in the community it intends to protect believe services are not very good compared to ratings given by residents to their own objectively "worse" departments. The benchmark data can help that police department – or any department – to understand how well citizens think it is doing. Without the comparative data, it would be like bowling in a tournament without knowing what the other teams are scoring. NRC recommends that citizen opinion be used in conjunction with other sources of data about budget, personnel and politics to help managers know how to respond to comparative results.

Jurisdictions in the benchmark database are distributed geographically across the country and range from small to large in population size. Most commonly, comparisons are made to the entire database. Comparisons may also be made to subsets of jurisdictions (for example, within a given region or population category). Despite the differences in jurisdiction characteristics, all are in the business of providing local government services to residents. Though individual jurisdiction circumstances, resources and practices vary, the objective in every community is to provide services that are so timely, tailored and effective that residents conclude the services are of the highest quality. High ratings in any jurisdiction, like SAT scores in any teen household, bring pride and a sense of accomplishment.

Comparison of Dewey-Humboldt to the Benchmark Database

The Town of Dewey-Humboldt chose to have comparisons made to the entire database. A benchmark comparison (the average rating from all the comparison jurisdictions where a similar question was asked) has been provided when a similar question on the Town of Dewey-Humboldt Survey was included in NRC's database and there were at least five jurisdictions in which the

The National Citizen Survey™ by National Research Center, Inc.

question was asked. For most questions compared to the entire dataset, there were more than 100 jurisdictions included in the benchmark comparison.

Where comparisons are available, Dewey-Humboldt results are noted as being “above” the benchmark, “below” the benchmark or “similar to” the benchmark. This evaluation of “above,” “below” or “similar to” comes from a statistical comparison of Dewey-Humboldt's rating to the benchmark (the rating from all the comparison jurisdictions where a similar question was asked).

The National Citizen Survey™ by National Research Center, Inc.

Appendix C: Survey Materials

The following pages contain copies of the survey materials sent to randomly selected households within the Town of Dewey-Humboldt.

The National Citizen Survey™ by National Research Center, Inc.

TOWN OF DEWEY-HUMBOLDT
P.O. BOX 69
HUMBOLDT, AZ 86329
Phone 928-632-8562 ▪ Fax 928-632-7365

October 2009

Dear Dewey-Humboldt Resident:

The Town of Dewey-Humboldt wants to know what you think about our community and municipal government. You have been randomly selected to participate in Dewey-Humboldt's 2009 Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the Town set benchmarks for tracking the quality of services provided to residents. Your answers will help the Town Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Dewey-Humboldt residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (928) 632-7362.

Please help us shape the future of Dewey-Humboldt. Thank you for your time and participation.

Sincerely,

William Emerson
Town Manager

TOWN OF DEWEY-HUMBOLDT
P.O. BOX 69
HUMBOLDT, AZ 86329
Phone 928-632-8562 ▪ Fax 928-632-7365

October 2009

Dear Dewey-Humboldt Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The Town of Dewey-Humboldt wants to know what you think about our community and municipal government. You have been randomly selected to participate in the Town of Dewey-Humboldt's Citizen Survey.

Please take a few minutes to fill out the enclosed Citizen Survey. Your feedback will help the Town set benchmarks for tracking the quality of services provided to residents. Your answers will help the Town Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Dewey-Humboldt residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend a few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call (928) 632-7362.

Please help us shape the future of Dewey-Humboldt. Thank you for your time and participation.

Sincerely,

William Emerson
Town Manager

The Town of Dewey-Humboldt 2009 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. 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 Dewey-Humboldt:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Dewey-Humboldt as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Dewey-Humboldt as a place to raise children	1	2	3	4	5
Dewey-Humboldt as a place to work	1	2	3	4	5
Dewey-Humboldt as a place to retire	1	2	3	4	5
The overall quality of life in Dewey-Humboldt	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Dewey-Humboldt as a whole:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Sense of community	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Overall appearance of Dewey-Humboldt	1	2	3	4	5
Cleanliness of Dewey-Humboldt	1	2	3	4	5
Overall quality of new development in Dewey-Humboldt	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Overall quality of business and service establishments in Dewey-Humboldt	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Opportunities to attend cultural activities	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Ease of car travel in Dewey-Humboldt	1	2	3	4	5
Ease of bicycle travel in Dewey-Humboldt	1	2	3	4	5
Ease of walking in Dewey-Humboldt	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Traffic flow on major streets	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Availability of affordable quality child care	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of preventative health services	1	2	3	4	5
Air quality	1	2	3	4	5
Quality of overall natural environment in Dewey-Humboldt	1	2	3	4	5
Overall image or reputation of Dewey-Humboldt	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Dewey-Humboldt over the past 2 years:

	Much too slow	*Somewhat too slow*	*Right amount*	*Somewhat too fast*	*Much too fast*	*Don't know*
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants, etc.)	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Dewey-Humboldt?
❍ Not a problem ❍ Minor problem ❍ Moderate problem ❍ Major problem ❍ Don't know

5. Please rate how safe or unsafe you feel from the following in Dewey-Humboldt:

	Very safe	*Somewhat safe*	*Neither safe nor unsafe*	*Somewhat unsafe*	*Very unsafe*	*Don't know*
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Environmental hazards, including toxic waste	1	2	3	4	5	6

6. Please rate how safe or unsafe you feel:

	Very safe	*Somewhat safe*	*Neither safe nor unsafe*	*Somewhat unsafe*	*Very unsafe*	*Don't know*
In your neighborhood during the day	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Dewey-Humboldt's downtown area during the day	1	2	3	4	5	6
In Dewey-Humboldt's downtown area after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?
❍ No ➔ Go to Question 9 ❍ Yes ➔ Go to Question 8 ❍ Don't know ➔ Go to Question 9

8. If yes, was this crime (these crimes) reported to the police?
❍ No ❍ Yes ❍ Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Dewey-Humboldt?

	Never	*Once or twice*	*3 to 12 times*	*13 to 26 times*	*More than 26 times*
Used Dewey-Humboldt public libraries or their services	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting	1	2	3	4	5
Read the Dewey-Humboldt Newsletter	1	2	3	4	5
Visited the Town of Dewey-Humboldt Web site (at www.dhaz.gov)	1	2	3	4	5
Recycled used paper, cans or bottles from your home	1	2	3	4	5
Volunteered your time to some group or activity in Dewey-Humboldt	1	2	3	4	5
Participated in religious or spiritual activities in Dewey-Humboldt	1	2	3	4	5
Participated in a club or civic group in Dewey-Humboldt	1	2	3	4	5
Provided help to a friend or neighbor	1	2	3	4	5

10. About how often, if at all, do you talk to or visit with your immediate neighbors (people who live in the 10 or 20 households that are closest to you)?
❍ Just about every day
❍ Several times a week
❍ Several times a month
❍ Once a month
❍ Several times a year
❍ Once a year or less
❍ Never

The National Citizen Survey™ • © 2001-2009 National Research Center, Inc.

The Town of Dewey-Humboldt 2009 Citizen Survey

11. Please rate the quality of each of the following services in Dewey-Humboldt:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Police services	1	2	3	4	5
Fire services (Central Yavapai Fire District)	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Municipal courts	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Drinking water	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Public schools	1	2	3	4	5
Cable television	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5

12. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The Town of Dewey-Humboldt	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5
Yavapai County Government	1	2	3	4	5

13. Have you had any in-person or phone contact with an employee of the Town of Dewey-Humboldt within the last 12 months (including police, receptionists, planners or any others)?

❍ No ➔ Go to Question 15 ❍ Yes ➔ Go to Question 14

14. What was your impression of the employee(s) of the Town of Dewey-Humboldt in your most recent contact? (Rate each characteristic below.)

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

15. Please rate the following categories of Dewey-Humboldt government performance:

	Excellent	*Good*	*Fair*	*Poor*	*Don't know*
The value of services for the taxes paid to Dewey-Humboldt	1	2	3	4	5
The overall direction that Dewey-Humboldt is taking	1	2	3	4	5
The job Dewey-Humboldt government does at welcoming citizen involvement	1	2	3	4	5
The job Dewey-Humboldt government does at listening to citizens	1	2	3	4	5

16. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	*Somewhat likely*	*Somewhat unlikely*	*Very unlikely*	*Don't know*
Recommend living in Dewey-Humboldt to someone who asks	1	2	3	4	5
Remain in Dewey-Humboldt for the next five years	1	2	3	4	5

17. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

❍ Very positive ❍ Somewhat positive ❍ Neutral ❍ Somewhat negative ❍ Very negative

18. Please check the response that comes closest to your opinion for each of the following questions:

a. How important, if at all, is it for the Town to preserve at least a portion of Young's Farm as part of the history and heritage of Dewey-Humboldt?

❍ Essential
❍ Very important
❍ Important
❍ Not very important
❍ Don't know

b. To what extent would you support or oppose the building of a Town-owned community core that includes town offices, a community center, park, etc. in one location?

❍ Strongly support
❍ Somewhat support
❍ Somewhat oppose
❍ Strongly oppose

c. To what extent would you support or oppose each of the following approaches to economic development?

	Strongly support	*Somewhat support*	*Somewhat oppose*	*Strongly oppose*	*Don't know*
The Town should spend money to encourage new businesses on existing commercial zoning	1	2	3	4	5
The Town should wait for existing commercial areas to be developed by market forces	1	2	3	4	5

The National Citizen Survey™ • © 2001-2009 National Research Center, Inc.

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. Are you currently employed for pay?
- ❍ No ➔ Go to Question D3
- ❍ Yes, full time ➔ Go to Question D2
- ❍ Yes, part time ➔ Go to Question D2

D2. During a typical week, how many days do you commute to work (for the longest distance of your commute) in each of the ways listed below? (Enter the total number of days, using whole numbers.)

Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) by myself	_____	days
Motorized vehicle (e.g., car, truck, van, motorcycle, etc...) with other children or adults	_____	days
Bus or other public transportation	_____	days
Walk	_____	days
Bicycle	_____	days
Work at home	_____	days
Other	_____	days

D3. How many years have you lived in Dewey-Humboldt?
- ❍ Less than 2 years
- ❍ 2-5 years
- ❍ 6-10 years
- ❍ 11-20 years
- ❍ More than 20 years

D4. Which best describes the building you live in?
- ❍ One family house detached from any other houses
- ❍ House attached to one or more houses (e.g., a duplex or townhome)
- ❍ Building with two or more apartments or condominiums
- ❍ Mobile home
- ❍ Other

D5. Is this house, apartment or mobile home...
- ❍ Rented for cash or occupied without cash payment?
- ❍ Owned by you or someone in this house with a mortgage or free and clear?

D6. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
- ❍ Less than $300 per month
- ❍ $300 to $599 per month
- ❍ $600 to $999 per month
- ❍ $1,000 to $1,499 per month
- ❍ $1,500 to $2,499 per month
- ❍ $2,500 or more per month

D7. Do any children 17 or under live in your household?
- ❍ No
- ❍ Yes

D8. Are you or any other members of your household aged 65 or older?
- ❍ No
- ❍ Yes

D9. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)
- ❍ Less than $24,999
- ❍ $25,000 to $49,999
- ❍ $50,000 to $99,999
- ❍ $100,000 to $149,999
- ❍ $150,000 or more

Please respond to both question D10 and D11:

D10. Are you Spanish, Hispanic or Latino?
- ❍ No, not Spanish, Hispanic or Latino
- ❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D11. What is your race? (Mark one or more races to indicate what race you consider yourself to be)
- ❍ American Indian or Alaskan Native
- ❍ Asian, Asian Indian or Pacific Islander
- ❍ Black or African American
- ❍ White
- ❍ Other

D12. In which category is your age?
- ❍ 18-24 years
- ❍ 25-34 years
- ❍ 35-44 years
- ❍ 45-54 years
- ❍ 55-64 years
- ❍ 65-74 years
- ❍ 75 years or older

D13. What is your sex?
- ❍ Female
- ❍ Male

D14. Are you registered to vote in your jurisdiction?
- ❍ No
- ❍ Yes
- ❍ Ineligible to vote
- ❍ Don't know

D15. Many people don't have time to vote in elections. Did you vote in the last general election?
- ❍ No
- ❍ Yes
- ❍ Ineligible to vote
- ❍ Don't know

D16. Do you have a cell phone?
- ❍ No
- ❍ Yes

D17. Do you have a land line at home?
- ❍ No
- ❍ Yes

D18. If you have both a cell phone and a land line, which do you consider your primary telephone number?
- ❍ Cell
- ❍ Land line
- ❍ Both

Thank you for completing this survey. Please return the completed survey in the postage paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502