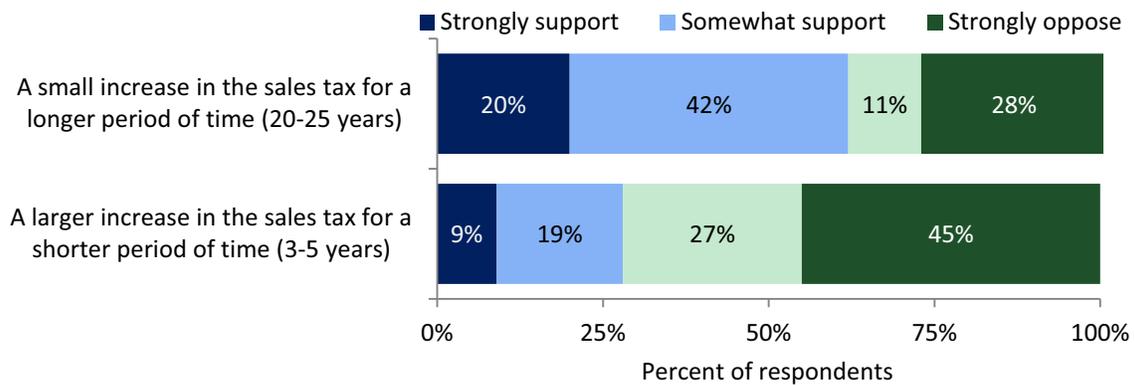


Survey respondents were asked to what extent they would support or oppose two different sales tax increases for street improvements in Flagstaff. A small increase in the sales tax for a longer period of time (20-25 years) received more than twice as much support (61% “somewhat” or “strongly” support) than did a larger increase in the sales tax for a shorter period of time (3-5 years; 28% support). Residents were five times more likely to strongly oppose than strongly support a larger sales tax increase for a shorter period of time.

**Figure 32: Level of Support for Sales Tax Increase for Street Improvements**

The condition of City streets can be rated on a scale of 0 to 100, where at least 70 is an "acceptable" condition. Because of declining revenues, the City has not been able to devote the resources necessary to maintain all City streets at an acceptable condition. A majority of Flagstaff streets are in the range of 60 and below. In order to bring all streets up to an acceptable condition, more than \$50 million would be required. While the City Council has increased funding to address the condition of City streets, it is not enough to bring our roads to an acceptable condition. The current local sales tax rate is 1.72%. To what extent do you support or oppose each of the following sales tax increases, which would be dedicated to street improvements in Flagstaff?



**Table 25: Question 14**

Please rate the quality of each of the following services provided in Flagstaff.	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Fire department	67%	N=217	29%	N=93	4%	N=12	0%	N=0	100%	N=323
Garbage collection services	50%	N=205	40%	N=164	8%	N=31	3%	N=11	100%	N=412
Libraries	47%	N=177	42%	N=160	10%	N=39	1%	N=3	100%	N=379
Parks	36%	N=151	48%	N=201	13%	N=56	3%	N=12	100%	N=420
Police department	35%	N=132	40%	N=152	16%	N=62	9%	N=36	100%	N=381
Planning and building services	16%	N=43	34%	N=91	30%	N=80	19%	N=51	100%	N=265
Recreation programs	20%	N=66	50%	N=167	26%	N=87	4%	N=13	100%	N=333
Recycling services	28%	N=110	40%	N=160	23%	N=91	9%	N=34	100%	N=395
Sustainability and environmental programs	24%	N=73	46%	N=137	23%	N=69	7%	N=21	100%	N=301
Sewer services	32%	N=117	49%	N=176	15%	N=53	4%	N=14	100%	N=359
Water services	33%	N=131	48%	N=190	15%	N=59	4%	N=15	100%	N=395
Utility billing services	26%	N=103	48%	N=191	19%	N=75	8%	N=32	100%	N=402
Snow removal operations	15%	N=61	36%	N=144	33%	N=129	16%	N=62	100%	N=397
Street maintenance	8%	N=35	25%	N=103	33%	N=136	34%	N=142	100%	N=417
Traffic signals	12%	N=50	44%	N=188	29%	N=123	15%	N=63	100%	N=423
Streetscapes (making street medians and sides of streets attractive)	17%	N=70	45%	N=187	26%	N=108	11%	N=46	100%	N=411
Public art	16%	N=59	42%	N=152	29%	N=107	13%	N=47	100%	N=366
Heritage preservation	20%	N=64	50%	N=157	22%	N=71	8%	N=24	100%	N=316
Mountain Line (bus service throughout Flagstaff)	36%	N=103	42%	N=122	19%	N=56	4%	N=10	100%	N=291
Overall quality of City services	12%	N=51	57%	N=241	27%	N=115	4%	N=16	100%	N=423



**Coconino County and City of Flagstaff  
2014 TRANSPORTATION SURVEY**

**ANNOTATED RESULTS  
May 31, 2014**

**Prepared by Frederic I. Solop, Ph.D.**

What do you think is the most important transportation issue in the City of Flagstaff today? [Open-ended]

	Flagstaff (%)	Adjacent to Flagstaff (%)
1) Traffic/Congestion	29	22
2) Road Maintenance/Potholes/ Poor road conditions	21	18
3) Budgets/No money for roads	---	---
4) No sidewalks/Poor sidewalks	---	---
5) Gas Prices are too high	---	1
6) No bike lanes	3	2
7) Need more public transportation	7	8
8) Snow removal	---	1
9) Other	32	33
10) DK	8	14
<b>TOTAL =</b>	<b>100%</b>	<b>99%*</b>

\* Note: Column totals sometimes do not equal 100% due to rounding.

How much have you heard recently about improving the condition of streets and roads in the City of Flagstaff: a lot, some, or not much at all?

	Flagstaff (%)	Adjacent to Flagstaff (%)
1) A Lot	22	14
2) Some	37	31
3) Not much at all	41	54
4) Don't know	---	2
TOTAL =	100%	101%

Due to reductions in funding, the City of Flagstaff will not be able to conduct all necessary road repair projects, which include resurfacing, repaving, and rebuilding existing streets. Knowing this...

[Rotate 1/4Cent and 1/2 cent]

Do you support or oppose increasing the City sales tax by a total of one-quarter cent on every dollar spent to improve the condition of existing streets in the City of Flagstaff? This is the equivalent of one penny for every \$4.00 spent.

	Flagstaff (%)
1) Strongly support	41%
2) Somewhat support	26%
3) Somewhat oppose	10%
4) Strongly oppose	19%
5) Don't know/Depends	3%
TOTAL =	99%

Do you support or oppose increasing the City sales tax by one-half cent on every dollar spent to improve the condition of existing streets in the City of Flagstaff? This is the equivalent of one penny for every \$2.00 spent.

	Flagstaff (%)
1) Strongly support	36%
2) Somewhat support	24%
3) Somewhat oppose	14%
4) Strongly oppose	23%
5) Don't know/Depends	3%
TOTAL =	100%

Thinking now about Coconino County, what do you think is the most important transportation issue in the County today? [Open-ended]

	Flagstaff (%)	Adjacent to Flagstaff (%)	Other County (%)
1) Traffic/Congestion	4	3	5
2) Road Maintenance/Potholes/Poor road conditions	23	30	22
3) Budgets/No money for roads	1	1	---
4) Gas Prices are too high	---	1	4
5) No bike lanes	2	1	1
6) Need more public transportation	7	15	13
7) Snow removal	3	2	1
8) Other	22	24	31
9) DK	39	25	24
TOTAL =	101%	102%	101%

How much have you heard recently about road maintenance in Coconino County: a lot, some, or not much at all?

	Flagstaff (%)	Adjacent to Flagstaff (%)	Other County (%)
1) A Lot	15	13	18
2) Some	27	28	20
3) Not much at all	58	57	60
4) Don't know	---	1	2
TOTAL =	100%	99%	100%

Due to reductions in funding, Coconino County projects having a deficit of more than 100 million dollars over the next 10 years at the current level of spending on road repairs and snowplowing. Knowing this, do you support or oppose increasing the County sales tax to maintain the current level of road service in the County? [probe for strongly/ somewhat?]

	Flagstaff (%)	Adjacent to Flagstaff (%)	Other County (%)
1) Strongly support	34	30	23
2) Somewhat support	30	24	22
3) Somewhat oppose	12	12	14
4) Strongly oppose	18	26	32
5) Don't know/Depends	7	8	9
TOTAL =	101%	100%	100%

**[Flagstaff Voters]** Earlier we asked you about a ¼ cent sales tax increase to improve Flagstaff streets. Coconino County is also considering asking voters for a ¼ cent County sales tax increase to maintain roads in the County. Together, the requests would increase the sales tax by one-half cent in the City, or one penny for every \$2.00 spent. If both the City and County requests were on the ballot, would you support or oppose the County request for a ¼ cent sales tax increase? Is that strongly (support/oppose) or somewhat (support/oppose)?

**[Areas Adjacent to Flagstaff and Other County Voters]** Coconino County is considering asking voters for a one-quarter (1/4) cent County sales tax increase to maintain roads in the County. This is equal to one penny for every \$4.00 spent. Do you support or oppose the County request for a ¼ cent sales tax increase? Is that strongly (support/oppose) or somewhat (support/oppose)?

	Flagstaff (%)	Adjacent to Flagstaff (%)	Other County (%)
1) Strongly support	34	42	32
2) Somewhat support	31	24	29
3) Somewhat oppose	13	6	6
4) Strongly oppose	18	25	30
5) Don't know/Depends	5	4	3
TOTAL =	101%	101%	100%

Earlier we also asked you about a 1/2 cent sales tax increase to improve Flagstaff streets. As mentioned, Coconino County is considering asking voters for a ¼ cent County sales tax increase to maintain roads in the County. Together, the requests would increase the sales tax by three-quarters of a cent in the City, or one penny for every \$1.33 spent. If both the City and County requests were on the ballot, would you support or oppose the County request for a ¼ cent sales tax increase? Is that strongly (support/oppose) or somewhat (support/oppose)?

	Flagstaff (%)
1) Strongly support	29%
2) Somewhat support	27%
3) Somewhat oppose	17%
4) Strongly oppose	22%
5) Don't know/Depends	5%
TOTAL =	100%

Separate from proposals to increase sales taxes, an existing County sales tax of 1/8th cent expires at the end of 2014. The County may combine the 1/4 cent tax increase with an extension of the expiring 1/8 cent tax into one ballot question. If this combined request for a 3/8 cent tax was on the November election ballot, would you support or oppose the County request? Is that strongly (support/oppose) or somewhat (support/oppose)?

	Flagstaff (%)	Adjacent to Flagstaff (%)	Other County (%)
1) Strongly support	31	33	22
2) Somewhat support	31	24	27
3) Somewhat oppose	14	9	10
4) Strongly oppose	18	28	34
5) Don't know/Depends	6	6	7
TOTAL =	100%	100%	100%

**[Asked of Flagstaff Voters and Voters from Areas Adjacent to Flagstaff who responded 'oppose' or 'don't know' to previous question]** If knowing that 1.5 million dollars per year of the revenue collected by the County would be dedicated to Flagstaff street projects, are you more likely to support the County request for a 3/8 cent County sales tax, less likely to support the request, or does it not make a difference?

**[Asked of Other County Voters who responded 'oppose' or 'don't know' to previous question]** If \$637,000 (six hundred and thirty seven thousand) dollars per year of the revenue collected by the County was dedicated to local projects throughout the County, like maintaining major school bus routes, would be you more likely to support the County request for a 3/8 cent County sales tax, less likely to support the request, or does it not make a difference?

	Flagstaff (%)	Adjacent to Flagstaff (%)	Other County (%)
1) More likely to support	19	12	17
2) Less likely to support	25	40	31
3) Does not make a difference	53	44	48
4) Don't know/Depends	3	4	5
TOTAL =	100%	100%	101%

Earlier we asked about a 3/8 cent county sales increase to maintain roads in the County. Due to reductions in funding, the City of Flagstaff will not be able to conduct all necessary road repair projects, which include resurfacing, repaving, and rebuilding existing streets. The City may be asking Flagstaff voters to support a one-quarter cent sales tax on every dollar spent in the City to improve the condition of Flagstaff streets. Together, the requests would increase the sales tax by five-eighths of a cent in Flagstaff, or one penny for every \$1.60 spent.

If you knew the City of Flagstaff was proposing a tax increase, would you be more likely to support the County request for a 3/8 cent County sales tax, less likely to support the request, or does it not make a difference?

	Adjacent to Flagstaff (%)	Other County (%)
1) More likely to support	22	14
2) Less likely to support	25	24
3) Does not make a difference	48	58
4) Don't know/Depends	5	4
TOTAL =	100%	100%

DEMOGRAPHICS
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Finally, I'd like to ask you a few questions so we can classify your answers.

In what year were you born?

	Flagstaff (%)	Adjacent to Flagstaff (%)	Other County (%)
1) 18 – 35	12	10	5
2) 36 – 65	56	64	50
3) 66 +	33	26	45
TOTAL =	101%	100%	100%

Do you expect your financial situation to improve, stay the same or become worse during the coming year?

	Flagstaff (%)	Adjacent to Flagstaff (%)	Other County (%)
1) Improve	22	19	21
2) Stay the same	64	68	52
3) Become worse	14	13	24
4) Don't know	1	---	3
TOTAL =	101%	100%	100%

Sex

	Flagstaff (%)	Adjacent to Flagstaff (%)	Other County (%)
1) Male	49	49	49
2) Female	51	51	51
TOTAL =	100%	100%	100%

## **ADDITIONAL TABLES (Answers collapsed into three categories)**

### **IMPACT OF REVENUE SHARING**

Separate from proposals to increase sales taxes, an existing County sales tax of 1/8th cent expires at the end of 2014. The County may combine the 1/4 cent tax increase with an extension of the expiring 1/8 cent tax into one ballot question. If this combined request for a 3/8 cent tax was on the November election ballot, would you support or oppose the County request?

A. [Asked of FLAGSTAFF and ADJACENT AREA voters who responded 'oppose' or 'don't know' to previous questions] If knowing that 1.5 million dollars per year of the revenue collected by the County would be dedicated to Flagstaff street projects, are you more likely to support the County request for a 3/8 cent County sales tax, less likely to support the request, or does it not make a difference?

B. [Asked of OTHER COUNTY voters who responded 'oppose' or 'don't know' to previous questions] If \$637,000 (six hundred and thirty seven thousand) dollars per year of the revenue collected by the County was dedicated to local projects throughout the County, like maintaining major school bus routes, would be you more likely to support the County request for a 3/8 cent County sales tax, less likely to support the request, or does it not make a difference?

### **IMPACT OF 'STACKING' CITY PLUS COUNTY REQUESTS (Cnty 3/8 + City 1/4)**

A. [Asked of FLAGSTAFF voters] Separate from proposals to increase sales taxes, an existing County sales tax of 1/8th cent expires at the end of 2014. The County may combine the 1/4 cent tax increase with an extension of the expiring 1/8 cent tax into one ballot question. If this combined request for a 3/8 cent tax was on the November election ballot, would you support or oppose the County request? Is that strongly (support/oppose) or somewhat (support/oppose)? PLUS...

If knowing that 1.5 million dollars per year of the revenue collected by the County would be dedicated to Flagstaff street projects, are you more likely to support the County request for a 3/8 cent County sales tax, less likely to support the request, or does it not make a difference?

B. [Asked of ADJACENT AREA VOTERS and OTHER COUNTY voters] Earlier we asked about a 3/8 cent county sales increase to maintain roads in the County. Due to reductions in funding, the City of Flagstaff will not be able to conduct all necessary road repair projects, which include resurfacing, repaving, and rebuilding existing streets. The City may be asking Flagstaff voters to support a one-quarter cent sales tax on every dollar spent in the City to improve the condition of Flagstaff streets. Together, the requests would increase the sales tax by five-eighths of a cent in Flagstaff, or one penny for every \$1.60 spent. If you knew the City of Flagstaff was proposing a tax increase, would you be more likely to support the County request for a 3/8 cent County sales tax, less likely to support the request, or does it not make a difference?

## FLAGSTAFF, LIKELY VOTERS

	City ¼ (%)	City ½ (%)	City ¼ + Cnty ¼ (%)	City ½ + Cnty ¼ (%)	Cnty ¾ (%)	Cnty ¾ + \$1.5 m (%)
1) Support	67	60	64	56	62	69
2) Oppose	29	37	31	39	32	28
3) DK/Depends	3	3	5	5	6	3
TOTAL =	99%	100%	100%	100%	100%	100%

## AREAS ADJACENT TO FLAGSTAFF, LIKELY VOTERS

	Cnty ¼ (%)	Cnty ¾ (%)	Cnty ¾ + \$1.5 m (%)	Cnty ¾ + City ¼ (%)
1) Support	65	57	62	53
2) Oppose	31	38	35	44
3) DK/Depends	4	6	3	3
TOTAL =	100%	100%	100%	100%

## OTHER COUNTY, LIKELY VOTERS

	Cnty ¼ (%)	Cnty ¾ (%)	Cnty ¾ + \$637k (%)	Cnty ¾ + City ¼ (%)
1) Support	61	48	57	45
2) Oppose	36	44	39	50
3) DK/Depends	3	7	4	6
TOTAL =	100%	99%	100%	101%

## TOTAL VOTE, LIKELY VOTERS

	Gen. Vote 2013 (%)	Gen. Vote 2014 (%)	Cnty ¾ (%)	Cnty ¾ + Revenue Sharing (%)	Cnty ¾ + City ¼ (%)
1) Support	55	55	56	63	57
2) Oppose	39	37	38	33	39
3) DK/Depends	7	8	5	3	4
TOTAL =	101%	100%	99%	99%	100%



**Coconino County and City of Flagstaff  
ROAD MAINTENANCE FOCUS GROUPS**

**EXECUTIVE SUMMARY  
May 31, 2014**

**Prepared by Frederic I. Solop, Ph.D.**

- Eight focus groups were conducted between April 30 and May 13, 2014. Four focus groups were conducted with likely voters living in Flagstaff. Two focus groups were conducted with likely voters living in election precincts immediately adjacent to Flagstaff. One focus group was conducted in Tuba City. The final focus group was conducted in Williams, Arizona.
- Traffic congestion is a major topic of discussion for people participating in the Flagstaff focus groups. Road maintenance issues and safety issues in the City of Flagstaff, including concern for pedestrian safety, are secondary concerns. Quality-of-road conditions is an important topic of discussion for County roads. People living just outside Flagstaff are equally concerned with traffic congestion and safety on Flagstaff streets. Road maintenance concerns are the third most talked about issue for people living just outside Flagstaff. Tuba City focus group participants grapple with decidedly worse roads compared to other residents of Coconino County. It's seen as a fait accompli that nothing will ever change on the Navajo Nation. Williams' focus group participants, on the other hand, are relatively satisfied with road conditions in the City and praise the County for promoting quality standards on County roads.
- Flagstaff voters are balanced between thinking that the sales tax is too high and that it is fair, especially relative to other areas of the country. The further one gets from Flagstaff, the more resolute the opinion that sales tax is too high. Williams' participants often travel to Flagstaff to purchase gas, groceries, and other products because taxes are lower and general costs are lower in Flagstaff. Tuba City voters are mostly concerned that they never see benefits from paying taxes. Conditions change slowly in and around Tuba City. Often due to jurisdictional concerns, it is believed the Navajo Nation, the BIA, and the County are reluctant to fix major problems with the roads.

- Roads are recognized to be fundamental to the infrastructure of communities. These likely voters expect Local and County governments to maintain that infrastructure. Furthermore, in and around Flagstaff, people understand that roads take a beating because of weather and freeze/thaw conditions. It is widely accepted that tax revenues should be used to promote road and street maintenance and repair.
- Distrust for government is often a reflection of the demand for governmental officials to be held accountable for their decisions. Voters in the City of Flagstaff and Coconino County want to know that tax revenues are being used wisely and not being wasted on unnecessary projects. When it comes to road projects, people want to know how tax revenues will be spent. Which projects will be funded? This is a call for Flagstaff and Coconino County governments to do a better job telling their stories.
- There is greater support for paying a higher sales tax in Flagstaff, than elsewhere in Coconino County. As one moves further from Flagstaff, support for paying a higher sales tax diminishes. On the other hand, a ¼ cent sales tax increase is perceived to be quite small. Some Flagstaff residents expressed disbelief that an increase of this size would make much difference.
- Messaging involving ‘safety,’ ‘children,’ and ‘schools’ resonate throughout the County. There is also a broad understanding and support for the idea that ‘roads are critical to the future of our local economy.’
- People have divided thoughts about using sales taxes to maintain roads, rather than other types of taxes. On the one hand, tourists and people from outside the County will help pay for maintenance of roads they use. On the other hand, while tourism is an important part of the local economy, full-time residents will pay higher costs all year round. Participants of several focus groups generated lists of other funding sources for road maintenance and repair, including gasoline taxes, vehicle-licensing taxes, taxing hunting and fishing licenses, and developer impact fees.
- There is significant skepticism about the City of Flagstaff and Coconino County coordinating transportation plans. However, if shown to be true, this concept would enforce the idea that government officials have seriously been analyzing future problems with funding road and street repairs, and deciding how to efficiently use finite resources to solve future problems. The burden is on government officials to demonstrate that they have been ‘responsible managers of tax money in the past’ and will be responsible managers into the future. People want to be assured that new sales tax revenues will go to specific road projects and not be mixed with other budgets.
- People are angry knowing that the state legislature has diverted tax revenues designed to support county and city efforts to maintain roads and streets to other purposes. City of Flagstaff and Coconino County government should continue to work hard to lobby for this money to be returned to local communities to support local needs.