



# Flagstaff-area Telephone Survey Report

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## EXECUTIVE SUMMARY

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- ✓ **‘Providing good schools’ tops the list of most important features of living in Flagstaff-area, followed closely by ‘protecting scenic beauty’ and ‘protecting clean air’.** Other valued features, in order of preference, include ‘creating economic opportunities’, ‘developing parks and outdoor recreation’, and ‘providing a good transportation system’. The ordering of preferences is similar for people living inside and outside the City of Flagstaff, with two notable exceptions. Whereas people living inside the City of Flagstaff list ‘protecting good schools’ as their most valued priority followed by ‘protecting scenic beauty’, the ordering of these preferences is reversed for people living outside the City of Flagstaff. Second, the range of average responses was much wider for people living outside the City of Flagstaff. Using a scale from 1-10, the range of priorities for the six items was 1.4 for people living inside the City of Flagstaff and 1.91 for people living outside the City of Flagstaff.
- ✓ **Residents of the Flagstaff-area are divided in whether they prefer living in a community where houses are larger and farther apart, but schools, stores and restaurants are several miles away (49%) or prefer living in a community where houses are smaller and closer together, but amenities are within walking distance (47%).** A majority of people living inside the City of Flagstaff (54%) prefer living in a community with smaller houses, while three-quarters of people living outside Flagstaff (76%) prefer a community with larger houses. Nationally, people in the United States prefer living in communities with larger houses (60%) than living in communities with smaller houses (39%).
- ✓ **Flagstaff-area residents spend most of their weekly travel time driving an automobile (77%). Other forms of transportation utilized during an average travel week include walking (14%), bicycling (5%), and taking public transit (2%).** Automobile travel is more popular for people living outside the City of Flagstaff (88%) rather than people living inside the City of Flagstaff (75%). Cars are largely used for driving to work (64%), grocery shopping (52%), and running errands (40%). They are largely considered to be a necessity. Also, automobile users say car save time getting from one place to another and are considered to be a safe way to travel. Walkers, on the other hand, find walking enjoyable, beneficial to their personal health, and environmentally friendly.

- ✓ **Ten years from now, Flagstaff-area residents anticipate driving less frequently, and spending a larger proportion of their weekly travel time walking, bicycling, using public transit, and taking another form of transportation. Differences between current travel profiles and anticipated future travel profiles are significant.** Residents anticipate a 26 percent reduction in automobile travel, and a 21 percent increase in time devoted to walking, a 180 percent increase in time devoted to bicycling, a 350 percent increase in time devoted to taking public transit, and a 100 percent increase in time using another form of transportation.
- ✓ **Almost four-in-five Flagstaff-area residents (78%) give positive marks to the local transportation system which includes roads, buses, sidewalks, bike lanes, and the Flagstaff Urban Trail System.** People living inside Flagstaff grade the local transportation more positively (82% positive) than people living outside Flagstaff (54% positive). One-in-five people living outside the City of Flagstaff (22%) say the local transportation system is not at all meeting their travel needs. Six percent of Flagstaff residents provide a similar response.
- ✓ **When presented with a list of future transportation priorities, Flagstaff-area residents order the list with roads and highways as the top priority, followed closely by sidewalks.** Other priorities in order of importance include the Flagstaff Urban Trail System, bike lanes, and the local bus system. People living inside the City of Flagstaff give equal priority to roads and highways and sidewalks, while people living outside the City of Flagstaff identify roads and highways as their number one priority. Sidewalks are a second, but somewhat distant, priority for people living outside the City.
- ✓ **Ninety-four percent of Flagstaff-area residents say climate change is happening. This includes 74% saying climate change is happening and needs to be addressed and 20% saying climate change is happening and little can be done about it.** Three percent of area residents say climate change is not happening. People living inside the City of Flagstaff are more likely than people living outside the City to say climate change is happening and needs to be addressed (Inside FLG=76%; Outside FLG=63%). People living outside the City of Flagstaff are more likely than City residents to say climate change is happening and nothing can be done about it (Inside FLG=19%; Outside FLG=27%). Among Flagstaff-area residents saying climate change is happening, most (84%) believe climate change will impact their families a great deal or a moderate amount. Sixteen percent say climate change will impact their families either little or not at all.

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# I. INTRODUCTION

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MetroPlan-Greater Flagstaff is comprised of five major partners including Coconino County, Northern Arizona University, Arizona Department of Transportation, City of Flagstaff, and Mountain Line (NAIPTA). MetroPlan distributed a Request for Proposals inviting qualified consultants to provide professional services to assist with development of a 2045 Regional Transportation Plan. The award was successfully presented to Burgess & Niple (B&N), a nationally recognized Engineering and Architectural firm with an expertise in addressing transportation services. B&N approached GlobalLocal Vision, LLC, a Flagstaff-based social research firm, to survey residents living in the MetroPlan service area.

Dr. Frederic Solop, Co-director of GlobalLocal Vision, LLC, served as principal investigator for this research project. Dr. Solop worked with MetroPlan-Greater Flagstaff and B&N representatives to develop the scope and methodology of this research project to author a survey instrument, to administer data collection, and to analyze study findings.

This report takes a comprehensive look at the study results. The first section of the report reviews the methodology, including information about how data was collected, when data was collected, and the margin of error associated with the data findings. The second section of the report takes a deep dive into the data findings. Each question of the survey is introduced to the reader with a descriptive review of data findings. The descriptive review is followed by a deeper analysis of trends in the data. Data findings are typically presented for three overlapping and related populations: respondents living throughout the entire Flagstaff area (labeled 'Combined FLG'), respondents living within the City of Flagstaff (labeled 'Inside FLG'), and respondents living outside the City of Flagstaff boundaries (labeled 'Outside FLG'). This analysis also includes presentation of information reflecting significant differences in the findings between population sub-groups. An annotated version of the survey featuring survey questions and frequency of responses, is found in Appendix A. Appendix B features banner tables that break out substantive survey questions by population sub-groups, with an indication of significant relationships. Appendix C includes verbatim responses to open-ended questions.

A description of the project methodology follows in the next section of the report.

## II. METHODOLOGY

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This study featured a telephone survey conducted with 674 residents living in the MetroPlan-Greater Flagstaff service area. This area was defined as including the City of Flagstaff plus 10 miles outside the City perimeter. Of the 674 surveys collected, 412 were collected from full-time and part-time residents living within the City of Flagstaff and 262 were collected from full-time and part-time residents living outside City of Flagstaff boundaries. Survey participants were randomly selected to participate in the survey. Eighty-five percent of respondents participated using a cellular phone and 15 percent participated using a landline telephone.

Dr. Solop worked with Metroplan and B&N staff to design the survey instrument. The instrument was vetted with a wide array of stakeholders, including public officials, government employees, advisory group members, and other interested parties. Stakeholder feedback was incorporated into the final survey instrument. The survey was administered once all project partners felt comfortable moving forward and collecting information using the instrument. GlobalLocal Vision, LLC commissioned WestGroup Research in Phoenix, AZ to coordinate data collection using their in-house calling center. Data collection began on November 4, 2021. Data collection was stopped from November 24 through 26 because of the Thanksgiving holiday. Final data was collected on the weekend after the Thanksgiving holiday, with no data collected after Sunday, November 28. The average survey took just under 11 minutes to complete. GlobalLocal Vision, LLC is responsible for the analysis included in this report.

### ***Margin of Error***

'Sampling error' is a social science term that describes the probable difference between interviewing everyone in a given population and interviewing a sample drawn from that population. The percentages obtained in telephone surveys such as this are estimates of what the percentage of responses would be if the entire population had been surveyed. Theoretically, if sampling error is +/- 5%, survey results will fluctuate by no more than five percent in the positive or negative directions in 19 out of 20 studies using a similarly drawn sample, also known as a 95% confidence level. Furthermore, sampling error is inversely related to the size of the population being studied: studies with more people are associated with lower margins of error; studies with fewer people are associated with higher margins of error.

The sampling error associated with a 674 person survey of residents living in the Greater Flagstaff-area is +/- 3.9 percent, at a 95 percent confidence level. The sampling error associated with the 412 surveys collected from respondents living within the City of Flagstaff is +/- 4.9%, at a 95% confidence level. The sampling error associated with the 262 surveys collected from respondents outside the City of Flagstaff is +/- 6.2%, at a 95% confidence level. In addition, the margin of error associated with population subgroups increases depending upon the size of the sub-group: older versus younger

respondents, for example. The differing margins of error associated with data findings need to be kept in mind as the reader reviews findings included in this report.

### ***Data Significance***

In this report, data findings are cross-tabulated by sub-groupings of people (e.g., older versus younger respondents, and college educated and high school educated respondents) and presented in Appendix B. Relationships determined to be 'significant' are discussed in the report findings. 'Significance' is a statistical term indicating that differences in sub-group findings exist in the real world. They are not a product of chance. For this analysis, significance is determined using a chi-square test of significance. A significance level  $\leq .05$  indicates that there is a 95% or greater chance that observed relationships are actually occurring in the data. Understanding significance in the data deepens the analysis available to observers of information. Information differences may appear to be provocative, but if not determined to be significant, observations of differences are not to be trusted.

Significant differences in sub-group cross-tabulations are indicated by green-shading in the Appendix B banner tables and discussed in the findings section of the report. Banner table data is meant to be read down a column to understand sub-group preferences, and findings are meant to be compared across between sub-group populations.

### ***Study Limitations***

Despite the use of rigorous scientific methodology, all telephone surveys involve challenges and limitations. In addition to errors inherent with drawing a random sample of a population, public opinion surveys are subject to the introduction of other sources of error that are not included within the known margin of error. This survey was only administered in English, for example, meaning that monolingual speakers of other languages were not able to participate in the study. Researchers, however, believe the monolingual population in the Flagstaff-area to be very small and bias associated with only conducting the research in English is minimal. To account for other naturally occurring biases associated with telephone survey, ratio-estimation adjustments were made independently to each of the three datasets with respect to gender, age, ethnicity, and race after fielding was completed. In addition, the Inside FLG and Outside FLG were weighted with respect to population size to create the Combined FLG dataset.

The report now turns to an analysis of survey findings.



## III. SURVEY FINDINGS

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### A. LIVING IN THE FLAGSTAFF-AREA

The 2021 MetroPlan survey of Flagstaff-area residents started by asking respondents questions about their experience living in the local community. Two types of questions were presented to respondents in this section of the survey. First, respondents were asked to evaluate the importance of six features of living in the Flagstaff-area. These evaluations were then ranked against each other to better understand what is most important and what is least important to the respondent. The second type of question presented two scenarios or visions of community living situations, and asked respondent to select the scenario that comes closest to their own preferred living situation.

#### 1) Features of the Flagstaff-area

Flagstaff-area residents participating in the survey were presented with six features associated with living in the Flagstaff-area. Respondents were asked to rate the importance of each feature using a scale from 1 to 10, with 1 meaning the feature is 'not at all important' to the respondent and 10 meaning the feature is 'very important'.

The results of this exercise are presented in Table 1 and Figure 1 below with the six features ordered from highest rated feature to lowest rated feature according to findings from the Combined FLG dataset. One of the first observations in the data is that all six features of living in the Flagstaff-area are rated positively with ratings of 7.33 or higher. Furthermore, positive ratings extend across all three datasets albeit with some minor variation between respondents living inside and outside the City of Flagstaff.

In the Combined FLG dataset, the highest rated feature of living in the Flagstaff-area is 'Providing good schools' (8.83). This feature is followed by three features that are clustered together with similar ratings and form a second tier of importance: 'Protecting scenic beauty' (8.54), 'Protecting clean air' (8.41), and 'Creating economic opportunities' (8.21). The lowest rated features of living in the Flagstaff-area (albeit, still positively rated) include 'Developing parks and outdoor recreation' (7.72) and 'Providing a good transportation system' (7.33).

Ratings provided by people living within the City of Flagstaff boundaries and outside the City of Flagstaff are similar, with two notable exceptions. 'Providing good schools' is given the highest rating by people living inside Flagstaff (8.87) and rated second by people living outside Flagstaff (8.55). The highest rated feature of living in the Flagstaff-area for people residing outside the City is 'Protecting scenic beauty' (8.64), which receives the second highest rating by people living inside the City of Flagstaff (8.49).

Other than this one difference, ordering of the other four local features remains the same for people living inside and outside Flagstaff.

A second observed difference between the datasets is that for all five features other than ‘Protecting scenic beauty,’ respondents living outside the City of Flagstaff provide slightly lower ratings than are provided by respondents living inside the City. The difference in ratings between respondents living inside and outside the City of Flagstaff is most pronounced for the lowest rated feature for all three datasets: ‘Providing a good transportation system’ (Inside FLG=7.47; Outside FLG=6.64). Finally, the range of responses (the difference between the highest and lowest evaluations) provided by people living outside the City of Flagstaff is wider than the range of responses provided by people living inside the City of Flagstaff boundaries (Inside FLG=1.40; Outside FLG=1.91). This difference suggests that people living outside the City constitute a more diverse profile of residents.

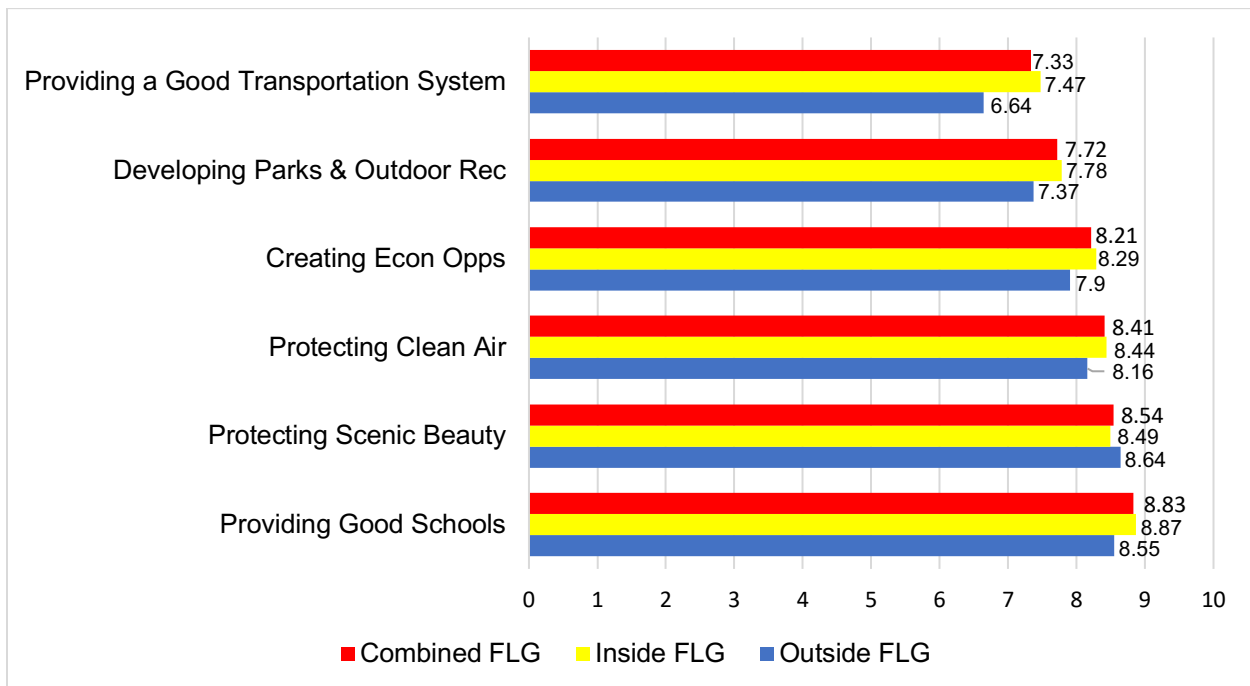
In sum, this data reflects a rank ordering of values respondents find important in their lives: schools, scenic beauty, clean air, the economy, parks and outdoor recreation, a good transportation system. Every item is considered important, but some are more important than others. Schooling has recently risen to the top of statewide issues in Arizona. It is no surprise that Flagstaff-area residents reflect this trend by saying they place the most value in having good schools. Scenic beauty and clean air are environmental factors that consistently emerge as a primary reason why people enjoy living in the Flagstaff-area. These results are consistent with many studies that have explored this topic. Economic opportunities are always important as they constitute people’s livelihoods and create the conditions that allow people to continue living in this area. Further, local economic opportunities have been challenged by pandemic conditions. Further down on this list is outdoor recreation opportunities. As mentioned, people prioritize the outdoor environment in the Flagstaff-area, and while creating park and recreation opportunities is important, it takes on less importance when there are many ways to appreciate the outdoor beauty of this area. Finally, while still valued, providing a good transportation system is the lowest of priorities in this list. As we’ll see later in this report, most local residents feel positively about the local transportation system. Residents have established routines for transporting themselves to work, school, and appointments. Voters have supported ballot questions involving roads, improving traffic flow in the city, and establishing a well-functioning public transit system. Transportation is not as salient an issue in the Flagstaff-area today as other concerns.

I'm going to list some features of the Flagstaff-area. Please rate the importance of each feature to you using a scale from 1 to 10 where 1 means "this is not at all important to me" and 10 means "this is very important to me".

**Table 1: Importance of Local Features**

	Combined FLG (1-10)	Inside FLG (1-10)	Outside FLG (1-10)
Providing good schools	8.83	8.87	8.55
Protecting scenic beauty	8.54	8.49	8.64
Protecting clean air	8.41	8.44	8.16
Creating economic opportunities	8.21	8.29	7.90
Developing parks and outdoor recreation	7.72	7.78	7.37
Providing a good transportation system	7.33	7.47	6.64

**Figure 1: Importance of Local Features**



## 2) Community Scenarios

Survey respondents were presented with two scenarios reflecting different visions for future living environments. Respondents were then asked to select the scenario that most closely reflects their own point of view. One scenario was defined as ‘living in a community where houses are farther apart, and schools, stores, and restaurants are several miles away’. The second scenario was defined as ‘living in a community where houses are smaller and closer to one another, with schools, stores and restaurants within walking distance’. This question was initially developed by Pew Research Center and included as part of an August 2021 national survey.<sup>1</sup> Data findings from the Combined FLG, Inside FLG, and Outside FLG datasets are compared to the Pew Research Center findings below. It is important to note that the options were presented to survey respondents in random order so as to avoid bias that may occur if one scenario was always presented first and the other always presented last.

National findings from the Pew Research Center reflect, roughly, a split in attitudes with 60% of respondents preferring living in larger houses and 39% of respondents preferring living in smaller houses. Flagstaff-area sentiments deviate somewhat from the national findings. In the Flagstaff-area, respondents were equally divided in their preferred community scenario. Living in larger houses was preferred by 49% of respondents living in the Flagstaff-area and living in smaller houses was preferred by 47% of respondents living in the Flagstaff-area (see Figure 2).

A majority of people living within the City of Flagstaff boundaries (54%) say they prefer living in smaller houses and having schools, stores, and restaurants within walking distance. Living in larger houses and having to drive to schools, stores, and restaurants is preferred by 43% of people living in the City of Flagstaff. In contrast, three-quarters of people living outside the City of Flagstaff (76%) prefer the scenario involving living in larger houses and 19% prefer living in smaller houses. This difference in preferred scenarios between people living inside and outside Flagstaff is determined to be significant according to the chi square test of significance.

Years living in the Flagstaff-area significantly influences question responses (see Table 2). A majority of people living in the area 0-3 years (51%) and 4-10 years (55%) prefer living in smaller houses, while a majority of people living in the community 11+ years (55%) prefer living in smaller houses. Other significant differences in the data include Income (higher income respondents prefer larger houses and lower income respondents prefer smaller houses), ideology (conservatives prefer larger houses and liberals prefer smaller houses), and gender (women prefer smaller houses and men prefer larger houses).

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<sup>1</sup> Pew Research Center, August 2021, < <https://www.pewresearch.org/fact-tank/2021/08/26/more-americans-now-say-they-prefer-a-community-with-big-houses-even-if-local-amenities-are-farther-away/>>



Which statement comes closest to your point of view?

- 1) I prefer to live in a community where houses are larger and farther apart, but schools, stores and restaurants are several miles away.
- 2) I prefer to live in a community where houses are smaller and closer to each other, but schools, stores and restaurants are within walking distance.

**Figure 2: Preferred Community Scenario**



**Table 2: Significant Differences in Community Preferences**

	Prefer a community where houses are larger and farther apart, but schools, stores and restaurants are several miles away.	Prefer a community where houses are smaller and closer to each other, but schools, stores and restaurants are within walking distance.
<b>Location</b>		
Inside Flagstaff		X
Outside Flagstaff	X	
<b>Years living in Flagstaff-area</b>		
0-3 years		X
4-10 years		X
11+ years	X	
<b>Income</b>		
Low		X
Medium		X
High	X	
<b>Ideology</b>		
Conservative	X	
Moderate		X
Liberal		X
<b>Gender</b>		
Female		X
Male	X	

## B. TRAVEL PROFILE

Survey respondents were asked a series of questions involving their modes of travel today and, projecting into the future, what they would like their modes of travel to look like ten years from now. Current travel patterns were determined by asking respondents to identify the proportion of time they spend traveling in a typical week using a car, bicycling, walking, using public transit, or traveling some other way. Respondents saying they rely upon a car for more than half of their average travel time were asked what they use their car for. All respondents were asked to say evaluate features of the mode of transportation they use most frequently.

### 1) Weekly Travel Time

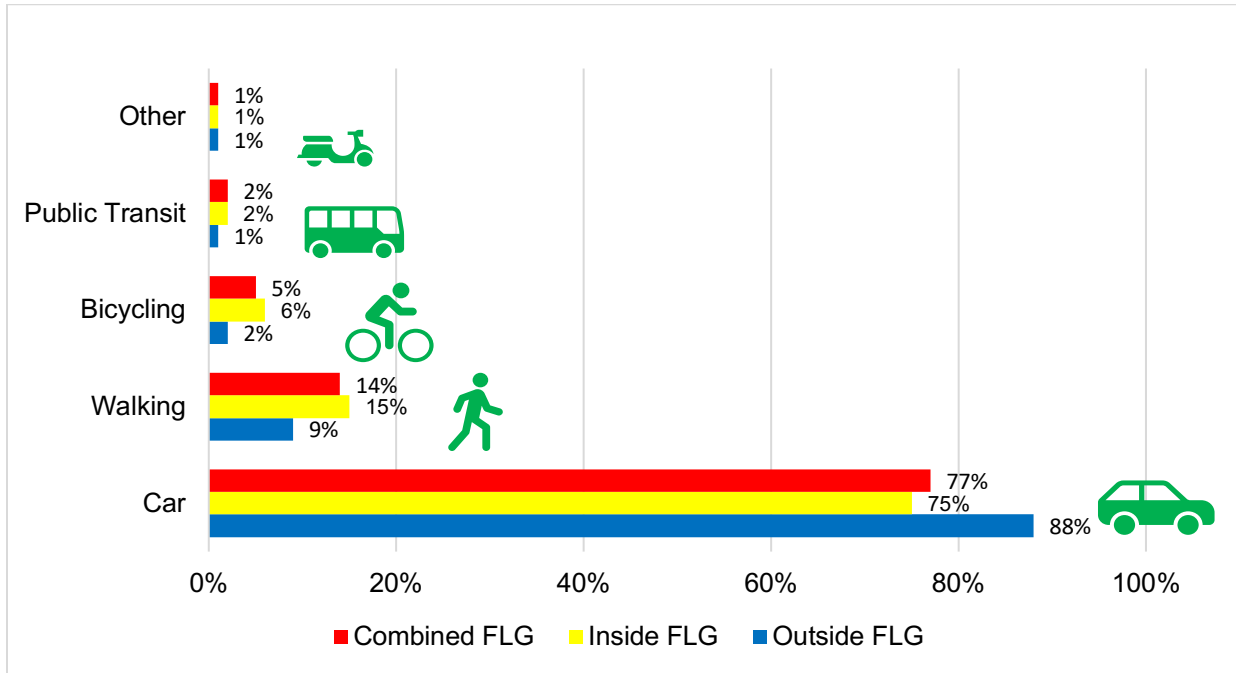
Automobile travel dominates the way people living in the Flagstaff-area travel during an average week. Most travel time involves using an automobile. Fewer trips involve walking, bicycling, public transit, or another transportation option. On average, three-quarters of travel time reported by respondents living in the Flagstaff area (77%) is spent in an automobile (see Figure 3). The relationship between where one lives and how much time they spend in a car each week is significant. Survey participants living outside the City of Flagstaff say that 88% of their travel time is spent in a car, while 75% of trips taken by survey participants living inside the City boundaries is spent in a car.

Fourteen percent of travel time by all respondents living in the Flagstaff-area involves walking. This includes 15% of travel time reported by respondents living inside the City of Flagstaff and 9 percent reported by people living outside the City limits (see Figure 3). Five percent of travel time involves bicycling (Inside Flagstaff=6%; Outside Flagstaff=2%). Two percent of travel time reported by all survey respondents involves public transit. This figure includes 2% of travel time reported by people living in the City of Flagstaff and 1% off travel time reported by people living outside the City. One percent of all travel time involves another form of transportation, as reported by survey respondents.

Other demographic sub-groupings are significantly related to travel time as well. Time spent in a car each week is influenced by years living in the Flagstaff-area (respondents living in the area 0-3 years spend less time in a car than people living in the area 4+ years), education (high school educated respondents spend a slightly smaller proportion of their travel time in a car), income (lower income respondents spend significantly less time in a car), and ideology (conservatives spend more time in a car than liberals). Walking, the second most popular mode of transportation each week is significantly influenced by age (middle-aged respondents walk less), education (lesser-educated respondents walk more), income (lower-income respondents walk more than middle and higher income respondents), and ideology (a larger proportion of travel time for liberal respondents involves walking compared to conservative respondents).

Thinking about all the travel you do in a typical week as 100% of travel time, I'd like to know what percent of your travel time is spent in a car, bicycling, walking, on public transit, or something else.

**Figure 3: Mean Weekly Travel Time**



## 2) Uses of Car

Now that it's established that automobile travel constitutes 77 percent of travel time for respondents living in the Flagstaff-area during an average week, the study turns to understanding how people use their automobiles. What do they do with their cars? Respondents reporting that car travel defines a majority of their travel time (50+ percent) were asked to list what tasks or activities they use their car for. This was an open-ended question with interviewers coding responses. Respondents were encouraged to list multiple uses for their cars.

About two-thirds of all respondents living in the Flagstaff-area and reporting that a majority of their travel time involves a car (64%) said they drive an automobile to work (see Figure 4). This figure is consistent regardless of whether a respondent lives in the City of Flagstaff (63%) or outside the city boundaries (65%). The second most frequently reported use of a car was 'grocery shopping'. A majority (52%) of all survey respondents reporting use of a car for a majority of their travel time said they go grocery shopping in their cars. This figure was also relatively consistent for people living inside the City of Flagstaff (51%) and outside the City of Flagstaff (55%).

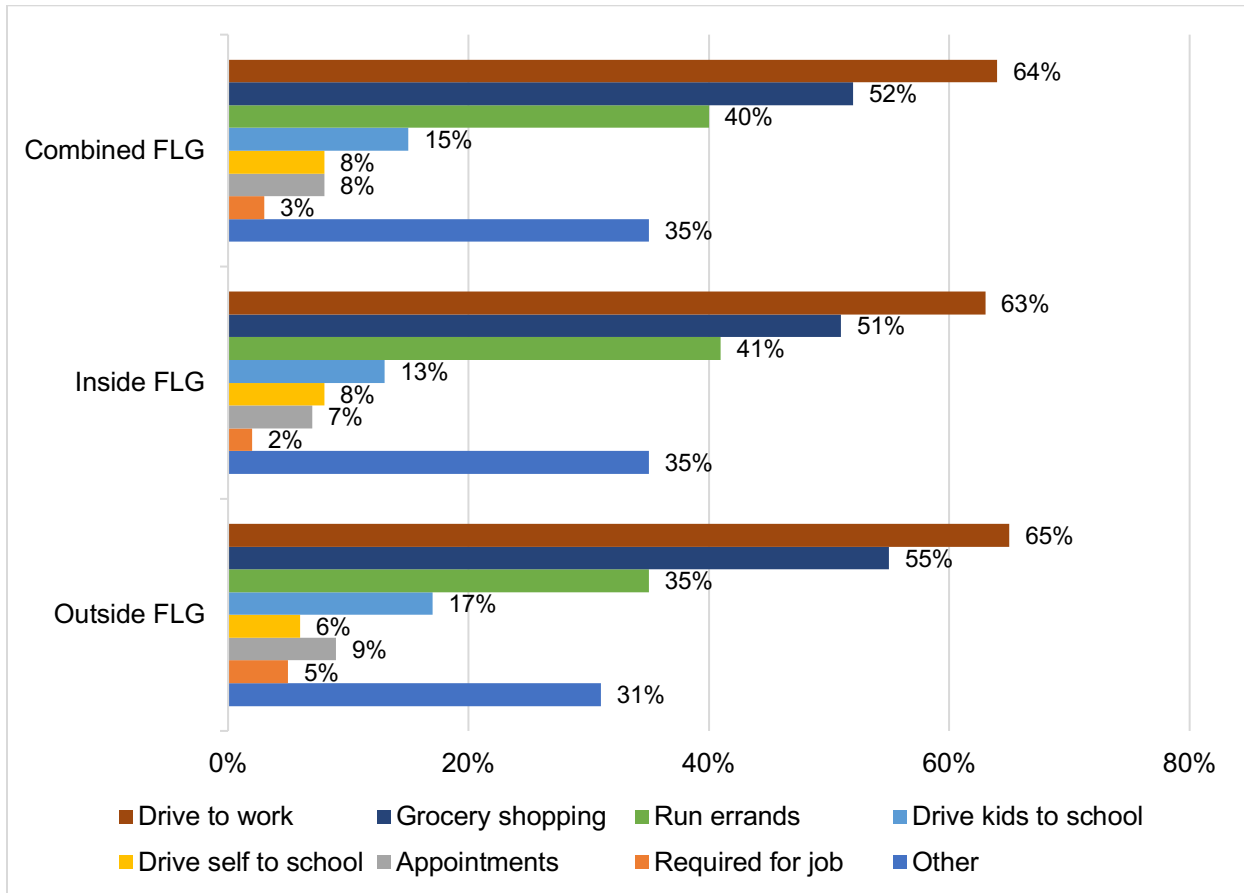


The automobile travel profiles of respondents living inside and outside the City of Flagstaff continue to look similar with 'running errands' being the third most frequent use of an automobile, 'driving kids to school' as the fourth most frequent use of an automobile, and 'driving self to school' as well as 'driving to appointments' as the fourth and fifth most frequent uses of an automobile (selected by less than 10% of automobile users). Very few respondents using cars for a majority of their travel time say that a car is 'required' for their jobs. According to the chi square test, there are no significant differences between respondents living inside and outside Flagstaff for the profile of how cars are used.

Looking across the data, some significant differences exist for how some population sub-group use the car, according to the chi square test. Age is significant for 5 of 7 major uses of the car. Younger respondents drive to work more often than older respondents, for example. Younger respondents are also more likely to drive themselves to school. Older respondents are more likely to use a car to go grocery shopping and to visit the doctor or make other appointments. Middle-aged respondents are more likely to drive children to school. Years in Flagstaff is significant for two categories. Newer residents are more likely to drive themselves to school and middle-aged respondents are less likely to use a car to go to the doctor or make other appointments. Higher income respondents and women are more likely to drive children to school and respondents of color are more likely than white respondents to drive to the grocery store.

On an average day, what do you use your car for?  
 [Note: This is a multiple response question asked if travel time in car involves a majority of travel time.]

**Figure 4: Uses of Car**



### 3) Transportation Features

In a previous question, survey respondents were asked to consider an average week of travel and to divide up the travel time by the relative time spent using various forms of transportation. That information was reformulated to reflect each person’s primary form of transportation. When one form of transportation constituted 51 percent or more of travel time, that form of transportation was defined as the primary form of transportation for a respondent. When no one form of transportation dominated travel time in this manner, the form of transportation that constituted the largest percentage of travel time was determined to be the primary form of transportation. In the scenario where two or more forms of transportation were allocated equal percentages of time, a number of

decision-making rules were applied. If automobile was tied with another form of transportation as the largest share of travel time, the automobile was defined as the primary form of transportation. Similarly, public transit trumped bicycle and walking. This decision-making logic became a prelude to the next set of questions in the survey

According to this approach, the automobile was the primary form of transportation for most survey respondents, regardless of where they reside. Eighty-eight percent of all survey respondents living in the Flagstaff area indicated that the automobile was their primary form of transportation (see Table 3). Nearly everyone living outside Flagstaff considers the automobile to be their primary form of transportation (95%). Walking was the primary form of transportation of seven percent of respondents living in the Flagstaff-area, followed by bicycle (Combined FLG=3%), public transportation (2%), and something else (1%).

**Table 3: Primary Form of Transportation**

	Combined FLG	Inside FLG	Outside FLG
Car	88%	86%	95%
Walking	7%	7%	4%
Bicycle	3%	3%	1%
Public Transportation	2%	2%	0%
Other	1%	1%	1%
Total =	101%*	99%*	101%*
(n)	(670)	(412)	(258)

In the next series of questions, respondents were asked to reflect upon their primary form of transportation by rating qualities of the travel experience. Ratings took place using a 1-10 scale with 1 meaning ‘this is not very important to me’ and 10 meaning ‘this is very important to me’. For the following analysis, a rating of 0-3.9 is considered to be a somewhat positive rating, 4.0-6.9 is considered to be a positive rating, and 7.0-10.0 is considered to be a very positive rating. Looking at the Combined FLG dataset, specific features of each form of transportation emerge.

As seen in Figure 5, two travel features stand out as important to the automobile being the primary form of transportation. These features include ‘necessity’ (8.8) and ‘saves time’ (8.6). A third feature of automobile travel considered to have received a very positive rating is ‘safety’ (7.3).

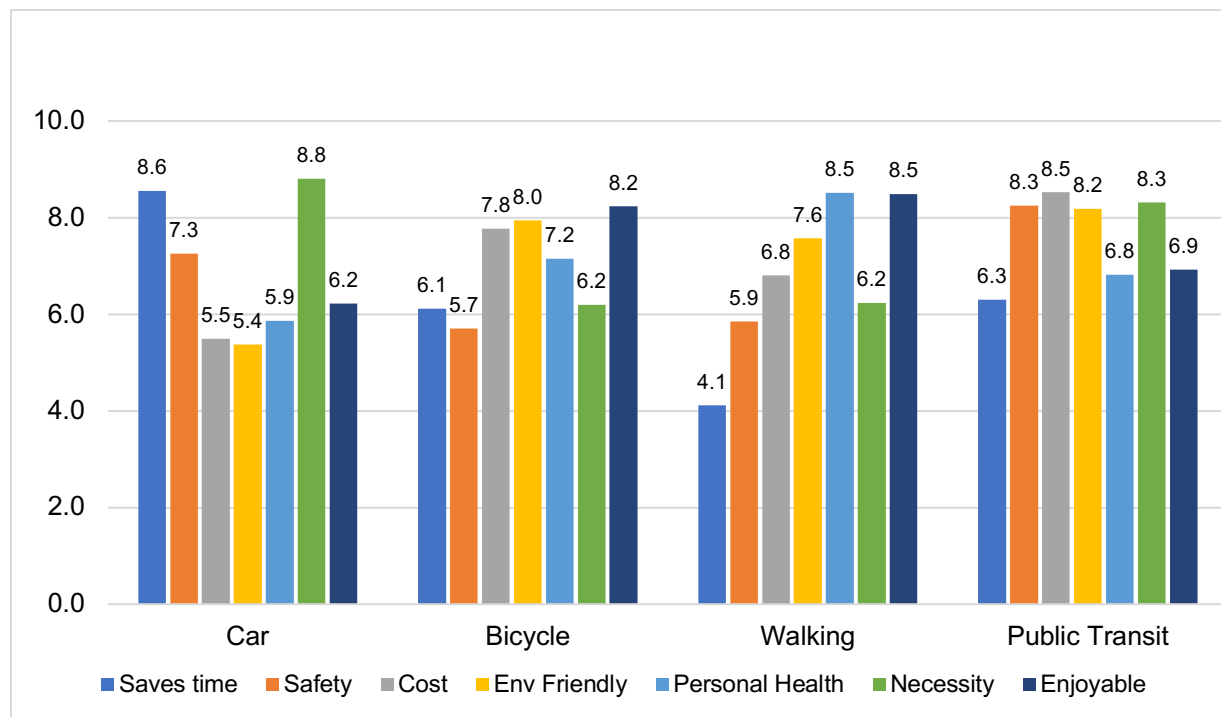
Three features receive very positive ratings among respondents preferring walking over other forms of transportation. These features include ‘personal health’ (8.5), ‘enjoyable’ (8.5), and ‘environmentally friendly’ (7.6). Among respondents preferring to travel by bicycle, four features receive very positive ratings: ‘enjoyable’ (8.2), ‘environmentally friendly’ (8.0), ‘cost’ (7.8), and ‘personal health’ (7.2). Finally, public transit is rated very

positively for four features: 'cost' (8.5), 'safety' (8.3), 'necessity' (8.3), and 'environmentally friendly' (8.2). These findings are summarized in Table 5.

In sum, cars and public transit are considered to be 'necessities', while walking and biking are not necessities. Cars 'save time', while other forms of transportation do not. Further, safety is highly regarded for automobiles and public transit, but not for biking and walking. Walking and biking, however, are 'enjoyable', 'environmentally friendly', and 'personally healthy'. Public transit, too, is considered to be 'environmentally friendly'.

You said most of your travel time is by \_\_\_\_\_. I'm going to read a list of reasons why people say they like to travel by \_\_\_\_\_. Please rate the importance of each reason to you on a scale from 1 to 10, where 1 means 'this is not very important to me' and 10 means 'this is very important to me'.




**Figure 5: Features of Primary Transportation Type (Combined FLG)**





**Table 4: Summary Features of Primary Transportation Forms**

	Saves Time	Safety	Cost	Env Friendly	Health	Necessity	Enjoyable
Car	very positive	very positive	somewhat positive	positive	positive	very positive	positive
Bicycle	positive	positive	very positive	very positive	very positive	positive	very positive
Walking	somewhat positive	positive	positive	very positive	very positive	positive	very positive
Public Transit	positive	very positive	very positive	very positive	positive	very positive	positive

very positive =   
 positive =   
 somewhat positive = 

#### 4) Current versus Future Travel Mode

The next series of transportation-related questions in the survey asked respondents to project ten years into the future and consider what their travel profile is likely to be. Specifically, respondents were asked the percent of their average travel time they would like to spend in a car, bicycling, walking, taking public transit, or with something else ten years from now. In this section, future travel profiles are compared to respondent’s contemporary travel profiles (see Figure 6). The unit of analysis is mean weekly travel time, and is an extension of the analysis involving Figure 3 data.

There are important differences between contemporary and future travel profiles as evidenced in Figure 6. The most pronounced difference between the two profiles is anticipation that the proportion of time allocated to automobile travel will decrease from an average of 77 percent of travel time today for Flagstaff-area residents to 57 percent in ten years (see Figure 6). This represents a 26 percent reduction in automobile travel.

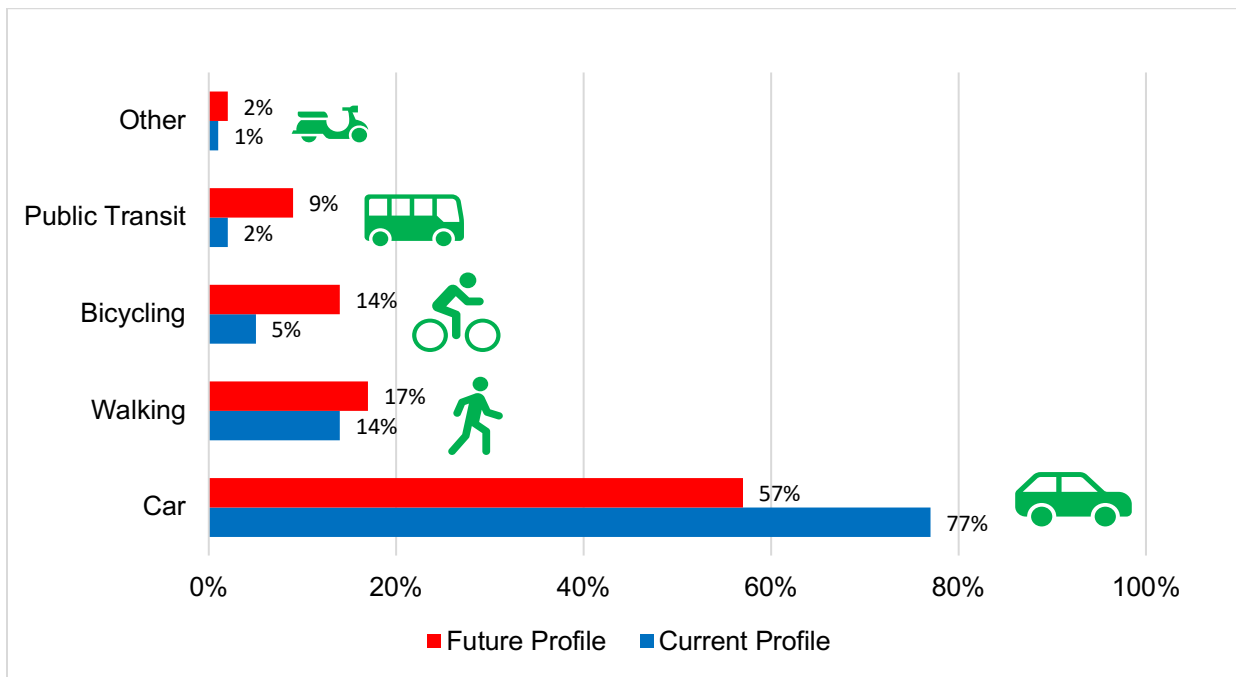
While respondents anticipate driving less frequently ten years from now, they also anticipate walking more frequently (from 14% today to 17% in ten years), bicycling more frequently (from 5% today to 14% in ten years), taking public transit more frequently (from 2% today to 9% in ten years), and using another form of transportation more frequently (from 1% today to 2% in ten years). In other words, this data says that Flagstaff-area respondents anticipate a 21 percent increase in time devoted to walking, a 180 percent increase in time devoted to bicycling, a 350 percent increase in time devoted to taking public transit, and a 100 percent increase in time using another form of transportation.

The differences between current transportation profile and the future transportation profile are significant for all forms of transportation discussed (i.e., automobile, walking, bicycling, public transit, and something else) according to the chi square test of significance.

'Switchers', for purposes of this analysis, were defined as respondents saying they anticipate that the proportion of time they spend in an automobile 10 years from today would represent a 5% or greater reduction from the percent of time they spend in an automobile today. Sixty-two percent of Flagstaff-area respondents are defined as 'switchers' in this analysis. Switchers are significantly more likely to live inside the City of Flagstaff, have a liberal or moderate perspective, be between 18 and 54 years old, have lived in the Flagstaff area 4-10 years, and be a woman (see Table 5)

Now, thinking about 100% of your travel time 10 years from now, I'd like to know what percent of your travel time you would like to be spending in a car, bicycling, walking, on public transit, or something else.

**Figure 6: Current vs Future Transportation Profile  
(Combined FLG, Mean Weekly Travel Time)**



**Table 5: Profile of ‘Switchers’ (Combined FLG)**

	Switcher	Non-Switcher
Residence		
Inside FLG	65%	36%
Outside FLG	51%	49%
Ideology		
Liberal	75%	25%
Moderate	59%	41%
Conservative	44%	56%
Age		
18-34	68%	32%
35-54	65%	35%
55+	48%	52%
Time in FLG		
0-3 yrs	59%	41%
4-10 yrs	72%	29%
11+ yrs	56%	44%
Gender		
Female	67%	33%
Male	56%	44%

## 5) The Flagstaff-area Transportation System

After respondents were asked to describe their current and future transportation profiles, including how people preferring cars utilize their vehicles and the value respondents place on different transportation features, respondents were asked to provide a general rating of the Flagstaff-area transportation system. The current transportation system was defined in the survey to include roads, buses, sidewalks, bike lanes, and the Flagstaff Urban Trail System (FUTS). This rating question asked respondents how well the Flagstaff-area transportation system meets their travel needs.

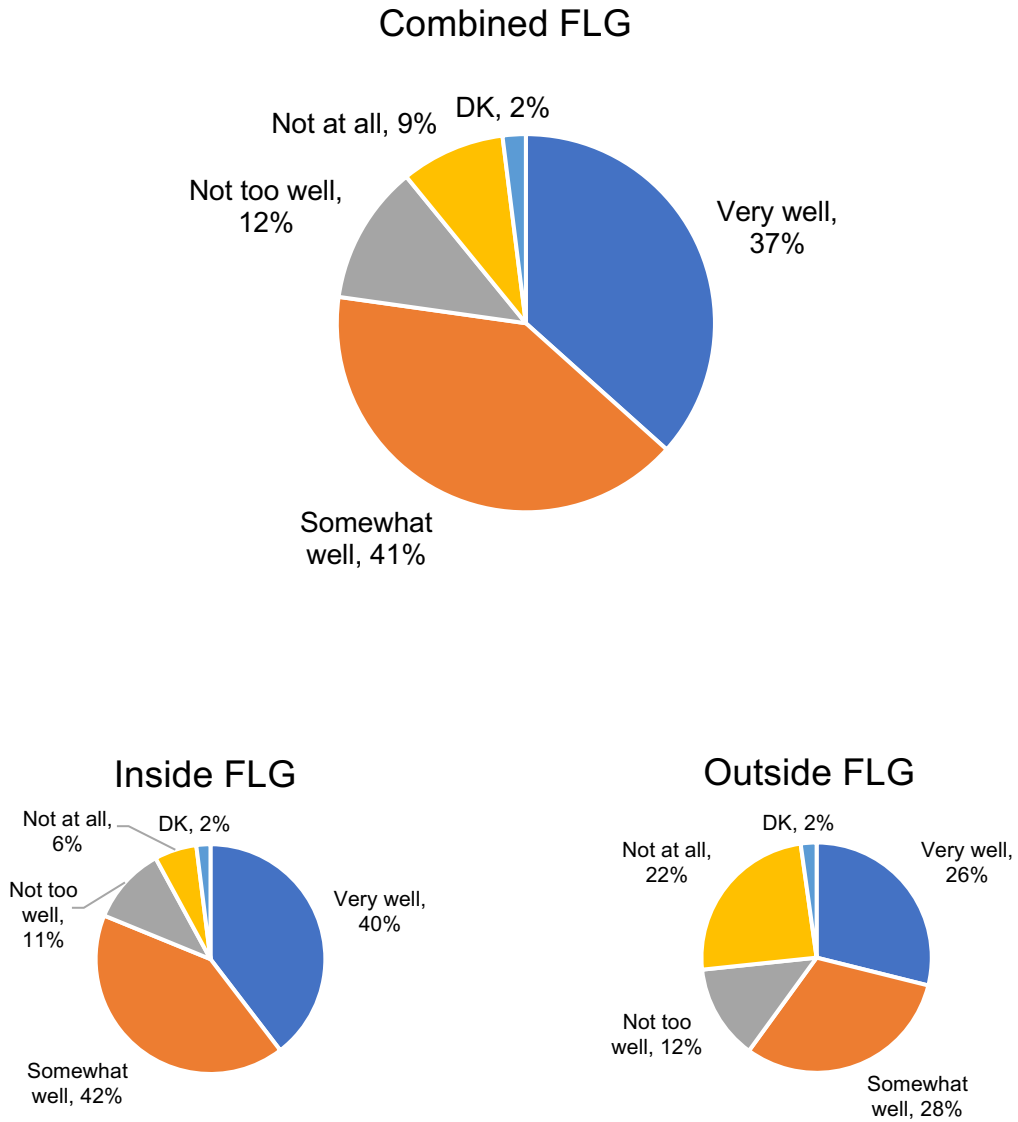
Most respondents (78%) give a positive rating to the current Flagstaff-area transportation system (see Figure 7). This evaluation includes more than one-third of all Flagstaff-area respondents (37%) saying the system meets their needs ‘very well’ and 41 percent saying it meets their needs ‘somewhat well’. One-in-five respondents, evaluate the current transportation system negatively with 12 percent saying the system meets their needs ‘not too well’ and 9 percent saying it meets their needs ‘not at all’. Respondents living within the City of Flagstaff gave more positive ratings to the current transportation system than respondents living outside the City of Flagstaff. Eighty-two percent of Flagstaff respondents gave a positive rating to the current transportation system (‘very well’=40%; ‘somewhat well’=42%). Comparatively, 54% of respondents

living outside the City rate the current system positively ('very well'=26%; 'somewhat well'=28%). On the other side of the coin, 17% of Flagstaff city respondents rate the system negatively ('not too well'=11%; 'not at all'=6%), and one-third of respondents living outside Flagstaff (34%) rate the system negatively ('not too well'=12%; 'not at all'=22%),

While differences in ratings of the current transportation system are most pronounced for whether one lives inside or outside the City of Flagstaff, there are other significant differences among population subgroups. Ratings of the transportation system are significantly affected by years living in the Flagstaff area, age, education, ideology, and ethnicity. Newer residents of the Flagstaff-area (respondents living in the area 0-3 years) give the more positive ratings to the local transportation system than other respondents (87% positive) compared to 71% of people living in the area 4-10 years and 79% for people living in the area 10 or more years. Considering age, 83% of younger respondents (18-34 years old) give positive marks to the local system, compared to 69% of 35-54 years old and 78% of respondents 55 years old and older. Education also significantly affects respondent evaluation of the local transportation system. Sixty-eight percent of respondents with a high school education rate the system positively, compared to 78% of respondents with some college and 80% with at least a four year college degree. Thinking about ideology, conservatives and liberals give relatively equal ratings to the local transportation system (77% and 76%, respectively), but moderates give a significantly higher rating to the system (84%). Finally, ethnicity is significantly related to an evaluation of the local transportation system with 75% of Latin X respondents giving a positive rating to the system and 79% of non-Latin X respondents rating the system positively.

The transportation system in the Flagstaff area consists of roads, buses, sidewalks, bike lanes, and the Flagstaff Urban Trail System. Overall, how well does the current transportation system meet your travel needs?

**Figure 7: Evaluation of Current Transportation System**



## 6) Transportation Priorities

After developing a profile of transportation use and assessing perspectives about the current Flagstaff-area transportation system, respondents were asked to register their preferences for a variety of transportation priorities. Preferences were ranked on a scale from 1 to 10, with 1 meaning 'this is a very low priority' to 10 meaning 'this is a very high priority' for our area. Preferences were then ranked from highest, or most desired, to lowest, or least desired.

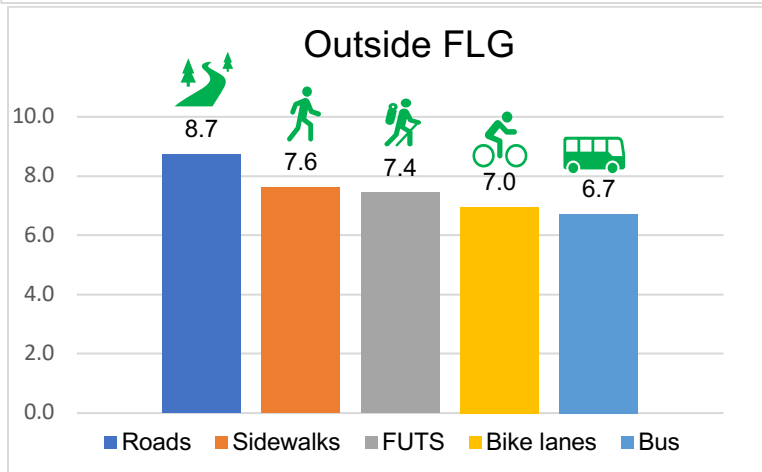
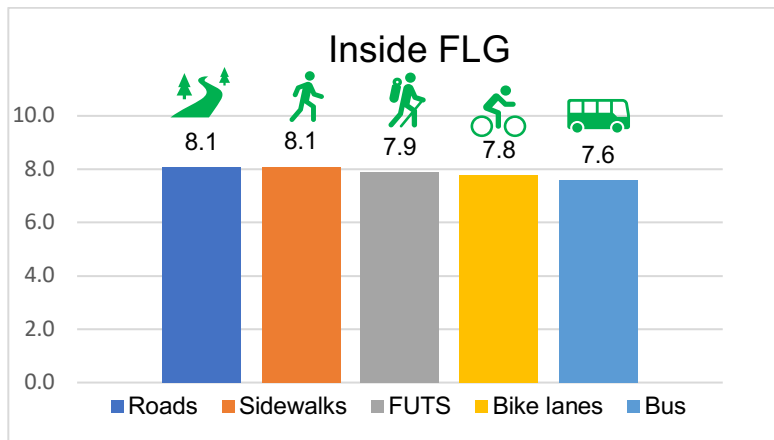
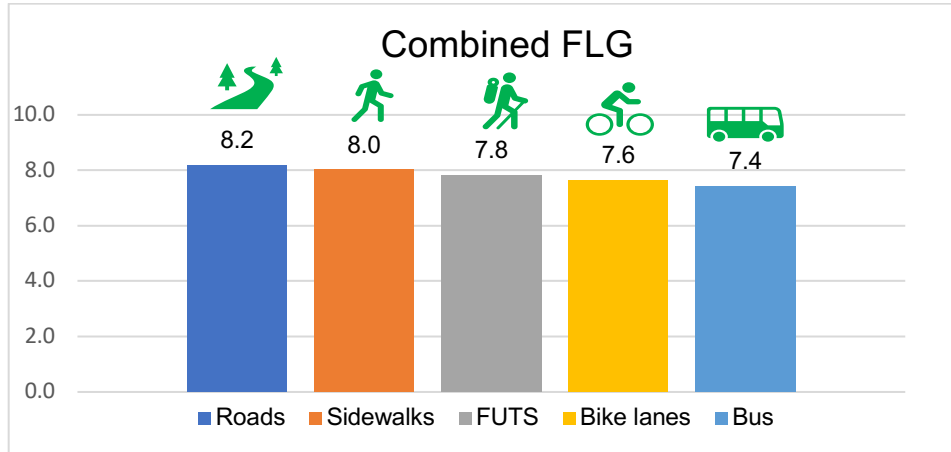
All five transportation priorities received positive ratings from respondents (see Figure 8). Looking at all respondents living in the Flagstaff area, variation of support for each item occurred within a narrow range of 8.2 to 7.4. In order of ranking, Flagstaff-area respondents expressed preferences for roads and highways (8.2), sidewalks (8.0), FUTS (7.8), bike lanes (7.6), and the bus system (7.4).

Transportation priorities for people living inside the City of Flagstaff and outside the City of Flagstaff are similar, yet with notable variation. Both sets of respondents order transportation priorities similarly, though not exactly the same. For respondents living inside the City of Flagstaff, the number one and number two transportation priorities receive similar ratings (8.1). A second feature of the data is that the range for ratings provided by respondents living inside the City of Flagstaff is narrower (8.1 to 7.6) than ratings provided by respondents living outside the City of Flagstaff (8.7 to 6.7). Respondents from outside the City express stronger support for their number one priority (roads) with a rating of 8.7 than respondents living inside the City (8.1). Similarly, respondents living outside the City express somewhat less support for the bus system as a transportation priority than respondents living inside the City (6.7 versus 7.6).

Generally speaking, the value placed on transportation priorities is largely driven by the number of years someone has lived in Flagstaff, level of education, and ideology (see Appendix B). Other demographics significantly related to the value placed on most priorities include age, income, gender.

In thinking about the future transportation system in our area, please rate the priority that should be given to each of the following items using a scale from 1 to 10, where 1 means 'this is a very low priority' and 10 means 'this is a very high priority' for our area.

**Figure 8: Transportation Priorities**





## C. CLIMATE CHANGE

The final module of the survey instrument explored attitudes held by respondents toward climate change. The first question in this module presented three statements about climate change and asked respondents to select the statement that comes closest to their own point of view. If respondents chose a statement indicating belief that climate change was occurring, respondents were asked to reflect on their beliefs as to whether climate change would directly impact them and their families in the future.

### 1) Perspective

The first question in the climate change module presented three statements to respondents and asked respondents to declare which statement most closely reflects their own point of view. The three statements included:

- Climate change is happening and there is little that can be done about it
- Climate change is happening and it needs to be addressed
- Climate change is not happening

These statements were presented in rotating order so to avoid bias that may occur from one statement always presented first or another statement always in last position.

Most respondents living in the Flagstaff area (94%) believe climate change is happening (see Figure 8). Almost three-quarters of respondents in the area (74%) say climate change is happening and it needs to be addressed. Twenty percent of Flagstaff-area respondents say climate change is happening but little can be done about it. Three percent of area respondents said climate change is not happening and another three percent said they don't know which statement comes closest to their own perspective.

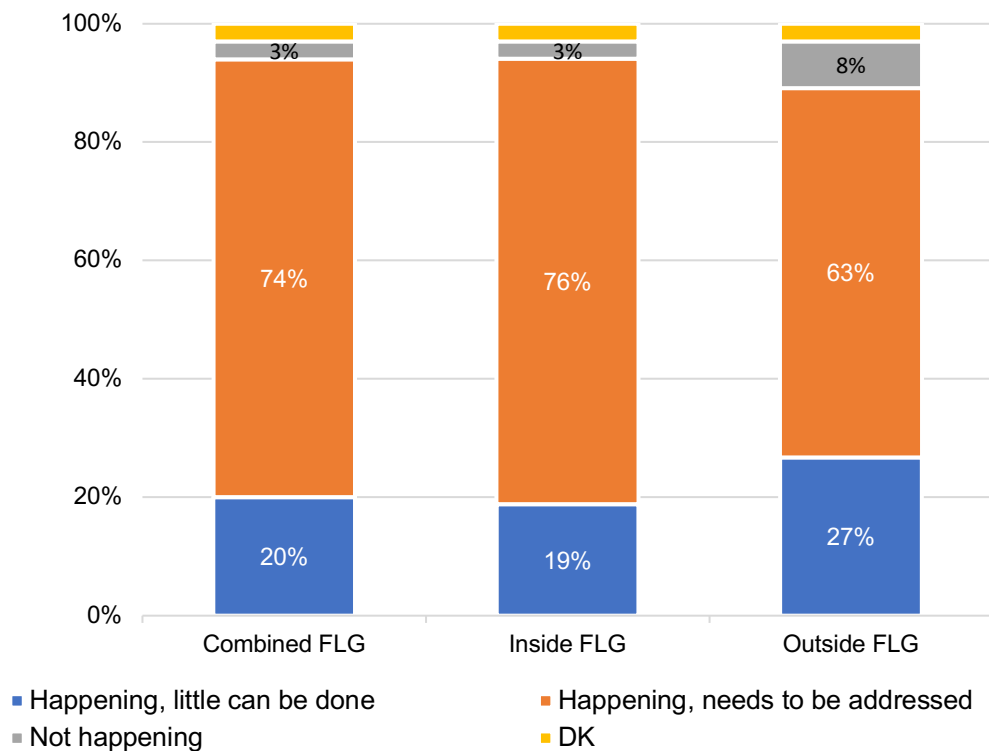
There is a significant difference between perspectives on climate change held by respondents living inside the City of Flagstaff and outside the City of Flagstaff. Ninety-five percent of respondents living inside the City say climate change is happening compared to 90 percent of people living outside of Flagstaff saying climate change is happening (see Figure 8). A larger proportion of respondents living inside the City of Flagstaff say climate change is happening and it needs to be addressed (74%) than respondents living outside Flagstaff (63%). A smaller proportion of Flagstaff respondents (20%) say climate change is happening and there is little that can be done about it than respondents living outside the City (27%). Three percent of Flagstaff respondents say climate change is not happening compared to eight percent of respondents from outside Flagstaff.

There are also significant differences in responses to this question by age (younger respondents are more likely to say climate change needs to be addressed), education (respondents with a 4 year college degree are more likely to say climate change needs to be addressed), ideology (conservatives are more likely to say climate change is not happening than liberals, and liberals are more likely to say climate change needs to be addressed than conservatives), race (white respondents are more likely to say climate change needs to be addressed than respondents of color), and gender (women are more likely to say climate change needs to be addressed than men).

Which of the following statements comes closest to your point of view:

- 1) Climate change is happening and there is little that can be done about it.
- 2) Climate change is happening and it needs to be addressed.
- 3) Climate change is not happening.

**Figure 9: Climate Change Perspectives**



## 2) Climate Change Impacts

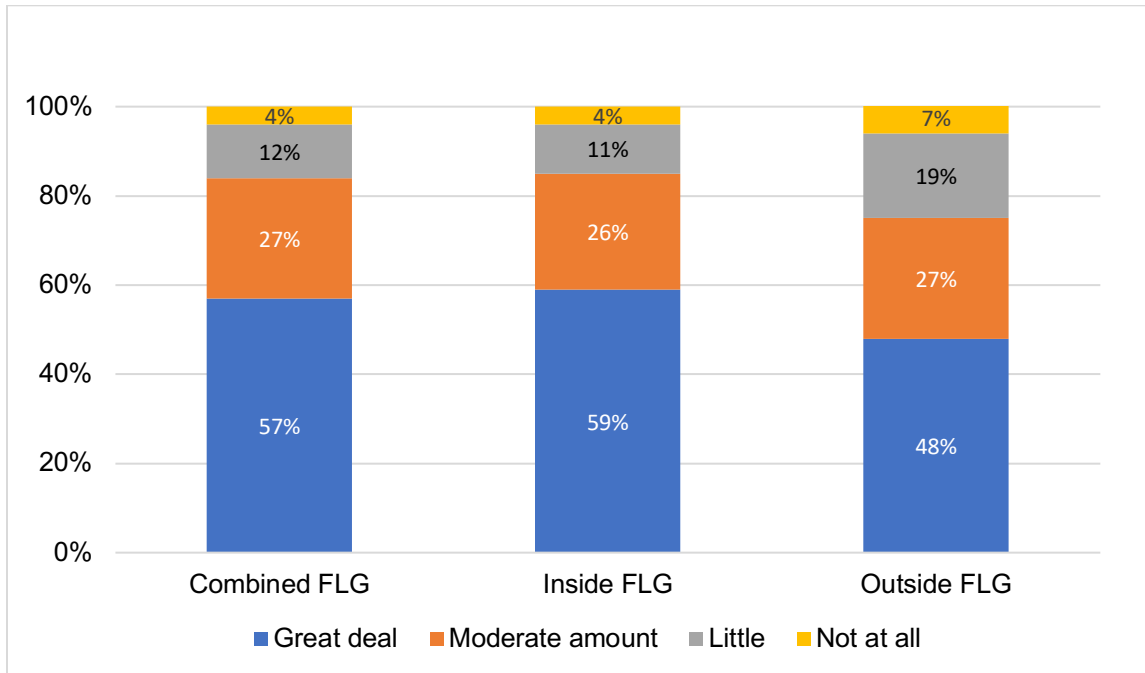
Respondents selecting one of the two statements indicating climate change was happening were asked a follow-up question about their perceptions of the impact of climate change for them and their families. The subset of respondents asked this question was a substantial 94 percent of all respondents. The following discussion pertains only to this population of respondents.

Most Flagstaff-area respondents believing climate change is taking place (84%) anticipate that climate change will impact them and their families either 'a great deal' (57%) or a 'moderate amount' (27%) [see Figure 9]. In contrast, 16 percent of Flagstaff-area respondents believing climate change is taking place anticipate that climate change will impact them and their families 'little' (12%) or 'not at all' (4%). A solid majority of Flagstaff respondents answering this question (59%) believe climate change will impact them and their families 'a great deal'. Less than half of respondents living outside Flagstaff (48%) believe climate change will affect them and their families 'a great deal'. Similar proportions of respondents living inside and outside Flagstaff say climate change will affect them and their families 'a moderate amount' (Flagstaff respondents=26%; Outside Flagstaff respondents=27%). A larger proportion of respondents living outside Flagstaff (26% versus 15% of Flagstaff respondents) believe climate change will have little to no impacts on them and their families. While the differences between perspectives of respondents living inside and outside the City of Flagstaff are important to note, these differences are not considered significant according to the chi-square test of analysis.

Other demographic differences on responses to this question are considered significant. More well educated respondents are more likely to say climate change will have a 'great' to 'moderate' impact on their lives and the lives of their families (high school or less=70%; college+=89%). Ideology also has a significant impact on responses to this question. More than half of conservative respondents (54%) say climate change will have 'little' or no impact on their lives, while almost all liberal respondents (97%) say climate change will have 'great' to 'moderate' impacts on their lives and the lives of their family. Finally, gender significantly impacts how respondents answer this question, with 89% of women and 79% of men answering this question saying climate change will have 'great' to 'moderate' impacts on their lives and the lives of their family.

How much do you think climate change will impact you and your family in the future?  
[Note: Question asked of people who believe climate change is happening.]

**Figure 10: Climate Change Impacts**



## IV. CONCLUSIONS

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A survey of likely Flagstaff-area residents was conducted in November 2021. The purpose of this survey was to explore underlying values that residents hold regarding living in the Flagstaff-area, transporting themselves on a weekly basis, and values related to climate change. Local values are important to understand as MetroPlan-Greater Flagstaff begins crafting a 2045 Regional Transportation Plan. These values will help shape development of future policy options for the community.

Respondents value many aspects of living in the Flagstaff-area, Good schools tops the list, followed by scenic beauty and clean air, economic opportunities, parks and outdoor recreation, and a good transportation system. Issues surrounding schools have become more salient in Arizona over the previous few years, and this may be the catalyst for schools coming out on top of the list. Scenic beauty and clean air being at the top of the list is consistent with previous surveys of area residents. Economic opportunities is important as the economy has been limited by pandemic conditions. Parks and outdoor recreation opportunities is consistent with valuing the outdoor environment as captured in scenic beauty and clean air at the top of the list. While a good transportation system falls at the bottom of the list, the assigned rating indicates that this is of high value to community residents. It is just not as important as other values probed in the question. Later in the study, it is evident that most residents of the area hold a positive assessment of the local transportation system. Further, people have established patterns of getting through their week and they are satisfied with their current transportation choices. As a stand-alone priority, local residents do not see as great a need to prioritize transportation issues when other local needs appear more pressing. At a minimum we can say there is less salience around this issue. Further research can explore the importance of this value relative to other values and priorities in the community.

Looking into the future, respondents are divided between preferring to live in larger homes and traveling to stores, restaurants, and schools or living in smaller homes and being able to walk to stores, restaurants, and schools. This division is largely driven by whether one currently lives inside or outside the City of Flagstaff and reflects selection bias. Three-quarters of people living outside the City prefer living in larger homes and driving to amenities, as they currently do. A majority of people living in the City prefer living in smaller houses and being able to walk to places in their community, as many currently do.

The survey explored the current and anticipated future weekly travel profiles of Flagstaff-area respondents. The data demonstrates that Flagstaff-area residents are automobile centric today with three-quarters of transportation time spent in a car. Walking and bicycling are distant 2<sup>nd</sup> and 3<sup>rd</sup> place options. Local area residents who depend on their cars for more than half their transportation needs say they use the car primarily to get to work. A secondary use of the car is grocery shopping, followed by running errands,

driving children to school, driving themselves to school, and attending appointments. People preferring to take an automobile say driving is a necessity and they value that driving saves them time, and is a relatively safe transportation option. Walkers, on the other hand, say walking is enjoyable, it benefits their personal health, and is environmentally friendly. Bikers also say bicycling is enjoyable, is environmentally friendly and benefits their personal health. Bicycling is also valued as an inexpensive transportation option. Public transit riders value cost, safety, and being environmentally friendly. Many riders say public transit is a necessity for them.

Looking 10 years into the future, Flagstaff-area residents, on average, anticipate a significant reduction in the time they spend in an automobile. Whereas 77% of travel time today involves an automobile, it is anticipated that 57% of travel time will involve an automobile in the future. People anticipate walking more often, bicycling more often, and taking public transit more often.

Overall, the local transportation system, defined as involving roads, buses, sidewalks, bike lanes, and the Flagstaff Urban Trail System is rated positively by more than three-quarters of area residents. There is a divide, however, between people living inside and outside the City. Whereas 82 percent of residents living inside the City rate the transportation system positively, only 54% of residents living outside the City rate the system positively. Priorities for future investment are many and include, in this order, roads and highways, sidewalk, FUTS trail work, bike lanes, and public transit. While everything on this list is rated as an important priority, the ordering of items closely reflects current transportation patterns with a dominance of automobile travel and public transit usage lagging in residents transportation profiles.

The third topic explored in the survey was climate change. Two questions addressed this topic. In the first question, three-quarters of Flagstaff-area residents said they believe climate change is happening and it needs to be addressed. Twenty percent believe climate change is happening, but little can be done to address it. Three percent said climate change is not happening and another 3 percent said they don't know. Among the 95% of residents saying climate change is happening, a majority say climate change will have a 'great' impact on themselves and their families. Another quarter of respondents (27%) said it will have a 'moderate' impact on their families. Sixteen percent said climate change will have little or no impact on their families.

The survey data yields important information about the values that underlie how local residents think about living in the community, their transportation choices, and an understanding of climate change. All of these topics are important and are worthy of additional research. An understanding of these values will drive future decision-making when it comes to forging a Regional Transportation Plan and when it comes to planning for the transportation system of the future.

## APPENDIX A: ANNOTATED SURVEY

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I'm going to list some features of the Flagstaff-area. Please rate the importance of each feature to you using a scale from 1 to 10 where 1 means "this is not at all important to me" and 10 means "this is very important to me".

	Combined FLG 1-10 (n)	Inside FLG 1-10 (n)	Outside FLG 1-10 (n)
Protecting scenic beauty	8.54 (670)	8.49 (409)	8.64 (261)
Providing good schools	8.83 (667)	8.87 (406)	8.55 (261)
Creating economic opportunities	8.21 (669)	8.29 (408)	7.90 (261)
Developing parks and outdoor recreation	7.72 (673)	7.78 (411)	7.37 (262)
Providing a good transportation system	7.33 (668)	7.47 (410)	6.64 (258)
Protecting clean air	8.41 (671)	8.44 (411)	8.16 (260)

Which statement comes closest to your point of view?

	Combined FLG	Inside FLG	Outside FLG
I prefer to live in a community where houses are larger and farther apart, but schools, stores and restaurants are several miles away	49%	43%	76%
I prefer to live in a community where houses are smaller and closer to each other, but schools, stores and restaurants are within walking	47%	54%	19%
Don't know	4%	4%	5%
Total =	100%	101%*	100%
(n)	(666)	(409)	(257)



Thinking about all the travel you do in a typical week as 100% of travel time, I'd like to know what percent of your travel time is spent in a car, bicycling, walking, on public transit, or something else.

	Combined FLG	Inside FLG	Outside FLG
<b>Car</b>			
Mean	77%	75%	88%
(n)	(671)	(412)	(259)
<b>Bicycling</b>			
Mean	5%	6%	2%
(n)	(671)	(412)	(259)
<b>Walking</b>			
Mean	14%	15%	9%
(n)	(671)	(412)	(259)
<b>Public Transit</b>			
Mean	2%	2%	1%
(n)	(671)	(412)	(259)
<b>Something Else</b>			
Mean	1%	1%	1%
(n)	(670)	(411)	(259)

On an average day, what do you use your car for?

[Note: Question was asked if 'Car' is >= 51%; This is a multiple response question]

	Combined FLG	Inside FLG	Outside FLG
Drive to work	64%	63%	65%
Grocery shopping	52%	51%	55%
Run errands	40%	41%	35%
Drive kids to/from school	15%	13%	17%
Drive self to/from school	8%	8%	6%
Doctor or other appointments	8%	7%	9%
Required to do my job	3%	2%	5%
Other	35%	35%	31%

You said most of your travel time is by \_\_\_\_\_ (plurality response). I'm going to read a list of reasons why people say they like to travel by \_\_\_\_\_ (plurality response). Please rate the importance of each reason to you on a scale from 1 to 10, where 1 means 'this is not very important to me' and 10 means 'this is very important to me'.

	Combined FLG 1-10 (n)	Inside FLG 1-10 (n)	Outside FLG 1-10 (n)
<b>Car</b>			
Saves time	8.55 (592)	8.57 (352)	8.43 (240)
Safety	7.25 (593)	7.20 (354)	7.43 (239)
Cost	5.50 (584)	5.44 (349)	5.77 (235)
Environmentally Friendly	5.37 (590)	5.34 (349)	5.53 (241)
Personal Health	5.86 (582)	5.72 (346)	6.44 (236)
Necessity	8.80 (598)	8.68 (354)	9.26 (244)
Enjoyable	6.22 (599)	6.21 (357)	6.43 (242)
<b>Bicycling</b>			
Saves time	6.12 (14)	6.17 (13)	6.49 (1)
Safety	5.71 (13)	5.58 (12)	10.00 (1)
Cost	7.77 (14)	7.62 (13)	9.51 (1)
Environmentally Friendly	7.95 (14)	7.92 (13)	9.01 (1)
Personal Health	7.15 (14)	7.06 (13)	10.00 (1)
Necessity	6.09 (14)	6.01 (13)	8.52 (1)
Enjoyable	8.24 (14)	8.11 (13)	10.00 (1)
<b>Walking</b>			
Saves time	4.12 (41)	4.33 (30)	2.44 (11)
Safety	5.85 (41)	5.90 (30)	5.06 (11)
Cost	6.80 (41)	7.17 (30)	4.22 (11)
Environmentally Friendly	7.57 (41)	7.48 (30)	8.12 (11)
Personal Health	8.52 (40)	8.34 (29)	9.87 (11)
Necessity	6.24 (40)	6.69 (29)	3.27 (11)
Enjoyable	8.49 (41)	8.39 (30)	9.15 (11)
<b>Public Transit</b>			
Saves time	6.30 (8)	6.32 (8)	
Safety	8.25 (8)	8.26 (8)	
Cost	8.53 (8)	8.54 (8)	
Environmentally Friendly	8.18 (8)	8.18 (8)	
Personal Health	6.82 (8)	6.82 (8)	
Necessity	8.32 (8)	8.33 (8)	
Enjoyable	6.93 (8)	6.95 (8)	

Now, thinking about 100% of your travel time 10 years from now, I'd like to know what percent of your travel time you would like to be spending in a car, bicycling, walking, on public transit, or something else.

	Combined FLG	Inside FLG	Outside FLG
<b>Car</b>			
Mean	57%	55%	69%
(n)	(671)	(412)	(259)
<b>Bicycling</b>			
Mean	14%	15%	8%
(n)	(671)	(412)	(259)
<b>Walking</b>			
Mean	17%	18%	13%
(n)	(671)	(412)	(259)
<b>Public Transit</b>			
Mean	9%	9%	7%
(n)	(671)	(412)	(259)
<b>Something Else</b>			
Mean	2%	3%	2%
(n)	(669)	(410)	(259)

The transportation system in the Flagstaff area consists of roads, buses, sidewalks, bike lanes, and the Flagstaff Urban Trail System. Overall, how well does the current transportation system meet your travel needs?

	Combined FLG	Inside FLG	Outside FLG
Very well	37%	40%	26%
Somewhat well	41%	42%	28%
Not too well	12%	11%	12%
Not at all	9%	6%	22%
Don't know	2%	2%	2%
Total =	100%	100%	100%
(n)	(673)	(411)	(262)

In thinking about the future transportation system in our area, please rate the priority that should be given to each of the following items using a scale from 1 to 10, where 1 means 'this is a very low priority' and 10 means 'this is a very high priority' for our area.

	Combined FLG 1-10 (n)	Inside FLG 1-10 (n)	Outside FLG 1-10 (n)
Sidewalks	8.02 (673)	8.09 (411)	7.60 (262)
Bike lanes	7.64 (670)	7.79 (410)	6.96 (260)
Flagstaff Urban Trail System	7.82 (667)	7.88 (409)	7.44 (258)
Roads and highways	8.20 (672)	8.07 (410)	8.74 (262)
Bus system	7.42 (664)	7.58 (405)	6.71 (259)

Now I'd like you to think about a different topic.

Which of the following statements comes closest to your point of view?

	Combined FLG	Inside FLG	Outside FLG
Climate change is happening and there is little that can be done about it.	20%	19%	27%
Climate change is happening and it needs to be addressed	74%	76%	63%
Climate change is not happening	3%	3%	8%
Don't know	3%	3%	3%
Total =	100%	101%*	101%*
(n)	(668)	(409)	(259)

\* Total does not equal 100% due to rounding.

[If answered 'Climate change is not happening' above, skip this question.] How much do you think climate change will impact you and your family in the future?

	Combined FLG	Inside FLG	Outside FLG
A great deal	57%	59%	48%
A moderate amount	27%	26%	27%
Only a little	12%	11%	19%
Not at all	4%	4%	7%
Don't know	----	----	----
Total =	100%	100%	101%*
(n)	(620)	(388)	(232)

\* Total does not equal 100% due to rounding.

## DEMOGRAPHIC QUESTIONS

Do you currently live within the City of Flagstaff or outside the City of Flagstaff?

	Combined FLG	Inside FLG	Outside FLG
Inside the City	81%	100%	
Outside the City	19%		100%
Total =	100%	100%	100%
(n)	(674)	(412)	(262)

Zip code

	Combined FLG	Inside FLG	Outside FLG
86001	35%	40%	10%
86002	----	----	----
86003	----	----	1%
86004	43%	42%	52%
86005	20%	17%	30%
86015	1%	----	7%
86016	----	----	----
86046	----	----	1%
Total =	99%*	100%	101%*
(n)	(671)	(410)	(261)

\* Total does not equal 100% due to rounding.

[NOTE: If zip codes = 86001 or 86004, continue; If not, Skip to D2]

Do you live North or South of Interstate 40?

	Combined FLG	Inside FLG	Outside FLG
North	72%	71%	84%
South	20%	22%	7%
Don't know	8%	8%	9%
Total =	100%	100%	100%
(n)	(482)	(325)	(157)

How long have you lived in the Flagstaff area?

	Combined FLG	Inside FLG	Outside FLG
Less than one year	3%	4%	3%
1-2 years	8%	9%	7%
3-5 years	23%	25%	16%
6-10 years	17%	18%	12%
11+ years	49%	45%	63%
Total =	100%	101%*	101%*
(n)	(672)	(411)	(261)

\* Total does not equal 100% due to rounding.

Age

	Combined FLG	Inside FLG	Outside FLG
18-34	51%	57%	23%
35-54	25%	22%	39%
55+	24%	21%	39%
Total =	100%	100%	101%*
(n)	(630)	(390)	(240)

\* Total does not equal 100% due to rounding.

## Education

	Combined FLG	Inside FLG	Outside FLG
Grade school	1%	1%	1%
HS degree	8%	7%	9%
Some college/ Associates Degree	27%	27%	31%
Bachelors Degree	36%	38%	29%
Post-Bachelors Degree	28%	27%	29%
Don't know/Not sure	----	-----	1%
Total =	100%	100%	100%
(n)	(655)	(397)	(258)

\* Total does not equal 100% due to rounding.

## Income

	Combined FLG	Inside FLG	Outside FLG
Up to \$25,000	9%	10%	6%
\$25,000 to \$49,900	20%	20%	15%
\$50,000 to \$74,900	22%	22%	21%
\$75,000 to \$99,900	20%	21%	19%
\$100,000 to \$149,000	18%	17%	22%
\$150,000 and over	11%	10%	15%
Don't know/Not sure	1%	1%	2%
Total =	101%*	101%*	100%
(n)	(631)	(383)	(248)

\* Total does not equal 100% due to rounding.

## Ideology

	Combined FLG	Inside FLG	Outside FLG
Liberal	38%	40%	23%
Moderate	26%	26%	25%
Conservative	18%	15%	30%
Something else	17%	17%	20%
Don't know	2%	2%	2%
Total =	101%*	100%	100%
(n)	(645)	(392)	(253)

\* Total does not equal 100% due to rounding.



### Ethnicity: LatinX or Spanish origin

	Combined FLG	Inside FLG	Outside FLG
Yes	19%	20%	14%
No	80%	79%	85%
Don't know	1%	1%	2%
Total =	100%	100%	101%*
(n)	(647)	(395)	(252)

\* Total does not equal 100% due to rounding.

### Race\*

	Combined FLG	Inside FLG	Outside FLG
American Indian or Alaska Native	8%	9%	9%
Asian	3%	3%	1%
Black or African American	3%	4%	----
Native Hawaiian or other Pacific Islander	1%	1%	1%
White	80%	79%	74%
Something else	10%	10%	16%

\* Note: This is a multiple response question.

### Gender

	Combined FLG	Inside FLG	Outside FLG
Female	51%	49%	50%
Male	49%	51%	50%
Trans/Non-binary	----	----	----
Other	----	----	----
Don't know	----	----	----
Total =	100%	100%	100%
(n)	(658)	(400)	(258)

## APPENDIX B: CROSSTABULATED DATA

	Total	Flagstaff		Yrs in Flagstaff			Age			Education		
		Inside	Outside	0-3	4-10	11+	18-34	35-54	55+	HS or less	Some College	College +
<b>Important Features</b>												
Protecting scenic beauty	8.54	8.49	8.64	8.89	8.31	8.54	8.46	8.50	8.83	8.49	8.54	8.58
Providing good schools	8.83	8.87	8.55	8.90	8.60	8.95	8.86	8.90	8.63	8.66	8.79	8.83
Creating economic opportunities	8.21	8.29	7.90	8.81	8.05	8.08	8.51	8.09	7.80	8.31	8.26	8.15
Developing parks and outdoor recreation	7.72	7.78	7.37	8.15	7.56	7.65	7.76	7.78	7.68	7.83	7.69	7.72
Providing a good transportation system.	7.33	7.47	6.64	7.45	7.26	7.33	7.74	6.90	7.18	7.73	7.28	7.28
Protecting clean air	8.41	8.44	8.16	9.08	8.28	8.22	8.71	8.12	8.24	7.58	8.45	8.53
<b>Type of Community</b>												
Houses are larger	49%	43%	76%	47%	40%	55%	46%	48%	50%	58%	50%	47%
Houses are smaller	47%	54%	19%	51%	55%	41%	51%	45%	46%	37%	46%	49%
<b>Travel Time (percent)</b>												
Car	77%	75%	88%	67%	80%	80%	74%	82%	78%	76%	78%	78%
Bicycling	5%	6%	2%	8%	6%	3%	6%	5%	3%	1%	2%	6%
Walking	14%	15%	9%	20%	12%	14%	16%	10%	16%	16%	15%	14%
Public Transit	2%	2%	1%	5%	2%	1%	3%	1%	1%	2%	3%	2%
<b>Use of Car</b>												
Drive to work	64%	63%	65%	55%	67%	64%	73%	75%	40%	57%	67%	64%
Drive self to school	8%	8%	6%	28%	5%	4%	12%	7%	---	8%	12%	6%
Drive kids to school	15%	13%	17%	10%	14%	16%	9%	34%	4%	8%	16%	15%
Grocery shopping	52%	51%	55%	47%	51%	54%	46%	49%	63%	51%	45%	54%
Doctor/appointments	8%	7%	9%	10%	3%	9%	4%	2%	19%	7%	5%	8%
Run Errands	40%	41%	35%	35%	42%	41%	39%	38%	44%	37%	30%	44%
Required for job	3%	2%	5%	3%	3%	2%	3%	2%	3%	3%	1%	3%

 = significant relationship

	Total	Flagstaff		Yrs in Flagstaff			Age			Education		
		Inside	Outside	0-3	4-10	11+	18-34	35-54	55+	HS or less	Some College	College +
<b>Travel Time 10 Years from Now (percent)</b>												
Car	57%	55%	69%	51%	56%	60%	54%	58%	61%	64%	60%	55%
Bicycling	14%	15%	8%	17%	17%	11%	17%	16%	6%	7%	13%	15%
Walking	17%	18%	13%	20%	16%	16%	18%	15%	17%	17%	15%	18%
Public Transit	9%	9%	7%	10%	10%	8%	10%	8%	10%	6%	7%	10%
<b>Transit System Meets Travel Needs</b>												
Well	78%	82%	54%	87%	71%	79%	83%	69%	78%	68%	78%	80%
Not well	21%	17%	34%	13%	27%	19%	17%	29%	19%	25%	20%	20%
<b>Transit Priorities</b>												
Sidewalks	8.02	8.09	7.60	8.73	7.80	7.88	8.20	7.88	7.91	7.95	8.20	7.98
Bike Lanes	7.64	7.79	6.96	8.18	7.62	7.44	7.89	7.66	7.30	7.09	7.72	7.75
FUTS	7.82	7.88	7.44	8.31	7.64	7.74	8.01	7.90	7.52	7.84	7.81	7.82
Roads & Highways	8.20	8.07	8.74	8.07	7.63	8.62	7.95	8.04	8.78	8.74	8.69	7.94
Bus System	7.42	7.58	6.71	7.48	7.55	7.31	7.90	7.07	7.03	7.75	7.42	7.37
<b>Climate Change Perspective</b>												
Happening & Little to be done	20%	19%	27%	16%	17%	24%	17%	17%	26%	37%	28%	14%
Happening & Needs to be addressed	74%	76%	63%	82%	76%	70%	80%	73%	66%	56%	66%	81%
Not happening	3%	3%	8%	1%	4%	4%	2%	5%	6%	3%	5%	3%
<b>Climate Change Impacts</b>												
Great to Moderate Amount	84%	85%	75%	84%	87%	81%	88%	85%	76%	70%	78%	89%
A little to Not at all	16%	15%	26%	16%	13%	19%	12%	15%	24%	30%	22%	11%

 = significant relationship

	Total	Income			Ideology			Race/Ethnicity			Gender	
		Lo	Med	Hi	Cons	Mod	Lib	LatinX	White	BIPOC	Female	Male
<b>Important Features</b>												
Protecting scenic beauty	8.54	8.68	8.44	8.56	8.20	8.70	8.83	8.54	8.62	8.37	8.84	8.25
Providing good schools	8.83	8.85	8.71	8.82	8.42	8.74	9.05	8.92	8.88	8.49	8.96	8.65
Creating economic opportunities	8.21	8.29	8.31	8.12	8.03	8.29	8.26	8.67	8.25	8.22	8.34	8.02
Developing parks and outdoor recreation	7.72	7.62	7.73	7.90	7.10	7.84	7.96	7.99	7.70	7.93	7.76	7.66
Providing a good transportation system.	7.33	8.18	7.31	6.52	5.80	7.28	7.92	7.26	7.48	6.97	7.71	6.93
Protecting clean air	8.41	8.80	8.43	8.10	6.64	8.42	9.21	8.43	8.54	8.25	8.86	7.94
<b>Type of Community</b>												
Houses are larger	49%	34%	46%	66%	86%	47%	32%	50%	47%	52%	45%	53%
Houses are smaller	47%	62%	48%	33%	12%	49%	64%	45%	49%	44%	52%	42%
<b>Travel Time (percent)</b>												
Car	77%	66%	79%	86%	84%	81%	75%	78%	77%	82%	78%	77%
Bicycling	5%	7%	4%	4%	4%	3%	7%	4%	6%	2%	3%	6%
Walking	14%	22%	13%	9%	10%	13%	16%	14%	15%	12%	15%	14%
Public Transit	2%	3%	3%	0%	1%	3%	1%	4%	2%	2%	3%	1%
<b>Use of Car</b>												
Drive to work	64%	61%	65%	67%	64%	61%	69%	70%	65%	64%	62%	66%
Drive self to school	8%	13%	7%	7%	6%	11%	7%	13%	8%	8%	7%	10%
Drive kids to school	15%	6%	16%	19%	14%	10%	18%	12%	15%	13%	19%	10%
Grocery shopping	52%	54%	56%	44%	53%	57%	48%	48%	49%	61%	55%	48%
Doctor/appointments	8%	9%	7%	6%	9%	6%	4%	7%	7%	6%	8%	6%
Run Errands	40%	40%	41%	39%	38%	34%	44%	32%	42%	35%	44%	36%
Required for job	3%	4%	1%	4%	1%	2%	3%	5%	2%	5%	1%	2%

 = significant relationship

	Total	Income			Ideology			Race/Ethnicity			Gender	
		Lo	Med	Hi	Cons	Mod	Lib	LatinX	White	BIPOC	Female	Male
<b>Travel Time 10 Years from Now (percent)</b>												
Car	57%	46%	59%	65%	76%	63%	46%	58%	56%	62%	56%	58%
Bicycling	14%	17%	13%	13%	6%	11%	20%	12%	15%	11%	13%	15%
Walking	17%	23%	15%	14%	11%	16%	20%	16%	18%	15%	19%	15%
Public Transit	9%	12%	10%	5%	3%	7%	12%	9%	9%	8%	10%	7%
<b>Transit System Meets Travel Needs</b>												
Well	78%	77%	79%	78%	77%	84%	76%	75%	78%	79%	77%	78%
Not well	21%	21%	19%	21%	20%	14%	22%	24%	20%	18%	21%	20%
<b>Transit Priorities</b>												
Sidewalks	8.02	8.24	8.02	7.82	7.42	7.89	8.39	8.23	8.02	8.14	8.40	7.63
Bike Lanes	7.64	8.04	7.71	7.27	6.17	7.52	8.67	7.79	7.81	7.28	8.20	7.11
FUTS	7.82	8.05	7.71	7.69	6.92	7.57	8.46	7.89	7.87	7.77	8.18	7.42
Roads & Highways	8.20	7.78	8.25	8.45	8.96	8.71	7.68	8.31	8.15	8.31	8.40	8.00
Bus System	7.42	7.99	7.61	6.68	5.89	7.40	8.22	7.84	7.59	7.15	7.90	6.93
<b>Climate Change Perspective</b>												
Happening & Little to be done	20%	16%	20%	23%	53%	19%	3%	21%	16%	30%	16%	23%
Happening & Needs to be addressed	74%	80%	75%	70%	27%	77%	97%	74%	80%	66%	82%	68%
Not happening	3%	2%	3%	5%	17%	1%	----	5%	3%	3%	1%	6%
<b>Climate Change Impacts</b>												
Great to Moderate Amount	84%	87%	86%	80%	46%	84%	97%	78%	85%	84%	89%	79%
A little to Not at all	16%	13%	15%	20%	54%	16%	3%	22%	15%	16%	11%	21%

 = significant relationship

## APPENDIX C: OPEN-ENDED RESPONSES

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Thinking about all the travel you do in a typical week as 100% of travel time, I'd like to know what percent of your travel time is spent in a car, bicycling, walking, on public transit, or something else.

### Other forms of Transportation: Combined FLG

- A one wheel.
- Airplanes.
- CAB
- Carpooling (2x)
- Flying.
- Gator (sic)
- Horse
- I cannot justify (sic) what type of travel
- Just miscellaneous travel.
- Just not traveling. Laying low in average week. Just don't go out much
- Motorcycle (2x)
- Motorcycle or razor
- Not being out on the road or going somewhere.
- Pickup truck
- Quad - ATV - 4 wheeler quad ATV
- Ride sharing or taxi
- Riding with other people
- Riding in someone else's car
- Scooter or dirt bike
- Service for gimpy people.
- Skateboard or scooter
- The company travel, sometimes by plane or truck.

## On an average day, what do you use your car for? (Other Responses)

### Inside FLG:

- 2nd and 3rd job
- Activities like soccer or hobbies.
- All kinds of things.
- Appointment.
- Back and forth to see family
- Banking, post office, and government office.
- Carpool
- Car sits in the garage on the rez and I walk to work
- Church (x2)
- Commuting
- Different events around town.
- Dinner
- Dog for walk
- Drive the trail head.
- Drive to park
- Driving
- Driving to locations for work and personal business
- Enjoyment
- Entertainment (x2)
- Everywhere I go, I go by car pretty much.
- Exercise
- Family
- Fishing, bike parks, flagstaff parks, Fort Tuthill, and hiking
- Friends
- Friends and family recreation
- Friend's house, or movie or restaurant
- Friends, restaurants
- General transport
- Getting my dog out
- Go to appointments.
- Go to page and phoenix area
- Go to visit friends and family. Driving to go be out in nature.
- Go visit someone.
- Go visit son who lives 20 miles out.
- Going for a hike
- Going to trails and other national and state parks.
- Gym (x8)
- I help my friends move their things. I have a truck / transport
- I worked from home and only use my car 3 days a week



- In city commutes
- Instacart del
- Keeping appointments.
- Leisure, community assistance
- Local sight-seeing.
- Miscellaneous
- Personal (x3)
- Pleasure, shopping, medical
- Recreation (x11)
- Recreation, getting to trail or driving to a park
- Recreation, ice skating, going to the pool. Parks, to sit under the trees, by city hall.
- Recreation, restaurants, visiting other people, church,
- Restaurants
- See friends (x2)
- Shopping
- Shopping, go to girlfriend's.
- Shopping, visiting
- Site a friend
- Social outings
- Sport practice (x2)
- Store
- Store, parks, doctors' appointments
- Taking son to day care
- Taking my child to activities
- Taking kids to activities or to the park
- Towing
- Travel (x7)
- Travel and restaurants
- Uber driver
- Uber eats
- Visit friends (x2)
- Visiting elderly parents, places to hike, also shopping
- Visiting grandchildren.
- Volunteer work (x2)

**Outside FLG:**

- Business, trail head to ride bike
- Camping outdoor activities
- Caring and transporting clients
- Church (x2)
- Church, volunteering

- Community events, charity, and family
- Commuting
- Customer service.
- Disabled and have someone drive
- Drive to airport.
- Drive to national parks
- Dry cleaners
- Entertainment
- For leisure travel.
- Getting to town,
- Go to Phoenix or California
- Going into town. Pharmacy. Volunteer work.
- Going out to eat
- Going to church
- Going to recreation sites.
- Going to the store and church
- Gym (x4)
- Gym. Recreational
- I do not drive
- I don't drive much
- I go to school, recreation
- I work out of town
- Joy ride
- Laundry
- Leisure
- Leisure, to go hiking.
- Meet girls
- On an average day, I don't drive because of Covid
- Outdoor travel, everything
- Personal (x2)
- Post office
- Recreation (x5)
- Recreation and entertainment
- Recreational travel (x2)
- Restaurants (x2)
- Restaurants and movies
- Ride share
- Scenic
- See friends
- Shopping (x3)
- Since Covid, I do not use my car on an average day
- Socializing and for post office.

- Taking kids to athletic stuff
- To get to and from places
- To hiking or running
- Traveling to the dump
- Visit family or friends
- Visit kids, take a drive
- Visiting friends (x3)
- Visiting the downtown Flagstaff area
- Volunteer activities. Therapy