

Keep Sedona Beautiful
Membership Survey Report

Sedona-Red Rock National Scenic Area (NSA) Designation

July 2009

Background

During her election campaign for U.S. Congress in 2008, Ann Kirkpatrick expressed her support for a National Scenic Area (NSA) designation for the 160,000 acres of U.S. forest lands in and surrounding Sedona, Arizona. In early summer 2009, Rep. Kirkpatrick announced due-diligence activities relative to consideration of introducing legislation that will make this possible. In a July 10, 2009, letter to constituents, including Keep Sedona Beautiful (KSB), she requested “any new or additional support, concern or questions you have garnered from local leaders, elected officials, and constituents of the region.” In response to this request, KSB conducted an in-depth online survey of its members.

Summary Results and Conclusions

Following are summary conclusions. Detailed survey questions and findings are attached.

- In a 10-day period, 36.7% of survey recipients (98 individuals) responded.
- Asked if they support an NSA designation for this area, 98.9% said “yes.”
- On a scale of 1 (highly negative) to 7 (highly positive), respondents rated the economic impact of an NSA designation 6.7.
- Respondents rated aspects of an NSA designation in the following order of importance:
 - Scenic/Community Harmony: Preserves scenic beauty, small town character and property values, but allows crucial public infrastructure and land use [schools, roads, fire stations and cell phone towers] (96.9%)
 - Forest Management: Allows continued U.S. Forest Service management; no new administrative authority required. (92.8%)
 - Local Control: Does not affect “local control.” (92.8%)
 - Business Impact: Is good for business and tourism. (91.8%)
 - Government Authority: Creates no new layers of government. (86.7%)
 - Land Use: Does not affect any private, state or municipal lands. (75.5%)
 - Area Affected: Applies only to Coconino National Forest lands in the area. (75.5%)

Comment Highlights

Fifty-five respondents included detailed comments for Rep. Kirkpatrick's consideration. (See attached documentation of all comments.) Following is a sampling of comments:

- This one act will forever be **Congresswoman Kirkpatrick's signature legislation.**
- We who live in Sedona are stewards of one of the most beautiful natural inheritances which the universe ever gave to man. We must **preserve it for those who follow us.**
- People come here from all over the world for inspiration, to hike, play and stay. We have an obligation to [preserve] the wonders of nature for all. Ann, you have an opportunity to be a part of this and we hope you will **boldly step forward...**
- It is one of the most beautiful places in America and needs to be **protected just like the Grand Canyon.** It's already overdeveloped. We can't undo it if it's gone.
- I have been a business owner in Sedona for 20 years. It has always been important to me to keep Sedona beautiful. A lot more has happened to Sedona than anyone ever thought was possible already. We have to take the steps to **control where the growth can continue.**
- It will help to bolster the **region's economic base** as a tourist destination where residents, organizations, and government agencies work as stewards to assure a balance between the human footprint and the fragile grandeur of nature.
- It's already "out there" that **Sedona has too much infrastructure**, but get out of town and you can find "the Sedona you're looking for," i.e. where the Forest is. What happens when the Forest starts to get developed? Sedona's economy will fail, but by that time the developers will have made their money and left Sedona.
- [We] **cannot continue to depend on Amendment 12...**to protect this area indefinitely from overdevelopment and the trading off of pieces of this beautiful land for profit.
- Having a(n) NSA designation would **strengthen the Sedona brand** and help our tourism business.
- The Sedona economy and lifestyle are dependent upon protection of the scenic beauty. We must **be stewards of this treasure.**
- The natural landscape of **this area is irreplaceable...**People travel from all over the world to see such natural beauty.
- As a friend once said, "Sedona should have been made into a national park." That is too late, but it is not too late to **save what remains as undeveloped land.**

Survey Approach and Response

KSB members with a valid e-mail address (267) were notified about the survey on July 17, 2009. The 10-question survey was available online only via KSB's private section on the Constant Contact website. During the survey period (July 17-27, 2009), 98 individuals (36.7%) completed and submitted the survey. Survey-integrity protections allowed only one response per e-mail address to which the survey was sent. Thus, multiple KSB members in the same household are represented in the responses. The 267 e-mail addresses to which the survey was sent represent about 67% of all KSB member households. The 98 individual responses represent about 25% of all KSB member households, and comprise a statistically significant sampling of the KSB membership. Fifty-five respondents provided detailed commentary and input to share

with Rep. Kirkpatrick. All survey responses were confidential and all data and comments are reported anonymously.

About Keep Sedona Beautiful

Founded in 1972, KSB is a not-for-profit educational organization focused on embracing and enhancing community that is in harmony with the unique environment in which we reside. KSB “promotes conservation of the greater Sedona area, and, by all practical means, seeks to preserve the unique natural environment and to enhance the quality of life for future generations,” according to its mission. KSB is best known for its educational, community and recognition endeavors. For decades, hundreds of volunteer KSB Litter Lifters diligently have removed roadside debris and trash. KSB also sponsors free monthly lectures, scholarships, an annual photo contest, and an annual Awards of Excellence program to recognize environment-friendly business practices. At the same time, KSB members are at the forefront of issues critical to Preserving the WonderSM of Sedona. KSB is governed by a 20-member Board of Trustees.