

# Analysis of the KSB Survey Results

## Introduction

To support the effort to the update to the Yavapai County Comprehensive Plan, Keep Sedona Beautiful (KSB) created and administered a series of surveys. These were advertised to individuals on the KSB mailing list and were also noted in postings on Sedona.biz and NextDoor. The surveys each noted the fact that only residents of Yavapai County should take the survey and asked survey-takers to enter their Zip Code. This was similar to how Yavapai County administered their surveys, although the county also requested an address.

KSB administered 9 separate surveys, one for each of the 8 required elements of the Comprehensive Plan along with an additional survey covering 3 topics that KSB recommends adding: Infrastructure, Sustainability and Cultural Resources. The Table 1 below identifies each survey questionnaire, the number of respondents, and a link to the results as generated by Survey Monkey.

Element	Respondents	Link to Results
Water Resources	221	<a href="http://www.surveymonkey.com/results/SM-MTNTLRDC9/">www.surveymonkey.com/results/SM-MTNTLRDC9/</a>
Energy	184	<a href="http://www.surveymonkey.com/results/SM-PB5XKRDC9/">www.surveymonkey.com/results/SM-PB5XKRDC9/</a>
Environmental	156	<a href="http://www.surveymonkey.com/results/SM-D9HM8RDC9/">www.surveymonkey.com/results/SM-D9HM8RDC9/</a>
Transportation	132	<a href="http://www.surveymonkey.com/results/SM-C75NVRDC9/">www.surveymonkey.com/results/SM-C75NVRDC9/</a>
Open Space	83	<a href="http://www.surveymonkey.com/results/SM-HCM69RDC9/">www.surveymonkey.com/results/SM-HCM69RDC9/</a>
Cost of Development	81	<a href="http://www.surveymonkey.com/results/SM-FRBX7RDC9/">www.surveymonkey.com/results/SM-FRBX7RDC9/</a>
Growth Areas	69	<a href="http://www.surveymonkey.com/results/SM-K8KQDRDC9/">www.surveymonkey.com/results/SM-K8KQDRDC9/</a>
Land Use	44	<a href="http://www.surveymonkey.com/results/SM-WCNBPSDC9/">www.surveymonkey.com/results/SM-WCNBPSDC9/</a>
Additional Elements	33	<a href="http://www.surveymonkey.com/results/SM-57J9YRDC9/">www.surveymonkey.com/results/SM-57J9YRDC9/</a>

Table 1

## Comparison of County Survey Results to KSB Survey Results

For comparison purposes, Table 2 below identifies the results of separate topical surveys administered to date by Yavapai County. Most of the questions on these surveys required the respondent to answer “Yes”, “No” or “Unsure”. The results of all of these surveys are available at the following webpage: <https://planningyavapai2032.org/surveys>

Element	Respondents
Environmental	187
Energy	137
Dark Skies	123
Water Resources	108
Food Sustainability	81
Cost of Development	69
Open Space	68

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Table 2

While the language on these County surveys may differ from the language on the KSB surveys, the results reflected similar concerns, as shown in Table 3 below.

County Survey		KSB Survey	
% responding "Yes"	Item	% "Strongly Agree" or "Agree"	Item
96%	Do you feel saving open space should be a priority in rural areas?	99%	Preservation of open space in its natural state is important.
96%	Should Yavapai county create policies to promote planning that would minimize or mitigate impacts to environmentally sensitive areas.	93%	The County should adopt ordinances that protect environmentally sensitive features from the harmful impacts of development.
95%	Are you concerned about the future of water in the County?	95%	Protecting our surface water and groundwater from depletion should be a high priority.
87%	A plan to permanently protect and preserve environmentally sensitive land should be implemented.	92%	A County plan to permanently protect and preserve environmentally sensitive land should be developed and implemented.
84%	Should Yavapai County create policies to partner with other agencies (local / state / federal) to reduce the impact of off-highway vehicle usage?	92%	Off-highway vehicle use should be managed to minimize impact on the land, air quality, wildlife and residents, and to ensure public safety.
81%	Do you thing that the County should prevent development around waterways such as the Verde River, Lynx Creek, etc?	94%	The County should protect groundwater-dependent ecosystems including perennial and intermittent streams, springs, rivers and lakes.
72%	Should Yavapai County create a county-wide Climate Action Plan?	79%	A Yavapai County Climate Action Plan should be developed and implemented.

Table 3

The County also administered an initial **"Vision Statement Survey"** that received 906 responses. Most of these items asked the respondent rate how strongly they agreed or disagreed with a statement, similar to the way that the KSB survey items were worded. The detailed results of the County Vision Statement Survey are available at this webpage:

<https://experience.arcgis.com/experience/c4212562e8a546b88a0297213a8b0550/?draft=true>

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A second County Vision Statement Survey elicited 96 responses, the detailed results of which can be seen at the following webpage:

<https://yavgis.maps.arcgis.com/apps/MapSeries/index.html?appid=b3b2f636aa154cb0a98d7a0f0be09fbc>

Although this version eliminated the demographic questions from the initial survey, all other questions were identical. Responses tracked extremely closely to the initial Vision Statement Survey.

While the language on the County Vision Statement Surveys may differ from the language on the KSB surveys, the results reflected very similar concerns, as shown in Table 4 below.

Initial County Vision Statement Survey		KSB Survey	
% "Strongly Agree" or "Agree"	Item	% "Strongly Agree" or "Agree"	Item
96%	The planning and approval of new developments should include a careful analysis of the projected impacts on the natural environment	95%	The County's planning and approval of new developments should include a careful analysis of the projected impacts on the natural environment.
95%	The impacts from proposed developments on water availability should be assessed and shared with the public during plan review	98%	Water impacts from proposed developments should be quantified and made publicly available prior to Planning and Zoning Commission review.
94%	Scenic vistas should be protected and preserved	98%	Scenic vistas and viewsheds should be protected and preserved.
93%	Public Land should be protected and conserved	90%	Public land should be permanently protected and conserved. (Arizona State Trust Land is not public land.)
93%	Preservation of open space in its natural state is important	99%	Preservation of open space in its natural state is important.
92%	Archaeological and historical sites should be protected and preserved	97%	The County Comprehensive Plan should emphasize protecting and preserving non-renewable cultural resources and recognize indigenous peoples' vital role in the County.
88%	Upper limits should be set for the density of new developments	86%	Yavapai County should create a county-wide density map that documents the maximum

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Initial County Vision Statement Survey		KSB Survey	
% "Strongly Agree" or "Agree"	Item	% "Strongly Agree" or "Agree"	Item
			development density within each locality.
87%	Appropriate constraints on the scale and scope of developments should be established to help preserve our rural way of life	90%	Preserving the rural character and way-of-life in Yavapai County is important.
86%	Protection of native plant and wildlife species, including habitat and wildlife corridors, should be a priority	96%	It is important to identify and preserve rare or critical ecosystems, habitats, wildlife watering areas and wildlife corridors.

Table 4

### Key Concerns

Simply from the number of respondents to the KSB survey, it's clear that:

- Water resources in Yavapai County are of particular concern to residents
- Residents are also highly interested in how the county will address energy demand
- Environmental issues are of significant importance
- Residents feel that transportation issues must be addressed

As the examples above, as well as the data below show, respondents to these surveys strongly support:

- Estimating the impact on our water resources when evaluating new development proposals and making that information public
- Protecting of our natural resources and environment including wildlife habitat, open space, riparian areas and rivers and streams
- Prohibiting growth from outpacing the availability of water supplies
- Limiting development through use of a density map that sets upper limits for density
- Ensuring that new developments retain the character of the adjacent areas
- Permanently protecting our public lands
- Protecting and preserving cultural resources
- Limiting off-highway vehicle use to minimize impact on the land, air quality, wildlife and residents, and to ensure public safety
- Guaranteeing that developers bear all of the costs of their projects

Residents of Yavapai County recognize the critical role that a healthy and sustainable environment plays in ensuring our economic security. Non-renewable resources must be

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protected and preserved, particularly in the midst of the mega-drought that threatens the water supply for all of Northern Arizona.

The update to the Yavapai County Comprehensive Plan should reflect the priorities of residents and make protection of the environment and natural resources the paramount concern.

### Highest Scoring Items from the KSB Surveys

Table 5 below shows the 30 KSB questionnaire items that received the highest scores. The higher the score, the stronger the support for the statement.

To arrive at these scores:

- 4 points were given if the responder “Strongly Agreed”
- 3 points were given if the responder “Agreed”
- 2 points were given if the responder “Disagreed”
- 1 point was given if the responder “Strongly Disagreed”

Responses of “Neutral or Don’t Have Enough Information” were not included in calculating a score.

Element	Item	Text	Score
Open Space	1	Preservation of open space in its natural state is important.	3.92
Cost of Development	6	Developers should be required to prove that financial resources are available to sustain their development over time without any additional cost to taxpayers.	3.91
Cost of Development	1	I support the County requiring developers to pay a fair share of the initial and longer-term cost impacts of their projects on taxpayers.	3.90
Growth	2	The availability of water is one of the most critical factors in planning for growth in Yavapai County.	3.90
Environmental	6	Yavapai County must protect the only Wild and Scenic Rivers in the state of Arizona: Fossil Creek and the Verde River.	3.89
Cost of Development	3	In cooperation with utility providers, developers of subdivisions and planned area developments (PADs), and major new commercial developments, should be responsible for the installation, construction or upgrading of necessary public utilities without reducing the level of service to existing residents.	3.89
Open Space	2	Open space provides recreational opportunities, increases adjacent land value and helps protect our natural resources.	3.89

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Element	Item	Text	Score
Cost of Development	2	Applicants for all new development projects should be required to assure provision of an adequate level of services, including roads, water, wastewater management, fire protection, high speed internet and electricity.	3.88
Growth	8	As a key component of planning within growth areas, the County should give major attention to protecting the natural environment, including wildlife habitat, washes, surface and groundwater quality and quantity, and air quality.	3.88
Growth	14	The County should take all legal steps necessary to protect residents in areas where the state of Arizona's short-term rental law has changed and adversely affected neighborhoods, impacting the quality of life for residents.	3.88
Growth	1	It is important that growth in the County does not outstrip available resources.	3.88
Additional Elements	6	Yavapai County should favor development that avoids or minimizes negative impact on the environment, while improving the quality of life for residents.	3.88
Additional Elements	20	Utility infrastructure should be located in a manner that is sensitive to community character and environmental and scenic resources.	3.88
Environmental	2	It is important to identify and preserve rare or critical ecosystems, habitats, wildlife watering areas and wildlife corridors.	3.87
Water	2	Economic growth should not outpace the availability of water supplies.	3.87
Open Space	13	Scenic vistas and viewsheds should be protected and preserved.	3.87
Land Use	4	Yavapai County should create a county-wide density map that documents the maximum development density within each locality.	3.87
Environmental	15	The County's planning and approval of new developments should include a careful analysis of the projected impacts on the natural environment.	3.86
Environmental	23	Landscaping for new developments should use locally native plants and/or non-invasive drought-tolerant species that are appropriate to the area.	3.86
Environmental	4	A County plan to permanently protect and preserve environmentally sensitive land should be developed and implemented.	3.86
Cost of Development	7	I support assessing the developer an amount equal to the amount determined for the upgrade, if additional capacity is needed at any County facility due to a new development	3.85

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Element	Item	Text	Score
		project. This includes such things as fire and emergency medical services, libraries, administrative buildings, law enforcement and jails.	
Open Space	3	Development should occur in a manner that maximizes the preservation of open space.	3.85
Open Space	6	The County should ensure new developments do not increase wildfire risk.	3.85
Environmental	5	I support planning and decision-making that minimizes disturbance or damage to wetlands and riparian areas.	3.84
Environmental	17	Off-highway vehicle use should be managed to minimize impact on the land, air quality, wildlife and residents, and to ensure public safety.	3.84
Environmental	1	It is important to protect native plant and wildlife species.	3.84
Cost of Development	11	Both developers and the County should estimate and document the indirect costs of new development. This includes but is not limited to extraction of water, increased pollution (air, light and noise), loss of open space and/or scenic vistas, increased traffic resulting in longer drive times, increased risk of wildfire and additional pressure on landfills.	3.84
Cost of Development	4	Developers of new subdivisions, PADs and major commercial developments should be required to fully estimate the immediate and longer term cost impacts resulting from the development. This includes such things as: transportation infrastructure, additional law enforcement, County administrative services, public health services and education.	3.84
Water	12	New golf courses should use only reclaimed water to maintain grass other landscaping.	3.84
Water	8	Protecting our surface water and groundwater from depletion should be a high priority.	3.84

Table 5

For consolidated scoring information on all of the KSB survey items, sorted from highest scoring to lowest, please refer to the accompanying document titled **“Consolidated Scoring of all KSB Survey Items.”**

For consolidated scoring information on all of the County Vision Statement survey items, sorted from highest scoring to lowest, please refer to the accompanying document titled **“Consolidated Scoring of all County Vision Statement Survey Items.”**