Executive Summary

The Foothills Community Foundation is a non-profit organization that serves the communities of Cave Creek, Carefree, Northeast Phoenix, North Scottsdale, and their surrounding areas. The Foundation’s vision is to “create a better tomorrow by encouraging the celebration of art and culture, treasuring our desert environment, assisting those in need, and encouraging lifelong learning and healthy lifestyles.” In the spring of 2014, the Foothills Community Foundation entered into an agreement with Arizona State University’s Partnership for Community Development to provide assistance in conducting a community needs assessment. The Partnership for Community Development is a research enterprise located within the School of Community Resources and Development with a unique history of benefitting Arizona communities interested in conducting needs analyses, asset mapping, strategic planning, and community visioning processes.

The Partnership for Community Development was requested to guide a needs assessment process conducted by a team of citizen researchers recruited by the Foothills Community Foundation. This report synthesizes the data collected through that process. To conduct the needs assessment, a variety of approaches were utilized including key informant interviews, community focus groups, and an on-line community survey. These three approaches allowed for input from broad representation of community members ranging from families to government officials. The report organizes core findings around four fundamental questions that drove the study: (1) What are the community points of pride, (2) What are the community challenges, (3) What is it that must be maintained or preserved within the community, and (4) What do people want to add to their community? Core findings each questions are:

What are the community points of pride?
- Cultural opportunities
- High achieving schools
- Western desert lifestyle
- Sense of community
- Non-profit organizations
- Faith-based organizations
- Social and community programs
- Recreational and physical health opportunities

What are the community challenges?
- Education support and programs
- Family programs and facilities
- Youth programs and facilities
- Public transportation
- Cultural programs and facility support
- Social services support and providing for needs
- Perceptions of affluence
- Sustainable community development

What must be maintained or preserved?
- Western desert lifestyle
- Natural resource protection
- Sense of community
- Local businesses
- Youth services
- Family services
- Older adult services

What do people want to add to their community?
- Education support and programs
- Youth programs and facilities
- Family programs and facilities
- Older adult programs and facilities
- Public transportation
- Social services support and providing for needs
- Health care services and support
- Communication of services and events
- Sustainable community development
- Recreational and physical health opportunities
Executive Summary

The study revealed many forms of actionable items of particular importance to community members. They are summarized below, organized by the three focal areas of the Foothills Community Foundation core agenda: education, community services, and cultural enrichment.

Education

- Create support for schools through developing:
  - Political support for continued/increased funding
  - Sustainable tax base for continued funding
- Enhance the youth educational system through developing:
  - A pay/benefit structure to attract and retain quality teachers
  - Funding for the integration of arts, sciences, and physical education in schools
  - Scholarship programs for youth educational opportunities
  - Expanded educational infrastructure
  - Mentorship programs for youth
  - Programs to prepare students for college and/or trades/careers
  - After school programs to provide options for supervision
- Enhance adult educational opportunities through developing:
  - Affordable adult educational options
  - More lifelong learning options
- Collaboration to develop solutions to the community’s most pressing education needs through:
  - Working with non-profit organizations, the faith-based community, and the private sector

Community Services

- Develop public health programs to address growing community needs related to:
  - Substance abuse and recovery
  - Mental health
  - Physical fitness
  - Nutrition
- Offer community programs to provide support for:
  - Struggling families
  - Affordable housing options
  - Inclusion of the older population into the community
  - Affordable services
  - Local businesses and sustainable economic development
  - The aging population and graceful aging in place
- Provide community access through developing:
  - A community wide transportation system
  - Walkable and bikeable communities
  - Meals on wheels programs for older adults who don’t have access to a grocery store
- Develop space and facilities for:
  - Community to gather and interact (build community)
  - Family orientated activities and events
  - Youth to legally hang out
  - Team sports
  - Health and fitness
  - Older adults (senior center)
  - Recreation
• Provide centrally located and accessible information to create awareness about:
  o Community events for family, youth, and older adults
  o Social services and resources for families, youth, and older adults

Cultural Enrichment
• Develop funding support for the arts through:
  o Cultural programming in schools
  o Communication of cultural opportunities
• Create diversity of cultural offerings with:
  o Art festivals
  o Tourist and food attractions
  o Entertainment opportunities
  o Community events
• Develop cultural facilities including:
  o Cultural/community center complex
  o Performing/fine arts center
  o Museum
  o Movie theater

The full report provides the background context for the community needs assessment, the methodologies employed, summary results of the assessment (partitioned by key informant interviews, community focus groups, and the on-line questionnaire), study conclusions, and a variety of appendices which include detailed study results, key informant interview, focus group, and on-line questionnaire templates, and a geographic map of the Foundation’s service area.
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Introduction

The northeast metropolitan areas of Phoenix provide a unique setting for residents to live, work, and play. Although the communities in the northeast Valley of the Sun are, individually, very unique, these areas are often known for their “southwestern cowboy” lifestyle with scenic open areas and relatively less congestion than much of the Valley. Located in a more open desert landscape, residents here are often drawn to a rural way of life. These areas are typically perceived as more affluent with larger homes and yards than other areas of the Valley. In addition, the area is known for its art festivals during the winter months and its “cowboy” bars.

The Foothills Community Foundation (FCF) is a non-profit organization that serves the Arizona communities of Cave Creek, Carefree, North Scottsdale, Northeast Phoenix, and their surrounding areas (see Appendix C, map of service area). This service area encompasses approximately 240,000 residents with approximately an additional 200,000\(^1\) just outside the service area who also benefit from the opportunities FCF provides. The vision of FCF is to “create a better tomorrow by encouraging the celebration of art and culture, treasuring our desert environment, assisting those in need, and encouraging lifelong learning and healthy lifestyles”. Through this vision, FCF provides residents, of all ages, resources in three specific areas: education, community service, and cultural enrichment.

Arizona State University is dedicated to “enhancing our local impact and social embeddedness” with goals to “develop solutions to real-life challenges”. The Partnership for Community Development (PCD), located at Arizona State University’s Downtown Phoenix campus in the School of Community Resources and Development, embodies this vision. The PCD’s philosophy holds that “communities are most successful in creating their ideal living conditions when they utilize their own resources and mobilize engagement among their stakeholders” and “by working together, people and organizations can discover new solutions in synergy”.

Background of the Foothills Community Foundation Community Assessment

In the spring of 2014, FCF entered into talks with the College of Public Service and Community Solutions inquiring about a potential partnership with Arizona State University for assistance in assessing the current needs of the communities they serve. The PCD was identified as the ideal center to partner with FCF due to its dedication to and experience with community needs assessments, visioning, and asset mapping. The PCD partnered with FCF to conduct this assessment to assist the organization in seeking to clarify, advance, and implement its vision through assessing the current community vision and needs. This would serve to update the 2000/2001 ASU Foothills Social Needs Assessment, also commissioned by FCF, conducted by Merrill & Associates. In addition, the implementation of this community assessment sought to strengthen relationships between FCF and local community assets such as non-profits, the faith-based community, government, neighborhood groups, and other community-based organizations.

In collaboration with various community partners (e.g., Valley of the Sun United Way, Maricopa Association of Governments, Arizona Community Foundation, Arizona Community Action Association, Department of Economic Security, Pulte Home Corporation, DMB Associates), the PCD has been implementing the Asset-Based Community Development (ABCD) model\(^2\)\(^3\) in communities around Arizona. ABCD is a process for empowering community members to define the community vision, mobilize resources to accomplish this vision, counter social challenges, and ultimately, increase their quality of life. The scope of the PCD’s projects have ranged from inner city micro-neighborhood development (e.g., Phoenix Central City South Neighborhood) to macro-neighborhood assessments (e.g., Maryvale Village) to city-wide needs assessments (e.g., City of Surprise) to rural communities (e.g., Wickenburg) to larger planned developments (e.g., Anthem) to regional planning

(e.g., West Valley Scan). In all cases, a vision for the future has been revealed and established, and a methodology to ensure collective action to achieve the vision has been co-created with community members.

**Purpose**

The purpose of this community assessment was to conduct an assessment of the needs, assets and visions of the communities being served by FCF, to use as a basis for defining the Foundation’s continuing role in the community. To responsibly and efficiently use the FCF’s financial resources, the creation of a shared partnership was developed and agreed upon by FCF and the PCD. The PCD offered its guidance and expertise in community capacity-building through community assessment, while FCF enlisted community members to conduct and manage the data-collection processes. The community assessment sought the involvement of community residents and organizations from multiple sectors, such as social services, business, education, arts and culture, parks and recreation, government, faith-based communities, neighborhood associations, advocacy groups, civic clubs, and residents of all ages, family units, and cultural groups. The process incorporated best practices in community-building and assessment methods, including the use of focus groups, key informant interviews, visioning, and priority planning processes. This report is the primary product of the collaboration between FCF and PCD; however, it marks the beginning of technical assistance to the FCF Board in interpreting the results of the project so that it might effectively respond to the needs and visions of the communities it wishes to embrace.

The community assessment focused on working with community residents and organizations to create a shared vision for the future. A critical feature of this visioning process included an inventory of community needs, of what is going well, and of what it would take to have a thriving community where people have ideal opportunities to live, work and play. This community assessment focused on generating answers to four fundamental questions: (1) What are the community points of pride, (2) What are the community challenges, (3) What is it that must be maintained or preserved within the community, and (4) What do people want to add to their community?

These questions were answered through a mix of methods. Key informant interviews which offered perspectives from individuals selected for their unique capacity to interface with the heart of community needs and aspirations. Community focus groups provided community input on the visioning questions noted above. An on-line questionnaire sent out to community members registered with local organizations and associations to gain a broad understanding of general community consensus.

The proposed partnership was developed under the Asset-Based Community Development model. Under this model, communities are envisioned as holding a wealth of aspirations, as well as a plethora of diverse assets to achieve these aspirations. The role of an “outside” resource (such as the College of Public Service and Community Solutions) is to work with the community to crystallize its aspirations, and to identify these assets as resources for growth. Thus, it is the community – not the “outside” resource – that establishes its own vision of an ideal it wishes to achieve. And, it is the community – not the “outside” resource – that mobilizes its assets to achieve its ideal. Toward this end, the College of Public Service and Community Solutions will help FCF take stock of the community’s assets, and work with community members and institutions to assemble those assets into self-generating systems for producing growth, overcoming obstacles, and producing desired change.
Methods

This community assessment utilized a multi-method approach to gain a more complete picture of the current community needs in the FCF service area. Key informant interviews, focus groups, and an on-line survey were implemented to gather a broad representation of information from many different perspectives within FCF’s communities. One of the unique approaches of this community assessment was the use of citizen researchers who were the primary resource of data collection. These citizen researchers were identified and recruited by FCF as ideal candidates to conduct focus groups and key informant interviews. The PCD in cooperation with FCF conducted volunteer researcher training to provide for the understanding of how to conduct research that is valid, reliable, and ethically sound. The following sections outline the methods of each approach.

Key Informant Interview Design

The key informant interviews were conducted using semi-structured interviews. This qualitative approach provides for directed inquiry around the areas of interest of this assessment. This approach was chosen to allow for the exploration of the salient needs of the communities around the core questions. This semi-structured interview format also allowed for straightforward data collection through the use of a script, followed in order to touch on all the relevant areas of inquiry. Not only does the approach provide rich and robust open-ended responses, it provides a straightforward process for the interviewee to guide the interviewer through the inquiry process. Although the citizen researchers were well versed through their previous experiences and the citizen research training, the semi-structured approach helped to maintain consistency between different researchers.

Sampling Strategy

This portion of the assessment utilized key informant sampling, in which community members who play prominent roles are selected to gather their insights. The FCF identified potential individuals to sample, made initial contacts, and set up times to conduct the interviews if they were interested in participating. Because of FCF’s role in the community, there were no issues with access to these groups. In addition, many of the citizen researchers themselves were prominent members in the community with access to certain individuals. The key informants included individuals who work for or are involved with local governments, non-profit organizations, education, health care, community planning boards, faith-based organizations, and education programs.

Instrumentation

The assessment questions were developed, in part, from the previous 2001 study, Social Needs Assessment: The Desert Foothills, and through collaboration between FCF and PCD to address FCF’s core needs areas. The areas of interest included four questions focusing on community points of pride, community challenges, what must be maintained or preserved within the community, and what should be added to the community? These four areas were asked in general as well as around the specific focal areas which included education, community service, and cultural enrichment. In addition, these four questions were asked concerning youth, older adults, and families. The interview script (see appendix B) provided the citizen researchers with a step-by-step process to follow during the interview. This provided for better consistency between interviews and different interviewees. The interview script was designed for the citizen researchers to write down participant responses right on the script under each particular question.

The first section of the script requested the participants to introduce themselves by identifying how long they have lived in the Desert Foothills area, what brought them here, and their current involvement in the community. The second question of this section centered on having the participant describe the community, lifestyle, what they value in the community, and the meaning they find living in the community. The third question asked what the most pressing needs and challenges are in the community. The fourth question in this
Methods

section sought to identify the elements of the community, which should be protected, guarded, or retained. The final question explored what participants felt should be added to the community to make it ideal.

Then, the script requested the interviewees to focus on three particular issues: education, community services, and cultural enrichment. For each issue, one at a time, the interviewees were asked to provide two answers to each of the following questions: “What are the good things going on in this community?”, “What are the challenges, issues, or things that need to be done?”, “What services are not available, but are needed?”, and “What do you feel should be the top priorities that should have investment at this time?” Once completed, the interviewees were asked to repeat the process, but this time focusing on three specific types of populations: youth, older adults, and families.

At the conclusion of the interview, the participant was given an additional needs assessment questionnaire to complete. This questionnaire asked the participant to rate a list of services, programs, and facilities that might be needed in the community. The rating scale for each service, program, and facility was on a four point scale identified as “not much of a need”, “somewhat of a need”, “very strong need”, and “crucial need”.

Analysis

The key informant interview data required a qualitative analysis approach. This involved transcribing all interview responses from paper to a computer text file. From this file, each response was read and categorized into related themes. This inductive method allowed for participant meaning to emerge for a deeper understanding of the important themes in the community as they relate to the core areas. The PCD oversaw the data analysis and to verify consistency of the emerging themes, multiple researchers independently categorized responses to the questions. The themes that emerged for each researcher were compared for consistency. Peer-debriefing was used throughout the qualitative data analysis to ensure rigor in the elucidation of themes. The additional needs assessment was analyzed with the on-line survey data.

Focus Group Design

To gain insights from community members with specific interest areas, a series of focus groups were conducted to identify participant perceptions on how to build a strong and healthy community. This qualitative approach brought community members together with similar interests to provide unique insights related to their specific areas of interest. These focus groups offered an in-depth discussion around the core topics.

Sampling Strategy

Four focus groups were organized to gain perspectives concerning the focal questions from members of the cultural, non-profit, and older adult communities, and from families. Each of the focus group members were identified purposively by FCF as active and knowledgeable in the respective areas. The focus groups had between five to eight participants and centered around one specific interest (i.e., cultural, non-profit, older adults, and families) and were conducted between January and February, 2015.

Instrumentation

As with the key informant interviews, the questions and script were derived from past research and through FCF and PCD collaboration. Citizen researchers recruited by FCF conducted the focus groups in teams of two with one researcher as the facilitator and the other as the note taker. The focus groups utilized self-stick easel pads to write down the focus group participants’ responses on so all group members could see and reflect on what was being recorded. One sheet was used for each section (focal question). The focus group script (see Appendix B) provided a progression through the questions providing a time frame for each question and follow up questions if any conversation stalled. General questions of years lived in the community, native to the area, and reasons for moving/living in the foothills area were asked once everyone was settled. These were intended
as icebreaker questions to get the group familiar with one another as well as to get them talking. The script then proceeded to ask about points of pride in the community, things that are working well, greatest challenges of the community, and visions for the future. In addition to the participant’s responses being written on the easel pad, the community assessment was aimed towards identifying the primary or most important responses. After each question’s discussion was completed, participants were asked to vote for what they felt was the most important comment listed. Although all comments were acknowledged to be important, this approach provided a way to identify the group’s top priorities. After the focus group concluded with each question, each participant was provided with the same additional need assessment questionnaire to fill out as identified with the key informant interviews to complete.

Analysis

Analysis for the focus group data was conducted in a manner similar to the key informant data analysis with the transcribing of interview responses from paper to a computer text file and then the responses were categorized into related themes. In addition to the coding, the number of votes for each response were identified and recorded. These were calculated into percentages for comparison across focus groups. The PCD oversaw data analysis and, again, to verify consistency of the emerging themes, multiple researchers independently categorized responses to the questions. The themes that emerged for each researcher were compared for consistency (e.g., peer debriefing).

Survey Design

To gain insight from the broader community a quantitative on-line survey was decided on due to its low cost and ease of implementation. The self-administered survey questionnaire, although not a probability sample, provided access to opinions of households throughout the FCF service area. For the creation and delivery of the on-line survey, the community assessment utilized Qualtrics® Survey Software. The on-line software provided a platform for creating and distributing the online questionnaire to participants. The community assessment provided potential survey participants with a link to the on-line survey questionnaire and restricted access to one response per IP address. This technology reduces the chance of repeat responses from an individual/computer. Survey responses were collected through the on-line software and downloaded later for analysis using a separate data analysis program. A copy of the survey questions is supplied in Appendix A.

Population and Sample

This part of the community assessment used a non-probability sample by first identifying governmental, non-profit, and private organizations who are involved in the community. These organizations included the school district, local libraries, homeowner associations, senior centers, and local non-profit organizations. The FCF approached these organizations and asked to send the survey link to member email lists they had on record. This provided access for a broad spectrum of community members with varying interests. However, due to the nature of this sampling method, a true measure of response rate could not be determined.

Instrumentation

The survey was set up with an initial consent form that the participant was required to agree to before they were able to proceed. An initial question of “what is your local Arizona zip code” was asked to identify if the respondent resides in the FCF services area. The following question sought to identify length of residency in the community by asking “How many years have you lived in this community? The participants were then presented with a list of services, programs, and facilities they were asked to rate on how much of a need the community had for each. The services, programs, and facilities were rated on a 4 point scale with “not much of a need”, “somewhat of a need”, very strong need”, and “crucial need” as the options for each. This is the same list that was presented to key informant interviewees and focus group participants. A follow up, open-ended
Methods

question asked participants to list any other needs in their community that were not listed in the prior question. Two questions requested open-ended responses to what participants liked best about their community and what they liked least about their community. Before the general demographic questions at the end of the survey questionnaire, the on-line questionnaire asked about annual residency with response choices of “year round”, “mostly in the winter months”, and “other (please specify)”. The questions concerning income and race/ethnicity followed the U.S. Census structure.

Analysis

These on-line questionnaire data were analyzed using two methods. Quantitative data, including the additional community needs scales, were analyzed using the software package SPSS version 22. Basic descriptive statistics were compiled and interpreted. Zip codes were screened to ensure residency in the FCF service area, and then recoded into broader community areas. For the qualitative portion of these data, the open-ended responses were coded into major thematic areas utilizing the same process used to analyze the key informant and focus group data. Multiple researchers independently categorized responses to the questions. The themes that emerged for each researcher were compared for consistency.
Key Informant Interview Results

This portion of the community assessment used key informant interviews for an in-depth understanding of the four fundamental questions driving the study; (1) What are the community points of pride, (2) What are the community challenges, (3) What is it that must be maintained or preserved within the community, and (4) What do people want to add to their community? A total of seventeen key interviews were completed during the months of January and February 2015. The key informant interviewees were all members of the community with varying backgrounds. Community members interviewed represented different elements of the greater community including government, planning, business, faith-based organizations, families, community boards and committees, non-profit organizations, the school district, the college student community, and the health care sectors. The key informants lived or worked in the area for an average of 20 years and were well-established community members.

This section will cover the results of data collected from the key informant interviews, sequentially presented by thematic areas. It begins with an overview of responses to questions related to describing the community, identifying the most pressing needs of the community, identifying what needs to be protected in the community, and identifying what needs to be added in the community. Next are the summarized results of four concepts of what are the good things happening in the community, the challenges, what services need to be added, and what the top priorities are in the community. These questions are posited in the contexts of education, community enrichment, and cultural services. The final part of this section summarizes the themes that emerged around youth, older adults, and families through the level of questions as identified with the education, community enrichment, and cultural services. For a list of all comments and categorized themes please see Appendix A.

Background

In the key informant interviews, participants were asked how they would describe their community. Table 1 shows the emerging themes from interviewee responses. A key theme was the idea of a Western desert lifestyle with an emphasis on an “eclectic community”, “natural desert lifestyle”, and “open space.” Sense of community was a theme that emerged from comments like “this is a very close community” and “[I feel [like I am] an essential part of life here”. A number of interviewees noted the “caring and loving people in the area” and that “people care severally and reach out to each other” which reflect open and caring community members. As touched on with the southwestern desert lifestyle theme, the natural desert environment was an important theme in describing the community with comment about the “beauty of [the] area” and “everyone came here for the outdoor lifestyle and weather”. As noted in the introduction, many interviewees commented on the community having an “affluent” and “wealthy” socio-economic status. The last major theme that emerged was in relation to the community being diverse in “income, age, politics, [and] religion”. It was commented that there are “distinctly different neighborhoods [and] interests,” however, there are “not diverse ethnicities [and] culture[s]”.

Table 1 Community description (interviews)

<table>
<thead>
<tr>
<th>Themes (# of mentions)</th>
<th>Example of Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western desert lifestyle (23)</td>
<td>“low density development” “Open space” “Western lifestyle” “Like no other”</td>
</tr>
<tr>
<td>Sense of community (9)</td>
<td>“Feel an essential part of life here” “Cohesiveness”</td>
</tr>
<tr>
<td>Open &amp; caring residents (6)</td>
<td>“People care severally and reach out to each other” “Caring &amp; loving people...”</td>
</tr>
<tr>
<td>Natural desert environment (6)</td>
<td>“Beauty of area” “Outdoor lifestyle &amp; weather” “Outdoor recreation”</td>
</tr>
<tr>
<td>Socio-economic status (5)</td>
<td>“Affluent” “Wealth” “Fairly affluent and intelligent community”</td>
</tr>
<tr>
<td>Diverse community (2)</td>
<td>“Distinctly different neighborhoods/interests”</td>
</tr>
</tbody>
</table>
Interviewees were asked about the most pressing needs in the community and nine (9) themes emerged from their responses. An emphasis was put on the need for “…more land protection [of] open spaces [and] wildlife areas” as well as the importance to protect the “water supply [due to] many people [being] on well systems”. “Alcoholism”, “substance abuse”, and “no mental health” identified the need for social services and facilities. The “needs of [a] quickly aging population” was a concern brought up due to the “lack of resources for older members of the community”.

A number of themes emerged that centered around support for providing funding for programs and services, as well as general community and governmental support. Education is an important area needing support with interviewee comments such as “underfunded, children suffer as a result” and the “have and have not situation due to high cost of education”. Families were also noted as needing support because of the “lack of resources to support struggling kids” as well as the “lack of recognition of under-represented families in the affluent community”. Lastly, “maintaining small businesses” and “further enabling … local small businesses” was identified as an area which needs support.

Transportation, sustainable development, and providing attraction were noted themes that related to pressing needs of the community. Interviewees noted the “lack of … transportation”, “bike lanes, and horse paths” was an important issue in getting around the area. The theme of sustainable development emerged due to the need of “balancing desires for open space with new residential land issues” while maintaining a “self-sustaining … economy”. A need to provide “more public attractions” was also a pressing need of the interviewees.

Table 2 Most pressing needs in the community (interviews)

<table>
<thead>
<tr>
<th>Theme (## of mentions)</th>
<th>Example of Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource protection (8)</td>
<td>“Need more land protection, open space, wildlife areas.” “Water supply”</td>
</tr>
<tr>
<td>Social services &amp; facilities (6)</td>
<td>“No mental health or substance abuse resources” “Drugs – sex among students”</td>
</tr>
<tr>
<td>Aging population (6)</td>
<td>“Lack of resources for older members of the community” “Services for elders”</td>
</tr>
<tr>
<td>Support for education (6)</td>
<td>“Underfunded, children suffer as a result” “…high cost of education”</td>
</tr>
<tr>
<td>Support for families (6)</td>
<td>“Lack of resources for struggling kids” “…needs are with families”</td>
</tr>
<tr>
<td>Support for business (4)</td>
<td>“Maintaining small business” “Encourage local businesses”</td>
</tr>
<tr>
<td>Transportation (4)</td>
<td>“Challenges are lack of resources and transportation” “Bike lanes, &amp; horse paths”</td>
</tr>
<tr>
<td>Sustainable development (2)</td>
<td>“Self-sustaining economy, balance preservation and commercial development”</td>
</tr>
<tr>
<td>Providing attractions (2)</td>
<td>“More public attractions” “History museum”</td>
</tr>
</tbody>
</table>

Table 3 presents the major themes that emerged with respect to what needs to be protected in the community. Many of the themes presented around the description of the community also emerged here. Interviewees identified that the western desert lifestyle “must be preserved”. This was personified in the comment: “preserve [the] uniqueness of the community”. Relating to the western desert lifestyle is the sense of community that exists in these communities. Interviewees noted that there is a “need to protect the integrity of the community.” The “protection of the environment, air, soil, water, and open spaces” is an important aspect of this western desert lifestyle that was identified as needing protection. In addition, maintaining and protection of local business and “keeping out big box stores” was a major emphasis. Rounding out the major themes around what needs to be protected in the community was youth, family, and older adult services. The concern of losing “family values” and a lack of “focus on the education of the community’s children” were statements supporting the youth and family service theme. In relation to the older adult services theme, interviewees noted the need to “maintain … assistance for the elderly”.
Table 3 What needs to be protected in the community (interviews)

<table>
<thead>
<tr>
<th>Theme (# of mentions)</th>
<th>Example of Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western desert lifestyle (14)</td>
<td>“Preserve uniqueness of the community” “western lifestyle must be preserved”</td>
</tr>
<tr>
<td>Resource protection (10)</td>
<td>“Protect the environment, air, soil, water, and open spaces.”</td>
</tr>
<tr>
<td>Sense of community (8)</td>
<td>“Closeness of the community.” “Need to protect the integrity of the community”</td>
</tr>
<tr>
<td>Local businesses (5)</td>
<td>“City support for business community” “Keep out big box stores”</td>
</tr>
<tr>
<td>Youth &amp; family services (3)</td>
<td>“Family values” “Place for youth to play”</td>
</tr>
<tr>
<td>Older adult services (2)</td>
<td>“Community-based ‘aged’ housing”</td>
</tr>
</tbody>
</table>

Key informant interview participants identified a number of services and programs which need to be added to the community as presented in table 4. The themes suggest a need for cultural events and attractions identifying “movie theaters” and “more activities that bring culture here”. Also identified is a need to add “healthy places for teens to hang out” as well as “more community gathering spaces” for the “integration of age groups”. Transportation was identified as a need for “elderly and working families” with a number of comments also related to the need for “better transportation options”. Youth and family services identified a need for “more resources for substance abuse [and] mental health” and “a community based resources center focused on needy families, education, employment, etc.”. Relating to youth services was the need for “physical education including options other than gyms”. With the need to “include ... isolated seniors into the community” and for “quality community based assisted living”. Older adult services also need to be added to the community. The economic development of the region was a theme that emerged through the need to “revitalize downtown Carefree” and for a “broader economic base”. The last theme related to communication and the frustration with the local news outlet with interviewees wanting a “more positive news outlet” and a “better tool for communicating accurate news”.

Table 4 What needs to be added to the community (interviews)

<table>
<thead>
<tr>
<th>Theme (# of mentions)</th>
<th>Example of Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural events/attractions (7)</td>
<td>“More activities that bring culture here” “Movie theater”</td>
</tr>
<tr>
<td>Community gathering space (7)</td>
<td>“Healthy place for teens to hang out” “integration of age groups”</td>
</tr>
<tr>
<td>Transportation (7)</td>
<td>“Better access to transportation” “walk-ability, connecting town with pathways”</td>
</tr>
<tr>
<td>Youth &amp; families services (6)</td>
<td>“Resources for substance abuse/mental health” “affordable youth activities”</td>
</tr>
<tr>
<td>Older adults services (5)</td>
<td>“Inclusion of isolated seniors in the community.” “Social services”</td>
</tr>
<tr>
<td>City economic development (5)</td>
<td>“Broader economic base” “Revitalization of downtown Carefree”</td>
</tr>
<tr>
<td>Support for education (4)</td>
<td>“More classes at college campus to make it convenient”</td>
</tr>
<tr>
<td>Communication (2)</td>
<td>“More positive news outlet” “Better tool for communicating accurate news”</td>
</tr>
</tbody>
</table>

Education

Table 5 presents the themes that emerged from the good things going on and the challenges in the community concerning education. Good things going on with education include quality of education in a time of limited funding, innovation and integration of schools with the community, education options, and communication. Challenges in the community include funding of schools, education and classes offered, lack of
Key Informant Results

mentorship and supervision of youth, a commitment to education by youth, and the attracting, retaining, and general support of quality teachers.

Table 5 Educational positives and challenges (interviews)

<table>
<thead>
<tr>
<th>Good things going on in the community (# of mentions)</th>
<th>Challenges in the community (# of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality education with limited resources (14)</td>
<td>School district funding (9)</td>
</tr>
<tr>
<td>Innovation/integration of schools with community (6)</td>
<td>Educational programs &amp; class offerings (6)</td>
</tr>
<tr>
<td>Educational options (4)</td>
<td>Mentorship &amp; supervision of youth (3)</td>
</tr>
<tr>
<td>Communication (2)</td>
<td>Commitment to youth education (3)</td>
</tr>
<tr>
<td></td>
<td>Attracting, retention, and support of teachers (2)</td>
</tr>
</tbody>
</table>

Table 6 presents the educational services that are needed and the top priorities in the community related to education. For services not available but needed in the community, interviewee comments identified career preparedness programs, counseling services for substance abuse and intervention, lifelong learning, and after school programs as the major themes. The top priorities for education in the community are the development of innovated and collaborative approaches to education, increasing the educational funding and developing the infrastructure, providing services to youth and families in need, creating a literate community, and preparing youth for the workforce and college.

Table 6 Educational services needed and top priorities (interviews)

<table>
<thead>
<tr>
<th>Services not available but needed (# of mentions)</th>
<th>Top priorities (# of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career preparedness programs (7)</td>
<td>Innovative/collaborative approaches to education (5)</td>
</tr>
<tr>
<td>Counseling (substance abuse and intervention) (3)</td>
<td>Educational funding and infrastructure (3)</td>
</tr>
<tr>
<td>Lifelong learning (2)</td>
<td>Youth and family support (3)</td>
</tr>
<tr>
<td>After school programs (2)</td>
<td>Literacy of community members (2)</td>
</tr>
<tr>
<td></td>
<td>Preparing youth beyond k-12 (2)</td>
</tr>
</tbody>
</table>

Community Service

With relation to community services, table 7 presents the themes that emerged from interviewee responses to questions about what are the positives and the challenges in their community. Community service positives were found to be the social programs for youth, families, and older adults, community art and events, non-profit and faith-based organizations, and the sense of community among the local residents. Communication of services, developing and expanding social services, sustainable community development, transportation, and funding of services were all themes around the challenges of community services.

Table 7 Community service positives and challenges (interviews)

<table>
<thead>
<tr>
<th>Good things going on in the community (# of mentions)</th>
<th>Challenges in the community (# of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social programs for youth, families, &amp; older adults (14)</td>
<td>Communication of services (8)</td>
</tr>
<tr>
<td>Community arts &amp; events (9)</td>
<td>Developing/expanding social services (6)</td>
</tr>
<tr>
<td>Non-profit &amp; faith based organization (7)</td>
<td>Sustainable community development (4)</td>
</tr>
<tr>
<td>Sense of community (3)</td>
<td>Transportation (3)</td>
</tr>
<tr>
<td></td>
<td>Funding of services (3)</td>
</tr>
</tbody>
</table>
Table 8 presents the themes related to community service that focus on services not provided but are needed and the top priorities in the community. Major themes around needed community services include social services, older adult programs and facilities, transportation, health care, and funding of services. The top priorities for community services are older adult programming and facilities, communication of services and events, and social services.

<table>
<thead>
<tr>
<th>Services not available but needed (# of mentions)</th>
<th>Top priorities (# of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social services (9)</td>
<td>Older adult programming and facilities (5)</td>
</tr>
<tr>
<td>Older adult programs and facilities (5)</td>
<td>Communication of services &amp; events (3)</td>
</tr>
<tr>
<td>Transportation (4)</td>
<td>Social services (3)</td>
</tr>
<tr>
<td>Health care (2)</td>
<td></td>
</tr>
<tr>
<td>Funding of services (2)</td>
<td></td>
</tr>
</tbody>
</table>

**Cultural Enrichment**

The positives happening in the community and the challenges in the community centered on cultural enrichment are presented in table 9. The positives, or good things going on, in the community include the performing arts, community cultural events, cultural education opportunities, and cultural faculties. Challenges in the community include communication of cultural enrichment, support for cultural programs, lack of cultural facilities, engagement of youth in arts, lack of diversity of programs, and the efficiency of existing programs.

<table>
<thead>
<tr>
<th>Good things going on in the community (# of mentions)</th>
<th>Challenges in the community (# of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performing art (11)</td>
<td>Communication of cultural enrichment (7)</td>
</tr>
<tr>
<td>Community cultural events (11)</td>
<td>Support for cultural programs (5)</td>
</tr>
<tr>
<td>Cultural education opportunities (7)</td>
<td>Lack of cultural facilities (5)</td>
</tr>
<tr>
<td>Cultural facilities (3)</td>
<td>Engagement of youth in arts (4)</td>
</tr>
<tr>
<td></td>
<td>Lack of diversity of programs (3)</td>
</tr>
<tr>
<td></td>
<td>Efficiency of existing programs (2)</td>
</tr>
</tbody>
</table>

Table 10 presents the themes from community services that are needed but not available and the top priorities concerning cultural enrichment. Looking at the services not available, themes that emerged were the need for more activity and event options, cultural facilities, and cultural programs in schools. The top priorities for cultural enrichment are the need for cultural facilities, support for cultural enrichment, new and expanded cultural events, and cultural events for community building.

<table>
<thead>
<tr>
<th>Services not available but needed (# of mentions)</th>
<th>Top priorities (# of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More activity/event options (9)</td>
<td>Cultural facilities (7)</td>
</tr>
<tr>
<td>Cultural facilities (4)</td>
<td>Support of cultural enrichment (2)</td>
</tr>
<tr>
<td>Cultural programs in schools (2)</td>
<td>New/expanded cultural events (2)</td>
</tr>
<tr>
<td></td>
<td>Cultural events for community-building (2)</td>
</tr>
</tbody>
</table>
Youth

The third section of the key informant interviews started by asking interviewees questions concerning the youth in the community. Table 11 presents the themes that emerged from the good things going on and the challenges in the community related to youth. The good things going on include physical activities, quality schools and education programs, cultural opportunities and engagement, youth programs, and faith-based organizations. Challenges in the community include a lack of programs and space for activities and play, social support for learning, substance abuse, transportation, involvement in the community, and the effects of technology.

<table>
<thead>
<tr>
<th>Good things going on in the community ( # of mentions)</th>
<th>Challenges in the community ( # of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical activities (8)</td>
<td>Lack of programs &amp; space for activities/play (7)</td>
</tr>
<tr>
<td>Quality schools and education programs (8)</td>
<td>Social support and learning (7)</td>
</tr>
<tr>
<td>Cultural opportunities/engagement (5)</td>
<td>Substance abuse (6)</td>
</tr>
<tr>
<td>Youth programs (5)</td>
<td>Transportation (3)</td>
</tr>
<tr>
<td>Faith-based organizations (2)</td>
<td>Involvement in the community (3)</td>
</tr>
<tr>
<td></td>
<td>Effects of technology (2)</td>
</tr>
</tbody>
</table>

Themes identified for services needed and the top priorities in the community related to youth are presented in table 12. Services needed include the lack of programs and space for activities and play, substance abuse programs, family services, after school programs, transportation, and career exploration opportunities. The top priorities for youth in the community are substance abuse programs, family programs, education, and mentoring programs.

<table>
<thead>
<tr>
<th>Services not available but needed ( # of mentions)</th>
<th>Top priorities ( # of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of programs &amp; space for activities/play (7)</td>
<td>Substance abuse programs (5)</td>
</tr>
<tr>
<td>Substance abuse programs (4)</td>
<td>Family programs (3)</td>
</tr>
<tr>
<td>Family services (4)</td>
<td>Education (2)</td>
</tr>
<tr>
<td>After school programs (3)</td>
<td>Mentoring programs (2)</td>
</tr>
<tr>
<td>Transportation (2)</td>
<td></td>
</tr>
<tr>
<td>Career exploration (2)</td>
<td></td>
</tr>
</tbody>
</table>

Older Adults

Table 13 presents the main themes centered on older adults with regards to the positives and challenges in the community. The good things going on, or positives, in the community relating to older adults include service organizations, community programs, community involvement, faith-based organizations, and lifelong learning. Challenges concerning the older adult population are access to and lack of services, transportation, and access to affordable housing.
Table 13 Older adult positives and challenges (interviews)

<table>
<thead>
<tr>
<th>Good things going on in the community (# of mentions)</th>
<th>Challenges in the community (# of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service organizations (11)</td>
<td>Access to/lack of services (10)</td>
</tr>
<tr>
<td>Community programs (5)</td>
<td>Transportation (7)</td>
</tr>
<tr>
<td>Community involvement (4)</td>
<td>Affordable housing (3)</td>
</tr>
<tr>
<td>Faith-based organizations (3)</td>
<td></td>
</tr>
<tr>
<td>Lifelong learning (2)</td>
<td></td>
</tr>
</tbody>
</table>

Table 14 presents older adult service needs and top priorities in the community. The services that are needed for older adults include access to social health care services, transportation, access to food and access to and/or lack of facilities. The top priorities in the community are social services, facilities, transportation, and the opportunity for graceful aging.

Table 14 Older adult services needed and top priorities (interviews)

<table>
<thead>
<tr>
<th>Services not available but needed (# of mentions)</th>
<th>Top priorities (# of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to social health services (6)</td>
<td>Social services (5)</td>
</tr>
<tr>
<td>Transportation (5)</td>
<td>Facilities (4)</td>
</tr>
<tr>
<td>Access to food (2)</td>
<td>Transportation (3)</td>
</tr>
<tr>
<td>Access to/lack of facilities (2)</td>
<td>Graceful aging (3)</td>
</tr>
</tbody>
</table>

Families

The last focal population for the key informant interviews was families. Table 15 presents themes related to the positives and challenges in the community related to families. The positives include community support of families, opportunities for community interactions, faith-based organizations, western desert lifestyle, recreational opportunities, cultural opportunities, and education. The challenges for families include a lack of family activities and gathering facilities, lack of services for low income families, affordable child care and after school programs, strength of the family unit, substance abuse, and cost of living.

Table 15 Family positives and challenges (interviews)

<table>
<thead>
<tr>
<th>Good things going on in the community (# of mentions)</th>
<th>Challenges in the community (# of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community support of families (5)</td>
<td>Lack of family activities/gathering facilities (7)</td>
</tr>
<tr>
<td>Opportunities for community interactions (4)</td>
<td>Lack of services for low income families (4)</td>
</tr>
<tr>
<td>Faith-based organizations (4)</td>
<td>Affordable child care &amp; after school programs (3)</td>
</tr>
<tr>
<td>Western desert lifestyle (3)</td>
<td>Strength of the family unit (3)</td>
</tr>
<tr>
<td>Recreational opportunities (3)</td>
<td>Substance abuse (2)</td>
</tr>
<tr>
<td>Cultural opportunities (2)</td>
<td>Cost of living (2)</td>
</tr>
<tr>
<td>Education (2)</td>
<td></td>
</tr>
</tbody>
</table>

Table 16 presents family services needed and the top priorities in the community. The services needed include family oriented events and facilities, social services, substance abuse programs, mental health programs and access to health care, and family services. The top priorities for families are family oriented events, social services, substance abuse programs, and awareness of community member’s needs.
Key Informant Results

Table 16 Family services needed and top priorities (interviews)

<table>
<thead>
<tr>
<th>Services not available but needed (# of mentions)</th>
<th>Top priorities (# of mentions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family orientated events/facilities (8)</td>
<td>Family oriented events (5)</td>
</tr>
<tr>
<td>Social services (5)</td>
<td>Social services (3)</td>
</tr>
<tr>
<td>Substance abuse programs (4)</td>
<td>Substance abuse programs (2)</td>
</tr>
<tr>
<td>Mental health programs &amp; access to health care (3)</td>
<td>Awareness of community member’s needs (2)</td>
</tr>
<tr>
<td>Family services (2)</td>
<td></td>
</tr>
</tbody>
</table>
Focus Group Results

This section of the community assessment centered on summarizing the results from four focus groups. The four groups were organized around different themes: culture and arts, families, the non-profit sector, and older adults. Participants in each of the focus groups were asked a set of four questions relating to the community. These questions related to the points of pride of the community, the things that are working well in the community, the greatest challenges of the community, and the community members’ vision for the future. At the beginning of each focus group a series of demographic questions were asked to get a sense of the members in each group.

The culture and arts focus group had five participants which on average resided in the community for more than 10 years, with 2 being born and raised in the community. Reasons identified for living in the community were the open space, easy access, involvement in the community, golf, close to culture, beauty, quiet, and family. The focus group centered on families had seven participants. Three of the participants were born and raised in the area and identified parents living in the area, small town environment, space and low density housing, schools and the Foothills Academy, and college/elementary prep as reasons for living in the community. The non-profit focus group also had seven participants and was mixed as to the general length of residency in the area. Only one participant was born and raised in the area with rural, low intensity area, supportive networked community, beauty of the area, and open spaces and recreation listed as reasons for living in the area. A total of eight people participated in the older adult focus group. The participants in this group generally lived in the area more than 10 years with none being born and raised there. Reasons for living in the area included the weather, scenery and the desert landscape, suburban lifestyle, culture, people, the active lifestyle, and being away from the city but close enough to enjoy activities.

Tables 17, 18, 19, and 20 show the top three emergent themes from each of the four focus groups for each question asked. The tables also present responses related to the themes, with each theme identified being flagged by the associated focus group that generated it.

Table 17 presents themes that emerged from points of pride. They included the western desert lifestyle, schools and facilities, community support and involvement, local organizations, appreciation of the desert environment, and access.

Western desert lifestyle was a prominent theme present in all focus groups. This idea of unique charm, eclectic character, and small town feel revolved around comments about how the area has a “slow pace” is “unique” and has “lots of culture available.” A number of comments such as “open spaces” and “no pollution” were also made about the open space lifestyle and environment of the local area. Another sub-dimension of this lifestyle was expressed towards the people who live here. The area contains diverse people from “cowboy to cultured” with “people...from all over”. Most notably are the comments that “our area is accepting”, “easy to fit in”, and “gives you a comfortable feeling”.

The participants of the families and older adult focus groups were proud of the schools and library with comments relating to the “schools meet needs” and that they “love the Foothills Academy”. The older adults group identified their support of the Desert Foothills Library. One participant stated that “our residents give their money and their time not only in our area, but also in other areas”. This along with comments about support for arts and culture was the basis for the community support and involvement theme.
Focus Group Results

Table 17 Points of pride themes (focus groups)

<table>
<thead>
<tr>
<th>Theme</th>
<th>Response</th>
<th>Focus Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western desert lifestyle</td>
<td>Open space lifestyle</td>
<td>Cultural</td>
</tr>
<tr>
<td></td>
<td>Different types of people</td>
<td>Cultural</td>
</tr>
<tr>
<td></td>
<td>Environment and physical safety</td>
<td>Families</td>
</tr>
<tr>
<td></td>
<td>Small town feel</td>
<td>Families</td>
</tr>
<tr>
<td></td>
<td>Eclectic character of our area</td>
<td>Non-profit</td>
</tr>
<tr>
<td></td>
<td>An accepting, welcoming, friendly area</td>
<td>Non-profit</td>
</tr>
<tr>
<td></td>
<td>Unique charm of area</td>
<td>Older adults</td>
</tr>
<tr>
<td>Schools &amp; library</td>
<td>Schools</td>
<td>Families</td>
</tr>
<tr>
<td></td>
<td>Desert Foothills Library</td>
<td>Older adults</td>
</tr>
<tr>
<td>Community support and involvement</td>
<td>Generosity of area residents</td>
<td>Non-profit</td>
</tr>
<tr>
<td></td>
<td>Volunteerism</td>
<td>Cultural</td>
</tr>
<tr>
<td></td>
<td>Support for arts &amp; cultural events</td>
<td>Families</td>
</tr>
<tr>
<td>Local organizations</td>
<td>A well networked non-profit community</td>
<td>Non-profit</td>
</tr>
<tr>
<td></td>
<td>Appreciate small businesses</td>
<td>Older adults</td>
</tr>
<tr>
<td>Appreciation of desert environment</td>
<td>Preservation of green space</td>
<td>Families</td>
</tr>
</tbody>
</table>

Table 18 presents the emerging themes from discussions on what is working well in the community. Service organizations was a clear theme that was presented by the participants. The cultural and older adult focus groups identified the Desert Foothills Land Trust, Musicfest, Sonoran Arts League, Desert Foothills Library, Foodbank, Foothills Community Foundation, Foothills Caring Corps, and Kiwanis as organizations that have a strong presence and impact on the community. Others commented that the “YMCA builds community” which is another important element of the impact of these organizations on the community. Other themes that emerged as working well in the community were youth programs, education, citizenry, arts, and healthcare access.

Table 18 What is working well themes (focus groups)

<table>
<thead>
<tr>
<th>Theme</th>
<th>Response</th>
<th>Focus Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service organizations</td>
<td>Groups/organization presence/impact</td>
<td>Cultural</td>
</tr>
<tr>
<td></td>
<td>Food Bank</td>
<td>Older adults</td>
</tr>
<tr>
<td></td>
<td>Caring Corps</td>
<td>Older adults</td>
</tr>
<tr>
<td>Youth programs</td>
<td>Youth sports programs</td>
<td>Families</td>
</tr>
<tr>
<td>Education</td>
<td>Educational opportunities</td>
<td>Families</td>
</tr>
<tr>
<td>Citizenry</td>
<td>Outstanding citizens</td>
<td>Families</td>
</tr>
<tr>
<td>Arts</td>
<td>Desert Foothills Theater</td>
<td>Older adults</td>
</tr>
<tr>
<td>Health care access</td>
<td>Medical facilities close by</td>
<td>Older adults</td>
</tr>
</tbody>
</table>

Table 19 reports themes related to the greatest challenges of the community. These included support of schools and services, communication of programs and services, transportation, affluent community perceptions, adult education and programs, providing community facilities, balancing economic development, and help for families. It was found that concerns for schools and arts revolved around the loss/cutting of funding. Participants suggested that because “politicians do not understand the value of arts” and focus on
“high stakes testing”, there is continual “low school funding” leading to “program cuts” and “low teacher pay”. Some participants identified that collaboration is an important step between government and non-profits, but “the towns do not welcome non-profit services.”

The communication of programs and services was an important theme that emerged from this data. Many commented how “…the community is not educated about the arts…” and that “those not thinking about it or desiring the arts won’t try or find it”. However, it was expressed that if informed, these individuals could be interested. Another focus group participant noted the importance to communicate with older adults in understanding the “interests before offering continuing education”.

Transportation appears to be a growing concern as identified by the focus groups. There were two transportation concepts presented here, one with public transportation and the other concerning opportunities for alternate forms of transportation. Many identified the lack of public transportation need for youth and older adults to get around noting that “this place is not pedestrian friendly”. The families focus group identified the need for “bike lanes in Cave Creek and Carefree” to provide for alternate transportation.

Interestingly, challenges concerning the perceptions of the area being affluent were raised. This theme centered on the notion of maintaining this appearance of affluence and how there is a lack of services in the area due to this perception. Due to this image of affluence, participants noted that “We cannot admit to drugs, depression, bullying, or financial needs” and that “individuals ask for help too late or will not ask for fear of stigma” because “we have to present a self-image of self-sufficiency”. One person noted that many in the community have a “not in my back yard” mentality explaining that “our residents do not want to see services for the homeless or domestic violence in our area”. This notion of affluence extends to the youth with limited opportunities as presented by a participant “services for you and children available in other communities are not provided here”. Additionally, it was stated that there was a lack of affordable housing in the area creating a situation whereby “people who work here cannot live here”.

Other challenges identified were the need for adult education and programs, namely affordable lifelong learning opportunities, expanded youth facilities and an older adult center, economic business planning that provides for small business needs, and help for families with their time constraints.

<table>
<thead>
<tr>
<th>Theme</th>
<th>Response</th>
<th>Focus Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support of schools &amp; services</td>
<td>Sustainable tax base</td>
<td>Families</td>
</tr>
<tr>
<td>Communication of programs &amp; services</td>
<td>Better communication of available services</td>
<td>Older adults</td>
</tr>
<tr>
<td></td>
<td>Communication regarding the arts</td>
<td>Cultural</td>
</tr>
<tr>
<td>Transportation</td>
<td>Public transportation</td>
<td>Non-profit</td>
</tr>
<tr>
<td></td>
<td>Transportation to cultural events</td>
<td>Cultural</td>
</tr>
<tr>
<td>Affluent community perception</td>
<td>Minimal activities for youth</td>
<td>Non-profit</td>
</tr>
<tr>
<td></td>
<td>Pressure to present “having it all together”</td>
<td>Non-profit</td>
</tr>
<tr>
<td>Adult education &amp; programs</td>
<td>Adult education</td>
<td>Older adults</td>
</tr>
<tr>
<td></td>
<td>Affordable older adult programming</td>
<td>Older adults</td>
</tr>
<tr>
<td>Providing community facilities</td>
<td>Expand/refine youth facilities</td>
<td>Families</td>
</tr>
<tr>
<td>Balancing economic development</td>
<td>Big business impact on small business</td>
<td>Families</td>
</tr>
<tr>
<td>Help for families</td>
<td>Overwhelmed balancing school/activities</td>
<td>Cultural</td>
</tr>
</tbody>
</table>
Focus Group Results

Table 20 reports themes that emerged when participants were asked to develop an image of their ideal future community and describe what this community would look like. Emergent themes include sustainable community development, support for schools and services, providing needed community facilities, communication of programs and services, and transportation.

The theme of sustainable community development emerged from many specific comments pertaining to a thoughtfully planned, healthy, and accessible community. Accessibility was an important element of this theme. The need for “better bike lanes and safer crosswalks, trails” and “coffee, fitness, shopping, and activities” and everything needed should be close by and accessible. Participants expressed the need to network people and have towns and governments work together to develop urban downtown cores. Part of the expressed vision for the future centered on a call for the greening of the communities through community gardens, developing “solar power, better H2O quality, and higher visibility recycling” program, and provide “healthy dining options”. In addition, there was an expressed need for affordable housing so people can “live in the community where [they] work”.

The focus groups envisioned a future with greater support for schools and services. Participants noted the importance of schools and how the community of the future should have schools for the 21st century and “make [the] Cave Creek area a model for excellent and future oriented schools”. This vision would include the funding of an integrated arts program. Providing ample funding for arts and activities for children was also identified as an important element of the future vision.

Providing community facilities such as a cultural center, arts center, center for youth activities, and dog parks were among the important facilities desired in the community. The families focus group envisioned state of the art recreational facilities and cultural events that would incorporate “splash pads, multi-sports park, skate park, dog park, bowling alley, indoor soccer and tennis [courts].” Others identified the importance that every child have an arts education and there should be “the development of an arts center... [that] meets the needs of a variety of groups.” Another participant noted that “we need venues that performers want to perform at.”

Other visions for the future that were noted included communication of programs and services and transportation. Having a centralized place where community members can learn about cultural and family programming was identified. Again, transportation was brought up as a need identifying that a “thoughtful plan [is needed] servicing our most vulnerable residents around transportation, sidewalks, and bike trails for older adults and youth.”
<table>
<thead>
<tr>
<th>Theme</th>
<th>Response</th>
<th>Focus Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable community development</td>
<td>Vibrant downtown, walkable, shopping</td>
<td>Older adults</td>
</tr>
<tr>
<td></td>
<td>Environmental awareness “green”</td>
<td>Families</td>
</tr>
<tr>
<td></td>
<td>Health and Fitness</td>
<td>Families</td>
</tr>
<tr>
<td></td>
<td>Thoughtful town planning &amp; development</td>
<td>Non-profit</td>
</tr>
<tr>
<td></td>
<td>Everything needed is close by &amp; accessible</td>
<td>Older adults</td>
</tr>
<tr>
<td>Support of schools &amp; services</td>
<td>Schools for the 21st Century</td>
<td>Families</td>
</tr>
<tr>
<td></td>
<td>Collaborate for solutions &amp; services</td>
<td>Non-profit</td>
</tr>
<tr>
<td></td>
<td>Ample art funding</td>
<td>Cultural</td>
</tr>
<tr>
<td></td>
<td>Arts integrated education model</td>
<td>Cultural</td>
</tr>
<tr>
<td></td>
<td>HUGE arts festival in commercial venue</td>
<td>Cultural</td>
</tr>
<tr>
<td>Providing community facilities</td>
<td>State of art rec. facilities &amp; cultural venues</td>
<td>Families</td>
</tr>
<tr>
<td></td>
<td>Dog park</td>
<td>Older adults</td>
</tr>
<tr>
<td></td>
<td>Cultural center/complex close to 101</td>
<td>Cultural</td>
</tr>
<tr>
<td></td>
<td>Center for youth activities</td>
<td>Non-profit</td>
</tr>
<tr>
<td></td>
<td>Arts education everyday</td>
<td>Cultural</td>
</tr>
<tr>
<td>Communication of programs &amp; services</td>
<td>Central place to know about programming</td>
<td>Cultural</td>
</tr>
<tr>
<td>Transportation</td>
<td>Community wide transportation plan</td>
<td>Non-profit</td>
</tr>
</tbody>
</table>
On-line Survey Results

This section reviews the results of the on-line survey. The on-line survey produced a non-probability sample size of 492 responses. The following results provide demographic information based on the cities served by the FCF with sample totals. The major themes that emerged from the qualitative responses then presented. Results for the checklist of possible needs in the community are presented in the Additional Needs Results section with comparisons to the key informant interview and focus group responses.

Table 21 shows the sample largely resided in the Cave Creek area (45.5%) with Scottsdale residents making up 28.7%, Carefree 12.0%, Phoenix 7.7%, Phoenix/Anthem 5.1%, and New River/Phoenix 1.0% of the sample. Respondents were mainly female (73.0%) with a mean age of 59.7 years. The Phoenix areas served by FCF had the youngest participants with a mean age of 53.9 years while the New River/Phoenix area had the oldest average participants with a mean age of 67. With income, the sample made an average household income of $100,000 – $149,999 a year. This data show that 3.7% of the participants in Phoenix fall below the poverty line\(^4\) while 0.6% of the sample was below the poverty line in Cave Creek. Table 22 shows participant race/ethnicity with White making up the large majority (92.3% overall) and participants of Hispanic/Latino descent represented 2.3% of the overall sample.

Table 21 Sample demographics (survey)

<table>
<thead>
<tr>
<th>Sample Size</th>
<th>Phoenix</th>
<th>Scottsdale</th>
<th>Cave Creek</th>
<th>Carefree</th>
<th>Phoenix</th>
<th>Anthem</th>
<th>New River</th>
<th>Phoenix</th>
<th>Overall Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample size (%)</td>
<td>38</td>
<td>141</td>
<td>224</td>
<td>59</td>
<td>25</td>
<td>5</td>
<td>492</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male (%)</td>
<td>39.3</td>
<td>30.2</td>
<td>20.0</td>
<td>31.4</td>
<td>47.4</td>
<td>33.3</td>
<td>27.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female (%)</td>
<td>60.7</td>
<td>69.8</td>
<td>80.0</td>
<td>68.6</td>
<td>52.6</td>
<td>66.7</td>
<td>73.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age (mean)</td>
<td>53.93</td>
<td>63.99</td>
<td>56.62</td>
<td>63.62</td>
<td>65.79</td>
<td>67.00</td>
<td>59.69</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Household Income</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$10,000 - $14,999 (%)</td>
<td>3.7</td>
<td>0.0</td>
<td>0.6</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.6</td>
<td>0.0</td>
<td>1.9</td>
</tr>
<tr>
<td>$15,000 - $24,999 (%)</td>
<td>0.0</td>
<td>1.3</td>
<td>2.4</td>
<td>2.5</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>2.2</td>
</tr>
<tr>
<td>$25,000 - $34,999 (%)</td>
<td>11.1</td>
<td>1.3</td>
<td>1.8</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>10.5</td>
</tr>
<tr>
<td>$35,000 - $49,999 (%)</td>
<td>3.7</td>
<td>2.6</td>
<td>10.9</td>
<td>2.5</td>
<td>13.3</td>
<td>0.0</td>
<td>7.4</td>
<td>0.0</td>
<td>17.3</td>
</tr>
<tr>
<td>$50,000 - $74,999 (%)</td>
<td>18.5</td>
<td>10.5</td>
<td>11.5</td>
<td>5.0</td>
<td>0.0</td>
<td>0.0</td>
<td>10.5</td>
<td>0.0</td>
<td>24.4</td>
</tr>
<tr>
<td>$75,000 - $99,999 (%)</td>
<td>29.6</td>
<td>14.5</td>
<td>13.9</td>
<td>22.5</td>
<td>26.7</td>
<td>100.0</td>
<td>17.3</td>
<td>0.0</td>
<td>32.3</td>
</tr>
<tr>
<td>$100,000 - $149,999 (%)</td>
<td>14.8</td>
<td>27.6</td>
<td>24.2</td>
<td>25.0</td>
<td>26.7</td>
<td>0.0</td>
<td>24.4</td>
<td>0.0</td>
<td>9.3</td>
</tr>
<tr>
<td>$150,000 - $199,999 (%)</td>
<td>7.4</td>
<td>14.5</td>
<td>12.7</td>
<td>10.0</td>
<td>13.3</td>
<td>0.0</td>
<td>12.3</td>
<td>0.0</td>
<td>5.2</td>
</tr>
<tr>
<td>$200,000 - $249,999 (%)</td>
<td>3.7</td>
<td>9.2</td>
<td>9.1</td>
<td>12.5</td>
<td>13.3</td>
<td>0.0</td>
<td>9.3</td>
<td>0.0</td>
<td>2.5</td>
</tr>
<tr>
<td>$250,000 - $299,999 (%)</td>
<td>0.0</td>
<td>2.6</td>
<td>7.3</td>
<td>7.5</td>
<td>0.0</td>
<td>0.0</td>
<td>5.2</td>
<td>0.0</td>
<td>1.5</td>
</tr>
<tr>
<td>$300,000 - $399,999 (%)</td>
<td>0.0</td>
<td>3.9</td>
<td>3.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>2.5</td>
<td>0.0</td>
<td>1.5</td>
</tr>
<tr>
<td>$400,000 - $499,999 (%)</td>
<td>0.0</td>
<td>3.9</td>
<td>0.6</td>
<td>2.5</td>
<td>0.0</td>
<td>0.0</td>
<td>1.5</td>
<td>0.0</td>
<td>3.4</td>
</tr>
<tr>
<td>$500,000 - $599,999 (%)</td>
<td>0.0</td>
<td>1.3</td>
<td>1.2</td>
<td>2.5</td>
<td>6.7</td>
<td>0.0</td>
<td>1.5</td>
<td>0.0</td>
<td>3.4</td>
</tr>
<tr>
<td>$600,000 or more (%)</td>
<td>7.4</td>
<td>6.6</td>
<td>0.6</td>
<td>7.5</td>
<td>0.0</td>
<td>0.0</td>
<td>3.4</td>
<td>0.0</td>
<td>3.4</td>
</tr>
</tbody>
</table>

Table 22 Sample ethnicity (survey)

<table>
<thead>
<tr>
<th>Ethnicity (%)</th>
<th>Phoenix</th>
<th>Scottsdale</th>
<th>Cave Creek</th>
<th>Carefree</th>
<th>Phoenix</th>
<th>New River</th>
<th>Phoenix</th>
<th>Overall Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>92.0</td>
<td>93.8</td>
<td>92.1</td>
<td>86.4</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
<td>92.3</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>4.0</td>
<td>2.5</td>
<td>2.2</td>
<td>2.3</td>
<td>0.0</td>
<td>0.0</td>
<td></td>
<td>2.3</td>
</tr>
<tr>
<td>Black or African American</td>
<td>4.0</td>
<td>2.5</td>
<td>0.0</td>
<td>4.0</td>
<td>0.0</td>
<td>0.0</td>
<td></td>
<td>0.9</td>
</tr>
<tr>
<td>Asian</td>
<td>0.0</td>
<td>0.0</td>
<td>1.7</td>
<td>4.5</td>
<td>0.0</td>
<td>0.0</td>
<td></td>
<td>1.4</td>
</tr>
<tr>
<td>White &amp; Hispanic or Latino</td>
<td>0.0</td>
<td>0.0</td>
<td>1.1</td>
<td>2.3</td>
<td>0.0</td>
<td>0.0</td>
<td></td>
<td>0.9</td>
</tr>
<tr>
<td>White &amp; American Indian or</td>
<td>0.0</td>
<td>0.0</td>
<td>1.1</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td></td>
<td>0.6</td>
</tr>
<tr>
<td>Alaska Native</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White &amp; Asian</td>
<td>0.0</td>
<td>0.0</td>
<td>0.6</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td></td>
<td>0.3</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>0.0</td>
<td>0.0</td>
<td>0.6</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td></td>
<td>0.3</td>
</tr>
<tr>
<td>Other</td>
<td>0.0</td>
<td>1.2</td>
<td>0.6</td>
<td>4.5</td>
<td>0.0</td>
<td>0.0</td>
<td></td>
<td>1.1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Other responses: Caucasian, human, not important, & NOYB.

Length of residency for survey participants is shown in Table 23. Overall, the sample has a median residency in the FCF service area of 12 years. Carefree and Cave Creek have the longest median length of residency at 13 years while the New River/Phoenix area has a median of 5 years. Range of residency was reported to give an overview of the variability of participant responses to the question of how many years they lived in the community. Year round residence was quite high with the sample participants at 92.4%.

Table 23 Residency of survey participants (survey)

<table>
<thead>
<tr>
<th>City/Area</th>
<th>Median Residency</th>
<th>Range of Residency</th>
<th>Year Round Resident (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix</td>
<td>11.5 years</td>
<td>0-35 years</td>
<td>96.4</td>
</tr>
<tr>
<td>Scottsdale</td>
<td>12.0 years</td>
<td>0-46 years</td>
<td>88.5</td>
</tr>
<tr>
<td>Cave Creek</td>
<td>13.0 years</td>
<td>0-60 years</td>
<td>95.2</td>
</tr>
<tr>
<td>Carefree</td>
<td>13.0 years</td>
<td>1-43 years</td>
<td>86.3</td>
</tr>
<tr>
<td>Phoenix/Anthem</td>
<td>10.0 years</td>
<td>1-22 years</td>
<td>100.0</td>
</tr>
<tr>
<td>New River/Phoenix</td>
<td>5.0 years</td>
<td>2-10 years</td>
<td>66.7</td>
</tr>
<tr>
<td>Overall</td>
<td>12.0 years</td>
<td>0-60 years</td>
<td>92.4</td>
</tr>
</tbody>
</table>

Table 24 presents the themes that emerged from participant responses to other needs in the community. Participants identified the need for development or expanded recreational facilities. Specific areas identified were the need for pools, expanded YMCA, trails, tennis courts, and movie theaters. Community gathering was another area of need. Participants identified the need for event and programs to bring the community together. Here the idea of building a sense of community emerged. Other important themes that arose were the need for resident health programs as well as lifelong learning. Youth and social programs were also important needs that emerged. Many identified that the youth need places to gather and opportunities to learn, while others identified the need to provide for issues of substance abuse and struggling families. Other needs also included quality communication and access to information about community services and events. The development of a community center and venues for personal events were identified as facilities needed in the community. Organization partnerships were identified in the context of needing “linkages to existing...
programs valley wide for both youth and adults”. Lastly, participants suggested the need for older adult programs that focus on free or reduced rates for access to opportunities such as the YMCA.

Table 24 Other needs in the community (survey)

<table>
<thead>
<tr>
<th>Need (# of mentions)</th>
<th>Example of Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreation facilities (26)</td>
<td></td>
</tr>
<tr>
<td>Pool (10)</td>
<td>“Need at the Y......Indoor pool, or shaded pool area.”</td>
</tr>
<tr>
<td>Expanded YMCA (4)</td>
<td>“Make the facilities at the YMCA larger and more parking.”</td>
</tr>
<tr>
<td>Trails (4)</td>
<td>“Maintenance and access to trails for hiking, biking, and horseback riding”</td>
</tr>
<tr>
<td>Tennis courts (3)</td>
<td>“Public tennis Courts”</td>
</tr>
<tr>
<td>Movie theater (3)</td>
<td>“A movie theater showing independent and foreign films.”</td>
</tr>
<tr>
<td>Community park (1)</td>
<td>“Community park in Cave Creek”</td>
</tr>
<tr>
<td>Dog park (1)</td>
<td>“Dog parks so older people can bring their dogs safely......”</td>
</tr>
<tr>
<td>Community gathering (8)</td>
<td></td>
</tr>
<tr>
<td>Community events (5)</td>
<td>“Moving art shows, wine festivals and other public activities...”</td>
</tr>
<tr>
<td>Community-building (3)</td>
<td>“programs to build a sense of community.”</td>
</tr>
<tr>
<td>Resident Health programs (7)</td>
<td></td>
</tr>
<tr>
<td>Nutrition (4)</td>
<td>“Access to age group and individual nutritional reviews and guidelines...”</td>
</tr>
<tr>
<td>Exercise (3)</td>
<td>“More exercise programs for older people.”</td>
</tr>
<tr>
<td>Lifelong learning (6)</td>
<td>“Affordable adult education classes.” “Continuing education for adults.”</td>
</tr>
<tr>
<td>Youth programs (5)</td>
<td>“A center for age 6-12.” “opportunities for you to learn ..... civic responsibility”</td>
</tr>
<tr>
<td>Social Programs (5)</td>
<td>“Programs for families of the abuser or addict.” “soup kitchen”</td>
</tr>
<tr>
<td>Communication events (4)</td>
<td>“A local paper that publicizes info on resources and event.“</td>
</tr>
<tr>
<td>Community center (3)</td>
<td>“Having a community center is valuable”</td>
</tr>
<tr>
<td>Organization partnerships (3)</td>
<td>“Linkages to existing programs valley wide for both youth and adults.”</td>
</tr>
<tr>
<td>Older adult programs (2)</td>
<td>“There is a need for free or very reduced rate for all seniors to join the YMCA.”</td>
</tr>
<tr>
<td>Venues for personal events(2)</td>
<td>“Venues for hosting fund raisers, reception, private parties, business meetings.”</td>
</tr>
</tbody>
</table>

Table 25 presents the emergent themes of survey participant responses to what they liked about their community. The participant’s overwhelming response revolved around the idea of a western desert lifestyle. Many identified the importance of the open spaces, rural and small town feel, and the desert landscape. In relating to this small town feel is the sense of community many participants identified as what they liked about the community. This was represented through comments like “friendly people who really care for each other” and “feel a sense of belonging, see same people frequently so the community feels small and welcoming.”

Many identified access to local shops and to the Metro Phoenix Valley as quick and easy. Comment such as “proximity to all my needs” And “everything is right here and easy to get to” embody this theme. Another theme that developed was the notion of a clean and safe area. Many participants commented that “it’s clean and I feel a sense of safety up here”. In addition, schools were brought up repeatedly for their high performance. Comments related to the local school district noted the “good school district” and the “high achieving schools”. “The variety of things to do” and “older active adult” opportunities were identified. In relation to the activities and events were the facilities and nature based recreation which participants like about their community. Also identified were community pride, the social services provided, and the active community.
Table 25 What is liked about the community (survey)

<table>
<thead>
<tr>
<th>Need (# of mentions)</th>
<th>Example of Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western desert lifestyle (184)</td>
<td>“Desert rural lifestyle” “Desert landscape” “Open space” “Small town feel”</td>
</tr>
<tr>
<td>Sense of Community (57)</td>
<td>“It’s easy to find friends…” “Friendly people who really care for each other.”</td>
</tr>
<tr>
<td>Access to shops &amp; valley (32)</td>
<td>“Proximity to all my needs.” “Everything is right here and easy to get to.”</td>
</tr>
<tr>
<td>Well-kept and safe (16)</td>
<td>“It’s clean and I feel a sense of safety up here…”</td>
</tr>
<tr>
<td>Area Schools (11)</td>
<td>“High achieving schools.” “Great schools.”</td>
</tr>
<tr>
<td>Activities &amp; events (8)</td>
<td>“the variety of things to do.” “I love the older active adult exercise classes.”</td>
</tr>
<tr>
<td>Facilities (8)</td>
<td>“I love the YMCA and the Cave Creek Library.”</td>
</tr>
<tr>
<td>Nature based recreation (7)</td>
<td>“Beautiful natural surroundings for hiking and mountain biking.”</td>
</tr>
<tr>
<td>Community Pride (3)</td>
<td>“For such a small population we can be proud of what we have started…”</td>
</tr>
<tr>
<td>Social services (2)</td>
<td>“Food bank services.” “Public services.”</td>
</tr>
<tr>
<td>Active community (2)</td>
<td>“Community interested in fitness, health, and well being.”</td>
</tr>
</tbody>
</table>

The on-line survey also asked about what participants liked least about their community. Table 26 shows the themes that emerged from this question. Contrary to the previous theme of good access to shops and the Valley (Table 26), many felt the distance and time to travel shops and cultural events were too long and this was perceived as a negative. Also, many identified that they did not like the “distance from movies and good shopping” as well as the “commute to cultural events” with many identifying the need to travel to Phoenix for such events. In a matter related to distance and time; congestion on the roadways was another major theme that emerged. Survey participants presented their concern and frustration about the “increased traffic and associated noise” on the roadways. One participant identified their dislike with “more and more traffic on Carefree Hwy”.

In contrast to positive themes about a sense of community identified earlier, one theme that came out of this part of the survey was a lack of sense of community. A number of participants identified a “feeling of anonymity” that “no one cares or knows their neighbors”. Other comments noted a “lack of cultural diversity” and that it is “hard for new comers to find friends”.

Another theme that emerged from participant comments was local politics. There were a number of comments relating to “the dysfunctional politics…” relating to the “political animosity” and “petty politics” locally. Relating to government and policies was the concern over development “… and the accompanying destruction of the desert…”. In addition, many identified the high cost of living as one of the lease liked aspects of the community. Though education was identified as high achieving, many participants did not like the “lack of funds to provide well-rounded education” as well as the limited “… access to adult continuing education programs”.

Questionnaire participants disliked the changing built environment with “junk signs” that are an “eye sore” and are concerned with the “growing and changing” area. This sense of losing the western lifestyle was also expressed through comments about the local economy and how the area is “getting too many box stores”. Also identified was crime as participants did not like noting that there “is a lot of drug traffic in the area”.


<table>
<thead>
<tr>
<th>Need (# of mentions)</th>
<th>Example of Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of:</td>
<td></td>
</tr>
<tr>
<td>Community &amp; diversity (26)</td>
<td>“Feeling of anonymity. No one cares or knows their neighbors.”</td>
</tr>
<tr>
<td>Events/activities (16)</td>
<td>“I feel there is not enough to do locally.” “... variety in activities.”</td>
</tr>
<tr>
<td>Recreation facilities (16)</td>
<td>“Need more gyms.” “No dog park.” “YMCA is too small.”</td>
</tr>
<tr>
<td>Youth/family programs/facilities (13)</td>
<td>“Lack of activities for youth in our community.”</td>
</tr>
<tr>
<td>Limited trails/sidewalks (11)</td>
<td>“Cannot walk to anything, must take car.” “No walkability...”</td>
</tr>
<tr>
<td>Public transportation (11)</td>
<td>“Transportation for individuals that don’t drive or can’t drive.”</td>
</tr>
<tr>
<td>Older adult programming (10)</td>
<td>“No organized activities for more frail seniors”</td>
</tr>
<tr>
<td>Health care options (3)</td>
<td>“Lack of medical facilities.” “Lack of quality healthcare.”</td>
</tr>
<tr>
<td>Communication (2)</td>
<td>“Lack of communication about what is happening in our town.”</td>
</tr>
<tr>
<td>Traveling distance (27)</td>
<td>“Commute to cultural events.” “Distance from movies and shopping.”</td>
</tr>
<tr>
<td>Congestion (26)</td>
<td>“Increased traffic and associated noise.” “more traffic on Carefree Hwy.”</td>
</tr>
<tr>
<td>Politics (17)</td>
<td>“Petty politics.” “Political animosity” “the dysfunctional politics...”</td>
</tr>
<tr>
<td>Development (12)</td>
<td>“Further development and the accompanying destruction of desert...”</td>
</tr>
<tr>
<td>High cost of living (9)</td>
<td>“Everything is expensive and not all of us are high-income families.”</td>
</tr>
<tr>
<td>Education (8)</td>
<td>“School district – lack of funds to provide well-rounded education”</td>
</tr>
<tr>
<td>Youth (6)</td>
<td>“Little access to adult continuing education programs.”</td>
</tr>
<tr>
<td>Adults (2)</td>
<td>“Cave Creek is an eye sore with all the junk signs.”</td>
</tr>
<tr>
<td>Build environment (7)</td>
<td>“It’s losing its western flair...” “its growing and changing, becoming elite”</td>
</tr>
<tr>
<td>Loss of western lifestyle (6)</td>
<td>“Carefree Sundial shopping area is dying.”</td>
</tr>
<tr>
<td>Local economy (5)</td>
<td>“Getting too many big box stores.” “Wal-Mart, McDonalds, and others...”</td>
</tr>
<tr>
<td>National corporate businesses (4)</td>
<td>“Seems like there is a lot of drug traffic in the area.”</td>
</tr>
</tbody>
</table>
Questionnaire Results
Additional Needs Results

For each component of the community assessment (key informant interviews, focus groups, and the on-line survey), participants were asked to complete a 34-item check list of possible needs in the community (see Appendix A). Participants were asked to examine each item on the check list of possible needs, and indicate the degree to which the need exists on a four-point scale, ranging from “Not much of a need” (1) to a “Crucial need” (4).

Table 27 displays several services, programs, and facilities that were highly ranked as “urgent needs” by participants in the focus group and key informant interviews. These were: counseling for youth, youth programming, older adult center, youth math, science, and technology programs, transportation, and youth activity center. Counseling for youth (drug and alcohol abuse, suicide prevention) was identified as the most crucial need with 51% of the participants identifying this as having a crucial need in the community. Older adult center was rated as a crucial need by 35% of the participants. Youth math, science, and technology programming and after school/summer programs for youth were rated as crucial needs by 30% and 29% of the participants, respectively. In addition, a youth activity center was also identified as one of the top six crucial needs, with 29% of participants rating it as an urgent need. Public transportation was among the top six crucial needs with 28% rating it as such.

The on-line questionnaire results provided a slightly different perspective. Here we see public transportation as the frequently expressed crucial need with 23% of survey participants rating as such. The second highest rating was for more park and recreational space with 20% of the survey participants rating it as a crucial need. A performing arts/cultural center and older adult centers had 19% and 18% of the participants rate them as crucial needs respectively. Youth services were also identified as crucial needs, including counseling for youth (drug and alcohol abuse, suicide prevention) and youth math, science, and technology programs, both identified by 19% of the participants.

The overall sample (including all participants) was consistent with the on-line survey results in relation to the top six crucial community needs identified. For the combined sample, transportation was the top crucial need (24% of the participants), and counseling for youth (drug and alcohol abuse, suicide prevention) was rated second at 22%. Need for more parks and recreational space was rated third at 21%. Rated fourth was an older adult center at 20%. Rated fifth and sixth were youth math, science, and technology programs and performing arts/cultural center at 20% and 19% respectively.

Detailed responses to the 34-item needs checklist are offered in Appendix A with table 28 showing the complete responses to the survey from the focus group and key informant interviews. Table 29 shows the responses to the checklist from participants in the on-line survey. Table 30 provides combined responses to checklist from all participants in the community assessment.
### Additional Needs Results

#### Table 27 Additional crucial needs

<table>
<thead>
<tr>
<th>Community Need</th>
<th>Crucial need FG &amp; KI</th>
<th>Crucial need Survey</th>
<th>Crucial need Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth activity centers</td>
<td>29.3*</td>
<td>11.0</td>
<td>12.8</td>
</tr>
<tr>
<td>Reduced fee day care for children</td>
<td>11.4</td>
<td>7.2</td>
<td>7.6</td>
</tr>
<tr>
<td>After school/summer programs for youth</td>
<td>29.3*</td>
<td>14.2</td>
<td>15.7</td>
</tr>
<tr>
<td>Commission to coordinate youth activities</td>
<td>23.7</td>
<td>7.6</td>
<td>9.1</td>
</tr>
<tr>
<td>Counseling for youth (drug &amp; alcohol abuse, suicide prevention)</td>
<td>51.4*</td>
<td>18.9*</td>
<td>21.8*</td>
</tr>
<tr>
<td>Youth tutoring services</td>
<td>15.4</td>
<td>9.4</td>
<td>9.9</td>
</tr>
<tr>
<td>School dropout prevention programs</td>
<td>10.3</td>
<td>9.2</td>
<td>9.3</td>
</tr>
<tr>
<td>Youth recreation programs</td>
<td>27.5</td>
<td>14.3</td>
<td>15.6</td>
</tr>
<tr>
<td>Youth visual arts programs (painting, drawing, sculpture, etc.)</td>
<td>18.0</td>
<td>14.9</td>
<td>15.2</td>
</tr>
<tr>
<td>Youth fine arts programs (music, dance, theater, etc.)</td>
<td>15.0</td>
<td>16.5</td>
<td>16.3</td>
</tr>
<tr>
<td>Youth math, science &amp; technology programs</td>
<td>29.7*</td>
<td>18.9*</td>
<td>19.9*</td>
</tr>
<tr>
<td>Older adult centers</td>
<td>34.9*</td>
<td>18.5*</td>
<td>20.1*</td>
</tr>
<tr>
<td>Daytime programs for Older Adults</td>
<td>18.4</td>
<td>16.5</td>
<td>16.6</td>
</tr>
<tr>
<td>Adult day care center (physically &amp; developmentally challenged)</td>
<td>17.1</td>
<td>12.0</td>
<td>12.5</td>
</tr>
<tr>
<td>Counseling for adults (drug &amp; alcohol abuse, suicide prevention)</td>
<td>22.2</td>
<td>11.4</td>
<td>12.4</td>
</tr>
<tr>
<td>Counseling for older adults</td>
<td>20.0</td>
<td>12.6</td>
<td>13.3</td>
</tr>
<tr>
<td>Adult Lifelong Learning programs/classes</td>
<td>18.6</td>
<td>16.2</td>
<td>16.4</td>
</tr>
<tr>
<td>Adult fine arts programs (music, dance, theatre, etc.)</td>
<td>08.1</td>
<td>16.5</td>
<td>15.7</td>
</tr>
<tr>
<td>Adult visual arts programs (painting, drawing, sculpture, etc.)</td>
<td>05.3</td>
<td>14.2</td>
<td>13.4</td>
</tr>
<tr>
<td>Crisis shelter for woman and children who have been abused</td>
<td>23.1</td>
<td>16.5</td>
<td>17.2</td>
</tr>
<tr>
<td>Affordable housing for people who work in the area</td>
<td>27.5</td>
<td>13.7</td>
<td>15.0</td>
</tr>
<tr>
<td>Civic Center</td>
<td>04.9</td>
<td>12.4</td>
<td>11.7</td>
</tr>
<tr>
<td>Performing Arts/Cultural Center</td>
<td>10.0</td>
<td>19.5*</td>
<td>18.6*</td>
</tr>
</tbody>
</table>

**Entertainment Options:**

- **Film**: 08.3  7.3  7.4
- **Comedy shows**: 05.6  4.5  4.5
- **Music (concerts, bands, soloists, singing groups, choirs, etc.)**: 02.8  10.6  9.9
- **Theater**: 02.8  10.7  10.0
- **Dance shows**: 02.7  6.6  6.2
- **Lectures/Speakers**: 02.7  9.5  8.9
- **Public transportation**: 28.2*  23.2*  23.7*
- **More parks and recreational space**: 27.5  20.4*  21.1*
- **Recreational facilities (baseball, soccer, basketball, etc.)**: 27.5  15.7  16.9
- **Dog park**: 13.2  16.2  15.9
- **Volunteer opportunities**: 10.8  11.7  11.6

*Denotes top six crucial needs
Summary and Conclusion

This community assessment identified the needs, assets, and visions of the communities that encompass the Foothills Community Foundation service area. Through the assessment process, FCF and ASU’s Partnership for Community Development sought to work with community residents and organizations in order to create a collective vision of the future. This collective vision was addressed through a mixed methods approach that utilized key informant interviews, focus groups, and an on-line questionnaire to gather data from the community. An important element in conducting this community assessment was that the use of local embedded citizen researchers and not an “outside” resource, which enabled the community to establishes its own vision of an ideal it wishes to achieve.

The community assessment sought to address four fundamental questions as stated in the introduction. The questions were: (1) What are the community points of pride, (2) What are the community challenges, (3) What is it that must be maintained or preserved within the community, and (4) What do people want to add to their community? The following discussion presents the main themes that emerged around each question.

The community points of pride offered insight on the reasons many people move to the area and stay. An important element was the western desert lifestyle which attracted many to the region. This lifestyle provides an open, eclectic, laidback atmosphere with horse property surrounded by desert landscape. This lifestyle also embodies an appreciation for the desert environment for scenery and recreational opportunities. Another aspect of this lifestyle is the sense of community many residents expressed. Many were very close with other community members and identified the many community-building events in the area. One that stood out was the high achieving school district. Many participants noted the good work the school district is doing with limited funding support. In addition, many non-profit and faith-based organizations are doing amazing work in the community focusing on social and community programs for those in need and providing cultural opportunities; both of which were also identified as points of pride in the community. Specific groups identified were the Foothills Food Bank, Caring Corps, and Salvation Army.

Just as there are many points of pride in the community, the assessment revealed many challenges faced by the area. As mentioned, the school district is identified as a point of pride for the community. However, participants in the study identified funding as an important challenge. Concerns were expressed about trying to attract and retain quality teachers as well as the need to maintain and advance the schools. Providing needed programs and facilities to youth and families were also identified as a significant community challenge. Many participants identified the need for youth and family friendly activities and facilities as well as places for youth to gather and hang out. Also noted was concern about support for cultural programs and facilities. It was noted that a lack of cultural programs and facilities exist and support is needed to develop these. Concerns were also expressed about the lack of adequate social services, with many identifying underlying issues with substance abuse, families in need, and older adult access issues. Some noted that perceptions of the area as relatively affluent has run interference with the community’s need to address very real social challenges. And also, because of this perception of affluence, it was noted that many in need will not seek services in an effort to maintain the appearance of independence. Lastly, the community assessment revealed the challenge of sustainable community and economic development. Participants noted that trying to maintain the western desert lifestyle, while responding to commercial and residential demands and protecting the environment is a challenging proposition.

As one might expect, the aspects liked most in the community is what residents want to protect. Participants were intent on protecting the western desert lifestyle, the unique natural resources that define the area, the strong sense of community. Participants wanted to protect the local businesses in the area and restrict the expansion of “big box stores.” In addition, youth, family, and older adult services were identified as important to preserve.
Conclusion

The community assessment highlighted a number of desired additions to the community. Most of these desired additions revolved around youth, family, and older adult programs and services. Many of the identified additions could be understood as providing support for these groups. Transportation was noted frequently—demonstrating that issues of access are important for many who do not drive, such as youth and older adults. It was emphasized that access issues limit one’s ability to connect with social services, medical appointments, or the grocery store. With this in mind, a public transportation system would be an important addition to the community. In terms of desired additions, social services were again mentioned with support needed for substance abuse, families in need, and women in transition. Interestingly, a few participants identified communication as a need in providing information of community services and events to the residents. It was noted that the residents in need may not be aware of the services available. Health care was also identified as a needed service suggesting better access and mental health programs. A focus on cultural programs and facility support was suggested to provide for more gathering spaces, cultural attractions, and the creation of a community center. Finally, sustainable community development was mentioned as a desired addition to the community. There was an emphasis on smart growth with a focus on the local economy and needs.

The assessment was fruitful in identifying many forms of actionable items. We will summarize the major themes in terms of the three focal areas of the FCF core agenda: education, community services, and cultural enrichment. Looking at the findings through the lens of these focal areas, the findings of this assessment can begin to provide a direction for facilitating the growth of needed support for the community.

In the context of education, four key directions for creating support were identified: funding for schools, enhancing the youth educational system, enhancing adult educational opportunities, and increasing collaboration. Participants called for continuation and improvement of the exemplary schools in the region, and to do so by increased political support that would in turn yield increased funding. In addition, participants pointed to the need to develop a sustainable tax base to support school programming and infrastructure development. Participants also expressed the need to provide a pay and benefit structure that attracts and retains quality teachers. Also suggested was the need for improved funding to better integrate the arts, sciences, and physical education in schools. Also noted was the need to implement programs to provide scholarships for education opportunities, mentorship, preparation for college and/or careers, and after school option for supervision of youth. Moreover, enhancing the opportunities for adult learning through affordable Lifelong Learning options was identified as a key direction to provide support. And finally, the need for collaboration with non-profits, faith-based organizations, and the private sector to develop solutions for the most pressing needs with education was articulated.

In the context of community services, five key areas of direction were identified: public health, community programs, community access, space and facilities, and accessible information. First, public health was identified as an important area of need with issues related to substance abuse and recovery being prevalent. There are also expressed needs for mental health, physical fitness, and nutrition programs in the community. Second, participants indicated the need for community programs for struggling families, affordable housing options and services, inclusion of the older population into the community, local business and sustainable community development, and for the aging population to help older adults age gracefully in place. A third direction pertained to access. There was focus on transportation for the community, creating a walkable and bikeable community, and providing access to food for the homebound. A fourth direction was development of space and facilities. There was an expressed need for community gathering locations, spaces where families can spend time together, space where youth can legally gather, fields for team sports, facilities for health and fitness, facilities for older adults to gather, and spaces for general recreation. With all this in mind, a needed step is to provide a central location, either physical, in print, or on-line where the community can find out about all social services and events available in the community.

In the context of cultural enrichment, there was expressed need for funding support, diversity of cultural offerings, and development of cultural facilities. Pertaining to funding support, participants expressed a need to
develop cultural programs in schools and communicate cultural opportunities, which, in turn, will create awareness and ultimately support in the community for cultural enrichment. Other expressed ways to create broader support included offering more diverse cultural programs and opportunities such as art festivals, tourist and food attractions, entertainment opportunities, and community events. Another focal point in supporting the community’s cultural enrichment opportunities is to develop cultural facilities including a cultural/community center or complex, performing/fine arts center, museum, and a movie theater.

In conclusion, this community assessment has identified current needs gathered and identified by the community. The assessment not only provided insight for the Foothills Community Foundation in defining their continuing role in the communities being served, but the process offered a means for which communities can assess, define, and build an even better community in the future. In addition, this community needs assessment has paved the way for a new collaborative partnership between FCF and PCD, which may serve as a model for future university-community partnerships. This report serves as but one product of the community needs assessment. ASU’s Partnership for Community Development remains committed to deepening its relationship between FCF through continued technical assistance to support and improve the well-being of FCF and the communities it serves.
Conclusion
Appendix A

Detailed Assessment Results

Appendix A provides the raw data of participant responses and information gathered by citizen researchers from the key informant interviews, focus groups, and open-ended responses to the on-line questionnaire. Responses may have been edited for spelling but not for grammar. This raw data is provided to give readers an understanding of basis for constructing the themes developed in this report. It also provides a platform that enables open interpretation of the data by the community.

Key Informant Responses

Background commentary:

Tell us about yourself. How long you have lived in the Desert Foothills area, what brought you here, and how you are currently involved in the community.

- Participant (27): Moved here 16 years ago from Chicago. She was a teacher/speech pathologist. Moved here for her husband to do baseball recruiting and writing. She and her husband are involved with Dove Valley Ranch Board. She is also involved with city of Phoenix planning and a volunteer for Desert View Village Planning Department.
- Participant (28): 27 years, family, business and home owner. Support of non-profit, elder at church all family lives in area.
- Participant (29): 9 years living and working. Local pastor and P/G employee at Foothills Caring Corps, specifically transportation. Worked on a previous FCF project linked to youth. Originally in area to care for parents.
- Participant (30): Been here 13 years. Official in the Town of Cave Creek. Daughter attends private school. Job brought this person to the area.
- Participant (31): 17 year resident. Originally due to job relocation from Nevada. Currently Carefree, Cave Creek Chamber of Commerce Board Member and Director of retail operations for major retailer.
- Participant (32): Moved here four years ago from Ohio to live with sister. Currently runs a diversion program for youth at the Holland Community Center for substance abuse.
- Participant (33): “I have lived in the community for 25 years and have worked for the CCUSD for 22 years, I am currently involved in prevention, intervention, and health and wellness activities in the community. Additionally, I am a Soroptimist (Women’s Organization)”
- Participant (34): “I am a compassionate Care Pastor.” Does not live in the Desert Foothills Area.
- Participant (35): Tatum Ranch 1995, wanted to get away from traffic rat race” Involved with school district, political.
- Participant (36): Lived in the area 44 years. Cave Creek Museum, Cave Creek Chamber of Commerce. Food bank, town hall committees, and boy scouts.
- Participant (37): Planning director for the town of Cave Creek, 18 years of employment. Presidents of band boosters cactus schools. Future problem solvers, actor for community theater foothills Christmas pageant choir.
- Participant (38): Lived in Foothills area since ’98 for horse pup. Lives w/ parents, came for open space. Attends PVCC BLK MTN.
- Participant (39): Lived in area 32 years. VP Ops and Chief Nursing Officer of local hospital.
- Participant (40): Returned to the area in 1992. Brought here by the lifestyle in this community. Currently president of the board at a local non-profit. Have served on the board of other local non-profits and also held public office.
Appendix A

- Participant (41): Came here to run Black Mtn. Campus 5 years ago.
- Participant (42): Grew up in the valley, moved here in 1965, back in valley 18-19 years. Vice Mayor of Carefree. Sold business, moved here to retire at 52. Works with new pathways for youth – serves Scottsdale & Phoenix.
- Participant (43): Own business at pinnacle peak and pima been in valley and there for 17 years. Scottsdale city council member, advisory council Scottsdale dealership/Scottsdale chamber.

How would you describe the community area? How would you personally describe the Lifestyle? What do you in particular value about this area? What sets it apart from other communities? Why do you find meaning in living in this particular community? Please give us three specific things.

Diverse Community
- Very diverse community – income, age, politics, religion. Not diverse ethnicities/culture.
- Distinctly different neighborhoods/interests

Southwestern desert lifestyle
- Eclectic community embracing western heritage, hiking, and equestrian activities.
- Appreciate rural atmosphere, as opposed to a city.
- Eclectic
- Small town friendly environment, Home town feeling
- Houses have a lot of land surrounding them
- Beautiful, not much traffic
- Eclectic, rural feel, cowboy west, but close to city
- Casual
- Natural desert lifestyle
- Blend of sophistication and casualness.
- Low-density desert-based living
- Can live a desert lifestyle but be close to a metropolitan area.
- Very western life style, outdoor activities, hiking, quads, hunting.
- Horse property, lots of land
- The ability to view the desert in a different way than the city, more of a distance between neighbors and the community (vs. the city)
- The separation of land, more privacy, more of an outdoor community
- Open space and being able to have unique property (not gated in and uniform houses)
- Cave Creek, “Like no other”
- Low density development – commuter area/bedroom community; low-rise development
- The community is peaceful, non-hectic, spacious.
- I value the smaller community than the large community
- Unique
- Special

Open, friendly, & caring residents
- Caring and loving people in the area.
- Casual, open, friendly lifestyle.
- Lines of communication are open within the community.
- People care severally and reach out to each other
- Philanthropic people who want to give back.
- Undertaking good work with good people.

Natural desert environment & beauty
• Beauty of area.
• Beautiful place to live and work, quietness, identity.
• Wide open space
• Everyone came here for the outdoor lifestyle and weather.
• Outdoor recreational opportunities available, Maricopa County Park Rangers are awesome.
• Set apart by proximity to a large nature preserve

Sense of community
• Feel an essential part of life here.
• Sense of community, easily approachable town officials.
• This is a very close community
• Cohesiveness
• People – knowledgeable people encountered to make community for all better.
• Community involvement of the citizens
• Population is committed to the community
• Priority given to family owned small business.
• Involvement, the community has a lot of meaning to my husband and I given that my husband sits on the council board of Cave Creek and has seen the city through many changes.

Social economic status
• Affluent
• Middle income area – affluent area
• Fairly affluent and intelligent community
• Value oriented – want to spend $’s wisely
• Wealth

Miscellaneous
• Conservative community
• Safe
• Community of ??? characters
• Wonderful place to raise kids
• Good access to IT resources
• Limited access but good interest in higher education
• Affluent area, people want more open space/not in city
• Overlooked homeless – at risk populations

What do you feel are the most pressing needs facing the area? What are the challenges that need to be addressed? There are no boundaries here in thinking about your community. Think about what is happening with the youth, families, seniors, the environment, businesses, arts, history, culture, faith communities, non-profit organizations, and the lifestyle. State three specific “pressing issues” that we need to pay attention to if we are to grow an ideal community?

Social services and facilities
• Social needs – e.g. food bank
• No mental health or substance abuse resources
• Facilities for battered woman
• Substance abuse and other addictions.
• Drugs – sex among CSHS students
• Alcoholism – blended families
Appendix A

Aging population
- Seniors need public gathering space and outreach for seniors to engage
- Serving needs of quickly aging population
- Services for elders
- Help with the practical and social needs of an aging population.
- Aging population and how it affects services.
- Lack of resources for older members of the community.

Support for education
- Education, underfunded, children suffer as a result.
- Communicate about education opportunities
- Have and have not situation due to high cost of education
- Schools face “entitlement with students” No accountability leading to drug issues and disrespect
- Activities that engage our school-age children
- Educate the young of this community

Support for families
- I feel the most pressing needs are with needy families.
- Lack of recognition of under-represented families in the affluent community
- Lack of resources to support struggling kids.
- Wealthy kids, too much time.
- Diminution of faith in the family
- Services for youth

Health care
- Access to high quality health education and resources, not just accepting web info
- Targeted health info – prevention, symptoms (example – senior top three health issues, heart attack, stroke, hip fracture.

Natural resources
- Need more land protection, open space, wildlife areas
- Waste of water resources, conservation, retention, E.g. waste from washes in flood. Water under funded.
- Preservation of open space.
- resources
- Desert Foothills Land Trust
- Open space
- Water supply – many people on well systems
- Public safety – a lot of acts go unpunished in the desert

Support of business
- Further enabling of local small businesses
- Maintaining small businesses. Encourage local businesses. Lack of trade in summer is a problem
- Lack of good employee pool
- ??? marketing campaign for small business community

Transportation
- Arts – do well for our size; need public transportation to get to arts in Phoenix
- Challenges are lack of resources and transportation.
- Transportation
- Bike lanes, and horse paths

Sustainable development
- Self sustaining in our economy – balance of preservation and commercial development.
• Balancing desires for open space with new residential land use issues

Attractions
• More public attractions (food and entertainment) things are too spread out and far
• History museum

Miscellaneous
• More resources, specifically community ????
• Gas prices
• How the community is changing in terms of demographics.
• Unity between Cave Creek and Carefree
• Identity of Carefree and Cave Creek in the future.

State three specific things that we need to protect, guard, or retain within the community. What are the qualities that you treasure here that simply need to be preserved? Think of what is happening with youth, families, seniors, the environment, businesses, arts, history, culture, and the lifestyle.

Natural Resource protection
• Protect the environment – air, soil, water, open spaces
• Environment, we do a decent job at present.
• Water
• Eco friendly – animals, plants, and ???
• Respecting the environment – way of life
• Environment – people dump too much trash
• Water
• Noise control
• Connection with the desert
• Access to nature preserves and maintenance

Western desert lifestyle
• Lifestyle of being open, outside, with land around us.
• Property rights
• Open space
• Small town feeling
• Preserve uniqueness of the community
• General quality of life
• Old town feel, Uniqueness
• The “western” lifestyle must be preserved
• The architecture needs to be preserved
• Open space
• Sense of natural culture – nature preserves, horse culture
• Lower density than other areas
• Small town feel, low traffic
• Low-light ordinances

Sense of community
• Arts need gathering spaces for positive experiences
• Sense of family and community.
• People who are active in all ways in the community
• Closeness of the community
• We need to protect the integrity of the community
Appendix A

- Opportunities for socialization, contributions, participation, Build self worth
- Sense of a greater community, the Foothills community
- Preserving the opportunities within the community.

Local businesses
- City support for business community
- Non-franchise businesses.
- Uniqueness of businesses. Keep out big box stores. “Keep it local”
- Entrepreneurial spirit
- Mom and pop businesses

Education
- Education

Sustainable development
- Need to guard against over development

Family and Children services
- Family values
- Place for youth to play and youth leagues and activities
- Our focus on the education of the community’s children

Senior services
- Maintain keeping assistance for the elderly
- Community based “aged” housing

Miscellaneous
- Winter season of events without burning out the community.
- Continue to keep it clean and ???? of violence
- Preserve and support (and build on) for a broad collection of active and successful non-profit
- Not using town funds to support specific non-profits

State three specific things that need to be added to your community to make it ideal. What needs to be added to the picture? What is in the “perfect” community that might not be here today? Think of what is happening with youth, families, seniors, the environment, businesses, arts, history, culture, and the lifestyle.

Community gathering space
- More community gathering spaces, including free meeting spaces – e.g. community rooms at FCF – sound proof for performances.
- Healthy place for teens to hang out.
- Youth or activities land hang out
- Place for young to gather, not a ban
- More activities for youth (teen community center)
- Integration of age groups, (theater a good example) Can we be more cutting edge?
- Cultural amenities for community-building/social interaction

Cultural events/attractors
- More activities that bring culture here (like symphony @ DFLT event)
- Tourist attractions, reason to come here.
- Movie theater (2 comments)
- More food attractions and entertainment
- Access to cultural programs not currently offered in the community.
- Provision of adequate city services to this area social and cultural arts

Education
- Education about the environment.
• Physical education including options other than gyms.
• More classes at the college campus to make it convenient
• Healthy aging education

Transportation
• Transportation, need to be creative, follow through on recent design study.
• Development as a result of transportation.
• Transportation
• Public transportation for elderly and working families.
• Better access to transportation
• Better transportation options
• Walk-ability, connecting the town with pathways

Social services for family and youth
• Social services
• Youth activities – affordable
• More resources for substance abuse/mental health
• Greater support for youth (especially under 8 years old)
• Parents need to reach out to more churches – getting knowledge to parents about resources – faith based.
• A community based resource center focused on needy families, education, employment, etc.

Social service for seniors
• Facilities and services for seniors.
• Social services
• Inclusion of isolated seniors in to the community
• Healthy aging education
• Quality community based assisted living.

City economic development
• Year round stability for the business community.
• More stores near the Cave Creek area
• Broader economic base
• Revitalization of downtown Carefree.
• Town of Cave Creek and Carefree working closer together for benefit of community.
• Commercial/residential mixed use development

Communication
• A better tool for communicating accurate news/media.
• A more positive news outlet focusing on community issues.

Miscellaneous
• Attract full time residents.
• Good kids are going to find positive activities. Deviant kids are going to find ways to be destructive.
• Effective tourism director to encourage tourism in Cave Creek
• Coordinated effort between major non-profits.

Education

*What are the good things going on in this community concerning education? List two.*

Communication
Appendix A

- CC public schools do an extremely good job of communication.
- More information about the school needs

School district providing quality education with limited resources
- Great national rankings
- Good schools, claim them and own them.
- Cave Creek Unified School District excels in testing
- Very good school district. Active school superintendent.
- At schools – exceeds state standards.
- Great schools that exceed state of Arizona standards.
- Great education facilities, active boards, qualified teachers.
- School districts have done a great job given funding issues
- Great programs, e.g. world language program.
- School development
- Curriculum of schools excellent.
- Good set of highly rated public schools
- Special ed program has improved
- Elementary and middle school expansion of opportunities for activities for the kids

Sports programs
- Great sports opportunities

Innovation and integration of schools with the community
- Integration of whole community into education – e.g. open house at school for community, even those without kids.
- Interesting and innovative programs, science fairs, etc.
- Internship program at cactus shadows H.S.
- Schools provide opportunities for enrichment and parental support.
- Schools open to partner-church organizations
- K-12 campus and PVCC working together

Community support of schools
- Wide variety of community members that value education and provide resources to the school district.

Education options
- Abundance of private schools in the area
- Choices for schools in the area
- Diversified class offerings
- Educational options both formal (e.g. PVCC) and informal offerings by non-profit (e.g. the library and FCF)

Other programs
- Affordable after school programs and day care

Needs around schools
- Need to set a handle on drugs in the schools
- More support for music needed

Miscellaneous
- Special needs mainstreaming
- Presence of higher education
- Discussions/classes at library/adults (appetite to see each other gather for a class)

*What are the challenges, issues, or the things that need to be done concerning education? List two.*

School District Funding
• Doesn’t feel knowledgeable about current situation so initially no comment, but impression is that the budget is too low and we need to find more money for schools.
• Funding
• Funding at adequate levels
• Lack of funding – how to sustain funding
• Lack of spreading awareness about educational opportunities.
• Support of the district for funding generally
• Additional funding in the classrooms – maximum $ into the classroom
• Physical facilities need improvement
• Expanding offerings and buildings

Attracting, retention and support of teachers
• Attracting and retaining quality teachers to the school
• Class numbers are high, class too big, teachers asked to do more with no more compensation.

Educational Program and class offerings expansion
• Expand flexibility in programs for after school programs
• After school programs
• After school child care assistance / affordable child care.
• More variety of classes
• Expanding offerings and buildings
• Higher levels of education increased

Educational commitment
• Students need to own the educational process – earn the right to be in school
• Getting students to enroll
• Community motivation for students. Less focus on technology.

Supervision and mentorship for students
• Kids from working families who have too much extra time, too little supervision
• Gangs/homeless kids
• Lack of involvement of parents with children’s education.

Family support
• Being able to assess and recognize families that are struggling

Miscellaneous
• Generation divide, keep integrating to support the schools.
• Geography, sheer size of the school district.
• Standardization of education
• Letting the populace know that their offerings exist.
• No clear understanding of what a particular educational organization is ??? for – its reason for being. If one wants to learn “X”, who are the “experts” in that area?

What educational services are not available, but are needed? List two.

Counseling (substance abuse and intervention)
• Prevention and early intervention services for youth.
• Drug awareness
• More counselors for K-12, more social workers.

Lifelong Learning for seniors
• Senior education
• Educational (and support) services for seniors (e.g. managing finances, cooking for one) that would normally be offered in a central physical location by Caring Corps, if it had such a location.
Appendix A

After school programs
- After school activities – affordable to all.
- After school programs

Career preparedness programs
- More occupational, career classes
- More FSC (fire science) classes
- Film studies for student films
- No opportunity for programs to learn trades and crafts
- Student training to identify their skills and talents to prepare them to choose higher education or job training wisely
- Career exploration opportunities
- Volunteer programs for high school

Tutoring
- Tutoring for college kids
- Tutoring by seniors – social support more team knowledge for kids after school – companionship, caring, modeling

Transportation
- After school bus so students can benefit from after school services.

Miscellaneous
- Emotional learning opportunities for younger children.
- Location for performing and visual arts.
- Sexual education awareness
- Student and parental accountability education.
- Range of courses in STEM
- Writing and reading skills age 8 and under
- Core curriculum

What do you feel should be the top priorities for investment in education at this time?

Literacy of community members
- We need a literate society – reading, writing, speaking, listing, comprehending math & sciences and social tolerance.
- Higher level classes, higher standards.

Educational funding and infrastructure
- School infrastructure.
- Cash infusion to education system.
- Payments of teachers at rates which reflect the job.

Innovative and collaborative approaches to education
- Innovative programs, arts, sciences.
- More collaboration to meet the needs of students academically and emotionally. Team approach district wide
- Student honors internship program for business/job opportunities
- Schools need to form more public/private partnerships with large corporations in furthering of the schools goals.

Family and student support
- More scholarship opportunities for families to be able to afford after school care. Anti bullying programs – there is no finding for these programs.
- Preparing students for college.
• EVIT – Supporting students that may not be college bound. Too much emphasis on going to college and not enough options about non college options.
• programs for at risk students, particularly alcohol abuse.
• Expand on the community center
• Balancing theater, music, physical education with academic programs. Merit scholarships, as well as financial need.
• STEM, Academic and career advisory services, getting on a track. Motivation rather than parental control.
• Language skills development and social support for kids till parents come home. The state uses 3rd grade reading and writing scores for predicting jail cells needed 20 years from now.

Community Services

*What are the good things going on in this community concerning community services? List two.*

Sense of community
• People care – there is a willingness and desire to help others
• Volunteers
• Volunteerism

Non-profit & faith based organizations
• Non-profit organizations
• Volunteer organizations which step up where the government is lacking.
• Government does provide some basic services (water) great faith based organizations.
• Many people to be patrons of the non-profits time and dollars.
• Community churches
• Library/FCF programs for adult (but not necessarily kids)
• Phoenix public library – Cave Creek Library – FCF – Arts programs - CSHS

The Arts & events
• Arts events and shows
• The Holland Center (2 comments)
• The performing arts center
• Music and performing arts opportunities
• Museum
• Bike Week
• Fireworks (Cave Creek)
• Arts, theater, music, kids don’t need to derive into valley

Social programs
• Resources for troubled teens – lawyers, counseling, etc.
• Resources for family issues – divorce lawyers, marriage councilors, etc.
• Support for those in need (e.g. food bank, salvation army, library, caring corps, local churches)
• Support for social and educational needs.
• Meeting physical needs, food bank, caring corps, transportation, welfare checks
• Support services, food bank, caring corps
• Food bank (3 comments)
• Foothills Food Bank helping needy families.
• Food bank – great source of help for disadvantaged
• Caring corps – helping seniors (2 comments)
Appendix A

- Help for senior citizens by foothills caring corps.

Miscellaneous
- Elderly focused community
- Parks and hiking trails

What are the challenges, issues, or the things that need to be done concerning community services? List two.

Communication of services
- More awareness about the issues in community
- More awareness about the opportunity to help
- Education of the community to let them know what is available.
- More advertising to families about community services
- Educating community events to all local area
- Communicating events.
- Engaging new members of the community to obtain needed support in funds and time – an informational and a generational challenge.
- Museum – getting word out that it is there

Transportation
- Transportation, bike trails, geography is a problem.
- Transportation for the elderly
- Transportation for youth to programs after school

Funding of services
- Funding
- Lack of funding for community based programs.
- Sustaining funding for community based programs.

Developing new/expanding existing social services
- Increase of social services and resources.
- More education and resources for Alzheimer’s
- More education and resources for substance abuse and other addictions
- In home services to seniors – more service like foothills caring corps, can’t meet growing need
- People who want to stay up here but can’t stay in their home due to cognitive, physical health issues
- Youth and drug abuse prevention/intervention counseling

Sustainable community development
- Town support
- Town encouraged development.
- Burn out, everything happens in the “season”. How do we become a year round community?
- Seasonal economy, volunteers leave.

Miscellaneous
- Technical training – partnerships/knowledge – internship opportunities.
- Museum – location
- Sharing in costs and admin expenses/space
- No senior center north of Shea and ???

What community services are not available, but are needed? List two.

Transportation
- Transportation (2 comments)
- Transportation – public transportation to get to food and medical services.
Transportation – general issues, getting to church, senior center

Health care
- Stronger medical services – hospital needed.
- 24 hour urgent care.

Social services
- Addiction recovery
- Mental health services. (2 comments)
- Substance abuse services
- Support and resources for needy families
- Mentors for troubled teens – not just legal/medical resources
- One-stop shopping for social services (for all towns), umbrella organization to match needs with providers
- Support groups/mentors for marriage/family issues
- Distressed youth – alone too much because both parents work, similar problems up here as in south Scottsdale/phoenix

Communication
- Arts, Community forums – another way to communicate

Older adult programs and facilities
- Senior center
- Really good adult day center.
- Assisted living for the aged
- Matching vulnerable seniors, especially women, with financial, legal, home health care providers (must be an organization they trust)
- Senior care generally

Funding of services
- Funding
- Fire – department, rural/metro has become very expensive with the burden on a small group.

Miscellaneous
- Gun clean up projects
- CSHS fine arts center under utilized
- NA
- Healthy ???? for youth to be productive.
- Affordable living in the area
- Water conservation classes
- Parking in historic core – while not a service, this is a desperate need.
- Community park for all ages north of Carefree highway.

What do you feel should be the top priorities for investment at this time in community service?

Education
- Education – affects everything else; and educated community will address the other issues bringing communities together for positive experiences.

Older adult programs and facilities
- Senior center and addiction recovery.
- Adult day center, fine arts, dance, drama.
- Housing support for the elderly
- “Dementia ville” type environment – place with fake money, grocery store, “places to work” to provide purpose for dementia/Alzheimer’s patients (example in the Netherlands)
Appendix A

- Holland Center expand to make a senior center, cooperate more with Scottsdale, better utilization of churches. Not everyone is affluent.

Funding of services
- Funding for a mental health network.

Communication of services and events
- Focusing on advertising services and resources to families.
- Anything to improve communication is positivity. Working together
- One-stop creation and PR for social service umbrella. Place to connect and find out what is going on for youth.

Social services
- Being able to assess needy families and provide resources based on their need.
- Food bank, dial-a-ride type program for seniors, intern program at high school and fire department.
- Counseling and identification of resources for women in transition (batteries, widowed recently), Town of Carefree gets calls from women looking for help, send many to professionals in Phoenix. Tumbleweed – homeless kids at Anthem need something like this for battered women.

Culture and arts
- Cultural enrichment: access to more culturally oriented resources, on a scale that makes sense, given that we are near a metro area that offers so many.

Miscellaneous
- Clean up our area!

Cultural Enrichment

What are the good things going on in this community concerning cultural enrichment? List two.

Cultural education opportunities
- Library
- Fantastic library in Cave Creek
- Libraries – Appaloosa, Arabian, PP and Scottsdale, McDowell
- Classes at library
- Educational programs at Holland Center
- Enrichment programming (e.g. library, Ming Quest)
- Educational offerings (e.g. PVCC)

Cultural facilities
- Amazing museum in Cave Creek.
- Heard Museum Campus
- Community center

Performing arts
- Plays and performances
- Desert Foothills Theater (2 comments)
- AZ Music Fest
- Desert Foothills Theater
- The performing arts opportunities.
- Community theater
- Concert options
- Theater programming, especially for youth and including youth
• Large scales cultural events: art festivals, hidden in hills/arts B, thunderbird, desert foothills theater and music fest events and school programs help bring people from outside community.
• Music programming (e.g. music fest, new programs at Christ the Lord Lutheran Church)
• Performances at churches

Fine arts
• Cactus Shadows Fine Arts Center

Cultural organizations
• Sonoran art league

Community cultural events
• Valuing other people’s culture/experience – food, religion, lifestyle, etc. – learning about it at cultural festivals.
• Variety of festivals in Carefree and Cave Creek
• Spring and fall festival.
• Many community events surrounding the fine arts.
• Wild west days
• Fiesta days
• Wild west days
• Bike week
• Art festival
• Large scales cultural events: art festivals, hidden in hills/arts B, thunderbird, desert foothills theater and music fest events and school programs help bring people from outside community.
• Cow boy culture, wild west days, rodeo keeps AZ’s western heritage in tact

Miscellaneous
• Cannot identify any
• Buffalo chip (bull riding)
• Volunteers

What are the challenges, issues, or the things that need to be done concerning cultural enrichment? List two.

Support of cultural programs
• Town support of local organizations, library, SAL, FCF, etc.
• Funding
• Desert Broom Library under serves area – they need more resources, programs, and outreach; need a much larger collection.
• Funding for projects
• Making culture accessible – a financial and a timing (time of day and time of year) issue.

Engagement of youth in arts
• Scholarships to kids to pursue the arts
• More attraction for younger age groups
• Involvement from schools k-12 and Pvcc. More youth involvement in culture activities.
• Bring programs to schools or kids to programs and performances; broaden their experiences.

Communication of cultural enrichment
• Lack of cultural diversity awareness.
• Marketing to the larger community
• Marketing of available resources.
• Need to bring more awareness to diversity issues.
• Informing the public about their options
• Neighborhood focus – what’s on my radar/where I go, e.g. Hollend outside of my orbit
Appendix A

- Existing programs need to develop outreach programming into N. Scottsdale to limited funding

Lack of diversity
- Lack of diversity
- Need to bring more awareness to diversity issues.
- Need more cultural presence beyond “wine and art festivals”

Lack of cultural facilities
- Creating a bigger arts venue to bring more people together.
- A venue that provides beverage options such as beer and wine.
- Having a place to have cultural events in Cave Creek and Carefree
- Build a film and performing arts center
- Gathering place (physical)

Efficiency in what is offered
- Finite resources for support – need to avoid duplication of effort.
- Need to use existing facilities better due to lack of Scottsdale funding, more interaction with gated communities, cultural activity

Miscellaneous
- Revitalization of Carefree.
- Transportation
- Adequate parking for festivals
- None identified
- Bringing cultural events to Cave Creek and Carefree
- Not pushing the city to close to change the culture.
- Opportunities for different clubs and organizations in community to participate e.g. CSHS arts club in hidden in the hills., soccer club in hidden hills.
- Social orientation

What Cultural services are not available, but are needed? List two.

More activity/ event options
- Need cultural fairs beyond visual arts and Native American culture – food, music, dance, literature, etc. For other cultures .
- Cutting edge activities
- Intergenerational.
- More music events, outdoor and indoor.
- More opportunities for cultural diversity events
- Youth programs
- More attraction to high school, community college demographic.
- More opportunities to attend theater
- Other performing arts – dramatic readings, one man shows, improvisation.

Cultural programs in schools
- More services in schools or field trips (orchestra at FCF, painter demonstration, etc.) and keep P.E., art and music in schools.
- Education regarding other cultures

Facilities
- Quality museum
- Cultural center
- Regional performing arts center.
- A senior center
Not lacking

- "I don’t feel that our community is lacking in cultural services."

Miscellaneous

- None Identified
- Cultural/social opportunities, go to class together as friends, couples
- Educational/support services for seniors (e.g. managing finances, cooking for one)

What do you feel should be the top priorities for investment at this time in cultural enrichment?

Cultural programs in schools

- Bring cultural enrichment back to schools for quality time (40 minutes not 10). Opportunities for community orchestras or choirs – Opportunities to participate in art as a performer.

Facilities

- Quality museum and cultural center.
- Performing arts center.
- The improvement of the fine arts center is the top priority
- Museum with interesting exhibits (e.g. science museum)
- A place that would bring to the area cultural amenities not currently offered.
- Amenities that would draw broad participation with Carefree
- Expansion of existing performing arts facilities as well as programming separate building not shared by school district. Near by not on school property, needed other cultural offerings not needed

Support of cultural enrichment

- Support of artists, to bring new programs to the area. Financial support from the towns
- “Spending money to enhance improve the cultural facilities that already exist.”

New/expand cultural events

- Diversified programs for all age groups.
- Assist the museum in bringing events to Cave Creek

Sense of community

- Making cross connections with youth 17-22 and multi generational. Make sure library’s, museums, desert awareness are funded to stay open and help schools tie these organizations into larger scale cultural events.
- Preserving community gatherings as well as the arts.

Transportation

- Transportation

Youth (Young Children and Teens)

What are the good things going on in this community among our youth? List two.

Physical activities

- Team sports involvement
- Great sports programs
- Sports opportunities – Theater/Arts
- Sports for youth
- YMCA
- Many opportunities for youth involvement in sports and the arts.
- Support for healthy activities, e.g., YMCA, youth leagues and trails
- YMCA, Sports activities, safe place
Appendix A

Cultural opportunities/engagement
- Youth theater (2 comments)
- Desert Foothills Theater, School drama programs.
- Sports opportunities – Theater/Arts
- Many opportunities for youth involvement in sports and the arts.
- Youth theater

Education
- Cactus Shadows High School
- Clubs, lessons, experiences through schools
- High scoring school district.
- School programs
- Great schools
- Strong school system
- Schools, copper ridge
- Strong schools

Faith-based organizations
- Abundance of faith based opportunities.
- Churches

Community gathering
- Coffee shop for kids to hang out at. Churches doing good job

Programs
- Wonderful teen programs and school at the Dream Center, keeps kids off the streets
- Break away leadership teams
- Student involvement, anti defamation league, universal intervention.
- Babysitting certification available
- Great summer enrichment programs. ECS

Miscellaneous
- Day care options at businesses
- Doesn’t have kids in school district, Not sure

What are the challenges, issues, or the things that need to be done relating to youth? List two.

Lack of programs & space for activities/play
- Challenge – small properties with no room to play or play in streets – lack of play space.
- Lack of parks and open spaces – need to roll in the grass!
- Lack of healthy outlets.
- Places for youth to spend their time outside the classroom or their homes.
- Boredom factor among teens
- Ages 17-22 does not have access to activities and services
- New cutting edge programs

Substance abuse programs
- Isolation due to drugs and technology
- Local drug treatment facility.
- Drug awareness
- Drug abuse
- Alcohol abuse
- Drugs are still present

Social support and learning
Community Needs Assessment Final Report

- Lack of supervision due to broken families/both parents working
- Early intervention on social support, leverage skills for kids 8 and under.
- Prevention and interventions education opportunities.
- Sexual education.
- Lack of social emotional learning education
- Disrespectful attitudes toward elders.
- Entitlement issues among youth

Affordable education
- Affordable after school activities (would help cut down petty crime)

Transportation
- Transportation. Reliance on parents for rides.
- Rural area transportation.
- Transportation

Involvement in the community
- Community opportunity and involvement
- Greater effort is needed to involve youth in volunteering in the community, supporting and expanding programs initiated by Kiwanis
- More job opportunities,

Technology
- Use of technology prevents healthy pursuits.
- Isolation due to drugs and technology

Miscellaneous
- Survey of youth to see where they actually go for entertainment.

What youth services are not available, but are needed? List two.

Lack of programs & space for activities/play
- Parks – big parks and big open space
- Gathering spaces and activities that meet their interests and expand them (e.g. using computers to teach history, other classes and clubs)
- More healthy outlets/activities
- Teen center
- Youth center promoting More pro-social activities.
- Movie theater/cultural venue or opportunities.
- Social gathering places for ages 17-22

Substance abuse programs
- Addiction services for youth
- Drug related services
- Drug and alcohol awareness
- Drug counseling (may already be available – certainly needed)

After school programs
- After school programs
- After school activities (affordable)
- After school programs, affordable, beyond YMCA

Transportation
- Transportation services
- Support for families that are in need of services such as child care, housing, transportation, etc.
Appendix A

Family services
- Support for families that are in need of services such as child care, housing, transportation, etc.
- Bringing in tools that can help assess families in need.
- Services for those with autism and learning disabilities
- More resources committed to child protection

Career exploration
- Career exploration opportunities
- Internship opportunities to help youth become more responsible and respectful.

Miscellaneous
- Youth literacy efforts taking into account the influence of the internet.
- A better network and info re: certified, background check, baby sitters.

*What do you feel should be the top priorities for children and youth that should have investment at this time?*

Education
- Education and open space protection.
- Spending on education and mental health counseling.

Afterschool programs
- Addiction services and afterschool services.

Substance abuse programs
- Addiction services and afterschool services.
- Drug related services. Expansion of YMCA services.
- Drug abuse awareness. Counseling services for at risk youth.
- Prevention and intervention education opportunities.
- Drug counseling, services for those with autism and learning disabilities, literacy efforts.

Family programs
- Drug counseling, services for those with autism and learning disabilities, literacy efforts.
- One stop social service. Gathering places/movie theater.
- Early intervention on reading and writing skills – before age 8 or so. Social modeling and mentoring.

Mentoring program
- Mentoring, community services, increased healthy outlets.
- Mentoring to youth and reciprocal volunteering by youth

Gathering space
- One stop social service. Gathering places/movie theater.

Career exploration
- Intern program for high school seniors.

Miscellaneous
- Expand performing arts center

**Older Adults**

*What are the good things going on in this community related to older adults? List two.*

Service organizations
- Foothills Caring Corps (8 comments)
- Food bank (3 comments)

Faith-based organizations
Community Needs Assessment Final Report

- Church community
- Faith based organizations and opportunities for involvement.
- Church programs for widows

Community involvement
- Bingo at the Y! Neighborhood groups, clubs, etc. creating their own gathering places. Y has lots of activities.
- Abundance of social activates, including volunteerism and programs at library and museum.
- Essential element of the community who will volunteer and support local businesses
- Opportunities to volunteer and socializing through many non-profits

Community programs
- Outreach to seniors who need help – providing transportation, meals.
- Locations for programs, FCF, Library.
- Silver sneakers at Y
- Holland center
- Libraries

Transportation
- Transportation for elderly to and from appointments.

Lifelong learning
- Adult education at library/FCF
- Education programs

Miscellaneous
- Cultural diversity of the older community.
- Elderly focused community
- Veterans affairs/support
- There are few if any

What are the challenges, issues, or the things that need to be done related to Older Adults? List two.

Transportation
- Transportation (2 comments)
- Transportation. (outside Foothills Caring Corps)
- The biggest challenge is transportation.
- There is a need for better communication to/from seniors in need of care and transportation.
- Transportation to and from
- Older drivers – safety and impacts of prescriptions on driving

Access to/lack of services
- Need nearby medical services
- Senior services
- Social services, including counseling
- Lacking resources for older adults that struggle with social issues such as mental health and substance abuse.
- More programs that help older adults cope with the day-in/day-out aspects of senior living, both practical and social.
- Limited funding for social services
- Lack of funding for social inclusion
- Women in transition have trouble getting help – turn to town of Carefree as they trust the staff.
- Poly – prescription issues – prescription management
- Everything, the senior population is almost ignored
Appendix A

Access to/lack of facilities
- Senior center

Affordable housing
- Affordable housing for older adults who lose income, for any reason.
- Affordable assisting living/senior accommodation.
- Aging in place

Communication
- There is a need for better communication to/from seniors in need of care and transportation.

Miscellaneous
- Not Familiar
- None Identified
- Feeling of isolation living on large lots in homes that are now too big to maintain.
- Large service area
- Seniors have a social focus – entertainment as opposed to lifelong learning.

What Older Adult services are not available, but are needed? List two.

Access to food
- Need grocery delivery services
- Food delivery for home bound

Access to social health services
- Mental health counseling.
- Mental health services
- Senior services
- Substance abuse services
- Social services
- Counseling/referral from trusted source (not church)

Transportation
- Dial-a-ride for medical apts. And P R to publicize the service.
- Expanded transportation options.
- Transportation (outside Foothills Caring Corps)
- Transportation services.
- Transportation

Access to/lack of facilities
- Senior center
- Adult center

ADA accessibility
- Overall more conducive adult environment (e.g. larger clocks, more cross walks, larger print publications)

Affordable housing
- Affordable housing facilities in close proximity, via walking to shops and services.

Miscellaneous
- Not Familiar
- None Identified
- Additional aging education
- Not sure

What do you feel should be the top priorities for Older Adults that should have investment at this time?
Social services
- Senior services and center.
- Social service, adequate funding of caring corps, food bank, library.
- Creating a one stop of social services/resources for older adults
- Food delivery, pet visiting/adoptions and general welfare choices.
- Counseling/referral services

Transportation
- Adult center and transportation.
- More help with transportation (social, medical, grocery store) to help people stay at home independent.
- Improve transportation. Expand programs/capacity for Holland Center and Desert Foothills Theater to expand opportunities for seniors.

Facilities
- Senior services and center.
- Adult center and transportation.
- “I feel that we should have a senior center for activities and resource connection.”
- Outreach to find needed services. Need outreach to include people in activities – who needs a friend? Would also be good volunteers. Volunteer outreach or clearing house – lots of people want to help but don’t know how or where.

Graceful aging
- keeping older adults engaged, active, relevant. Match older adults with kids, classrooms, etc. to revitalize both. Drug disposal options – need more.
- More programs that help older adults cope with the day-in/day-out aspects of senior living, both practical and social.
- Collaborate in public/private partnerships to create villages within the community for seniors to gracefully age in place.

Miscellaneous
- None Identified

Everyone Else In Between (families)

What are the good things going on in this community relating to families? List two.

Opportunities & facilities for community interactions
- Community activity/gathering places (through schools).
- Lots of specialty clubs – running, biking, etc.
- Community events bringing families together
- Sports, theater, arts activities

Non-profit organizations
- Non-profit organizations such as DFL, YMCA, Theater.

Western desert lifestyle
- Rural lifestyle, trails, horse riding, bike trails.
- The physical environment provides a wonderful place to have a family
- The community is close-knit and eccentric, not unlike a family. Access to amenities in valley with ??? of our ??? Community

Faith-based organizations
- Active church communities and churches working together.
-Availability of faith based organization of every denomination.
Appendix A

- Church functions
- Faith based organizations

Education
- Good schools
- High performing school district.

Recreation opportunities
- Abundant availability of activities, hiking, biking, horse back riding.
- Recreation facilities such as Spur Cross and Cave Creek Recreation Areas.
- My family cleans up the desert spots where we hike at.

Cultural opportunities
- Performing arts involvement
- Theater, arts, and athletics.

Community support of families
- Good support for families from the schools
- Good support for families from the church
- Community is family oriented
- Community embraces the changing definition of family
- Acceptance of family diversity

Miscellaneous
- My family volunteers as a firefighter in the city of phx

What are the challenges, issues, or the things that need to be done relating to families? List two.

Safety
- We have a N. Phoenix police station with no one in it – need more local police service.

Communication
- More outreach about opportunities for different interests – making connections

Substance abuse programs
- Addiction is a family problem, soft and hard drugs.
- Need positive options to replace addictions

Affordable child care & after school programs
- Working families need after school programs.
- Lack of affordable childcare.
- Blended families – single mother

Cost of living
- Cost of living.
- Affordable housing

Lack of services for low income families
- Low income families.
- Recognizing family needs in the community related to social services.
- Lack of resources for struggling families
- Increased social services are needed.

Lack of family activities/gathering facilities
- There are few things to do other than hiking, horses, and camping for families.
- More family orientated activities for younger families
- Provide safe continuous access in the form of trails and bike lanes so families can exercise and explore the community together.
- Family gathering areas, not bars
• A place for their children to gather
• More community events for young families to attend and all be able to enjoy 16-60.
• Maintaining sense of this community while providing basic services for all generations.

Strengthen the family unit
• Faith in family, and the family unit.
• Issues are unique to each family
• More parental involvement

Transportation
• A means of getting them there (transportation)

Miscellaneous
• Predominance of older people in the community.
• Distance needed to be travelled to work.

What family services are not available, but are needed? List two.

Substance abuse programs
• Addiction recovery center (facility)
• Drug and alcohol abuse services.
• Substance abuse
• Substance abuse, mental health, financial, employment services.

Mental health programs & access to health care
• Medical services.
• Mental health support.
• Mental health

Social services
• Social work, counseling, parenting classes – low cost help/advise for people; resources; battered woman.
• Social service resources
• Veterans support services.
• Social services and resources for struggling families.
• Career planning and advice, counseling about the future learning styles, personality styles. Assess strengths, how will you use what you learned in school and sports?

Family services
• Child care (affordable)
• Counseling for kids under 10 who are coping with death of a parent/grandparent/sibling/friend, this can trigger poor performance at school

Family oriented events/facilities
• Quarterly family events.
• Need more family oriented activities, programming, cultural opportunities
• The town used to have a bowling alley. It might be possible to look in public/private partnership to provide a family entertainment center, including a few theaters and bowling alley and restaurants that reflect the character of the community.
• Improve on sense of family and neighbors – need to connect for good of the community.
• Movie theater
• Place to gather
• Faith based opportunities.
• Park
Appendix A

Transportation
- transportation

What do you feel should be the top priorities for families that should have investment at this time?
Safety
- Safety and security, education, health education – food, desert safety (heat, cactus, etc.), bicycle rules, etc.
Substance abuse programs
- Addiction recovery center and faith based opportunities.
- Drug and alcohol abuse and veteran support
Social services
- Child care – affordable so that parents can work. Counseling services.
- Resource center for social issues – employment services, bringing awareness to social issues
- Increased resources/social services
Awareness of community member needs
- Increased community awareness of struggling families.
- Resource center for social issues – employment services, bringing awareness to social issues
Family oriented events
- Organized and family events – outing group
- Seek to develop a partnership for creating an entertainment center that reflects local character.
  Perhaps movie theaters, small in size, could serve as college or high school lecture halls during the day.
- More activities to help grow the family closer and entertainment and attract all members to one event.
- Place to gather, transportation
- Community gathering place for better communication and community-building

Miscellaneous
- feels that this question has already been answered.
- STEM awareness for boys and girls

Have we missed anything? What might you consider to be an important need that would certainly be worthy of investment?
Natural resource protection
- Water/drought – conservation and usage important. Recycling should be mandatory. Taking care of the environment. Save more land! Bring in speakers – e.g. APS donates trees and has speakers about the program.
- Buying local encouragement, endorsement. Bring Cave Creek and Carefree together.
- How do we make a community for everyone more envisioning leadership. Enrich and provide healthy communities.
- Availability of affordable healthcare.
- Local funding of non-profits and the chamber of commerce. Affordable housing.
- Travel too far for services. No services for AA, drug treatment, mental health services, veterans. A lot of retired veterans. Transportation, accessibility to services. Veterans stories that need to be told.
- Many of the critical needs are interrelated. Some are physical, some social or problematic. It would be important to identify solutions that are catalytic to resolving multiple issues simultaneously.
- I would like to see college sciences and the campus grow bigger so that I can conveniently take all my classes at our local community college, and help me expand my education goals.
• Tap into people and their purpose. Provide a resource or centralized repository for volunteer opportunities and communicate them. “silver Tsunami” – increase in Medicare population
• Challenge of 5 communities being ???, who’s investing?
• There are more people up here who are financially struggling that one might think. Physical needs for kids (e.g. recreation, time) and seniors (food, transportation) are met better than employment and social needs.
Appendix A

Focus Group Responses

Points of Pride of the community (# of Priority Votes, % of priority votes in group)

Themes

- **Lifestyle**
  - Cultural
    - Open space lifestyle (5, 100%)
    - Different types of people (3, 60%) – “Cowboy to cultured”
  - Families
    - Environmental / physical safety (4, 57%) – “Close to city, but just far enough away.” “No pollution xeriscape.” “Spur Cross Preserve.”
    - Small town feel (4, 57%) – “Vacation feeling.” “Slow pace, unique look, small business.” “Lacks commercialization.”
  - Non-profit
    - Eclectic character of our area (4, 57%) – “people come from all over.”
    - An accepting, welcoming, friendly area (4, 57%) – “It is easy to fit in.”
    - There is a diversity of people in cultural, geographic, and generational terms. (1, 14%) – “Our area is accepting. It gives you a comfortable feeling.”
  - Older adults
    - Unique charm of area (4, 50%) – “Lots of culture available.” “Open spaces.”

- **Schools & library**
  - Cultural
  - Families
  - Schools (7, 100%) – “Schools meet needs.” “I like alternatives.” “Love Foothills Academy.”
  - Older adults
    - Desert Foothills Library (4, 50%)
    - Great public schools (1, 13%)

- **Community support and involvement**
  - Cultural
    - Volunteerism (3, 60%)
  - Families
    - Support for arts and cultural events (4, 57%) – Desert Foothills Theater, street events, bikers, horses, hiking, cowboy themes.”
  - Non-profit
    - Generosity of area residents (6,86% ) – “our residents give their money and their time not only in our area, but also in other areas they also reside.”

- **Access**
  - Cultural
    - Access to culture within a reasonable distance (2, 29%)

- **Local organizations**
  - Cultural
    - Excellence of community organizations (0, 0%) – “We have community organizations that have grown from seedlings and are still moving forward”
  - Non-profit
    - A well networked non-profit community (4, 57%) – “We have arts, culture, cowboys, and eccentricity.”
  - Older adults
    - Appreciate small businesses (4/8, 50%)

- **Appreciation of desert environment**
Things that are working well in the community (# of Votes)

- Service organization & programs
  - Cultural
    - Groups/organizations that have a strong presence/impact (5, 100%) – “DFT, Musicfest, Sonoran Arts League, Desert Foothills Library, Foodbank.” “Umbrella/support groups like FCF and Kiwanis”
  - Families
    - Youth sports programs (6, 86%) – “Desert Foothills Athletic Club.” “YMCA builds community.” “Family friendly.”
  - Older adults
    - Food bank (4, 50%)
    - Caring Corps (3, 38%)
    - YMCA (2, 25%) – “Y is community-building, their instructors are kind.”
  - Non-profit
    - Non-profit collaborate rather than compete (1, 14%) – “Speaking out is effective.”
    - Advocacy by non-profit organizations ( ) – “We listen to our community.”
    - Non-profit organizations adapt and remain relevant ( ) – “Our organization is malleable because it has a broad mission.”
    - Many services are financially accessible ( ) – “We leverage resources from outside out area.”
    - Partnering around transportation to achieve what is currently available. ( )

- Education
  - Families
    - Educational opportunities (5, 71%) – “CCUSD, FAEP, FACP, Community school, PVCC Campus.”

- Arts
  - Older adults
    - Desert Foothills Theater (3,38%)

- Health care
  - Older adults
    - Medical facilities close by (3, 38%) – “Mayo Clinic”

- Citizenry
  - Families
    - Outstanding citizens (4, 57%) –

- Environment
  - Non-profit
    - Environmental conservation ( )

Greatest challenges of the community (# of Votes)

- Communication of programs & services
  - Cultural
Communications regarding the arts (3, 60%) – “A large part of the community is not educated about the arts so they are not receptive to what is communicated and available.”
- Older adults
  - Better communication is needed as to what is already available. (5, 63%) – “Survey adults for interests before offering continuing education.”
- Cultural
  - Snowbird communities (1, 20%) – Those not thinking about it or desiring the arts won’t try or find it.”
- Non-profit
  - We need to engage a younger donor base for area non-profit (2, 29%)

Transportation
- Cultural
  - Transportation to cultural events (2, 40%) – “There is a lack of education of politicians locally and statewide as to the value of the arts.”
- Families
  - Transportation (3, 43%) – “Bike lanes in Cave Creek/Carefree towns.” “Trolley or horse carriage on weekends.”
- Older adults
  - Growth in area brings challenges that need to be managed. (3, 38%) – “Parking, capacity, transportation, and economic development.”
- Non-profit
  - Public transportation (4, 57%) – “transportation is needed for seniors and for our children and youth.” “Transportation is needed for economic development to occur.” “This place is not pedestrian friendly.”

Support of schools, services, and programs
- Cultural
  - Arts cuts in the schools is diminishing future and present audiences (1, 20%) – Over a decade of high stakes testing combined with budget cuts to the arts in the schools results in diminishing arts audiences.”
  - Political environment is cutting funding to the arts (1, 20%) – “Politicians do not understand the value of the arts.”
- Families
  - Sustainable tax base (7, 100%) – “People don’t vote”, “Low school funding”, “Program cuts”, “low teacher pay”, “Must retain quality teachers.”
- Non-profit
  - There is little support from the towns for non-profits providing services (2, 29%) – “The towns do not welcome non-profit services, they will not provide services and they block or get in the way of services being provided.”
- Older adults
  - Organizations need to collaborate (2, 25%)

Affluent community Perceptions
- Non-profit
  - Strong pressure that we present that we “have it all together” externally from community to individual level. (4, 57%) – “individuals ask for help too late or will not ask for fear of stigma.” “We have to present a self image of self sufficiency.”
  - We have an image of affluence which limits our access to some resources (2, 29%) – “We cannot admit to drugs, depression, bullying, or financial needs.”
There is a lack of affordable housing. (1, 14%) – “People who work here cannot live here.”

Minimal activities for youth and children (4, 57%) – “Affluent youth brings its own trouble and problems.” “There is a lack of activities for youth and children because there is a lack of facilities.” “Services for youth and children available in other communities are not provided here.”

“Not in my back yard” mentality (1, 14%) – “Our residents do not want to see services for the homeless or domestic violence in our area.”

Providing community facilities
- Families
  - Expand/refine youth facilities (4, 57%) – “More parks, bigger pool, expanded PVCC at BMES.” “Build indoor soccer/tennis facility.”
- Older adults
  - Senior center is needed (2, 25%)

Adult education & programs
- Older adults
  - Adult education (8, 100%) – “Need lifelong learning brought to our community.”
  - Affordable senior programming (7, 88%) – “Need nutrition classes”

Balancing economic development
- Families
  - Big business impact on small businesses (5, 71%) – “Need to standardize legal requirements in different cities.” “Need higher end businesses, initiatives for small businesses.”

Help for families
- Cultural
  - Families are overwhelmed balancing school and after school activities (2, 40%) – “There are more two parent working families.”

The community members’ vision for the future (# of Votes)
- Communication of programs and services
  - Cultural
    - Centralized place to know about cultural and family programming in the area (3, 60%)
- Providing community facilities
  - Cultural
    - Cultural center/complex closer to 101 (3, 60%) – “We need venues performers want to perform in.”
    - Every child have an arts education opportunity everyday (2, 40%) – “Everyone should work together on the development of an arts center so it meets the needs of a variety of groups.”
  - Families
    - State of the art recreational facilities and cultural venues (6, 86%) – “Splash pads, multisports park.” “State Park.” “Dog park, bowling alley, indoor soccer and tennis, small movie theater with kids explorentorium, café, bistro.”
  - Non-profit
    - A center for youth activities (3, 43%)
  - Older adults
    - Dog park (5, 63%) – “Dog friendly stores”
Appendix A

- Support of schools, events, & services
  - Cultural
    - Ample arts funding (1, 20%)
    - An arts integrated education model (1, 20%)
  - Families
    - Schools for 21st century (7, 100%) – “Lots have more options like charters, magnet schools, independent tech schools.” “Make Cave Creek area a model for excellent and future oriented schools.” “Have a focus group just in this issue.”
  - Non-profit
    - Collaborative effort to find solutions and provide services across the area. (5, 71%) – “We need to continue regular roundtables among non-profit organizations.”
  - Older adults
    - Activities for children (2, 25%) – “There is nothing to take grandchildren to do.”
  - Cultural
    - HUGE arts festival in a commercial venue (1, 20%)
    - A council of the leaders of arts organizations in the area meeting together regularly (0)
- Transportation
  - Non-profit
    - A community wide, interconnected mobility/transportation plan (3, 43%) – “Thoughtful planning servicing our most vulnerable residents around transportation, sidewalks, and bike trails for seniors and youth.”
- Sustainable community development
  - Families
    - Environmental awareness “Green” (4, 57%) – Community garden with science/math center.” “NAU, ASU connection.” “Better bike lanes and safer X-walks, trails.”
    - Health – fitness (4, 57%) – “Solar power, better H2O quality, higher visibility recycling.” “Healthy dining options.”
  - Non-profit
    - More thoughtful town planning and development (4, 57%) – “Towns and governments in the area need to roundtable together regularly.”
    - Affordable housing spread throughout our area. (2, 29%) – “live in the community where you work.”
    - A plan for “building community” through people connections, support networks, and safety nets (2, 29%) – “Networking people together without walls.”
  - Older adults
    - Everything that they could need is close by and accessible like a senior living community (3, 38%) – “Sitting, visiting, coffee, fitness, shopping, activities”
    - Vibrant downtown area with easy walking and interesting shopping (8, 100%) – “Bakeries, deli, family friendly.”
Survey Open-Ended Responses

Q5 Other need in your community

Recreation facilities

- **Pools**
  - A community swimming pool.... And more public tennis courts
  - a splash pad/park area with shade (similar to what is in Fountain Hills) that is within walking distance of restaurants and shops that are kid friendly.
  - bigger lap pool.
  - community pool facility
  - Heated swimming pool.
  - Needed at the Y: therapeutic yoga (sometimes known as Gentle Yoga). And: Chair Yoga. Indoor pool, or shaded pool area.
  - olympic sized pool for competitive swimmers; dedicated community teen center
  - public tennis court, pool
  - Swimming pools with lap lanes
  - Senior Center and a movie theater. A park with a swimming pool.

- **Tennis courts**
  - A community swimming pool.... And more public tennis courts
  - public tennis court, pool
  - Public tennis courts, equestrian center

- **Movie Theater**
  - A movie theater, such as the Camelview, showing independent and foreign films.
  - Movie theater
  - Senior Center and a movie theater. A park with a swimming pool.

- **Community park**
  - Community park in Cave Creek

- **Dog park**
  - Dog parks so older people can bring their dogs safely. Many older people can't walk the dogs for exercise and be on the streets safely.

- **Expanded YMCA**
  - Larger YMCA
  - Make the facilities at the YMCA larger and more parking.
  - More open gym space for youth/adults to play basketball
  - need more gyms like the YMCA

- **Trails**
  - Maintenance and access to trails for hiking, biking and horseback riding
  - Trail maintenance, mountain biking trails
  - Walking trails in the towns
  - A bike path for citizens as in Scottsdale to prevent accidents and allow bikers to feel safe.

- **Miscellaneous**
Appendix A

- Ice/Roller Skating Rinks, Skate Parks, RC Parks, Shopping Mall

Youth programs
- A center for age 6-12. Kids that are too old for day care, but too young for teen center.
- Local music and arts lessons for youth.
- Outdoor exercise, hiking, etc.; Off campus, on location presentations, lectures; opportunities for youth to learn and perform civic responsibility; historical, environmental presentations and preservation activities, events (Spur Cross, etc)
- Children entertainment events
- Community has a fine arts center that is not utilized for the community or marketing is poor. Need more art activities for children painting/drawing seems to be centered to adults and high school only. No opportunity for junior high or grade school.

Older adult programs
- Activities for those 60 and older. Restaurants, cultural events, and additional exercise classes or activities both at the YMCA and elsewhere.
- There is a need for free or very reduced rate for all seniors to join the YMCA

Communication
- A local paper that publicizes info on resources and events, hard copy or email. I don't often see that kind of info communicated until the event has passed.
- Coordination of the efforts of arts non-profits; a centralized "kiosk" to publicize their offerings.
- It's hard to believe, but there are a lot of needy people from Scottsdale north to Black Canyon City who have no clue as to what programs may be available to help them. Examples are: applications for SNAP(food stamps), affordable medical and dental care, discount for seniors at various retail stores, including "senior day" at some grocery stores, no cost pre school education program for parent and child together, parenting classes, etc.
- Since I'm retired - I don't know about any of those things above!

Resident Health
- Nutrition
  - Access to age group and individual nutritional reviews and guidelines by knowledgeable specialists.
  - Healthy lifestyle restaurant
  - Nutrition awareness programs
  - Nutrition, cooking, health related classes. Tae kwan do classes. Astronomy workshops. Since PVCC discontinued its noncredit offerings here...there is a lack of adult continuing education classes without having to do credit programming which limits the amount of noncredit you can take.

- Exercise
  - More exercise programs for older people.
  - Health, weight loss classes/assistance
  - Activities for those 60 and older. Restaurants, cultural events, and additional exercise classes or activities both at the YMCA and elsewhere.

Life Long Learning (Affordable)
- Affordable Adult Education classes
• continuing education for adults
• More adult group classes for the STILL working people between 50 - 65! Enlarge or add another room for classes like Sha-Bam
• Non-Credit classroom learning for adults.
• Nutrition, cooking, health related classes. Tae kwan do classes. Astronomy workshops. Since PVCC discontinued its noncredit offerings here...there is a lack of adult continuing education classes without having to do credit programming which limits the amount of noncredit you can take.
• Teaching classes like computer use of help with cell phones

Facility access to community residences (Affordable)
• AFFORDABLE room rentals for community citizens.
• venue for hosting fund raisers, receptions, private parties, business meetings

Community gatherings
• Community-building
  o Any programs to build a sense of community. Cross generational programing for the youth to seniors. They can learn from each other.
  o Opportunities for social gatherings that are multi-generational.
  o art galleries, runs/walks for a cause, community unity events promoting peace, health, brotherhood, etc

• Community events
  o art galleries, runs/walks for a cause, community unity events promoting peace, health, brotherhood, etc
  o Moving art shows, wine festivals and other public activities away from the Post Office so we can have access.
  o Outdoor activities such as nature hikes for adults and children
  o outdoor movies on summer evenings
  o Art Classes or demos. Activities for people with no kids and single women.

Community Center
• community center with educational activities and opportunities for everyone of all ages, i.e., art classes, lectures, language, games, etc.
• Something like Mesa Arts center where people could take art, jewelry, glass making, pottery, etc... Classes. So many people drive down there from carefree, cave creek and Scottsdale to take classes.
• Having a community center is valuable. The current location of the Y, PVCC, Holland center is perfect.

Organizational partnerships
• Consortium of non-profits to coordinate programming and promote an understanding of what each group does/funds. We may be assuming that another group provides or funds something which they don't, and it impacts our programming decisions and action on funding requests.
• Linkages to existing programs valley wide for both youth and adult. You don't have to reinvent things. Build from current and working models through partnering.
• ASU presence to augment PVCC

Social programs
• Soup Kitchen, feeding program for homeless and less fortunate people
Appendix A

- With the rising drug abuse in the area, it would be beneficial to start some programs for the families of the abuser or addict
- Resources for single parents
- Community service opportunities to allow people in need to put in volunteer time in return for services that Foothills Food Bank provides.
- Job Counseling and information on Job Training opportunities as is currently being done at the Maricopa Library in Anthem. Services for the Homeless

Miscellaneous

- I feel you have covered them.
- lower taxes
- outings for senior citizens. day trips
- paved roads
- restaurant choices and specialty food shops
- sidewalks, walking clubs, food cooking demonstrations, exercise classes at the Y have the music & teacher mic too loud. Use a phone app to monitor the level so it remains below 90 decibels

Q6 What do you like about your community

Access to retail/community services/Valley

- closeness to shopping
- It is a peaceful and rather safe place to live and within close walking distance to the market place
- Access to goods and services Quiet. No box stores or chains uniqueness of identity. A labyrinth in town
- access to quality stores, community center activities, swim access,
- Beautiful, lots of outdoor space. Access to everything within 30 minutes. Traffic is not bad.
- Centrally located to everything
- convenient to everything
- Desert environment close to a large city
- Easy living, no traffic, convenient
- everything is right here and easy to get to
- Feels like a small town but still has access to the greater Phoenix/Scottsdale amenities.
- Good access to highways.
- How close everything is to my area
- It has personality and great people. We love our neighborhood and having services accessible not too far away. It is a small place near a large city.
- It is small and the close access to many stores.
- It’s close enough to major shopping, etc., but far enough away that traffic is not affected.
- It's somewhat remote and, although distant from the heart of the City of Phoenix, it is not difficult to get there.
- Location and access to freeways.
- Most things I need are close and I am blessed to work in my community.
- Open space, minimal traffic and congestion, more casual life-style. Easy access to facilities and events/parking. Southwestern climate, culture, and history.
- Open spaces. Access to good quality medical services
- Pride of ownership in the homes. Quiet. Kid friendly. Convenience to stores.
- Proximity to all of my needs
- Proximity to urban area without being too urban
• Quiet and accessible, close proximity to highways and PVCC
• Rural atmosphere, art festivals, proximity to Cave Creek/Carefree shops and restaurants.
• safe, beautiful surroundings, amenities nearby, lovely people
• starting to develop so you don’t have to travel as far for sports/activities.
• That it is close to the city but far enough away to feel like a small town.
• That it is somewhat rural in nature but close to city amenities
• The friendly people and the easy access to things we need without being in the middle of the craziness in the city.
• The location. The size of the community not too big or too small. easy access to shopping, restaurants, activities.

Desert western town lifestyle/landscape
• Areas of less population density
• It is a peaceful and rather safe place to live and within close walking distance to the market place
• Quiet - space - lack of traffic –
• Access to goods and services Quiet No box stores or chains uniqueness of identity A labyrinth in town
• Beautiful place to live and work.
• Beautiful, lots of outdoor space. Access to everything within 30 minutes. Traffic is not bad.
• Being able to enjoy a beautiful natural area and have the resources to physically, mentally and spiritually nurture ourselves.
• Being away from the city
• Being Carefree
• By comparison it is relatively peaceful and crime free.
• Casual desert lifestyle Nature and open space Proximity to metropolitan area without sacrificing the above Spirit of volunteerism
• Cave Creek - high % of open space and preserve
• Close to nature and desert life, open spaces
• Community shops
• Dark skies, natural desert environment, friendly people and responsive government (Scottsdale) services : example : firefighters, emt, etc.
• Desert environment close to a large city
• Desert environment. Diverse entertainment, shopping and restaurants.Quiet.
• Desert landscape, quiet
• desert orientation and location
• Desert rural lifestyle
• Desert space
• diverse offerings
• Diversity of the community - small town atmosphere
• Easy living, no traffic, convenient
• Eclectic population. Scenic beauty.
• Environmentally conscious, open, financially responsible.
• Feeling that you are distant enough to enjoy the mountain views and slow pace of living , but still close enough to enjoy the other areas of the Valley. In the gated community that I live in the HOA does a great job in keeping the grounds and landscaping t its best . Really shows pride in our community.
• Friendly small town atmosphere
• I like the rural small town setting and open spaces.
• I love the beauty and slower pace.
Appendix A

- It actually has the feeling of a small community.
- It feels safe and I have found plenty to do in activities.
- It is a nice safe upscale community.
- It is a vibrant, growing community but still maintains its "small town" feel! It is friendly and quiet and yet at times is bustling with activities that draw people from all over the valley and beyond. Outdoor activities, dining, music, shopping, special events - it is all here.
- It is away from the urban areas, traffic, etc.
- It is quiet and there are friendly people.
- It is small and everyone is friendly. It has a small town feel even though we are close to Scottsdale and Phoenix.
- It is small and removed from the hussle and bussle of the big city.
- It is uncrowded.
- It used to be quirky.
- It's rural setting.
- It's away from the crowded valley to the south, and the open areas and clear sky here. Most of the people in this area don't have the "entitlement attitude" that is so strong in Phoenix and Surprise.
- It's size.
- It's a small town. Seems like a good fit for me and my children.
- It's quiet.
- Lack of congestion compared to areas south of us. Also the beautiful desert landscape.
- Landscape and good weather.
- Landscape and lack of traffic.
- Living in the desert.
- Local, community driven feel. Safe Dark Quiet!!!! Educated Removed from Phoenix & large development.
- Beautiful views of desert & mountains.
- Location (2 comments).
- Location and size.
- Location, friendliness. We have good theatre opportunities. We have a very good YMCA. It has more of an atmosphere of small town where you feel you can greet and meet people. Our schools have fairly good sports and the high school is big on athletics ad arts; i.e. music both vocal and instrumental.
- Location, neighborhoods, small-town feel.
- Location. Living in a suburb but having access to a larger community. Open space, animals, hiking areas.
- Low crime, quiet neighborhoods.
- Low density and desert environment. Low commercial development.
- Low population density.
- Maintenance of open natural desert areas stores/restaurants that aren't overcrowded.
- Mountains and terrain. Attempts to keep lighting minimal so we can see the evening skies. Many good people live here, although it seems there is a small number who are really interested in supporting and maintaining the community.
- Natural beauty (2 comments).
- Natural beauty and small-town feel.
- Natural beauty of the desert, strong planning and zoning policies which keep our community a desirable place to live.
- Natural desert surroundings.
- Open and relaxed.
- Open Space (5 comments).
- Open space, friendly folk, good hiking trails, interesting history, finally a couple of decent restaurants.
Open space, minimal traffic and congestion, more casual life-style. Easy access to facilities and events/parking. Southwestern climate, culture, and history.

open space, quiet
Open space, trails, low density,
Open spaces and small town feel
open spaces-privacy
Open spaces, Access to good quality medical services
open spaces, more relaxed lifestyle,
open spaces, variety of cultures in local towns, good schools, great weather
Openness
Peace and beauty
Peace and quiet
People and activities
People, quiet, scenery and schools
Pretty
Privacy, quiet environment, quality of life and seeing lots of nature and wildlife.
Quaint, quiet & friendly with ample and diverse unique western shops and eating establishments. A couple more fine dining establishments other than western beer restaurants would be worthwhile.
Quality of life is good. Lots of art events, musicfest, theater. Friendliness of residents and volunteer spirit.
Quiet - a sense of community. I like the restricted big box stores and strip malls. Less commercial then other communities
quiet and close to nature
Quiet and friendly neighborhood with lots of activity.
Quiet,
Removed from Phx. Casual living - nature - the animals
Rural
rural atmosphere
Rural atmosphere and small town feel.
Rural atmosphere, art festivals, proximity to Cave Creek/Carefree shops and restaurants.
Rural feeling of the area I live in. Natural desert surrounding my community. seeing wild animals in my back yard.
Rural living and a tight knit community, nature, good people, good schools, artistic community
Rural with low population density. Property for horses and Spur Cross conservation area, and other hiking areas; and generally open spaces.
Rural, people know each other and are friendly, look after each other, gives a small town feel
Ruralness
Safe, fairly small, friendly
Scenery Away from large shopping centers
secluded, close knit
serenity
size, location, eclectic and diverse dining/shopping opportunities (with exception of too many "cowboy" bars in Cave Creek
Slower pace of living
Small
small and diverse
Small and safe not too commercialized
Appendix A

- Small community
- Small community but many things going on especially in the winter months. Not so much in the summer time.
- small community within a large metro area
- Small feel- quiet- non density- safe
- Small feeling
- small town
- Small town - Community based people –
- small town atmosphere
- small town community feel
- Small town community feel but part of a large diverse community
- small town community, friendly, nature
- Small town environment.
- Small town feel
- Small town feel & friendly.
- Small town feel in a large city and the sense of community
- Small town feel, lovely views, Town Center activities
- Small town feel; good community; many volunteer organizations helping those in-need.
- Small town feeling and lot’s of open desert, beautiful landscape
- Small town friendly feel. Open space and the character of Cave Creek/Carefree.
- Solitude
- Sonoran desert ambience; friendliness of residents
- space-not too crowded yet
- Still a rural feel
- That it is a relatively small community with a rural feel. It attempts to meet the needs of the diversity within the community. The growing PVCC campus is awesome and affords students of all ages an opportunity to fulfill their dreams. Having support for members of the community at ALL levels is crucial to the health of the area in which we live.
- That it is close to the city but far enough away to feel like a small town.
- That it is not too congested with buildings, strip malls, and chain restaurants. Still has a nice small town feel to it.
- That it is quiet and dark at night
- The beautiful and the weather most of the year, Open space
- The beauty and eclectic surroundings
- The beauty of natural surroundings, the weather, access to medical services
- The beauty of the area and friendly people in my neighborhood.
- The beauty of the desert and the friendly people and that we have cultural activities
- The beauty of the desert open spaces.
- The beauty of the Sonoran Desert. Friendliness of the people. The open spaces and Tonto National Forest to the North. Great restaurants and things to do - art shows, concerts in Carefree, Plays at FCF, Hiking opportunities
- The beauty of the Sonoran Desert. Cute and quaint shops and restaurants in Carefree and Cave Creek. Can always use more restaurants with wider variety of cuisine.
- The Cave Creek shopping and bar area. The fact there are several volunteer places available.
- The desert environment
- The desert location
- The desert vistas and desert foothills community theatre.
The desert. Let's try to leave some of it in its natural state for generations to come.
the mountains, and the small town feel, the residents who really care about preserving the community's uniqueness
the open feel of the community, homes spread apart, the natural desert environment
The open filing around us.
The open space, close by hiking trails, old west culture.
The open spaces and landscape beauty
The open spaces and low traffic
The open spaces, hiking trails, golf, general outdoor things to do.
The outdoors, the authentic-ness, the mom and pop shops and restaurants in downtown cave creek/carefree.
The people and the beauty of the desert
The quiet and beauty of what desert remains, yet with accessible restaurants and shops a few miles away.
The quiet and the natural desert scenery.
The quietness.
The relaxed, informal life-style.
The rural/desert tranquility
The scenery, wildlife and friendly neighbors.
The scenic surroundings.
The small town feel of it.
The small town feel, friendliness.
The small town feel.
The surrounding area is beautiful, and it is unique in what we have here in the way of stores.
The uniqueness of the area and that it does not have the hustle and bustle of Scottsdale!
The variety of people and the quaintness of the towns
The variety of people, and the friendliness of the community.
The weather
the weather, people and the Y
The weather, the church community and the ease of getting to know people.
The western lifestyle and beauty of the desert. The sense of a small community in a big city.
Unique style, local small businesses
We have a good quality of life. There is still a lot of natural desert to enjoy.
What remains of the original desert.
wildlife

Areas well kept and safe
Clean
Clean safe and overall great town.
Cleanliness, social opportunities
Community is neat, clean and age diverse.
It's is clean and I feel a sense of safety up here in Tatum Ranch.
It is safe
Low crime rate.
Safety.
Quiet and cleanliness
safe, beautiful surroundings, amenities nearby, lovely people
Appendix A

- Safe, fairly small, friendly
- Safety
- safety, beautiful scene, accessible ymca,
- Safety and sense of community. Good schools and concerned residents.
- Small and safe not too commercialized
- Small feel- quiet- non density- safe

Community Pride
- How proud everyone is of the area. The events.
- Pride of ownership in the homes. Quiet. Kid friendly. Convenience to stores.
- The many opportunities to volunteer for quality organizations. For such a small population we can be proud of what we have started, grown and maintained over the year.

Sense of Community/diversity
- A real feeling of community. Knowing a lot of people, exchanging ideas, having fun.
- Absolutely love the YMCA and all the acquaintances made there. Everyone is very friendly no matter where you go in the area.
- and caring, supportive, always looking to help
- Cleanliness, social opportunities
- Close-knit.
- Comradery
- Diversity and intellect
- Diversity of the community - small town atmosphere
- Family oriented community
- Feel a sense of belonging; see same people frequently so the community feels small and welcoming.
- Friendliness
- friendliness of people
- friendly people
- Friendly people who really care for each other.
- friendliness, activities being offered--but need more for adults, 55+ age
- good people
- great people live here
- Hospitality
- I like the friendliness of the community and how the 'locals' treat each other.
- It feels like a small town. People are very friendly
- It has personality and great people. We love our neighborhood and having services accessible not too far away. It is a small place near a large city.
- more community oriented than other communities
- my neighbors
- Abundance of volunteer opportunities available to serve the community and to meet neighbors.
- Neighborhood feeling.
- People are friendly.
- variety of cultures
- Quiet, less crowds, good neighbors, nice, helpful people.
- Reduced traffic, support from community members for charitable program.
- Rural living and a tight knit community, nature, good people, good schools, artistic community
- Rural, people know each other and are friendly, look after each other, gives a small town feel
Community Needs Assessment Final Report

- Safety and sense of community. Good schools and concerned residents.
- secluded, close knit
- Small community where everyone helps each other.
- Small size of the Cave Creek and Carefree communities allows for different groups to get together (volunteer organizations, civic organizations, churches, etc) to work on problem identification and solutions.
- Small town - Community based people –
- Small town community feel but part of a large diverse community
- Small town feel in a large city and the sense of community
- so many involved people who really do care
- Social networking
- Strong support from friends
- That it is a relatively small community with a rural feel. It attempts to meet the needs of the diversity within the community. The growing PVCC campus is awesome and affords students of all ages an opportunity to fulfill their dreams. Having support for members of the community at ALL levels is crucial to the health of the area in which we live.
- The efforts of those few who volunteer to make the community better.
- The friendliness of the residents.
- The friendly people and the easy access to things we need without being in the middle of the craziness in the city.
- The generosity of community for assistance. The autonomy of community
- The natural desert has not been destroyed. It is easy to find friends with similar interests to mine. Lots of good restaurants.
- the people (3 comments)
- The people and the beauty of the desert
- The People!! Variety which fits the needs of many.
- The variety of people, and the friendliness of the community.
- The weather, the church community and the ease of getting to know people.
- This is the most generous community in terms of donations and volunteers.
- Tight knit community and high school
- Togetherness

Nature based recreation
- Beautiful natural surroundings for hiking, mountain biking
- Beauty of desert and vast amount of hiking opportunities
- open space, friendly folk, good hiking trails, interesting history, finally a couple of decent restaurants
- Outdoor recreational opportunities
- Outdoors activities
- Rural with low population density. Property for horses and Spur Cross conservation area, and other hiking areas; and generally open spaces.
- The opportunities for outdoor recreation and volunteer opportunities. I love the pristine desert flora and fauna.

Facilities
- Community center
- I love the YMCA and the Cave Creek Library,
- We love the YMCA but do wish it was much bigger.
- good school libraries children’s sports (YMCA, Desert Foothills Athletic Club)
Appendix A

- good library;
- safety, beautiful scene, accessible ymca,
- the weather, people and the Y
- YMCA

Activities/events
- friendliness, activities being offered--but need more for adults, 55+ age
- I love the older active adults exercise classes
- love bridge lessons and bingo
- Quality of life is good. Lots of art events, musicfest, theater. Friendliness of residents and volunteer spirit.
- Rural atmosphere, art festivals, proximity to Cave Creek/Carefree shops and restaurants.
- Small town feel, lovely views, Town Center activities
- The variety of things to do
- We have many opportunities for arts and physical fitness. Keep it coming.

Active Community
- community interested in fitness, health and well being
- The high level physically active people

Social services
- Food bank services
- Public services.

Education
- Great schools
- They like the quality of our schools
- good school libraries children's sports (YMCA, Desert Foothills Athletic Club)
- Good school district.
- High achieving schools.
- good schools
- Rural living and a tight nit community, nature, good people, good schools, artistic community
- Safety and sense of community. Good schools and concerned residents.
- Schools
- That it is a relatively small community with a rural feel. It attempts to meet the needs of the diversity within the community. The growing PVCC campus is awesome and affords students of all ages an opportunity to fulfill their dreams. Having support for members of the community at ALL levels is crucial to the health of the area in which we live.
- The schools, the area.

Miscellaneous
- area and people
- As far as I am concerned there is nothing that this community offers me...
- Carefree-serves its citizens well. It's not a community with many young families and the talk about adding youth programs etc etc should be targeted to communities with more young people.
- Everything
- It's a great place w/great people & great non-profits and great restaurants!
- people mind their own business
• Quiet upscale area
• The community as a whole has many resources other communities are not as fortunate to have. The money resources of the people who live here allow the community to prosper and give back.
• The sun

Q7 What do you like least about your community?

Congestion
• Traffic
• Added traffic during the snow bird season, but that is just part of sharing our community with others for part of the year.
• Congestion on roads
• Crowded
• Getting more populated
• Growth
• Heavy on special events that create traffic and parking issues
• Increasing traffic and associated noise
• Increasing traffic and congestion
• Increasing traffic and density.
• Increasing traffic. Motorcycle noise.
• Loud outdoor events (music or buffalo riding) blocking off one lane on Cave Creek rd, roundabouts in Carefree, trashy yards
• More and more traffic on Carefree Highway
• Motorcycle noise
• Motorcycles and bicycles - better monitoring and control.
• Motorcycles on weekends
• Multiple day street blocking events
• Not able to keep up with the traffic situation as new areas are popping up all over.
• Noise from the passing traffic, we are close to two major roads
• Population density when "snowbirds" descend on us
• The building of homes on small acreage helping the tax base, but lowering the amount of usable desert space and beauty. The traffic has increased as well which makes it hard on the present infrastructure yet widening some roads should NOT take place. This is a bedroom community and should stay this way.
• The increase in population - noise factor. Litter - NOISE FACTOR - congestion by the bars...Harold’s, Buffalo Chips & Tap House
• Traffic and traffic noise is disturbing.
• Traffic (2 comments)
• Traffic during the winter

Distance to events/activities/services
• Having to drive so far to attend concerts, theater and opera. Would really enjoy having the availability of attending concerts and theater more easily w/o having to go downtown Phx. or Tempe or—-even Scottsdale!
• A long drive to shopping centers for all needs.
• Affordable housing. Distance for additional services
• Commute to cultural events
• Commute to get to things I want/need to do. No public transportation if my car breaks down.
Appendix A

- Distance from Cultural Centers and activities in Phoenix
- Distance from Metro Phx/Scotts area is a minor issue, not nearly the issue it was thirty years ago.
- Distance from movies and good shopping
- Distance of retail shopping
- Distances to theater and concerts.
- far from amenities
- Feels far from everything.
- How far it is from some of the entertainment facilities.
- It is a little remote from downtown Scottsdale or downtown Phoenix.
- Lack of a movie theater close by
- Not a lot of activities nearby. Have to drive to Anthem for most.
- nothing is close
- Nothing other than residential property in walking distance.
- Rural
- Sometimes the hour drive to cultural events is too far
- We must drive everywhere.
- The closest movie theater is 30 minutes away to either the 101 or Desert Ridge.
- The distance from downtown Phoenix where the museums, ballet, symphony and other attractions take so much time and effort to get to.
- The distance to a lot of cultural activities in the Valley.
- There are few entertainment opportunities nearby.
- too far from the 101 freeway

Limited access/alt. forms of Transportation
- Cannot walk to anything, must take car. Traffic is very very fast.
- lack of access to shops
- Lack of communication about what is happening in our town. No walkability for people that live around town. No sidewalks, etc.
- Lack of safe routes to walk to shopping or for exercise. An example is lack of sidewalks from Dove Valley Ranch subdivision to Wal-Mart, Home Depot, etc. This makes it necessary to drive rather than walk the short distance due to busy vehicular traffic and no safe pedestrian route.
- lack of walking trail, bicycle trail, recreation
- no bike lane through town!!, no lighted walkway through town
- No sidewalks in town of Cave Creek. No public transportation. Not a big variety of restaurants (a lot of "cowboy food"). I'd like to see the focus lessened on the cowboy thing and heightened on performing arts, not just fine art.
- No sidewalks or bike lanes downtown, not many young adults out in the community
- There are some areas that are not bike friendly such as the Scottsdale Rd and Mayo area.
- This community is a great place for walking and biking (both mountain and road). However, I don't feel it is a very "friendly" community for these activities. The roadways do not have proper bike lanes and where there may be a bit of a lane, it is filled with gravel and dirt making it dangerous for riders. This is also true for pedestrians walking through town enjoying the shopping, or art fairs, or maybe even wanting to walk from Cave Creek to Carefree. Walking paths are few or nonexistent and the pedestrian crosswalks are almost invisible.
• Would like to see more sidewalks built so it would be easier to walk around but know it must be balanced with people who ride horses as they need dirt sidewalks.

Lack of public transportation
• lack of public transportation (5 comments)
• little public transportation
• No sidewalks in town of Cave Creek. No public transportation. Not a big variety of restaurants (a lot of "cowboy food"). I'd like to see the focus lessened on the cowboy thing and heightened on performing arts, not just fine art.
• not much public transportation
• The fact that there is no public transportation which means driving both long and short distances to obtain services.
• Transportation for individuals that don't or can't drive.
• Commute to get to things I want /need to do. No public transportation if my car breaks down.

Physical built environment
• Above ground power lines
• Far too many shop signs along Cave Creek Rd. Each small shopping area should have one large unique sign indicating the shops within instead of the signs peppering every inch on Cave Creek Rd. going through town. What's taking so long in building up the Stagecoach shopping area? That would be a great addition to the community if only for marketing
• In general, Cave Creek is an eyesore with all the junk signs, always hesitate to bring folks from out of town. Large animals need to be kept out of town with room to roam as part of the west. It would be nice if Cave Creek and Carefree could cooperate and enhance one another.
• It's size
• landlords who do not care for their buildings empty buildings the idea of building more structures instead of repurposing existing ones the lack of affordable housing no sidewalks the lack of diversity
• Litter and the abundance of signs all over the town of Cave Creek
• There is no central square for Cave Creek. Every town needs a square. It seems like the bars are the square area.

Development/loss of desert environment
• Further development and the accompanying destruction of the desert for housing and commerce.
• housing developments
• Increased construction and creation of higher density housing causing destruction of the desert
• increasing numbers of track home/large housing developments could use more community parks need to pay rural metro for fire service
• Increasing urban sprawl
• More commercial development Light pollution More noise at night
• More high density development. Lack of a facility for plays - we need a civic center and senior center. Need commercial development in Carefree that ties in with the current architecture of the town. Need an architectural theme for new development in Carefree and Cave Creek. Both are tourist destinations
• The destruction of desert for development.
• The new 4,020 acres up for development. We all moved to this area for space. We do not need more buildings and residences because we do not need the extra traffic.
• Too much development.
• too much growth
• Too much light pollution
Appendix A

Loss of western lifestyle
- It's losing its western flair, too many motorcycles and motorcycle activities.
- That special interest groups are trying to change the character of the Cave Creek/Carefree area.
- The destruction of desert for development.
- The disregard for the environment.
- Tourists. The way it's growing and changing. Becoming more elite.
- Touristy

Local Economy
- Carefree--Sundial shopping area is dying. Renovations would be a band aid. New Construction sounds good but that may make Easy Street more of a white elephant.
- Part time residents make economics of area difficult to support 12 months. Businesses must have a seasonal business plan
- So many more tourists but I know they are a necessary item. There is much money spent to draw them in.
- Some of Cave Creek has become trashy looking and could be fixed up
- Too many bars and motorcycles. There seems to be a lot of dead commercial real estate.

Lack of events/cultural opportunities/support
- We need more cultural, arts, and science events, better restaurants - not just fast food.
- I feel that there is not enough to do locally. I wish there were more cultural happenings locally. I feel like I always have to go to Phoenix or Scottsdale. Also, I wish there were more diverse restaurants. I'm tired of BBQ and Mexican food.
- lack of art and historical museums, other than MIM
- Lack of cultural events.
- Lack of consistent and sufficient financial support for the performing arts
- Lack of cultural engagement
- Lack of cultural programs
- Lack of entertainment/restaurants
- Lack of nearby activities and recreational centers
- Lack of variety in entertainment and cultural offerings
- lack of visual and performing arts programming
- Much too politically and financially conservative. "No new taxes" mentality, even when increases would only mean an extra few dollars per person/property annually. Lack of priority for public education - facilities, activities, culture/arts/health classes, programs.
- not enough culture
- not enough variety in activities
- Not much to do.
- There is nothing to do for a single woman with no children.

National corporations/businesses
- All of the Verizons, mattress stores, residential developments that are destroying the OMG moments around every corner.
- Getting too many big box stores
- Wal-Mart, Mc Donald’s, and other big businesses coming into town.
- Wal-Mart
Education
- School district - lack of funds to provide well-rounded education and compete with neighboring districts
- We have a variety of physical fitness classes at the YMCA but not a lot of, nor a variety of, educational classes.
- PVCC Black Mountain has a campus with classes unusable for individuals who are not looking for careers. Plus, the few classes I took there were very discouraging, as it appeared that they drew instructors from a hat and provided no Diversity training for them.
- unwillingness to support education
- Wish high school had a pool for swim team, and all schools worked together instead of vying for the dollars that kids bring. Too many families school hop and it is not good for anyone
- Much too politically and financially conservative. "No new taxes" mentality, even when increases would only mean an extra few dollars per person/property annually. Lack of priority for public education - facilities, activities, culture/arts/health classes, programs.

Adult Education
- Available classes for adult education and day and evening exercise classes. Seems things are heavily weighted to at home moms, retirees and alternate work schedules
- Little access to adult continuing education programs. This program was cut by Maricopa County Community Colleges and has not been replaced.

Lack of sense of community/community engagement/diversity
- Feeling of anonymity. No one cares or knows their neighbors.
- Civic awareness appears to be lacking in the family and educational system in the pride, respect and care for all citizens and the environment, particularly with respect to some neighborhoods, school facilities and public areas.
- Continued influx of gated communities and bratty children
- does not feel like a community, not enough community action
- Don’t care much for gated communities. It seems to give people a false sense of security and when something happens to the gate and it doesn’t work people then become frightened.
- Fewer opportunities/programs to volunteer and help as in Phoenix/city
- Grumpy snow birds
- hard for newcomers to find friends
- I don’t feel a sense of belonging to a community. I don’t know how to network. I am a young 60 somewhere between career and retirement.
- I don't like all the community political bickering exploited in the local newspapers.
- I have seen a divide between those who live here year-round and those who come for the winter months. I understand why there is such a divide but opportunities to bring that wall down would be helpful. It almost has a sense of 'us vs. them'. I’m also struggling seeing how busy our young people are. This may be more of a parenting issue but it seems that students in the area have more stress and anxiety than ever before because they've been encouraged to do absolutely everything.
- lack of cultural diversity
- Lack of diversity
- Lack of Diversity, both in age and ethnicity and socio-economic status. While there are young people in the area, Carefree and even Cave Creek seems very old and very white.
- Lack of etiquette among teenagers and young adults
- snotty people who treat you like garbage in the grocery store
- no sense of neighborhood
Appendix A

- Nobody ever comes out of their house, you don't get to know your neighbors, there are not neighborhood gatherings or events
- Not enough volunteer opportunities, compared to areas like Sun City.
- Not many group activities to bring the community together.
- Often a disregard for youth
- Seems to be strong divide between retirees and families, especially in regards to money allocated for education.
- Tends to be insular, conservative, not racially diverse. Particularly inhospitable to Hispanics.
- That $$$ is starting to take over and the sense of community is getting threatened. Need to keep small community style and avoid an overbuild of commercial properties.
- The actual town of Cave Creek can have a somewhat snobby, exclusionary attitude at times.
- lack of diversity, not enough families and young professionals

Youth/family social services
- have heard lots of drugs with teens
- It would be nice if there were more mental health and addiction services nearby and also an emphasis on anti bullying to a more intense degree. Additionally, learning about respecting all people is critical to coexist. In the high school, it would be beneficial for them to offer classes for vocational skills as well as life skills, e.g. learning how to balance a checkbook, etc. prior to students graduating so that they are better equipped to go out on their own whether to a trade school, university, or job
- Limited child activities, the enabling of families to rely on the food bank and little controls on validation of clients and their true address and number of family numbers.

Lack of Youth/family programming/facilities
- Lack of activities for the youth in our community.
- Lack of appealing activities for Tweens and teens
- Lack of developed parks, especially on the east side (Scottsdale)
- Lack of children play areas in many developments.
- No "night life" for underage kids. Leading to underage drinking and drugs!
- Not enough children's activities
- Not seeing more families and family oriented activities. One can only attend so many art shows!
- Older community not always willing to approve of facilities and activities for the young. Not enough things to do, have to drive south
- sometimes too secluded, need to go "out of area" for more access to youth programs
- That there is not a sports field complex for all of our youth sports programs that includes a park, restrooms,
- The lack of things for minor aged children to do. Snack bar. etc.
- There are not enough places and programs for kids to enjoy after school and during the summer months. This creates an atmosphere that encourages bad behaviors (vandalism).
- not enough activities for teenagers

Lack of Older adult programming
- No organized activities for more frail seniors.
- Very few senior activities and support for seniors.
- not enough adult activities, 55+ age
- Not too many activities for older adults that are not physically fit.

High cost of services & living
Community Needs Assessment Final Report

- cost factor
- Everything is expensive and not all of us are high-income families.
- high cost
- I would like to see everyone being able to attend the Y even if their insurance did not cover the cost, more affordable cost to seniors
- Lack of affordable restaurants and shopping
- lack of free activities especially children programs
- the cost of living
- The YMCA asks for an arm and a leg to join.
- Very expensive community and very little for children and young adults.

Lack of communication for community programs/events/etc
- Lack of communication about what is happening in our town. No walkability for people that live around town. No sidewalks, etc.
- Seniors not aware of food bank services

Lack of health care options
- lack of medical facilities
- Lack of quality healthcare, doctors, emergency facilities, wellness clinics etc
- Very little medical facilities such as Mayo Clinic satellite or such

Lack of retail options
- Lack of quality restaurants and an equivalent to a Trader Joe's or Whole Foods.
- Lack of shopping unrelated to tourists and cultural leisure activities.
- Not enough restaurants
- Not enough shopping
- Not enough shopping and services
- not much commerce
- Poor restaurant choices
- Lack of decent restaurants
- Too many burger fast food & need a chickfila or Popeyes chicken.

Lack of or undersized recreation facilities
- need more heated indoor pools to swim and do exercises in-especially in the winter months
- needs more gyms
- It would be nice if the YMCA was bigger so we do not have to travel always for competition and also our high school can not utilize due to small size.
- No dog park (2 comments)
- No movie theatre near with foreign films. Need larger and more amenable stage for theatre.
- No recreation centers with paths
- Not a big enough pool to support everyone.
- Not enough local movie houses.
- Not having a movie theater in this area, lectures and theater.
- Parks do not have restrooms.
- No Town Core community park
- The YMCA desperately needs to enlarge the swimming pool to accommodate more classes
- wish there was a closer ymca
Appendix A

- Wish there was an indoor pool for water aerobics.
- YMCA is too small

Politics
- petty politics
- local politics
- Local politics sometimes block crucial projects
- Political animosity
- political disconnect
- Political infighting constantly being addressed by the media. Lack of positive articles about the great things accomplished here.
- Politicos wearing blinders.
- Politics (4 comments)
- Politics and the Sonoran News
- Right wing nuts in political life
- The corrupt politics of the town leaders.
- The dysfunctional politics of the town of Cave Creek. The way business does whatever they want to do even if it's at the expense of the people that live here. The only local newspaper is a "Right Wing" mouth piece for the Republican party. We need to know what is going on in our community with an unbiased truthful newspaper.
- the overall politics in Cave Creek seem more akin to the stories from Chicago and/or Louisiana
- Town council in Cave Creek is dysfunctional.

Crime
- Seems like there is a lot of drug traffic in the area
- Rising crime

Miscellaneous
- Nothing.
- At this point, we seem to have most of our needs met.
- Barking dogs
- Can't think of a thing right now.
- citizens against anything new
- Could use a good deli
- Dancers in Liturgy
- I believe what is offered the entire community is wonderful with the addition of the YMCA.
- If you bring too many other non-essential areas it would not add to the ambience of the area. Non-Essential Example: dog park, shelters for young, old, impaired, drug usage, etc. We already have wonderful concerts provided at the Sundial and used to have wonderful Sunday concerts at el Pedregal which should be brought back. Also, what the heck is going on with el Pedregal? It used to be a wonderful, wonderful location to take visitors or to stop by and purchase any number of items. That is truly a loss to the community.
- have no dislikes
- home owner associations
- I am quite content in this community and can add nothing.
- I like my community just the way it is.
- Isolated
- It would be nice if the YMCA was bigger so we do not have to travel always for competition and also our high school can not utilize due to small size.
- It's not as bad as it could be.
- It's pretty boring intellectually and culturally; restaurants are equally dull.
- Lack of interest in young family and youth needs, programs, activities, etc.
- Lingering antagonism toward public schools from some in the community.
- Littering due to people not being environmentally sensitive (example of plastic bags blowing across desert, bottles by side of road, etc. Need more people involved in clean up. Dog waste...people need to be reminded to clean up after their dogs. Huge political signs...why cannot signs be regulated and enforced as to size as in other states. This includes church signage!!! I also do not think churches should be allowed to run for profit enterprises on their tax free properties: example of selling Christmas trees over the holiday in parking lot by Scottsdale Rd (Sonrise Community Church...no surprise as not good neighbors).
- not many restaurants or entertain, end options close by
- not much to dislike
- Really no negatives.
- Road design
- Shopping
- Small feeling
- So far nothing
- Ignorance about the number of poor or struggling people in the area
- Sonoran News
- Summer heat
- The conservative nature and it cliques,
- The frequent special activities
- The idiot Sonoran News Newspaper
- The lack of understanding that our community is made up of more than the affluent seniors and families.
- The newspaper is terrible, The Sonoran News is very poorly written, and uses bad grammar!
- the one sided Sonoran Times, their complaining audience, negativity and conspiracy theories printed in that one sided newspaper. It is laughable. Also,
- The sense of entitlement people have and the speed limit on Tom Darlington. ;-)
- The wild animals, snakes.
- We like it
- WE still have the same needs as the big city
- When it gets to be 12 degrees.
- Limited of services.
- should widen road on carefree highway between cave creek rd. and Scottsdale rd.
- Affordable housing. Distance 4 additional services
- YMCA morning classes should be repeated in afternoon (yoga, silver sneakers)
- too few social (not volunteer/charity) opportunities
- Would like to have more options for activities to participate in.
## Additional Needs Results Tables

### Table 28 Additional Needs (interviews & focus groups)

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<td>Recreational facilities (baseball, soccer, basketball, etc.)</td>
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## Table 30 Additional Needs (combined)

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</table>
Appendix B

Assessment Instruments

Key Informant Interview Script

Foothill Community Foundation Assessment of Needs: Key Informant Script

Interviewer: __________________________________________
Interview Number: __________________________
Date of Completion: _____________

Background commentary:
1. Introduce interviewer and context for involvement.
2. Ensure confidentiality – note that only pervasive themes extracted across interviews with no connections between specific comments and specific interviewees made.
3. Explain that the Foothills Community Foundation is gathering information from residents to develop an understanding of community needs within our target area. To do this, we are interviewing individuals who have a unique perspective on the community. The hopes, dreams, and challenges identified by these individuals will then be used to help local organizations guide future investments into the community.

Tell us about yourself. How long you have lived in the Desert Foothills area, what brought you here, and how you are currently involved in the community.

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

How would you describe the community area? How would you personally describe the Lifestyle? What do you in particular value about this area? What sets it apart from other communities? Why do you find meaning in living in this particular community? Please give us three specific things.

1. ____________________________________________________________________________________

2. ____________________________________________________________________________________

3. ____________________________________________________________________________________
Appendix B

What do you feel are the most pressing needs facing the area? What are the challenges that need to be addressed? There are no boundaries here in thinking about your community. Think about what is happening with the youth, families, seniors, the environment, businesses, arts, history, culture, faith communities, non-profit organizations, and the lifestyle. State three specific “pressing issues” that we need to pay attention to if we are to grow an ideal community?

1. ________________________
2. ________________________
3. ________________________

State three specific things that we need to protect, guard, or retain within the community. What are the qualities that you treasure here that simply need to be preserved? Think of what is happening with youth, families, seniors, the environment, businesses, arts, history, culture, and the lifestyle.

1. ________________________
2. ________________________
3. ________________________

State three specific things that need to be added to your community to make it ideal. What needs to be added to the picture? What is in the “perfect” community that might not be here today? Think of what is happening with youth, families, seniors, the environment, businesses, arts, history, culture, and the lifestyle.

1. ________________________
2. ________________________
3. ________________________

There are three particular issues we want to consider – one at a time. They are:

- Education
- Community Services
- Cultural Enrichment

We will give you a theme and then ask you to state the first two things that come to mind for four different questions:

- What are the good things currently happening in the area?
- What are the challenges, issues, or things that need to be done in this area?
- What services are not available, but are needed?
- What is the most important priority?
Education

The first theme is education.

What are the good things going on in this community concerning education? List two.

1. ________________________________________________________________
   ________________________________________________________________

2. ________________________________________________________________
   ________________________________________________________________

What are the challenges, issues, or the things that need to be done concerning education? List two.

1. ________________________________________________________________
   ________________________________________________________________

2. ________________________________________________________________
   ________________________________________________________________

What educational services are not available, but are needed? List two.

1. ________________________________________________________________
   ________________________________________________________________

2. ________________________________________________________________
   ________________________________________________________________

What do you feel should be the top priorities for investment in education at this time?

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
Appendix B

Community Services

The second theme concerns community services.

What are the good things going on in this community concerning community services? List two.

1. ____________________________________________________________________________
   ____________________________________________________________________________

2. ____________________________________________________________________________
   ____________________________________________________________________________

What are the challenges, issues, or the things that need to be done concerning community services? List two.

1. ____________________________________________________________________________
   ____________________________________________________________________________

2. ____________________________________________________________________________
   ____________________________________________________________________________

What community services are not available, but are needed? List two.

1. ____________________________________________________________________________
   ____________________________________________________________________________

2. ____________________________________________________________________________
   ____________________________________________________________________________

What do you feel should be the top priorities for investment at this time in community service?

________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________

92
Cultural Enrichment
The third theme concerns cultural enrichment.

What are the good things going on in this community concerning cultural enrichment? List two.

1. ______________________________________________________________________________
2. ______________________________________________________________________________

What are the challenges, issues, or the things that need to be done concerning cultural enrichment? List two.

1. ______________________________________________________________________________
2. ______________________________________________________________________________

What Cultural services are not available, but are needed? List two.

3. ______________________________________________________________________________
4. ______________________________________________________________________________

What do you feel should be the top priorities for investment at this time in cultural enrichment?
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
Appendix B

Now we would like to have you think about three specific kinds of populations, one at a time. They are:

- Youth (young children and teens)
- Older adults/seniors
- And everyone else in-between (Families)

We will ask the same questions about each

**Youth (Young Children and Teens)**

The first population concerns young children and teens.

What are the good things going on in this community among our youth? List two.

1. __________________________________________________________________________

2. __________________________________________________________________________

What are the challenges, issues, or the things that need to be done relating to youth? List two.

1. __________________________________________________________________________

2. __________________________________________________________________________

What youth services are not available, but are needed? List two.

1. __________________________________________________________________________

2. __________________________________________________________________________
What do you feel should be the top priorities for children and youth that should have investment at this time?

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

Older Adults
The second population concerns Older Adults.

What are the good things going on in this community related to older adults? List two.

1. ____________________________________________________________________________

__________________________________________________________________________________

2. ____________________________________________________________________________

__________________________________________________________________________________

What are the challenges, issues, or the things that need to be done related to Older Adults? List two.

1. ____________________________________________________________________________

__________________________________________________________________________________

2. ____________________________________________________________________________

__________________________________________________________________________________

What Older Adult services are not available, but are needed? List two.

1. ____________________________________________________________________________

__________________________________________________________________________________

2. ____________________________________________________________________________

__________________________________________________________________________________
What do you feel should be the top priorities for Older Adults that should have investment at this time?

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________


**Everyone Else In Between (families)**

The third population concerns everyone else in between.

What are the good things going on in this community relating to families? List two.

1. __________________________________________________________________________

______________________________________________________________________________

2. __________________________________________________________________________

______________________________________________________________________________

What are the challenges, issues, or the things that need to be done relating to families? List two.

1. __________________________________________________________________________

______________________________________________________________________________

2. __________________________________________________________________________

______________________________________________________________________________

What family services are not available, but are needed? List two.

1. __________________________________________________________________________

______________________________________________________________________________

2. __________________________________________________________________________

______________________________________________________________________________
What do you feel should be the top priorities for families that should have investment at this time?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Have we missed anything? What might you consider to be an important need that would certainly be worthy of investment?

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
__________________________________________________________________________________
____________________________________________________________________________________

Before we conclude this interview, please rate each service on this sheet based on its need in the community.

This completes our interview. On behalf of the Foothills Community Foundation, we thank you for your input. This information will be synthesized into a community assessment report without any reference to individuals’ names. The report will be used to help guide future investments into the community.
Appendix B

Focus Group Script

Foothill Community Foundation Assessment of Needs Focus Group Script

Participant Group: _______________________________________

Location: _______________________________________________

Number of Attendees: ______

Date: ___________________

Facilitators: _____________________________________________

I. Sign-in

- Have the guests sign-in on a sheet (no phone numbers or addresses)
- Distribute name tags
- Develop conversation to help participants feel at ease

II. Introduction (5 minutes)

- Introduction of Focus Group Facilitators: describe who is present, why they are interested in helping out the process, and the particular role each facilitator will have during the meeting (e.g., leader, note-taker, etc.)
- Describe purpose of focus group:
  “The Foothills Community Foundation has been serving the communities of Northeast Phoenix, North Scottsdale, Cave Creek, and Carefree since 1986. It has a particular focus on education, community services, and cultural enrichment. In general, it is interested in learning how to continue to serve the ever-changing needs of our communities.

Our focus tonight/today is on the particular community you are from – the community you call home, generally the Desert Foothills area. We want to hear what you think about your community as a place to live and to grow.

We would like to learn what you like about this community, what you think some of the challenges might be, and importantly, your dreams and hopes for the future.

In short, we want your ideas on how to build a strong and healthy community!

You are part of a set of several focus groups specifically designed to gather insight from a diverse array of community members about how the Foothills Community Foundation can continue to serve this community well. So, your voices and your opinions are very important!

During the next ninety minutes, we will move quickly but in a way that invites all of you to contribute as many thoughts as you possibly can provide. The more diverse the ideas, the better the Foothills Community Foundation can be informed on its pathway to serving your hopes and dreams well. We will be asking six simple sets of questions, leaving lots of time for discussion.
III. Warm-up question (5 minutes)
By show of hands how many have lived in the Desert Foothills area
0 – 3 Years
3 – 10 Years
More than 10 Years
How many born and raised in the Desert Foothills area?
In thirty seconds or less: tell us your name, and one reason you moved (or stay) in the Desert Foothills. (The idea is to help them feel comfortable in sharing with each other, and have a mix of seriousness and humor. Have a bell to cut off at 30 seconds per person.)

IV. Points of Pride (10 Minutes)

“The first thing we would like to know is what you like the most about your community. What are you most proud about personally? Why do you enjoy living here? What are the positive things that are happening? As others look into the community, what positives do they see? As the community grows and changes, what simply has to be preserved?”

“Thank you! That was great, and most helpful!”

V. Things that are working well (10 minutes)

“On a related note, we would like for you to identify things “that are working well” in your community. By this we mean, programs, services, organizations, movements, or people that are really doing good things to make this community a better place to live. What are these things, or who are these people? What are they doing that make them so noteworthy? What good things are they bringing to the community?”

Follow up: “Are any of these people or things working together (collaboratively or in partnerships) to serve even better than they could by working alone? Which ones can you think of?”

VI. Our greatest challenges (10 minutes)

“Every community has challenges – every community has issues that get in the way of an ideal. We would like to have you think about how things might be better. What are some of the greatest challenges in your community today? What are the biggest problems in our community? What needs to be addressed if our community is ever to reach its ideal?”

VII. A vision for the future (20 minutes)

“Now we ask you to dream about the future. What are your hopes and aspirations for your community? Take a moment and imagine your community ten years into the future – roughly 2025. If everything could be ideal, what does it look like? Imagine a ‘perfect’ community for your family and friends and businesses. What do you see? What would be different from what you see today?”

Now you are in charge of the dream!

“Our last set of questions is really fun! Continue to think about the community of your dreams. We want to put you in charge for a few moments – the big cheese, the big kahuna, the kingpin, the community leader everyone looks up to, the person who has access to a lot of resources - including money and clout!”
Appendix B

So ... what would you do? What would be your priorities? If you were the community leader who could make your vision come true, what would you do that is not being done right now?

Let’s start with you mentioning the single most important thing you would want to do to help the community grow into something that would serve its residents better? Where would you invest time, resources and clout to make this ideal community a reality?”

Follow up: “What other things need to be done? What recommendations would you give to the Foothills Community Foundation on how to invest its resources to serve the community well?”

VIII. Close

“We thank you for coming tonight/today. We are so thrilled that there are community members like you who care deeply about your community – and have been willing to help the Foothills Community Foundation learn how to better serve your community. Your great ideas will all help our entire community grow. We want to remind you that your responses will remain entirely confidential. But, they will go a long way in shaping our community’s future.”

“Thank you and good day /night.”
On-line Survey Instrument

Foothill Community Foundation Assessment of Needs: Questionnaire

1. What is your local zip code? *(note: drop down tab)*
   - 85024, 85050, 85053, 85054, 85085, 85086, 85255, 85262, 85266, 85327, 85331, 85377, Other

2. How many years have you lived in your community? _____

3. Below is a check list of possible needs in the community. Please tell us, regardless of whether or not there is an existing program, what additional needs does your community have? For each item, indicate the magnitude of each additional need as you see it. Thank you!

<table>
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<tr>
<th>Youth activity centers</th>
<th>Not much of a need</th>
<th>Somewhat of a need</th>
<th>Very strong need</th>
<th>Crucial need</th>
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<td>After school/summer programs for youth</td>
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<td>Commission to coordinate youth activities</td>
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<tr>
<td>Affordable housing for people who work in the area</td>
<td>□</td>
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<tr>
<td>Civic Center</td>
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<tr>
<td>Performing Arts/Cultural Center</td>
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<tr>
<td><strong>Entertainment Options:</strong></td>
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<tr>
<td>Film</td>
<td>□</td>
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<tr>
<td>Comedy Shows</td>
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<tr>
<td>Music (concerts, bands, soloists, singing groups, choirs, etc.)</td>
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<tr>
<td>Theater</td>
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<tr>
<td>Dance Shows</td>
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<tr>
<td>Lectures/Speakers</td>
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<tr>
<td>Public transportation</td>
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<tr>
<td>More parks and recreational space</td>
<td>□</td>
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<tr>
<td>Recreational facilities (baseball, soccer, basketball, etc.)</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>Dog Park</td>
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<td>□</td>
<td>□</td>
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<tr>
<td>Volunteer Opportunities</td>
<td>□</td>
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</tr>
</tbody>
</table>
4. Please list other needs in your community not listed above:

________________________________________________________________________________________

5. What do you like best about your community?

________________________________________________________________________________________

________________________________________________________________________________________

6. What do you like least about your community?

________________________________________________________________________________________

________________________________________________________________________________________

7. Do you live in this community year round or do live in the area mostly in the winter?

□ Year round    □ Mostly in the winter months    □ Other (please specify) ______________________

8. What is your gender?

□ Male     □ Female

9. What was the year of your birth? (note: drop down tab) _______

10. Please indicate which race or ethnic background you identify with. (please check all that apply)

□ White         □ Black or African American
□ American Indian or Alaska Native □ Asian
□ Hispanic or Latino □ Native Hawaiian or Other Pacific Islander
□ Other race or ethnicity? (please specify) ________________________________

11. What is your annual household income?

□ Less than $10,000    □ $10,000 - $14,999    □ $15,000 - $24,999
□ $25,000 - $34,999 □ $35,000 - $49,999 □ $50,000 - $74,999
□ $75,000 - $99,999 □ $100,000 - $149,999 □ $150,000 - $199,999
□ $200,000 - $249,999 □ $250,000 - $299,999 □ $300,000 - $399,999
□ $400,000 - $499,999 □ $500,000 - $599,999 □ $600,000 or more
Appendix C

Map of Service Area

Figure 1 Foothills Community Foundation service area