Appendix IV — Southeast Chandler Survey Results

"Adopt an area plan for the Southeast Chandler Character Area that preserves the agricultural atmosphere of the community and creates open spaces, community gardens, and a feeling of openness."

— City of Chandler Land Use Element

Section A —Introduction

Sunregion Associates processed and tabulated the resident and landowner survey. As of April 30th, the final cutoff day for survey processing, 718 survey questionnaires had been returned to the City. Of these, 713 were usable. Approximately 2,100 were mailed, and so this represents a response rate of 34 percent.

With 713 responses, the survey has a margin of error of ± 2.983 percent at the 95 percent confidence level. The margin of error is greatest when the mean response percentage is 50 percent. This level of confidence applies to questions where Sunregion Associates received 712 responses.

Sunregion Associates must caution that in questions 26 and 27, responses were sought specifically from farmers. In fact, recipients were alerted to this at the top of the survey instrument. However, many respondents to these questions were clearly not farmers. They were primarily seasonal residents, relatively new permanent residents, and a few longer-term permanent residents.

Consequently, Sunregion Associates had to review each questionnaire, check the address if available on the survey form, check envelopes, check the major landowner survey list, etc., to determine if the respondent was a farmer. After this processing, it was determined that 19 responses were received from households who farmed, the majority of whom were on the large landowner mailing list. Another 7 responses were received from absentee land owners. Thus, with approximately 26 of 84 possible respondents from the major land owner survey list (31 percent), the reliability of the responses to Questions 26 and 27 is open to question because of the small universe number.

As a final note, totals may not sum to 100 percent due to rounding, or because of questions which allowed for multiple responses. A copy of the original survey form may be obtained from the City of Chandler Planning Department.

Section B —Response Summary

1. Location of residence/property: 90.5% City, 9.5% County

2. Residential status: 68.6% Year-round, 30.0% Seasonal, 1.4% Non-resident landowner

3. How long have you lived in SE Chandler?
   28.9% 2-4 years
   26.4% less than 2 years
   22.9% 5-7 years
   15.6 % 8-15 years
   6.2% 15+

4. Age of person completing survey:
52.0%, 65 or older
36.1%, 50-64
9.2%, 35-49
2.3%, 25-34
.4%, <25

5. Desirability of annexation:
48.1% desirable, 29.9% no opinion, 22.0% undesirable

6. Future building theme or character:
58.9% architectural and design variety with rural feel,
35.4% rural character only,
5.7% no opinion.

7. Feeling about rural planning themes: 84.6% agree

8. Wide variety of rural-related low density oriented responses

9. Same as # 8

10. Canals are an important asset to the area and should be improved.
44.0% agree,
30.9% strongly agree,
17.7% no opinion,
4.7% disagree,
2.7% strongly disagree.

11. Support for a system of lakes utilizing treated effluent:
84.4% yes, 15.6% no

12. Support for well-planned industrial/business park west of SPRR corridor along Arizona Avenue: 70.3% yes, 29.7% no

13. Should the SE Chandler area be restricted to single family homes or are other types of residential development acceptable:
95.5% Single family,
35.6% Townhomes,
33.5% Patio homes,
21.5% Condominiums,
7.5% Apartments,
4.5% Mobile Homes

14. Where should commercial retail and office development be located:
70.1% at focal points,
20.3% at major arterial intersections,
11.5% along major arterial corridors,
3.8% balance other responses

15. What kinds of shopping facilities would best serve SE Chandler:
54.3% Neighborhood,
42.7% Community,
23.2% Small shops,
8.4% Other responses.

16. Support for neighborhoods linked through a regional trail system:
42.6% agree, 16.3% strongly agree

17. Schools located within walking or bicycling distance of your residence:
27.4% strongly disagree,
23.0% disagree,
27.0% agree,
18.2% no opinion,
4.4% strongly agree.

18. Types of recreational facilities needed in SE Chandler:
57.7% Neighborhood parks,
34.6% Regional parks,
32.9% Community gardens,
26.0% Multi-purpose community center,
19.5% Athletic fields,
12.2% Community riding stables,
13.8% Other.

19. In addition to the automobile, what other modes of travel are important to you:
Pedestrian sidewalks/trails - 58.8% important, 24.7% somewhat important
Bicycle lanes/paths - 46.9% important, 30.9% somewhat important
Equestrian trails - 65.7% unimportant, 34.3% important plus somewhat important
Commuter rail - 50.2% unimportant, 49.9% important plus somewhat important
Public transit - 38.0% important, 31.9% somewhat important

20. Would it help to preserve farming activity with a few 5-15 acre produce farms:
90.3% yes

21. Support for City-sponsored program related to small scale farming:
79.7% yes

22. How likely are you to buy:
Produce at special event - 34.3% have, 14.9% most likely
Roadside produce - 61.5% have, 14.6% most likely
Farmers market - 51.4% have, 23.1% most likely
Grocery store - 72.3% have, 23.8% most likely

23. Last time purchased:
Produce at special event - 39.4% never, 40.7% within past week to 6 months
Roadside produce - 5.8% never, 79.9% within past week to 6 months
Farmers market produce - 19.7% never, 60.3% within past week to 6 months
Grocery store - 90.7% last week

24. Would you pre-pay farmers to grow fruits and vegetables:
78.3% would not pre-pay a farmer

25. What is your most important criteria when purchasing produce;
55.0% flavor, 32.1% price, 29.8% appearance, 12.6% convenience

26. If fairly compensated to continue farming rather than sell:
69.6% yes

27. Selling development rights:
60.9% no

28. If preservation of rural or agricultural character is desirable, what might be done to protect same:
65.5% lower density
65.5% preserve open space
53.0% establish design standards
29.3% buy development rights
7.4% other

29. Support for property tax increase to purchase farmland development rights:
52.5% yes

30. Of those saying yes to #29, amount of annual tax increase which is acceptable:
35.0%, $0-$25
31.5%, $26-$50
13.6%, $76-$100
13.4%, $51-$75
6.5% $100+