

CITY OF CHANDLER GENERAL PLAN UPDATE SURVEY

January 2001

Prepared for
City of Chandler

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INTRODUCTION

This study was commissioned by the City of Chandler, Arizona as part of its General Plan Update being undertaken by Cornoyer-Hedrick. The primary purpose of this effort was to measure residents' reaction to the Chandler General Plan Update. More specifically, this study addressed the following issues:

- Attitudes about the current quality of life in Chandler;
- Attitudes about residential neighborhoods;
- Attitudes about what issues should be addressed in the General Plan;
- Reaction to six General Plan focusing statements;
- Preferred General Plan information sources.

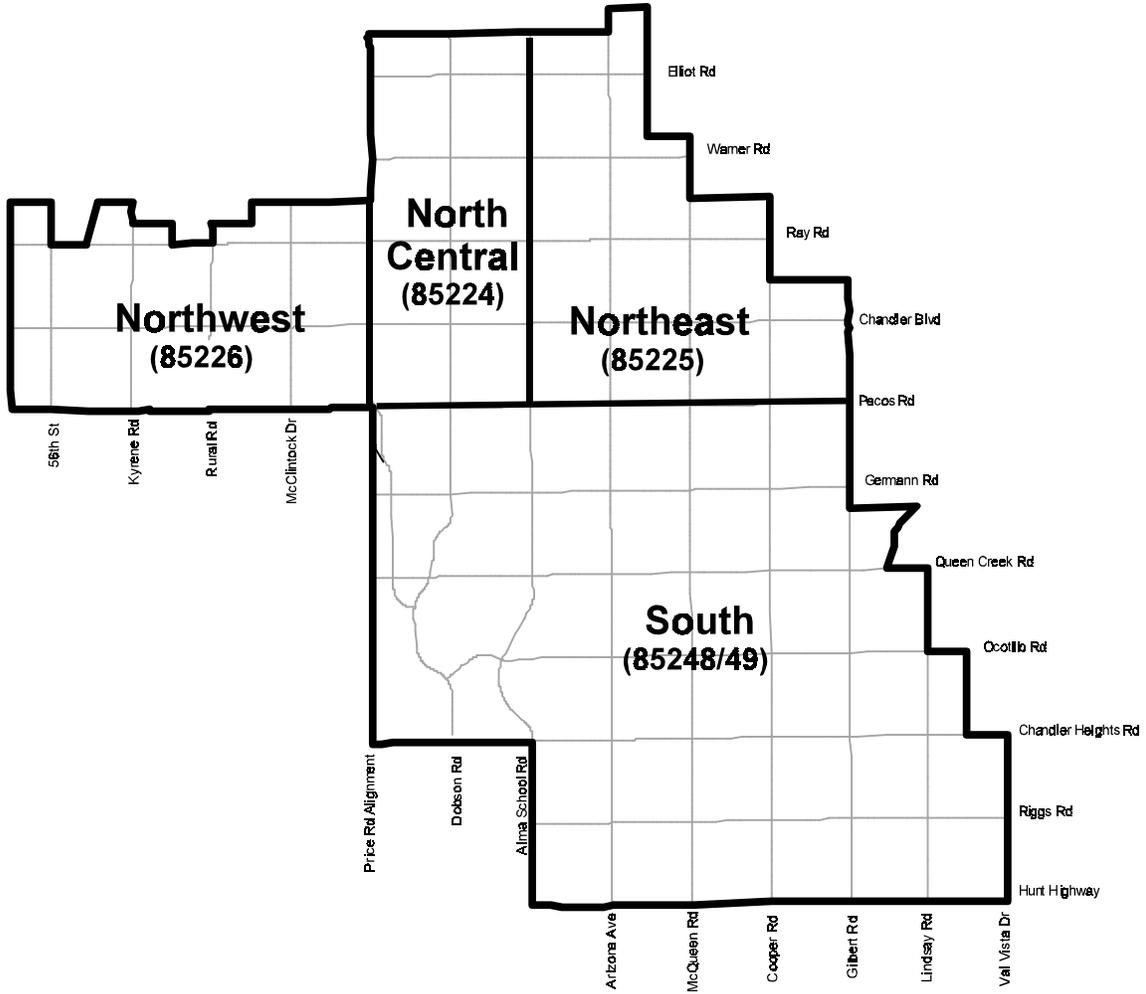
The information contained in this report is based on 304 in-depth interviews conducted with a representative cross-section of Chandler residents. All of the interviewing on this project was conducted via telephone by professional interviewers of the Behavior Research Center during January 2001. For a detailed explanation of the procedures followed during this project, please refer to the Methodology section of this report.

The information generated from this study is presented in three sections in this report. The first section, OVERVIEW, presents the primary findings of the survey in a brief summary format. The second section, SUMMARY OF THE FINDINGS, reviews each study question in detail. The final section, APPENDIX, details the study methodology and contains a copy of the survey questionnaire.

The Behavior Research Center has presented all of the data germane to the basic research objectives of this project. However, if City management requires additional data retrieval or interpretation, we stand ready to provide such input.

BEHAVIOR RESEARCH CENTER, INC.

Study Analysis Zones



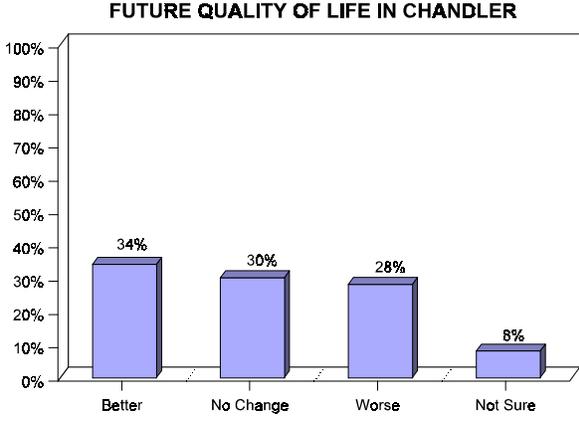
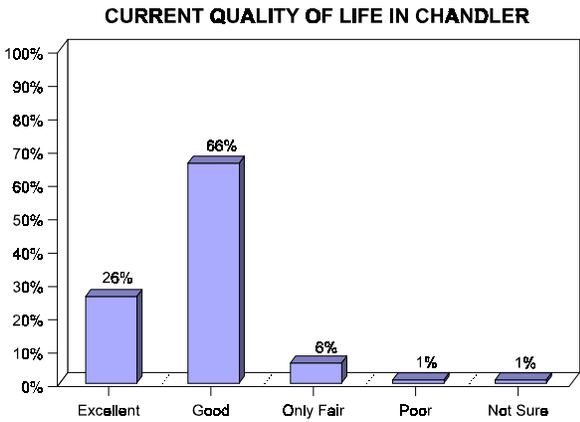
OVERVIEW

● QUALITY OF LIFE IN CHANDLER

Over nine out of ten Chandler residents (92%) rate the current quality of life in the City in positive terms with 26 percent rating it as excellent and 66 percent as good. In comparison, only six percent of residents rate the quality of life as only fair while one percent rate it as poor. This positive response to the City’s quality of life is universal among all population subgroups.

One-third of residents (34%) feel the quality of life in Chandler will get better in the next ten years while 28 percent feel it will get worse and 30 percent feel it will not change. When this analysis is taken one step further we find that nearly two-thirds of residents (64%) rate the current quality of life in the City in positive terms and feel that it will only improve or be maintained in the future.

In a related question, nine out of ten Chandler residents (90%) rate their neighborhood as either excellent (46%) or good (44%) while eight percent rate it as only fair and one percent as poor.



● IMPORTANCE OF ADDRESSING SELECTED ISSUES IN GENERAL PLAN

When Chandler residents are probed on the importance of addressing each of 21 specific issues in the General Plan, seven of the issues tested are deemed of high importance by three out of four residents or more:

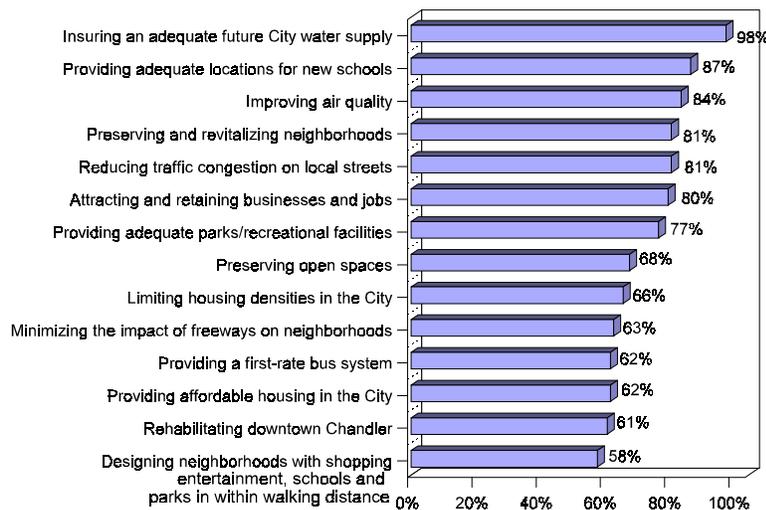
- Insuring an adequate future City water supply (98%);
- Providing adequate locations for new schools (87%);
- Improving air quality (84%);
- Preserving and revitalization Chandler neighborhoods (81%);
- Reducing traffic congestion on local City streets (81%);
- Attracting and retaining businesses and jobs (80%);
- Providing adequate parks and recreational facilities (77%).

Also receiving relatively high readings from residents were seven additional issues which receive high importance readings from at least a majority of residents:

- Preserving open spaces (68%);
- Limiting housing densities in the City (66%);
- Minimizing the impact of freeways on neighborhoods (63%);
- Providing a first rate bus system (62%);
- Providing affordable housing in the City (62%);
- Rehabilitating downtown Chandler (61%);
- Designing neighborhoods with shopping, entertainment, schools and parks within walking distance (58%).

Each of the remaining seven issues tested receive high importance readings from less than majority of residents.

IMPORTANCE OF ADDRESSING ISSUE IN GENERAL PLAN (% HIGH RATING)



● **RESIDENTS' REACTIONS TO FOCUSING STATEMENT**

Chandler residents were asked to indicate their reactions to six focusing statements which could be used to describe the City's General Plan. These statements were developed from input provided by Chandler residents during a series of focus groups. While each of the statements receives favorable response from residents, two of the focusing statements are clearly preferred by residents:

FAMILY FRIENDLY VALUES

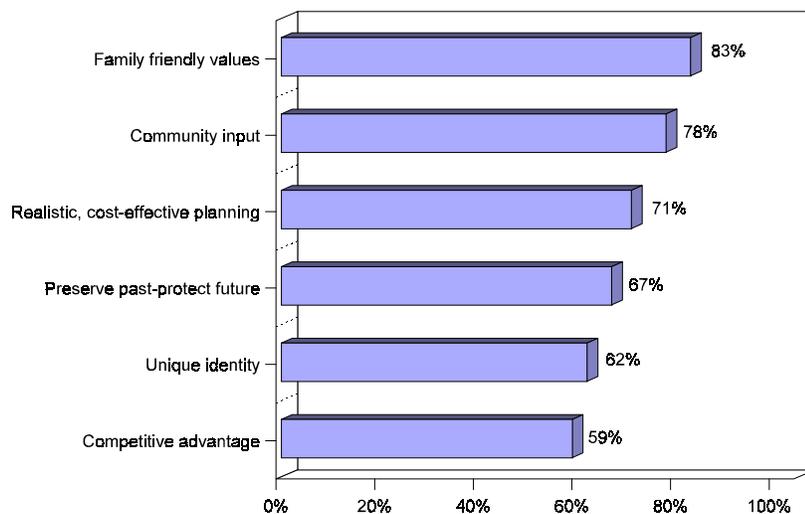
The Chandler General Plan Update should address future needs for community services such as education, public safety, youth and recreational opportunities, and cultural and entertainment opportunities. With the General Plan Update, Chandler should maintain its current livability and family friendly values.

COMMUNITY INPUT

The Chandler General Plan Update should be a document based on community input that provides guidance and direction to the City as well as accountability in the planning process. Informed citizens should have a greater opportunity for involvement in planning the City's future.

REACTION TO SIX FOCUSING STATEMENTS

NET POSITIVE REACTION (POSITIVE REACTION MINUS NEGATIVE REACTION)



SUMMARY OF THE FINDINGS

QUALITY OF LIFE IN CHANDLER

Over nine out of ten Chandler residents (92%) rate the quality of life in the City in positive terms with 26 percent rating it as excellent and 66 percent as good. In comparison, only six percent of residents rate the quality of life as only fair while one percent rate it as poor. This positive response to the City's quality of life is universal among all population subgroups.

TABLE 1: CURRENT QUALITY OF LIFE

“To begin, would you rate the quality of life in Chandler as excellent, good, only fair or poor?”

	Excel- lent	Good	Only Fair	Poor	Not sure	TOTAL EXCELLENT/ GOOD
<u>TOTAL</u>	26%	66%	6%	1%	1%	92%
<u>GENDER</u>						
Male	24	66	8	1	1	90
Female	28	65	4	2	1	93
<u>AGE</u>						
Under 35	23	70	3	4	0	93
35 to 49	27	65	7	0	1	92
50 to 64	30	55	12	0	3	85
65 or over	29	67	4	0	0	96
<u>INCOME</u>						
Under \$40,000	18	74	5	3	0	92
\$40,000 or over	29	64	5	1	1	93
<u>REGION</u>						
Northwest	27	66	7	0	0	93
North Central	25	66	6	2	1	91
Northeast	28	64	6	2	0	92
South	24	67	7	0	2	91
<u>YRS. IN CHANDLER</u>						
Under 5	25	67	6	1	1	92
5 to 14	28	64	5	2	1	92
15 or over	25	66	8	0	1	91

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As Table 2 reveals, the primary reasons residents give for rating the quality of life as either excellent or good are: 1) satisfaction with their neighborhood (40%); 2) low crime rate (18%); 3) friendly people (12%); 4) central location (12%), and; 5) good schools (11%). On the flip side, the primary reasons residents give for rating the quality of life as only fair or poor are: 1) deteriorating neighborhoods (29%); 2) transportation issues (16%), and; 3) high crime rate (11%).

TABLE 2: REASONS FOR ATTITUDE  
ABOUT CURRENT QUALITY OF LIFE

“Why do you feel that way?”

**EXCELLENT/GOOD**

|                                                         |     |
|---------------------------------------------------------|-----|
| Like my neighborhood – lived here<br>long time          | 40% |
| Low crime rate – good police force                      | 18  |
| Friendly people                                         | 12  |
| Centrally located – close to everything                 | 12  |
| Good schools                                            | 11  |
| Clean, well maintained                                  | 8   |
| Good city services                                      | 8   |
| Good housing – available, affordable                    | 7   |
| Good shopping                                           | 7   |
| Transportation system – good streets,<br>freeway access | 7   |
| Good recreation/entertainment                           | 7   |
| Quiet, calm, peaceful                                   | 6   |
| Environment/climate                                     | 6   |
| Growing at good pace – not over-<br>populated           | 6   |
| Cost of living reasonable, low taxes                    | 5   |
| Good economy, business opportunities                    | 4   |
| Well run city                                           | 4   |
| Good restaurants                                        | 2   |
| Not sure                                                | 9   |

(BASE) (279)

**ONLY FAIR/POOR**

|                                                          |     |
|----------------------------------------------------------|-----|
| Neighborhoods deteriorating                              | 29% |
| Transportation – traffic congestion,<br>road maintenance | 16  |
| High crime rate                                          | 11  |
| Growth, growing too fast                                 | 9   |
| Economy – limited jobs                                   | 4   |
| Water pollution                                          | 4   |
| Limited parks/recreation                                 | 4   |
| Poor zoning enforcement                                  | 4   |
| Unfriendly people                                        | 4   |
| Limited dining                                           | 4   |
| Red light cameras                                        | 4   |
| Don't like anything about Chandler                       | 4   |
| Not sure                                                 | 13  |

(BASE) (23)

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Continuing with this line of questioning, residents were next asked if they felt the quality of life in Chandler would get better, remain about the same, or get worse in the next ten years. Here we find that one-third of residents (34%) feel the quality will get better while 28 percent feel it will get worse and 30 percent feel it will not change. When this analysis is taken one step further we find that nearly two-thirds of residents (64%) rate the current quality of life in the City in positive terms and feel that it will only improve or be maintained in the future – a very positive finding.

**TABLE 3: ATTITUDE ABOUT FUTURE
QUALITY OF LIFE IN CHANDLER**

“And, do you think the quality of life in Chandler will get better, remain about the same, or get worse in the next 10 years?”

	<u>CURRENT QUALITY OF LIFE</u>		
	<u>TOTAL</u>	<u>Excellent/ Good</u>	<u>Only Fair/ Poor</u>
Better	34%	35%	21%
No change	30	29	40
Worse	28	28	29
Not sure	<u>8</u>	<u>8</u>	<u>10</u>
	100%	100%	100%
 *NET BETTER/(WORSE)	 6	 7	 (8)
 (BASE)	 (304)	 (279)	 (23)

*% better minus % worse

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SUMMARY READING AMONG THOSE WITH OPINION

|                                                               |            |
|---------------------------------------------------------------|------------|
| Currently excellent/good and will get better<br>or not change | 64%        |
| Currently only fair/poor and will get better                  | 5          |
| <b>TOTAL POSITIVE DIRECTION</b>                               | <b>69%</b> |
| Currently excellent/good and will get worse                   | 28         |
| Currently only fair/poor and will get worse                   | 3          |
| <b>TOTAL NEGATIVE DIRECTION</b>                               | <b>31%</b> |

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Demographically, the following population subgroups voice the strongest optimism about Chandler's future quality of life:

- Younger residents
- Lower income residents
- Newer residents
- Northeast Chandler residents

TABLE 4: ATTITUDE ABOUT FUTURE
QUALITY OF LIFE IN CHANDLER – DETAIL

	Better	No Change	Worse	Not sure	*NET BETTER/ (WORSE)
<u>TOTAL</u>	34%	30%	28%	8%	6
<u>GENDER</u>					
Male	37	28	29	6	8
Female	31	32	27	10	4
<u>AGE</u>					
Under 35	37	32	21	10	16
35 to 49	33	31	28	8	5
50 to 64	35	22	37	6	(2)
65 or over	27	31	35	7	(8)
<u>INCOME</u>					
Under \$40,000	37	36	17	10	20
\$40,000 or over	35	29	29	7	6
<u>REGION</u>					
Northwest	21	43	23	13	(2)
North Central	34	32	30	4	4
Northeast	47	22	22	9	25
South	35	13	40	12	(5)
<u>YEARS IN CHANDLER</u>					
Under 5	39	30	24	7	15
5 to 14	30	29	29	12	1
15 or over	31	31	33	5	(2)

*% better minus % worse

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Finally in this section, residents were asked to indicate why they felt Chandler's future quality of life would get better or worse. As Table 5 reveals, the primary reasons residents give for responding "get better" are continued City growth (26%), good business opportunities (15%), improved shopping opportunities (15%), and good City leadership (11%). Conversely, residents mention uncontrolled growth (78%), transportation issues (23%) and increasing crime (15%) as the primary reasons they feel the City's quality of life will get worse in the future.

**TABLE 5: REASONS FOR ATTITUDE  
ABOUT FUTURE QUALITY OF LIFE**

"Why do you feel that way?"

**GET BETTER**

|                                                                      |       |
|----------------------------------------------------------------------|-------|
| City is growing – growth is good                                     | 26%   |
| Good business opportunities – good economy                           | 15    |
| Shopping – new, better stores                                        | 15    |
| Good city leadership, city run well                                  | 11    |
| More parks/recreational/cultural opportunities                       | 9     |
| Transportation – less traffic, better streets, better freeway access | 8     |
| Renovating older buildings                                           | 7     |
| More friendly people                                                 | 7     |
| Good school                                                          | 6     |
| Many homes available, good homes                                     | 5     |
| Low taxes                                                            | 3     |
| Well maintained neighborhood                                         | 4     |
| My neighborhood improving                                            | 3     |
| Low crime rates                                                      | 3     |
| Good city services                                                   | 2     |
| Dining opportunities                                                 | 2     |
| (BASE)                                                               | (103) |

**GET WORSE**

|                                                                            |      |
|----------------------------------------------------------------------------|------|
| Growth – growing too fast, overbuilding                                    | 78%  |
| Transportation – traffic congestion, street maintenance, need mass transit | 23   |
| Crime increasing                                                           | 15   |
| Schools getting worse – need more                                          | 5    |
| Environmental – air/water pollution                                        | 5    |
| Miscellaneous                                                              | 6    |
| (BASE)                                                                     | (85) |

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EVALUATION OF NEIGHBORHOOD

Nine out of ten Chandler residents (90%) rate their neighborhood as either excellent (46%) or good (44%) while eight percent rate it as only fair and one percent as poor. These readings are generally consistent across demographic subgroups, however, the following residents tend to offer the highest excellent readings – older residents, upper income residents, newer residents and residents who live in the southern parts of Chandler.

TABLE 6: EVALUATION OF NEIGHBORHOOD

“Thinking about the neighborhood you live in, would you rate it as excellent, good, only fair or poor as a place to live?”

	Excel- lent	Good	Only Fair	Poor	Not sure	TOTAL EXCELLENT/ GOOD
<u>TOTAL</u>	46%	44%	8%	1%	1%	90%
<u>GENDER</u>						
Male	45	45	7	2	1	90
Female	47	43	8	1	1	90
<u>AGE</u>						
Under 35	41	50	5	3	1	91
35 to 49	42	51	5	1	1	93
50 to 64	59	27	14	0	0	86
65 or over	50	36	14	0	0	86
<u>INCOME</u>						
Under \$40,000	32	54	9	5	0	86
\$40,000 or over	48	43	7	1	1	91
<u>REGION</u>						
Northwest	42	55	3	0	0	97
North Central	38	48	11	2	1	86
Northeast	48	41	9	2	0	89
South	69	26	3	0	2	95
<u>YEARS IN CHANDLER</u>						
Under 5	48	45	5	0	2	93
5 to 14	49	44	6	1	0	93
15 or over	35	45	16	4	0	80

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The main reasons residents rate their neighborhood positively are friendly neighbors (25%), cleanliness (22%), peace and quiet (17%), convenient location (17%) and low crime rate (15%). The main reasons they offer a negative reading are neighborhood deterioration (41%) and high crime rate (28%).

**TABLE 7: REASONS FOR  
NEIGHBORHOOD EVALUATION**

“Why do you feel that way?”

**EXCELLENT/GOOD**

|                                                      |       |
|------------------------------------------------------|-------|
| Friendly neighbors                                   | 25%   |
| Clean, well kept, greenery                           | 22    |
| Quiet, peaceful                                      | 17    |
| Convenient location – close to everything            | 17    |
| Low crime rate                                       | 15    |
| Good houses – attractive, increasing property values | 7     |
| Good schools                                         | 7     |
| Close to shopping                                    | 8     |
| Good parks/recreation                                | 6     |
| Good freeway access                                  | 5     |
| Limited traffic                                      | 3     |
| Miscellaneous                                        | 4     |
| (BASE)                                               | (275) |

**ONLY FAIR/POOR**

|                                               |      |
|-----------------------------------------------|------|
| Run down buildings/housing – need maintenance | 41%  |
| High crime rate                               | 28   |
| Overcrowded – growing too fast                | 5    |
| Limited parks/recreation                      | 5    |
| Traffic congestion                            | 3    |
| Poor roads, streets                           | 3    |
| Poor zoning enforcement                       | 3    |
| Unfriendly neighbors                          | 3    |
| Miscellaneous                                 | 3    |
| Not sure                                      | 7    |
| (BASE)                                        | (27) |

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ISSUES WHICH SHOULD BE ADDRESSED IN GENERAL PLAN

Chandler residents were next asked two questions to determine what issues they felt needed to be addressed in the City's General Plan. The first question asked for their top-of-the-mind response regarding which issues should be addressed while the second question asked them to evaluate the relative importance of 21 selected issues.

Looking first at their top-of-the-mind response, we find that the most frequently mentioned issues focus on transportation (40%) – primarily in the areas of reducing traffic congestion (13%), improving surface streets (10%) and expanded bus service (9%). Trailing transportation in importance are parks and recreation issues with a reading of 30 percent (more parks – 20%, more recreational programs/facilities – 12%), growth issues with a reading of 20 percent (growth control – 13%) and zoning issues with a reading of 20 percent (open space – 12%). Also receiving readings of over ten percent were education (17%) and shopping (11%).

**TABLE 8: KEY ISSUES WHICH SHOULD BE
ADDRESSED IN GENERAL PLAN**

“The City of Chandler is currently updating its General Plan. The General Plan is a document that provides decision-making guidance in a broad range of areas, including land use densities, open space and recreation, and transportation. It includes maps that show where roads, shopping, employment, housing, parks and public facilities will be located in the future. If you were the Planning Director for the City of Chandler, what issues would you make sure are addressed in the General Plan?”

<u>TRANSPORTATION ISSUES – NET</u>	40%
Reduce traffic congestion	13
Improve roads – widen	10
Mass transit – more buses	9
Transportation – no detail	9
More freeways	3
Road maintenance	2
More traffic lights	1
Miscellaneous	2
<u>PARKS/RECREATION ISSUES– NET</u>	30%
More parks	20
More recreational programs/facilities	12
Miscellaneous	3

(Continued)

(CONT.) TABLE 8: KEY ISSUES WHICH SHOULD BE
ADDRESSED IN GENERAL PLAN

<u>GROWTH ISSUES – NET</u>	20%
Control growth, stop overbuilding	13
Population – reduce/control	5
Miscellaneous	4
<u>ZONING ISSUES – NET</u>	20
More open space	12
Reduce housing densities	3
Build fewer apartments	3
Stop changing plans	2
<u>EDUCATION ISSUES – NET</u>	17
School – more/better	16
Teacher – more/better/better pay	2
<u>SHOPPING ISSUES – NET</u>	11
Need more	6
Malls – better planning/location	3
No new malls	2
<u>REDUCE CRIME – MORE POLICE</u>	7
<u>NEIGHBORHOOD REVITALIZATION</u>	6
<u>ENVIRONMENT – REDUCE AIR/WATER POLLUTION</u>	4
<u>ATTRACT MORE BUSINESS INDUSTRY</u>	4
<u>IMPROVE CITY SERVICES</u>	2
<u>MORE AFFORDABLE HOUSING</u>	2
<u>MISCELLANEOUS</u>	4
Nothing – everything ok	10

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Turning next to attitudes about the importance of addressing 21 selected issues in the General Plan, we find that residents categorize each of the issues into one of four distinct tiers.

As Table 9 reveals, the first tier of issues is deemed of high importance by three out of four residents or more:

- Insuring an adequate future City water supply (98%);
- Providing adequate locations for new schools (87%);
- Improving air quality (84%);
- Preserving and revitalization Chandler neighborhoods (81%);
- Reducing traffic congestion on local City streets (81%);
- Attracting and retaining businesses and jobs (80%);
- Providing adequate parks and recreational facilities (77%).

Also receiving relatively high readings from residents were seven additional issues which receive high importance readings from at least a majority of residents:

- Preserving open spaces (68%);
- Limiting housing densities in the City (66%);
- Minimizing the impact of freeways on neighborhoods (63%);
- Providing a first rate bus system (62%);
- Providing affordable housing in the City (62%);
- Rehabilitating downtown Chandler (61%);
- Designing neighborhoods with shopping, entertainment, schools and parks within walking distance (58%).

The third tier of four issues receives high importance readings from less than a majority of Chandler residents:

- In filling vacant lots in the developed parts of the City (46%);
- Providing a variety of housing densities in the City (45%);
- Providing convenient neighborhood shopping opportunities (40%);
- Developing a trail system in the City (39%).

The final tier of three issues receives low importance readings with more residents giving them low readings than high readings.

- Build a light rail system in the City (42% low, 34% high);
- Locating major retailers such as Walmart, Home Depot or Costco near your neighborhood (49% low, 32% high);
- Developing additional regional malls (52% low, 19% high).

TABLE 9: IMPORTANCE OF ADDRESSING  
SELECTED ISSUES IN GENERAL PLAN

“ What I’d like to do next is read you a list of issues that could be addressed in the General Plan. As I do, please just tell me how important you feel it is that each issue is addressed in the plan. Please use a scale of 1 to 5 in responding, where 1 means not at all important and 5 means extremely important.”

|                                                                                                       | IMPORTANCE   |                      |               | NET<br>HIGH/<br>LOW <sup>1</sup> |
|-------------------------------------------------------------------------------------------------------|--------------|----------------------|---------------|----------------------------------|
|                                                                                                       | Low<br>(1-2) | Moder-<br>ate<br>(3) | High<br>(4-5) |                                  |
| Insuring an adequate future City water supply                                                         | 2%           | *                    | 98%           | 96                               |
| Providing adequate locations for new schools                                                          | 5            | 8                    | 87            | 82                               |
| Improving air quality                                                                                 | 5            | 11                   | 84            | 79                               |
| Preserving and revitalizing Chandler<br>neighborhoods                                                 | 4            | 15                   | 81            | 77                               |
| Reducing traffic congestion on local City<br>streets                                                  | 5            | 14                   | 81            | 76                               |
| Attracting and retaining businesses and jobs                                                          | 6            | 14                   | 80            | 74                               |
| Providing adequate parks and recreational<br>facilities                                               | 5            | 18                   | 77            | 72                               |
| Preserving open spaces                                                                                | 7            | 25                   | 68            | 61                               |
| Limiting housing densities in the City                                                                | 11           | 23                   | 66            | 55                               |
| Minimizing the impact of freeways on<br>neighborhoods                                                 | 9            | 28                   | 63            | 54                               |
| Providing a first rate bus system                                                                     | 14           | 24                   | 62            | 48                               |
| Providing affordable housing in the City                                                              | 14           | 24                   | 62            | 48                               |
| Rehabilitating downtown Chandler                                                                      | 13           | 26                   | 61            | 48                               |
| Designing neighborhoods with shopping,<br>entertainment, schools and parks within<br>walking distance | 16           | 26                   | 58            | 42                               |
| In filling vacant lots in the developed parts<br>of the City                                          | 23           | 31                   | 46            | 23                               |
| Providing a variety of housing densities<br>in the City                                               | 17           | 38                   | 45            | 28                               |
| Providing convenient neighborhood<br>shopping opportunities                                           | 21           | 39                   | 40            | 19                               |
| Developing a trail system in the City                                                                 | 30           | 31                   | 39            | 9                                |
| Build a light rail system in the City                                                                 | 42           | 24                   | 34            | (8)                              |
| Locating major retailers such as Walmart,<br>Home Depot or Costco near your<br>neighborhood           | 49           | 19                   | 32            | (17)                             |
| Developing additional regional malls                                                                  | 52           | 29                   | 19            | (33)                             |

\*Includes % less than .5

<sup>1</sup> % high minus % low

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RESIDENTS' REACTIONS TO FOCUSING STATEMENT

Chandler residents were next asked to indicate their reactions to six focusing statements which could be used to describe the City's General Plan. These statements were developed from input provided by Chandler residents during a series of focus groups and highlight the following six concepts:

- Family friendly values;
- Community input;
- Realistic, cost-effective planning;
- Preserve past/protect future;
- Unique identity;
- Competitive advantage.

As Table 10 reveals, each of the six statements receives very favorable responses from residents with positive reaction out-stepping negative reaction by no less than roughly seven to one in the worst case. Nonetheless, the data indicates that residents do differentiate between the six statements and reveal a clear preference for two of the focusing statements tested:

FAMILY FRIENDLY VALUES

COMMUNITY INPUT

TABLE 10: REACTION TO FOCUSING STATEMENTS

“Next, I’d like to read you six statements which were developed by Chandler citizens and could be used to describe the City’s General Plan. As I do, please just tell me if your reaction to each statement is negative or positive. In responding, again use a scale of 1 to 5, but this time, where 1 means your reaction is very negative and 5 means it is very positive.”

	IMPORTANCE				NET POSITIVE/ NEGATIVE ¹
	Nega- tive (1-2)	Neu- tral (3)	Posi- tive (4-5)	Not Sure	
The Chandler General Plan Update should address future needs for community services such as education, public safety, youth and recreational opportunities, and cultural and entertainment opportunities. With the General Plan Update, Chandler should maintain its current livability and family friendly values .	3%	11%	86%	0%	83%
The Chandler General Plan Update should be a document based on community input that provides guidance and direction to the City as well as accountability in the planning process. Informed citizens should have a greater opportunity for involvement in planning the City’s future.	3	16	81	*	78
The Chandler General Plan Update should promote realistic, cost-effective planning for needed City services and public infrastructure. It should ensure that City decisions consider land use impacts, current and future business needs, and the City budget, taxes and bonding capacity.	4	19	75	2	71
The Chandler General Plan Update should be a blueprint for how the community will grow. By establishing the guidelines for Chandler’s future development we would enable the community to both preserve its past and protect its place in the future .	6	20	73	1	67
The Chandler General Plan Update should safeguard Chandler’s unique identity among Valley cities. It should reflect the strong values of the community and help preserve our civic pride and appeal to both residents and employers.	6	26	68	*	62
The Chandler General Plan Update should give our community a sustainable competitive advantage in the Valley, state and national economic development market places. It should ensure that Chandler’s business, commercial and residential environments enhance the overall livability of the City.	10	20	69	1	59

¹ % positive minus % negative

* Indicates % less than .5

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On the following table, residents' responses to each statement is analyzed by population subgroup. Perhaps the most important finding on this table is that preference for the family friendly values and community input statements are nearly universal across subgroups.

TABLE 11: REACTION TO  
FOCUSING STATEMENTS – DETAIL

|                  | NET POSITIVE/NEGATIVE        |                         |                                               |                                        |                    |                          |
|------------------|------------------------------|-------------------------|-----------------------------------------------|----------------------------------------|--------------------|--------------------------|
|                  | Family<br>Friendly<br>Values | Com-<br>munity<br>Input | Realistic,<br>Cost -<br>Effective<br>Planning | Preserve<br>Past/<br>Protect<br>Future | Unique<br>Identity | Competitive<br>Advantage |
| <u>TOTAL</u>     | 83%                          | 78%                     | 71%                                           | 67%                                    | 62%                | 59%                      |
| <u>GENDER</u>    |                              |                         |                                               |                                        |                    |                          |
| Male             | 82                           | 71                      | 71                                            | 62                                     | 58                 | 59                       |
| Female           | 86                           | 86                      | 71                                            | 70                                     | 65                 | 60                       |
| <u>AGE</u>       |                              |                         |                                               |                                        |                    |                          |
| Under 35         | 86                           | 83                      | 67                                            | 62                                     | 57                 | 56                       |
| 35 to 49         | 85                           | 74                      | 76                                            | 68                                     | 61                 | 64                       |
| 50 to 64         | 75                           | 80                      | 73                                            | 57                                     | 55                 | 52                       |
| 65 or over       | 90                           | 79                      | 66                                            | 79                                     | 82                 | 71                       |
| <u>INCOME</u>    |                              |                         |                                               |                                        |                    |                          |
| Under \$40,000   | 77                           | 78                      | 68                                            | 57                                     | 69                 | 56                       |
| \$40,000 or over | 87                           | 81                      | 71                                            | 67                                     | 59                 | 61                       |
| <u>REGION</u>    |                              |                         |                                               |                                        |                    |                          |
| Northwest        | 78                           | 73                      | 76                                            | 71                                     | 52                 | 60                       |
| North Central    | 86                           | 78                      | 67                                            | 55                                     | 65                 | 56                       |
| Northeast        | 88                           | 82                      | 66                                            | 72                                     | 66                 | 68                       |
| South            | 82                           | 82                      | 82                                            | 79                                     | 60                 | 57                       |

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GENERAL PLAN INFORMATION SOURCES

The final survey question asked residents to indicate their interest in receiving information about progress being made on the City's General Plan in each of six specific ways. As Table 12 reveals, the preferred ways in which residents would like to receive Plan input is through City newsletters (51% very interested), via newspaper articles (50%) or in their water bill (47%). Each of the remaining three methods tested receives "very interested" readings from less than four out of ten residents.

TABLE 12: GENERAL PLAN
INFORMATION SOURCES

"Next, would you be very interested, somewhat interested or not very interested in receiving information about progress being made on the City's General Plan in each of the following ways?"

	Very	Some- what	Not Very
City newsletters	51%	31%	18%
Newspaper articles	50	31	19
Water bill inserts	47	28	25
The City's home page on the Internet	38	33	29
Postings at libraries, parks and other public places	32	37	31
Community meetings	20	42	38

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On the next table, it may be seen that differences exist in preferred information sources based on respondent demographics.

TABLE 13: GENERAL PLAN  
INFORMATION SOURCES – DETAIL

|                  | % INTERESTED             |                |                         |                        |          |                            |
|------------------|--------------------------|----------------|-------------------------|------------------------|----------|----------------------------|
|                  | City<br>News-<br>letters | News-<br>paper | Water<br>Bill<br>Insert | City's<br>Home<br>Page | Postings | Com-<br>munity<br>Meetings |
| <u>TOTAL</u>     | 51%                      | 50%            | 47%                     | 38%                    | 32%      | 20%                        |
| <u>GENDER</u>    |                          |                |                         |                        |          |                            |
| Male             | 45                       | 45             | 45                      | 45                     | 33       | 17                         |
| Female           | 47                       | 56             | 50                      | 30                     | 32       | 23                         |
| <u>AGE</u>       |                          |                |                         |                        |          |                            |
| Under 35         | 38                       | 38             | 34                      | 42                     | 35       | 17                         |
| 35 to 49         | 55                       | 53             | 54                      | 38                     | 29       | 18                         |
| 50 to 64         | 59                       | 59             | 60                      | 37                     | 33       | 19                         |
| 65 or over       | 63                       | 67             | 48                      | 20                     | 32       | 32                         |
| <u>INCOME</u>    |                          |                |                         |                        |          |                            |
| Under \$40,000   | 45                       | 44             | 39                      | 28                     | 47       | 32                         |
| \$40,000 or over | 50                       | 49             | 48                      | 39                     | 28       | 16                         |
| <u>REGION</u>    |                          |                |                         |                        |          |                            |
| Northwest        | 52                       | 40             | 47                      | 39                     | 38       | 14                         |
| North Central    | 50                       | 48             | 47                      | 36                     | 33       | 25                         |
| Northeast        | 46                       | 50             | 48                      | 34                     | 26       | 17                         |
| South            | 60                       | 74             | 47                      | 45                     | 30       | 21                         |

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APPENDIX

METHODOLOGY

The information contained in this report is based on 304 telephone interviews conducted with Chandler residents 18 years of age or older. Household selection on this project was accomplished via a computer-generated pure unweighted (EPSEM) random digit dial (RDD) telephone sample which selects households on the basis of telephone prefix. This method was used because it ensures a randomly selected sample of area households proportionately allocated throughout the sample universe. This method also ensures that all unlisted and newly listed telephone households are included in the sample. A pre-identification screening process was also utilized on this project. This computer procedure screens the sample to remove known business and commercial telephone prefixes in addition to disconnects, faxes and computers. This process greatly enhances contacts to residential phones.

This survey employed a multi-stage sampling process. The first step stratified the subarea (zip codes) samples according to the current population residing in each area. Telephone households were then selected within those areas using the RDD methodology. A probability sample developed in this manner samples proportionately relative to an area's distribution of the population.

The questionnaire used in this study was designed by BRC in consultation with the City of Chandler and Cornoyer-Hedrick in both English and Spanish versions. After approval of the preliminary draft questionnaire, it was pre-tested with a randomly selected cross-section of area households. The pre-test focused on the value and understandability of the questions, adequacy of response categories, questions for which probes were necessary, and the like. No problems were encountered during the pre-test and the questionnaire received final City approval.

All of the interviewing on this project was conducted between January 17 and January 24 2001, at BRC's Computer Aided Telephone Interviewing (CATI) facility in Phoenix, Arizona. Interviewing was conducted during an approximately equal cross section of late afternoon, evening and weekend hours. This procedure was followed to further ensure that all residents were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to four separate attempts – on different days and during different times of day – were made to contact each selected household. Only after four unsuccessful attempts was a selected household substituted in the sample.

All of the interviewers who worked on this project were professional interviewers of BRC. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study; (b) sampling procedures; (c) administration of the questionnaire, and; (d) other project-related items. In addition, each interviewer completed a set of practice interviews to assure that all procedures were understood and followed.

One hundred percent of the interviews were edited, and any containing errors of administration were pulled, the respondent recalled, and the errors corrected. In addition, 15 percent of each interviewer's work was randomly selected for validation to ensure its authenticity and correctness. No problems were encountered during this phase of interviewing quality control.

As the data collection segment of this study was being undertaken, completed and validated interviews were turned over to BRC's in-house coding department. The coding department edited, validated and coded the interviews. Following completion of coding, a series of validity and logic checks were run on the data to insure it was "clean" and representative of the sample universe.

When analyzing the results of this survey it should be kept in mind that all surveys are subject to sampling error. Sampling error, stated simply, is the difference between results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of a possible sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for the survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in the table, the overall sampling error for this study is approximately +/- 5.8 percent when the sample is studied in total (i.e., all 304 cases). However, when subsets of the total sample are studied, the amount of sampling error increases based on the sample size within the subset.

Sample Size	Approximate Sampling Error At A 95% Confidence Level (Plus/Minus Percentage Of Sampling Tolerance)
300	5.8%
200	7.1
100	10.0

BEHAVIOR RESEARCH CENTER, INC.
 1101 North First Street
 Phoenix, AZ 85004
 (602) 258-4554

CITY OF CHANDLER
 RESIDENT SURVEY
 January 2001

JOB ID 2000185
 RESP ID _____

Hello, my name is _____ and I'm with the Behavior Research Center. We're conducting a study for the City of Chandler about issues of the day in Chandler and I'd like to speak with you for a few minutes. There are no right or wrong answers to the questions I'll ask and all of your answers are strictly confidential.

A. Before we get started, are you currently a resident of the City of Chandler and 18 years of age or older?

IF YES:	CONTINUE	IF NO:	IF RESIDENT BUT NOT 18 OR OVER, ASK TO SPEAK WITH PERSON WHO IS AND CONTINUE; IF NOT AVAILABLE, ARRANGE CALL-BACK. IF NON- RESIDENT, THANK AND TERMINATE.	Male...1 Female...2
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1. To begin, would you rate the quality of life in Chandler as excellent, good, only fair or poor?	(GOTO Q1a)	Excellent...1 Good...2 Only fair...3 Poor...4
	(GO TO Q2)	Not sure...5

1a. Why do you feel that way? (PROBE IN DEPTH)

2. And, do you think the quality of life in Chandler will get better, remain about the same, or get worse in the next 10 years?	(GO TO Q2a)	Better...1
	(GO TO Q3)	No change...2
	(GO TO Q2a)	Worse...3
	(GO TO Q3)	Not sure...4

2a. Why do you feel that way? (PROBE IN DEPTH)

3. The City of Chandler is currently updating its General Plan. The General Plan is a document that provides decision-making guidance in a broad range of areas, including land use densities, open space and recreation, and transportation. It includes maps that show where roads, shopping, employment, housing, parks and public facilities will be located in the future. If you were the Planning Director for the City of Chandler, what issues would you make sure are addressed in the General Plan? (PROBE IN DEPTH)

4. What I'd like to do next is read you a list of issues that could be addressed in the General Plan. As I do, please just tell me how important you feel it is that each issue is addressed in the plan. Please use a scale of 1 to 5 in responding where 1 means not at all important and 5 means extremely important. (READ EACH; ROTATE)

Rating

- A. Preserving open spaces _____
- B. Reducing traffic congestion on local City streets _____
- C. Providing convenient neighborhood shopping opportunities _____
- D. Insuring an adequate future City water supply _____
- E. Rehabilitating downtown Chandler _____
- F. Locating major retailers such as Walmart, Home Depot or Costco near your neighborhood .. _____
- G. Attracting and retaining businesses and jobs _____
- H. Improving air quality _____
- I. Providing adequate parks and recreational facilities _____
- J. Providing adequate locations for new schools _____
- K. Preserving and revitalizing Chandler neighborhoods _____
- L. Providing a first rate bus system _____
- M. Developing a trail system in the City _____
- N. In filling vacant lots in the developed parts of the City _____
- O. Build a light rail system in Chandler _____
- P. Limiting housing densities in the City _____
- Q. Developing additional regional malls _____
- R. Minimizing the impact of freeways on neighborhoods _____
- S. Providing a variety of housing densities in the City _____
- T. Designing neighborhoods with shopping, entertainment, schools and parks within walking distance _____
- U. Providing affordable housing in the City _____

5. Next, I'd like to read you six statements which were developed by Chandler citizens and could be used to help focus the city's General Plan. As I do, please just tell me if your reaction to each statement is negative or positive. In responding, again use a scale of 1 to 5, but this time where 1 means your reaction is very negative and 5 means it is very positive. (READ EACH; ROTATE)

RATING

- A. The Chandler General Plan Update should be a blueprint for how the community will grow. By establishing the guidelines for Chandler's future development we would enable the community to both preserve its past and protect its place in the future. _____
- B. The Chandler General Plan Update should promote realistic, cost-effective planning for needed city services and public infrastructure. It should also ensure that city decisions should consider land use impacts, current and future business needs, and the city budget, taxes and bonding capacity. _____
- C. The Chandler General Plan Update should give our community a sustainable competitive advantage in the Valley, state and national economic development marketplaces. It should ensure that Chandler's business, commercial and residential environments enhance the overall livability of the city. _____
- D. The Chandler General Plan Update should safeguard Chandler's unique identity among Valley cities. It should reflect the strong values of the community and should help preserve our civic pride and appeal to both residents and employers. _____
- E. The Chandler General Plan Update should be a document based on community input that provides guidance and direction to the city as well as accountability in the planning process. Informed citizens should have a greater opportunity for involvement in planning the city's future. _____
- F. The Chandler General Plan Update should address future needs for community services such as education, public safety, youth and recreational opportunities, and cultural and entertainment opportunities. With the General Plan Update, Chandler should maintain its current livability and family friendly values. _____

6. Next, would you be very interested, somewhat interested or not very interested in receiving information about progress being made on the City's General Plan in each of the following ways? (READ EACH; ROTATE)

	<u>Very</u>	<u>Some- what</u>	<u>Not Very</u>	<u>Not Sure</u>
A. The City's home page on the Internet	1	2	3	4
B. Newspaper articles	1	2	3	4
C. Community meetings	1	2	3	4
D. Water bill inserts	1	2	3	4
E. City newsletters	1	2	3	4
F. Postings at libraries, parks and other public places	1	2	3	4

7. Thinking about the neighborhood you live in, would you rate it as excellent, good, only fair or poor as a place to live?

Excellent...1
(GO TO Q7a) Good...2
Only fair...3
Poor...4
(GO TO Q8) Not sure...5

7a. Why do you feel that way? (PROBE IN DEPTH)

8. Now, I'd like to finish with a few questions for classification purposes only. First, which of the following categories includes your age?
(READ EACH EXCEPT "DON'T KNOW")

Under 35...1
35 to 49...2
50 to 64...3
65 or over...4
Not sure/Refused...5

9. How long have you lived in the City of Chandler?
(0 = LESS THAN 1 YEAR, 99 = DK/REF)

YEARS: _____

10. Are you currently employed full-time, employed part-time, a homemaker, a student, unemployed, or retired?

Full-time...1
Part-time...2
Homemaker...3
Student...4
Unemployed...5
Retired...6
Not sure/Refused...7

11. And finally, was your total family income for last year, I mean before taxes and including everyone in your household, under \$40,000, or \$40,000 or over?

Under \$40,000...1
\$40,000 or over...2
Refused...3

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name so that they may do so? **(VERIFY PHONE NUMBER)**

NAME: PHONE #: _____

TIME END: TOTAL TIME: _____

ADMINISTRATIVE DATA:

INTERVIEWER NAME: #: _____

VALIDATED BY: #: _____

CODED BY: #: _____

FROM SAMPLE: ZIP CODE: _____