



Imagine Somerton 2032 Community Survey

INTRODUCTION

WELCOME TO THE IMAGINE SOMERTON 2032 COMMUNITY SURVEY

Your voice is important! This is the first survey as part of the Imagine Somerton 2032 project. The objective of the project is to explore the future direction of Somerton and to create a vision and strategic plan to guide the community through to 2032. This Community Survey is the first outreach initiative in the visioning phase of this strategic planning project. The Community Vision that emerges from this phase will inform the Strategic Plan. This project will include numerous opportunities for inclusive and extensive community input.

To launch the Imagine Somerton 2032 project, we would like to understand your perspective about current conditions and future aspirations for Somerton

PLEASE NOTE: We are asking a series of in-depth questions. There are 28 questions, and it will take approximately 20 minutes to complete. The survey will time-out if you leave it open (and incomplete). You cannot save a partial survey and come back to it later. We recommend you find a comfortable place; allow some uninterrupted time and share your thoughts and views.

We really appreciate your input and effort in completing this very important survey.

WE PLAN TO KEEP THE SURVEY OPEN THROUGH THURSDAY 30 APRIL, 2026

Please return any hard copies of the survey to:

Saul Albor Jr., AICP
Community Development Director
City of Somerton
143 N. State Avenue
Somerton, AZ 85350

**For more details on the Imagine Somerton 2032 project and to get more involved in the process, please go to
<https://lab2.future-iq.com/imagine-somerton/>**



Imagine Somerton 2032 Community Survey

PROFILE QUESTIONS

We are asking for your name and contact details for two important reasons.

We ask for your name and email address to keep you informed of when the survey results are published, and to share future opportunities to participate in other stages of the Imagine Somerton 2032 strategic planning project. Second, we may need to verify people taking the survey to manage the integrity of the data. This may include confirming we have received your survey results, or checking incomplete data. Your input is important and we take your time and thoughts seriously.

PLEASE NOTE: Your name and contact details will NOT be included in any of the data visualization or in any published survey results; and, will only be used for the purposes of the project, as outlined above.

* 1. Your First and Last Name

* 2. E-Mail or Address *(If no email please provide address)*

* 3. Would you like to be notified about the Imagine Somerton 2032 strategic planning phases throughout the planning process?

- Yes
 No

* 4. What is your age grouping?

- | | |
|--------------------------------------|--|
| <input type="radio"/> Under 19 years | <input type="radio"/> 60-69 years |
| <input type="radio"/> 19-29 years | <input type="radio"/> 70-79 years |
| <input type="radio"/> 30-39 years | <input type="radio"/> 80 years and over |
| <input type="radio"/> 40-49 years | <input type="radio"/> Prefer not to answer |
| <input type="radio"/> 50-59 years | |

* 5. How would you best describe yourself?

- | | |
|--|---|
| <input type="radio"/> Asian/Pacific Islander | <input type="radio"/> Native American/American Indian |
| <input type="radio"/> Black/African American | <input type="radio"/> White/Caucasian |
| <input type="radio"/> Hispanic/Latino | <input type="radio"/> Prefer not to answer |
| <input type="radio"/> Other (please specify) | |

* 6. In total, how long have you lived in Somerton?

- | | |
|-------------------------------------|--|
| <input type="radio"/> 0-5 years | <input type="radio"/> 41 years or longer |
| <input type="radio"/> 6-10 years | <input type="radio"/> I don't live but I do work in Somerton |
| <input type="radio"/> 11-20 years | <input type="radio"/> I used to live in Somerton, but don't live there anymore |
| <input type="radio"/> 21 - 30 years | <input type="radio"/> I am a visitor to Somerton |
| <input type="radio"/> 31-40 years | <input type="radio"/> None of the above |

* 7. In total, how long have you worked in Somerton?

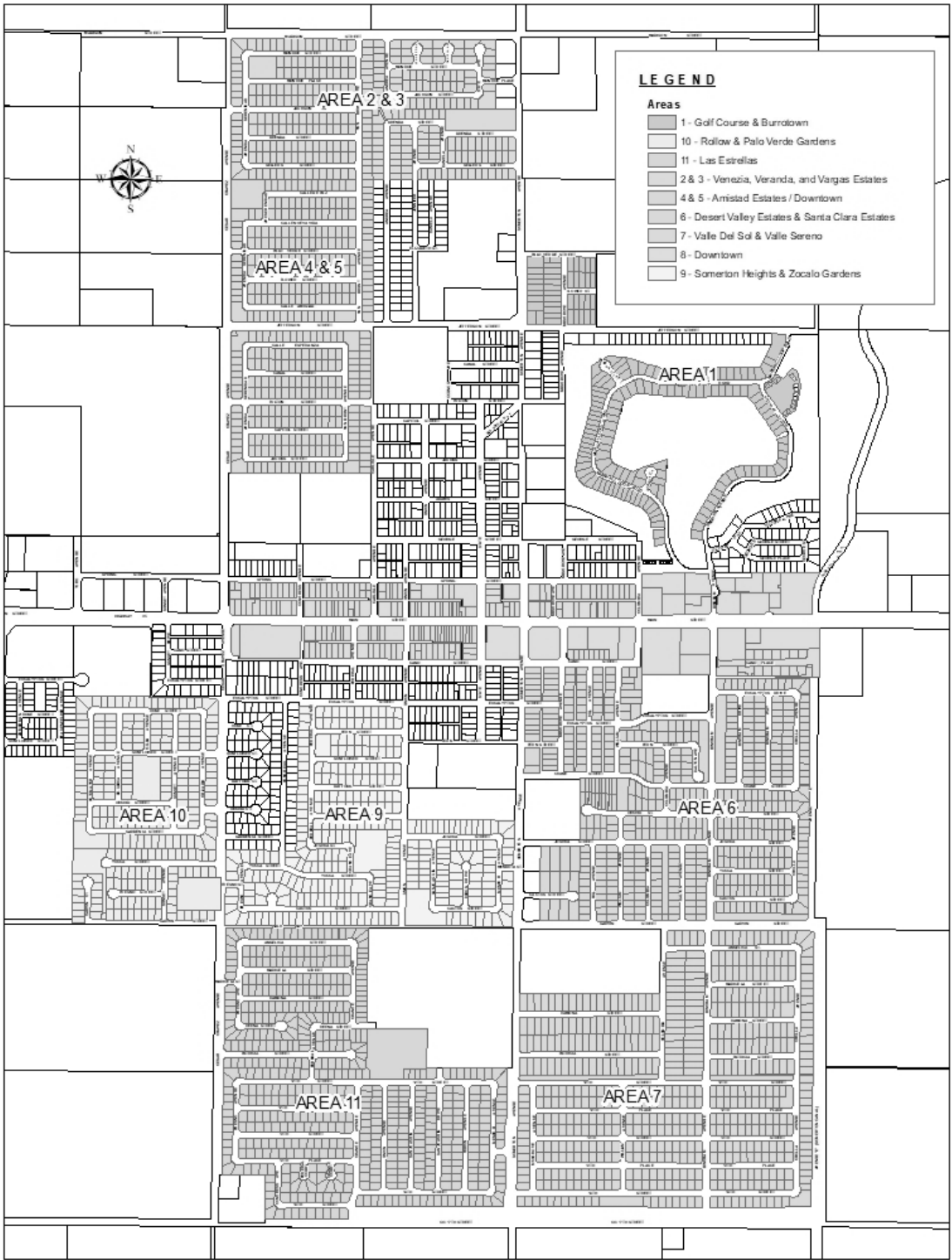
- | | |
|-------------------------------------|--|
| <input type="radio"/> 0-5 years | <input type="radio"/> 31-40 years |
| <input type="radio"/> 6-10 years | <input type="radio"/> 41 years or longer |
| <input type="radio"/> 11-20 years | <input type="radio"/> I don't work in Somerton |
| <input type="radio"/> 21 - 30 years | |



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WHERE DO YOU LIVE?

We are interested in what area of Somerton you live in (and if you don't live in Somerton, where you live). Please locate your home in the areas below and answer the question below.



8. Please indicate where you live in Somerton.

- Area 1 - Golf Course & Burrotown
- Area 2 & 3 - Venezia, Veranda and Vargas Estates
- Area 4 & 5 - Amistad Estates/Downtown
- Area 6 - Desert Valley Estates and Santa Clara Estates
- Area 7 - Valle Del Sol & Valle Sereno
- Area 8 - Downtown
- Area 9 - Somerton Heights & Zocalo Gardens
- Area 10 - Rollow & Palo Verde Gardens
- Area 11 - Las Estrellas
- If you don't live in the Somerton areas identified above, where do you live?



LIVING AND WORKING IN SOMERTON

We are interested in your thoughts and experience about living and working in Somerton

9. LIVING AND WORKING IN Somerton - How happy are you about living / working in Somerton?

(SCALE: -5 = Very unhappy; 0 = Neutral; +5 = Very happy)

-5 Very unhappy	-4	-3	-2	-1	0 Neutral	+1	+2	+3	+4	+5 Very happy	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Do you expect to be living / working in Somerton 5 years from now?

- Yes
- No
- Not sure
- I don't live or work in Somerton

We are trying to understand why people leave Somerton and what would bring you back. If this applies to you, please add your comments here.

11. What do you like about living or working in Somerton?

12. What don't you like about living or working in Somerton?



COMMUNITY DIRECTION

Somerton has changed over time and is changing now. We are interested in hearing your thoughts about the community direction.

13. COMMUNITY DIRECTION - How do you feel about the overall current direction of Somerton and the changes that are occurring? (SCALE: -5 = Very concerned; 0 = Neutral; +5 = Very excited)

-5. Very Concerned	-4.	-3.	-2.	-1.	0 Neutral	1.	2.	3.	4.	+5. Very Excited	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. What changes most excite you about Somerton's direction and future?

15. What changes most concern you about Somerton's direction and future?



ABILITY TO CHANGE AND CREATE NEW OPPORTUNITIES

The decades ahead are likely to see significant change, as society, technology and communities change. It is important for cities to have the capacity to absorb and adapt to change in a thoughtful and proactive manner.

16. ABILITY TO ADAPT AND CREATE NEW OPPORTUNITIES - Currently, how well equipped is Somerton to adapt to future change, and to move quickly to create and seize new opportunities?

(SCALE: -5 = Poorly equipped; 0 = Neutral; +5 = Very well equipped)

-5. Poorly equipped	-4.	-3.	-2.	-1.	0 Neutral	1.	2.	3.	4.	+5. Very well equipped	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. What new opportunities do you think Somerton should focus on creating?



STRATEGIC POSITIONING

In today's world, communities are increasingly thinking about where they fit into the bigger picture. This includes thinking about how they can develop a unique identity and role / function in the broader regional context. In this section, we would like to hear your thoughts on the future of Somerton and its strategic positioning. We are defining strategic positioning as the city's future role, importance and/or place (niche) in the region.

18. How important do you think it is for Somerton to identify and develop a key strategic position and value proposition? (SCALE: 1 = Not important; 10 = Very important)

1. Not important	2.	3.	4.	5.	6.	7.	8.	9.	10. Very important	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Over the next 10-15 years, what do you see as Somerton's unique niche (or strategic position) within the surrounding region?



IMPORTANCE OF SHARED VISION AND STRATEGIC PLANNING

The visioning phase of this project aims to gather community input to help create a community vision for Somerton. We would like to explore how important you think it is to have a shared vision and Strategic Action Plan for the future of Somerton.

20. How would you describe the current Somerton community dynamics, in terms of being united or divided? (SCALE: 1 = Very divided; 10 = Very united)

1. Very divided	2.	3.	4.	5.	6.	7.	8.	9.	10. Very united	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. How important is it to have a shared community vision for the future of Somerton? (SCALE: 1 = Not important; 10 = Very important)

1. Not important	2.	3.	4.	5.	6.	7.	8.	9.	10. Very important	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. How important do you think it is for the community of Somerton to have a Strategic Plan? (SCALE: 1 = Not important; 10 = Very important)

1. Not important	2.	3.	4.	5.	6.	7.	8.	9.	10. Very important	Don't know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. As we begin the community visioning process for the City of Somerton Strategic Plan, in your view what are the three (3) most important things we should keep in mind?



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IMPORTANCE OF SPECIFIC TOPICS TO SHAPING THE FUTURE OF SOMERTON

The following topics have been grouped into three thematic areas that reflect the well-established concept of a triple-bottom-line approach to planning. (Triplebottom line referring to environmental, economic, and social elements.) We are interested in your perspective on the importance of each of these topics.

24. ENVIRONMENTAL AND LANDSCAPE TOPICS - for the following topic areas, please rate how important you believe these topics will be in shaping the future of Somerton. (SCALE: 1 = Not important; 10 = Very important)

	1. Not important	2.	3.	4.	5.	6.	7.	8.	9.	10. Very important	Don't know
Preserving Somerton's existing look and feel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing unique neighborhood identities within the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating and protecting open and green space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preserving lands for wildlife habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fostering accessibility for all ages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating green space between development areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Focusing on environmental sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adopting green building standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Embracing renewable energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adopting zero-waste and net zero carbon goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating road/corridor/trail connections between neighborhood areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with surrounding communities on environmental initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any additional comments in this area?

25. ECONOMIC AND BUILT ENVIRONMENT TOPICS - For the following topic areas, please rate how important these topics will be in shaping the future of Somerton. (SCALE: 1 = Not important; 10 = Very important)

1. Not

10. Very Don't

	important	2.	3.	4.	5.	6.	7.	8.	9.	important	know
Supporting downtown vitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating defined commercial retail zones and hubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offering different types of housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exploring multi-use developments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expand the supply of affordable housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing more multi-modal options such as bike lanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building a network of pedestrian-friendly sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing recreation trail networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Embracing more tourism economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing economic opportunities for all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing more local employment opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging and attracting desirable businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating more gathering spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restricting residential density	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increasing community amenities such as new facilities and program services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeping taxes low	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensuring the workforce develops future-ready skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any additional comments in this area?

26. COMMUNITY AND SOCIAL FABRIC TOPICS - For the following topic areas, please rate how important you believe these topics will be to the future of Somerton. (SCALE: 1 = Not important; 10 = Very important)

	1. Not important	2.	3.	4.	5.	6.	7.	8.	9.	10. Very important	Don't know
Fostering civic dialogue on key issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting the community's heritage for future generations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offering life-long learning opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hosting community events and festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accommodating aging-in-place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Continued support for quality schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fostering a sense of belonging to a community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging new community leaders and volunteerism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ensuring safety and security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating health and wellness opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any additional comments in this area?



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COMMUNITY ENGAGEMENT AND FINAL THOUGHTS

27. This strategic planning project aims to encourage widespread participation from the community. This will involve creative approaches to ensure everyone has a chance to have input. What are your suggestions for how we can maximize community engagement?

28. Any other comments you would like to offer about the future of Somerton? Please add them here!



Imagine Somerton 2032 Community Survey

THANK YOU

Thank you for completing the Imagine Somerton 2032 Community Survey. If you are interested in learning more about how you can participate in the Imagine Somerton 2032 strategic planning process, please visit the project website at <https://lab2.future-iq.com/imagine-somerton/>