

Sam Hughes Neighborhood Quality of Life Survey Report



**Presented to the Sam Hughes Neighborhood Association
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EXECUTIVE SUMMARY

A. INTRODUCTION

During the summer of 2008, a group of Sam Hughes neighbors gathered to discuss crime prevention strategies and discovered that the majority had been a victim of a crime. These discussions were the genesis of the Quality of Life Survey. The results of the research completed for the execution of this survey and the final report demonstrate the following:

B. EVALUATION PROCESS

Over the duration of this project, the team completed the following activities:

- Participated in crime prevention meetings that yielded insight regarding crime perceptions and suggested solutions
- Created two survey versions to validate or refute assumptions
- Engaged the participation of over 40 volunteer neighbors to distribute survey information
- Distributed 47 hardcopies of the survey for non- internet users
- Attended five Sam Hughes Neighborhood Association meetings to gain support and provide updates to the board
- Collected and analyzed survey data
- Examined domestic and international crime prevention models
- Researched information regarding the effectiveness of neighborhood watch groups and other efforts
- Completed analysis and formulated recommendations

C. RESULTS

- Crime reduction is a priority among survey participants.
- An increase in crime is the second reason for potential relocation out of the SH neighborhood
- Almost a third of the survey participants are not reporting crimes to the Tucson Police Department
- Survey participants are willing to engage in crime prevention efforts
- More information and outreach is needed to help develop awareness and provide preventative information
- SHN can implement a number of proven initiatives to reduce crime
- A third of the survey participants **have experienced** a crime incident in the last 11 months.
- Survey results indicate that 80% of the participants support the creation of a Strategic Plan to address quality of life issues in the neighborhood.

I. INTRODUCTION

A. BACKGROUND

Since the summer of 2008, a number of crime prevention meetings have been held at Rincon Market, the Stertz Residence, Hardesty Center, and the Himmel Library's Meeting Room. An average of 30-45 people attended these meetings, and as a collective, the attendees expressed a number of concerns regarding the quality of life in the neighborhood. The overriding concern was the increase in criminal activities within the Sam Hughes Neighborhood (SHN).

After six crime prevention meetings, the conversations among neighbors and city officials began to take shape. The central themes discussed were:

- Prevention: how do we prevent property theft, burglary, and vandalism?
- Communication: how do we inform each other about recent incidents?
- Action: what do we do when we suspect or actually witness someone committing a crime?

These central themes elicited varied opinions such as:

- Our neighborhood is powerless in preventing crime
- We need to have more police patrolling
- Short-term and transitional neighbors do not care about SH quality of life
- Everyone will move out if the crime rate continues to increase – my property value will decline

The range in comments demonstrated drastic differences in perceptions. At the same time, neighbors were standing by willing and able to get involved. However, in order to issue an action call to the SHN residents, a number of attendees felt that it was important that these questions be answered:

- *As a neighborhood, how well informed are we about the crime trends?*
- *What is the best communication vehicle to disseminate information to SH neighbors?*
- *Will our neighbors embrace the crime prevention "best practices" employed by other communities?*
- *Are there other Quality of Life issues that are more important among SH neighbors than safety (infrastructure, property beautification, noise ordinances, street lighting, landlord/tenant accountability, etc)?*

Gathering answers to these questions prompted the creation of the Sam Hughes Community Action Committee (SHCAC), a group of concerned neighbors volunteering their time to create, distribute, tabulate, and analyze one of the most important factors in a resident's Quality of Life, which is crime and safety¹. The quality of life survey creation, tabulation, and analysis "team" is comprised of Gabriela Head and Tania Capin. The Sam Hughes Neighborhood Association (SHNA) funded the printing and on-line survey collection costs. The purpose of this document is to describe the process behind this project, the completed research, as well as the analysis and recommendations.

¹ Mercer Quality of Life Survey. Mercer. Site last accessed in Tucson, AZ. 6 Jul. 2009<
<http://www.mercer.com/qualityofliving>>

1. Problem Statement

As a group, the members of SHCAC have spearheaded a number of actions, and in order to expand on these projects, SHCAC needed data: SH residents' perception of crime rates and the effect upon quality of life and the projects they would support.

2. Expected Project Benefits

The goal behind this project is to gather data in order to develop a list of recommendations for the SHNA, City Officials, SHN Residents, and other neighborhoods to consider, provide the necessary leadership and ascertain what resources will be necessary to implement a strategic plan.

II. RESEARCH

A. PROCESS

Primary and secondary data were created and used during the research process. Primary research, also known as field research, refers to the collection of data that doesn't exist. This data is traditionally collected during focus groups, interviews, ethnologies, etc. Secondary research refers to the summary and or synthesis of existing research.

1. Primary Research: Neighborhood Crime Prevention Meetings

During the neighborhood crime prevention meetings, notes were taken by a number of attendees. The conversations among neighbors provided insight into the perceptions and life circumstances of Sam Hughes residents.

The information gathered in these meetings mirrored the type of insight that is gathered during focus groups. Typically, this type of discovery data is used to create surveys². The purpose of survey execution is to validate or disprove the opinions formed by focus group participants; thus, survey results are not meant to reveal new insights.³ In the book *Geography of Crime*, the authors David Evans and David Herbert point out that surveys used to gather crime data are not perfect. However, surveys often give a better picture of crime and its effect than is sometimes revealed when using official crime statistics⁴.

2. Primary Research: Survey

Two survey choices were provided to residents to fill out – an abbreviated and a long version. SurveyMonkey.com was used as an application tool to allow participants to complete the survey online, and a statistical analysis of the data was also performed after all surveys had been completed.

The abbreviated version had 24 questions, and the longer version had 36. The longer version had additional questions that probed residents for more information about their opinions on SHN's Quality of Life.

Residents were informed about the survey through a flyer (delivered door-to-door by resident volunteers), the SHN newsletter, a SHN postcard, announcements on the SH List Serv, flyers at key SH businesses, by Neighborhood Watch Group Captains, and other word-of-mouth communication methods. Residents who didn't have internet access were given a telephone number to call to request a hard copy of the survey.

3. Secondary Research: TPD Information

Information from key law enforcement personnel, Captain David Neri, Commander of TPD's Midtown Division, and Rebecca Noel, provided information on crime trends within central neighborhoods in Tucson. Both officers were able to provide evidence-based

² McQuarrie, Edward. *The Market Research Toolbox*. Thousand Oaks, CA: Sage Publications, 2006.

³ Erickson, Lance. Assistant Marketing Professor "Survey Methods Lecture" University of Arizona, Marketing Department. 7 Feb. 2008.

⁴ Evans, David. Herbert, David. *The Geography of Crime*. London: Routledge, 1989.

preventative models that have successfully worked in other communities. Their experience with neighborhood crime prevention practices have offered invaluable insight and possible models to consider for adaptation.

4. Secondary Research: Crime Prevention Activities in other Communities

In order to benchmark SHCAC's efforts with others in the country, effective models in other parts of the country were studied. The team also found relevant research completed in the United Kingdom. This research and real-life examples also provided the team with prevention strategies and programs to consider as congruent recommendations.

III. RESEARCH RESULTS

A. NEIGHBORHOOD CRIME PREVENTION MEETINGS

The following is a summary of the Neighborhood Crime Prevention Meetings⁵.

1. Participation

Most of the neighbors who attended the meetings were long-time SH home owners. However, strong leadership emerged out of people who had owned their SH homes for less than two years. In addition, a young renter took on the formidable task of tracking the location of all the SH incidents reported through the List Serv.

2. Reason for Participation

The majority of the participants had been a victim of property theft or vandalism.

3. Awareness Level On SH Issues

During the first meetings, many residents expressed the sentiment that they didn't know of the existence of the Neighborhood Watch Group program sponsored by the Tucson Police Department (TPD). Of the neighbors that were aware of the program, several became Watch Group Captains, and some found out via the SHN List Serv, which is a vehicle for on-line communication among our neighbors. Many joined the List Serv and found it to be very useful. However, participating in the List Serv was not possible for neighbors without internet access.

4. Perceptions of Crime

Given that the majority of participants in the Neighborhood Crime Prevention Meetings had been victims of property theft or vandalism, most believed that crime was increasing at an alarming rate. Some of the participants who had been recent victims were especially frustrated and sought leadership to tackle the problem.

5. Causes

Most participants credited drugs and the economic downturn as the main factors for the crime increase. However, some neighbors thought that some contractors and construction workers brought crime to our neighborhood as they were "casing" homes while they were working. Other people believed that transitory neighbors who host loud parties, do not maintain their yards, and display apathy gave our neighborhood an image of neighbor-to-neighbor indifference, which sent a clear message to criminals. .

6. Solutions

The solutions discussed varied among residents. Items 1-10 are an aggregate of verbalized solutions by many of the attendees. These sentiments **do not** express the opinion of **everyone** who attended the meetings.

1) Having door-to-door sales people and volunteers seeking donations, etc. apply for a permission to operate in the SHN

⁵ Head, Gabriela "Crime Prevention Meetings Notes"

- 2) *Requiring home owners who have contractors or construction workers in their home to run background checks*
- 2) *Holding SHN community events to promote interaction among neighbors*
- 3) *Hiring off-duty patrol officers to provide surveillance services*
- 4) *Creating a graffiti abatement team*
- 5) *Promotion of home alarm systems*
- 6) *Asking the board to hire security firms to monitor the neighborhood at night*
- 7) *Coordinating neighbor patrol groups*
- 8) *Advocating for the Neighborhood Watch Group program*
- 9) *Calling for increased night-time lighting*
- 10) *Eliminating dumpster-diving*

These ideas were not universally supported. Most important, they were ideas created within a silo environment. Learning the opinions of neighbors who were not attending the meetings was needed. In addition, residents share this neighborhood with businesses, and learning their opinion was also important. Thus, to confirm or invalidate these opinions, a survey was created. The questions were formulated based upon the insight gathered during the Neighborhood Prevention Meetings.

B. SURVEY

Two versions of the survey were created: abbreviated and long. A beta test was conducted in March, and observant neighbors pointed out a few flaws, which were immediately corrected. With the help of over 40 volunteers, survey flyers were distributed door-to-door during April and May 2009. Three hundred twenty one responses were collected from neighbors and SH businesses.

In the following sections, a summary of the findings is shared. These findings are the most salient to the recommendations given at the end of this document.

1. Survey Participants – overview

Traditional demographic data (age, profession, etc.) was not collected from survey participants. The team felt that data pertaining to residency status and years of residency in SHN would help verify or invalidate assumptions that transitory residents are not interested in SHN issues and that only long-term residents are vested in the SHN.

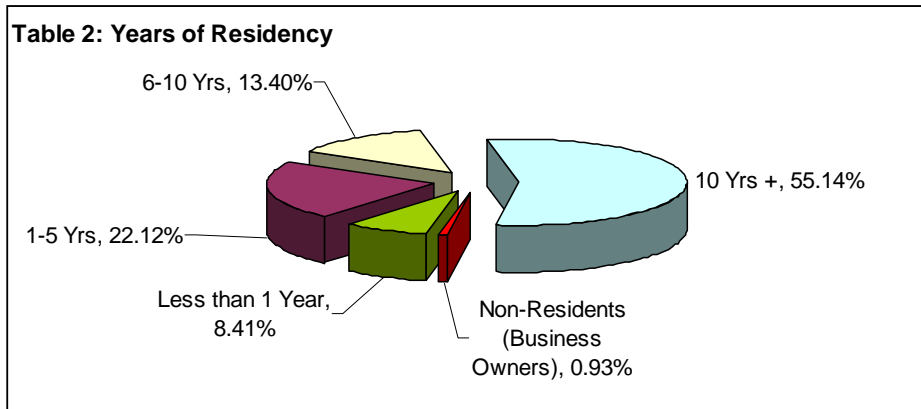
Table 1: Participants

Table 1 highlights that although the majority of survey participants are home owners, almost 18% were renters.

Home owners	79.5%
Home renters	17.45%
Business proprietors	2.8%

Table 2: Residency

30.53% of the respondents have lived in the SHN less than five years.



2. Neighborhood Communication and Awareness

Participants were asked to share which communications methods enabled them to learn of the SHN news and events, and were able to make multiple selections. The method with the second highest frequency of use is word-of-mouth through other neighbors. The communication method that respondents selected with the highest frequency was the SHNA newsletter.

Table 3: Communication Method

Communication Vehicles	Long Survey	Abbreviated Survey	Total Selections	Most Used
SHNA Newsletters	113	105	218	1
Other Neighbor	72	52	124	2
Newspaper	68	40	108	3
List Serv	52	53	105	4
SHNA Minutes	19	13	32	5
Do not Keep up	30		30	6
Others	9	12	21	

This information indicates that neighbors are not using one single communication method to learn about SHN news. A closer examination of the respondents who use the SHNA Newsletter (218) reveals that only 15.60% of them use the List Serv, 38% relied on other neighbors for information sharing, and 37.6% used the newspaper.

Other responses in this question given by participants were:

- *“Newsletters do not tell about impending votes on issues or controversial issues”*
- *“I used to use the website, but it seemed to rarely change”*
- *“I was on the List Serv, but there was too much petty arguing”*

Table 4: List Serv Participation

Sixty-five percent of the respondents indicated they do not use the List Serv, and an additional 15% indicated they do not have internet access (they requested hard copies of the survey). As Table 4 illustrates, of the residents who **do** have internet access, 59.12% **do not** use the SHN List Serv.

Yes	38.32%
No	59.12%
No Response	2.18%

3. Attitudes about SHN

During the crime prevention meetings, many neighbors described their appreciation for our neighborhood. Some stated the historical aspect was most important while others talked about geographical convenience. Oftentimes, neighbors would verbalize that if the current rise in crime continued to increase, they would opt to live in another neighborhood. In the survey, the team sought to learn if these attitudes were shared throughout the neighborhood.

Table 5: Top Five Reasons for Staying in SH

Convenient location	15.43%
Home fits needs	15.25%
Like SH neighborhood	15.07%
Like the people who live in SH	12.46%
SH is a safe neighborhood in comparison to others - Tie	7.72%
Home is a good investment – Tie	7.72%

The results in table 5 indicate that convenient location and positive feeling towards the SHN and its residents are top reasons to remain in the neighborhood. Two responses were tied: safety compared to other neighborhoods and property investment.

Table 6: Top Five Issues to be Addressed in the Next Five Years

Reduction in crime	14.62%
More police patrolling	8.34%
Improved infrastructure	13.52%
Property beautification and cleanup	9.31%
Events that foster community building	8.28%

Reduction in Crime is an overwhelming priority when considering that survey participants perceived “more police patrolling” as a crime reduction factor, which is highlighted on Table 14.

Table 7: Top Five Reasons that would Prompt Leaving SH

Job Relocation	20.43%
Crime Rates	19.13%
High Property Taxes	7.61%
Dislike of Neighborhood Conditions	6.3%
Empty Nesters	5.87%

The results gathered were highly fragmented. Job relocation and crimes rates are the primary reasons for leaving the SHN. Although there were 14 choices to select from, participants used the “other” option to highlight 17 other reasons that would make them move. Among them were *death, noise from DM planes, loss of mobility and independent living abilities, hot weather, “sick of Tucson,” sick of renters,” “sick of landlords.”* The majority of residents do not want to leave SH.

4. Crime Perception

Survey participants were asked about their opinions related to crime trends within four different time periods. The general perception is that in recent months (May 2008 – April 2009) crime has increased and that it has also increased over the past one-to five-year period. However, participants who lived in SH more than six years believed that the crime rate had not changed. As Table 8 shows, almost a third of the participants who have lived in the SHN for these periods of time felt that crime statistics had not changed.

Table 8: Perceived Crime Trends

	Last 11 Months	Last 1-5 years	In the last 6-10 years	In last 10 years +
Rise	58.00%	62.39%	41.81%	40.00%
Decline	8.00%	5.56%	8.47%	9.09%
No Change	34.00%	32.05%	49.72%	50.91%

5. Experience with Theft and Burglary Incidents

Survey participants were also asked to share if they had been victims of a property theft or vandalism, assault, etc. during four different time frames. They were also asked questions to help the team learn if they were reporting these incidents and other pertinent information.

Table 9: Crimes Experienced Within These Time Frames

Time Period	Yes	No
In the last 11 months	33.46%	63.04%
In the last 1 - 5 years	50.00%	41.73%
In the last 6-10 years	36.96%	39.57%
In the last 10 years or more	37.71%	30.08%

The responses show that in the time period 6 to 10 years+, the incidents of property theft, vandalism, etc. remained relatively stable at about 37%. The more recent time periods show a large increase from those baseline timeframes. If 321 participants completed the survey, that means that in the past 11 months, 107 were crime victims.

Table 10: Crimes Experienced by SHN Resident

Property Burglary	24.69%
Car Vandalism	18.83%
Property Vandalism/Graffiti	7.82%

Car Theft	4.40%
Theft of items in front/back yard	1.71%
Theft of items inside car	1.71%
Attempted break-in	0.73%
Peeping Tom	0.73%
Larcenies	0.49%
Assault	0.24%
Attempted Assault	0.24%

According to the respondents, the top three crimes committed in SHN are burglary, vandalism, and property vandalism/graffiti. The survey gave respondents five choices, and they were able to list “other types of crime”. Theft of items in the front/back yard along with stolen car items were among the most noted.

Table 11: Crime Reporting

The majority of victims reported the incidents to the police. However, almost a third of the crimes are not being reported to TPD.

Yes	72.77%
No	27.23%

Table 12: Crimes Experienced by Residents who have Car/House Alarms

Residents who had experienced a crime were asked if they had a house or car alarm. 68.64% of the residents who experienced a crime did not have a house or car alarm.

Yes	31.36%
No	68.64%

Table 13: Insurance Claim Filing

During the crime prevention meetings, many residents worried that their property insurance premiums would increase given the number of claims reported. The survey asked if people were reporting incidents to their insurance. The majority did not. This may be due to the value of the theft or damage being at or below a person’s insurance deductible.

Yes	47.27%
No	52.73%

Table 14: Perception on Factors that Affect Crime

Survey participants perceive police presence and Neighborhood Watch Groups as factors that decrease crime. Substance abuse, economic downturns, and secluded environments are perceived as factors that increase crime. The results indicate that U of A proximity, athletic events, and landscape/home remodeling workers are not perceived as factors that affect crime.

Table 14: Perception on Factors that Affect Crime	Agreement	
Police presence	76.92%	Decrease
Neighborhood Watch Groups	86.33%	Decrease

Drug/Alcohol	94.57%	Increase
Economic Downturns	85.71%	Increase
Neighborhood accessibility	61.83%	Increase
Alleys/easements providing secluded places for crime/mischief	79.84%	Increase
Proximity to the U of A Campus	47.74%	No Affect
Landscaping/construction contractors	71.56%	No Affect
U of A Athletic Events	67.02%	No Affect

6. Preventative Measures

The secondary research completed points out that among the actions neighborhoods can take to prevent crime, these include knowing neighbors, watching out for each other, and reporting things that are out of place to the police, etc. The survey participants were asked a series of questions to determine if they are or are not taking preventative measures.

Table 15: Familiarity with other neighbors

Knows 3 or more neighbors	79.52%
Doesn't know 3 or more neighbors	20.48%

Table 16: Residence Numbers

<i>Results from abbreviated survey only</i>	Yes	No
Numbers on the curb	79.62%	20.38%
Number on the back of their home	31.61%	68.39%

7. Neighborhood Actions

Participants were asked to list any SHN activities they were interested in joining. A list of multiple choices was provided and survey respondents were given an "other" option to list additional preferences. The top three supported initiatives that neighbors were interested in are: neighborhood watch group participation, attending SHN meetings, and organizing events that foster community building. The data reveal that the majority of neighbors are willing to partake in SHN events.

Table 17: SHN Event Participation

Yes	60.87%
No	39.13%

Table 18: Hours per Week Residents are willing to invest in SHN Events

Between 1 - 2 hours	45%
Between 2 - 4 hours	41%
More than 4 hours	14%

In the longer survey, participants were asked the number of hours per week that they would be willing to invest in SHN events. They will support events that require less than 4 hours per week of their time.

Table 19: Activities SHN Residents are willing to support

The majority of the survey participants were interested in becoming part of a Neighborhood Watch Group, attending SHN meetings, organizing events that allow them to get to know their neighbors, and participating in efforts in which they can meet other neighbors.

Activities	Percentage
Becoming Part of a Neighborhood Watch Group	17.27%
Attending Neighborhood Meetings	13.91%
Organizing Block Parties/Potlucks to get to Know my Neighbors	10.79%
Neighborhood Association Committees	8.63%
Coordinating Special Meet and Greet Events	8.63%
Developing the SH 2009 Neighborhood Plan	8.63%
Himmel Park & Library Committees	7.19%
Signing up for the SH List Serv	7.19%
Sam Hughes Cares for Seniors Program	6.71%
Volunteering to be a Neighborhood Watch Group Captain	5.52%
Identifying Neighborhood Volunteering Activities	4.08%
Water Tower Restoration	0.24%
Removing Buffelgrass	0.24%
Planning advice on transportation	0.24%
Music in the park	0.24%
Historic Preservation	0.24%

Table 20: Quality of Life

The long survey version asked participants about their Quality of Life satisfaction level. As the results indicate, less than eight percent are dissatisfied with their quality of life. The participants who are very satisfied and satisfied (65.2%) had not experienced a crime in the past 11 months, but 56% had experienced crime in the past 1- 5 years.

Very Satisfied	49.62%
Satisfied	42.86%
Neutral	5.26%
Dissatisfied	2.26%
Very Dissatisfied	0.00%

C. SECONDARY RESEARCH

1. Tucson Police Department Presentations

In a November 2008 presentation to the Sam Hughes neighborhood, Captain David Neri, Commander of TPD's Midtown Division, outlined neighborhood crime statistics for interested residents covering a period in time from May 2008 to October 2008⁶. During this time frame, the neighborhood was negatively impacted by a rash of burglaries that peaked during the week of October 19 – 25. Two individuals who were responsible for committing eight burglaries in the neighborhood were arrested, but burglaries still continue to be a primary cause of crime within neighborhood boundaries.

Captain Neri addressed several strategies that residents could consider employing to aid in the reduction of incidents, including resident automobile stickers to communicate to others in the neighborhood that their vehicle was owned by a homeowner, thus making it easier to spot vehicles of non-residents.

Other suggestions included approaching individuals and issuing a polite challenge to unfamiliar faces and inquiring whether or not they needed help in looking for someone in particular or a specific residence.

Creating a strategic plan to address crime-related issues was also encouraged after discussion revealed that some Sam Hughes residents are unaware of the crime problem because it hasn't directly impacted them or haven't been informed via the List Serv or other neighbors that burglars have been aggressively targeting the neighborhood.

Captain Neri recommended that residents examine causal factors driving the crime – drug habits, open/unlocked doors and unsecured items left outside, as well as environmental factors such as high volumes of pedestrian and bike traffic, making it easier for criminals to blend in, and close proximity to bus routes enabling burglars on foot to break into a home and jump on a city bus with a loot-filled backpack.

2. Neighborhood Empowerment Strategies

In a research article entitled "An Empowerment Strategy for Eliminating Neighborhood Crime," Carl F. Horowitz, Ph.D. argues that neighborhood crime "sets in motion a cycle of flight by law-abiding citizens, and disinvestment in housing and business⁷." The author goes on to say that "less obvious but often more important, are the indirect costs of crime, affecting not only the person robbed but anybody living in the same neighborhood." Nothing illustrates this better than how crime depresses property values⁸. When a family's principal asset - its home - is devalued, the criminal not only succeeds in stealing tangible items from

⁶ Neri, David. "Crime Prevention Meeting" Hardesty Center . 10 Nov. 2008

⁷ Horowitz, Carl F. "An Empowerment Strategy for Eliminating Neighborhood Crime" Heritage Foundation. 1991.

⁸ Wesley G. Skogan, *Disorder and Decline: Crime and the Spiral of Decay in American Neighborhoods*. New York: Free Press, 1990

residences but also negatively affects the family and the neighborhood again by devaluing property rates, robbing them of equity and future security.

3. Domestic Crime Prevention Programs

Quality of Life survey team members also examined the work accomplished by Community Partnership, a non-profit organization in Springfield, Missouri. This organization has taken the lead in creating crime prevention programs to help various segments of the community⁹.

The Community Partnership's Doling Neighborhood program advocates that "Strong Communities Need Involved Neighbors". Part of their mission centers on:

- Increasing communication among neighbors
- Promoting interest and pride in the Doling Neighborhood
- Gathering and distributing information that concerns the Doling Neighborhood and its residents
- Advocating on behalf of neighborhood integrity; i.e., sidewalks, traffic controls, storm water drainage
- Improving the livability of the Doling Neighborhood

The Doling program is used to leverage the work executed by the Fassnight Program, which advocates protection, promotion, and preservation of the overall quality of life. The primary focus of this program is crime prevention, and the Community Partnership's work indicates that without safety, residents' quality of life is severely jeopardized.

4. International Crime Prevention Programs

Another program the team studied was spearheaded by Britain's Home Office: Crime Reduction government agency. The organization has learned that neighborhood leaders need communication tools to help neighbors become aware of crime trends and prevention strategies. Based upon this fact, the organization developed a set of practical tools to help communities fight crime¹⁰. These tools include charts to identify crime cause and effect factors, pro-forma action plans, and other tools that neighborhood leaders can utilize to create and execute their initiatives.

5. Public Participation Standards

The International Association for Public Participation (IAP2), considered a global leader in the public participation process, outlines several steps to assist in making better decisions. This process is designed to reflect the interests and concerns of potentially affected people and entities. These values impart that:

⁹ "Dooling" Community Partnership Events. Site in Tucson, AZ. Jun. 2008
<<http://www.commpartnership.org/neighborhoods.php>>

¹⁰ Home Office: Crime Reduction Website. Site accessed in Tucson, AZ. 2 Apr. 2009
<<http://www.crimereduction.homeoffice.gov.uk/toolkits/db08.htm>>

- The public should have a say in decisions about actions that affect their lives
- The public participation process communicates the interests and meets the process needs of participants
- The public participation process seeks out and facilitates the involvement of those potentially affected
- The public participation process involves participants in defining how they participate
- The public participation process communicates to participants how their input affected the decision
- The public participation process provides participants with the information they need to participate in a meaningful way

The SHNA has demonstrated its interest in involving neighbors, who do not belong to the association in the decision-making process. The SHNA financial support in covering the costs associated with the printing and on-line distribution of the Quality of Life survey is a testament to this interest.

A variety of concerns were expressed by survey respondents which will serve to initiate a dialogue about how to resolve some of these issues that have been impacting the Sam Hughes neighborhood. Some of these issues include the noise emanating from overhead military aircraft, Parkwise, property maintenance, sidewalks and other infrastructure problems, cyclists on Third Street, speeding cars and crime. Others focus on positive projects that the neighborhood can or already has initiated, such as community gardens in tough economic times, the SHNA newsletter, historic home designation resulting in tax savings, Sam Hughes Cares for Seniors program and the Home Tour.

Eliciting feedback from residents will ultimately help the SHNA board determine what's important to residents, engage them in working together to solve neighborhood problems and also share in the success of a job well done.

IV. ANALYSIS AND RECOMMENDATIONS

Given that survey participants stated that the top priority they want to see addressed in the neighborhood is crime reduction, the Quality of Life survey team's recommendations center on helping the SHNA address this priority.

A. AWARENESS CAMPAIGN

The survey results demonstrate that almost one third of crime incidents are not reported to TPD, and the number of crime-related incidents is increasing. Since an increase in crime is the number two reason why residents would move out of Sam Hughes, it is crucial for the neighborhood to take a stance and work to prevent future crime incidents. To accomplish this, the team recommends the formulation and execution of a Safety Awareness Campaign.

One survey respondent summed up thoughts about crime in the neighborhood this way:

“The biggest issue for me is having a safe, crime-free neighborhood for my family. If this situation continues to deteriorate and is not addressed by local gov't and police officials, I would consider moving out of SHN and/or Tucson.”

1. Campaign Message

The campaign message should be an information one. It should help neighbors realize that there is a problem, how they can combat it, and how they can prevent it:

- 1) **Need for on-going police reporting:** TPD needs data to help them investigate and pursue suspects. Neighbor reporting has helped TPD arrest suspects.
- 2) **SH Crime Statistics:** 2,452 incidents were reported by SH residents to TPD¹¹
- 3) **Prevention Strategies:** Neighborhood Watch Groups, Neighbor-to-Neighbor communication (going out of town, guests staying, and service staff/construction workers on property), etc.

2. Message Story-Line

Survey results point out that residents perceive certain benefits from living in SH. The majority want to stay in the SH neighborhood for the foreseeable future, but they would consider moving if crime rates increase. With this information, the awareness campaign storyline needs to help residents recognize that the benefits of living in SH (convenience, neighborhood feeling desirability, sound investment) can be jeopardized if residents don't engage in crime prevention behaviors.

¹¹ Neighborhood Support Network – Tucson Police Incidents Data from January 1 - December 31, 2008 Tucson, AZ. February 2, 2009 <<http://nsn.soaz.info/incidents/neighborcrm2008.html>>

3. Call to Action

Within this awareness campaign, residents should be encouraged to observe basic precautions, report all incidents, join or form neighborhood watch groups, and invest in building relationships with their neighbors.

4. Target Audiences

All SH residents and business should be considered part of the target audience. Special attention should be placed on transitory residents as they are typically not accustomed to being aware of SH issues.

5. Message Dissemination

Based on survey results, the most frequently used communication vehicle is the SH newsletter. An online communication vehicle would be most practical as news items can be easily changed. However, the Quality of Life survey team did not ask if residents would use an internet portal to gather SHN information. Nevertheless, the team was able to extrapolate that residents do have access to the internet, since 85.53% of them completed the survey online. Only 15% of the residents currently use the List Serv, and some residents have opted out of it. Given this information, the team is recommending that a short-term communication strategy focuses on message dissemination via the SH newsletter and a long-term strategy which will integrate a web portal that facilitates information sharing.

There is also a large segment of our neighborhood population whose opinions are not widely represented by the survey: young transitory neighbors. This segment of the population is more likely to use social media gateways such as FaceBook as their primary information source¹². Having a Sam Hughes Neighborhood FaceBook page that reaches this population will serve to increase awareness levels among this demographic segment of the neighborhood. The team is recommending this effort based upon empirical evidence and without statistical data.

B. FORMATION OF NEIGHBORHOOD WATCH GROUPS

Across the United States and the United Kingdom, Neighborhood Watch Groups have been highly effective in deterring crime^{13,14}. Neighborhood Watch Groups bring participating households together and educates residents in crime-fighting strategies that achieve positive results. These groups also become communication portals and

¹² "Social Media Monitoring and Analysis" Aberdeen Group, January 2008

¹³ "Neighborhood Watch Group Guidelines and Statistics Created in 1983" Richardson Texas Police Department. Site Accessed: Tucson, Arizona. 2 Feb. 2009 < <http://cityofrichardson.com/PDPrevention.aspx?id=4454>>

¹⁴ Holloway, Katy. Bennet, Trevor. Farrington, David. "Does Neighborhood Watch Reduce Crime 2008 Survey" Crime Reduction Home Office, London, UK.

community building groups that go on to create additional projects that add value to their neighborhoods¹⁵.

Within SH, more than 20 Neighborhood Watch Groups have formed or are in the process of receiving their formal “approval” by TPD. It should be noted that during the summer of 2008, SH had less than five Neighborhood Watch Groups. Within a period of less than twelve months, the number of groups has increased 300%. These results have been achieved by the active engagement of Virginia Hewgley and Amy Bosco, who have recruited captains, coordinated Neighborhood Watch Group orientations, and provided on-going support.

Each Neighborhood Watch Group includes a maximum of 20 households each; however, this represents only 8% of the 2,500 households in SH. For this reason, more Neighborhood Watch Groups are needed – especially in non-represented areas. To achieve this, the team is proposing that additional resources be provided for the volunteers who have spearheaded this effort. Administrative help in the form of Tool Kits can facilitate the work that captains invest in this volunteer effort, and can also be applied towards the creation of the Neighborhood Watch Group. These Tool Kits would include “*The Ten Steps to Creating Your Neighborhood Watch Group in SH*,” fact sheets, contact information, neighbor testimonials regarding the efficacy of neighborhood watch, and “*Tips on Identifying a Potential Criminal*,” and “*Protocol for Making Effective 911 Calls*”.

With 80.4% of responses indicating that Neighborhood Watch Groups definitely contribute to a decrease in crime, forming new groups to increase penetration and coverage in the neighborhood should be a priority. Survey participants reported that participating in a Neighborhood Watch Group would be the foremost community building activity currently available to them.

C. RESIDENCE NUMBERS PAINTING CAMPAIGN

TPD advocates that residents have visible address numbers. This helps their police officers respond to 911 calls, and when an address cannot be seen from the street or in the alley, perpetrators have a higher probability of getting away. For this reason, TPD actively promotes having house numbers in the front (curb) and in the rear (garage/wall/fence) of the residence. This is also a requirement for Neighborhood Watch Groups to be considered “official” by TPD.

79.6% of the survey participants (abbreviated only) have house numbers painted on the curb in front of their homes. However, when asked if these same residents had their house numbers painted on their alley wall, garage or guest house to also make it easier for first responders to locate an address from an alleyway, only 31.6% of respondents answered “yes”.

¹⁵ “Lead and Learn” Community Partnership Events. Site accessed 6 Jul. 2006
<<http://www.commpartnership.org/neighborhood-initiatives.php>>

This information identifies a need for a neighborhood-wide “residence number painting” effort. The primary benefit of this activity will allow first responders to locate households in need and a secondary benefit is that this activity can be a “community building” effort as well!

Neighbors can sign up to hold their own painting parties and ensure everyone participating in their watch group is compliant with TPD criteria. A neighborhood tool kit with a fact sheet and stencil design tips might also be developed, and a resident with a video camera could produce a "How to" video to post on You Tube for instructional purposes.

D. ACTIONS TO IMPLEMENT IN CRIME-FIGHTING ENDEAVORS

In the last 11 months, 33.46% of the survey participants stated that they had been a victim of a burglary, property vandalism, car theft, assault, and other privacy and safety violations. From 2003 to 2008, 50% of the respondents had also experienced these infringements. Secondary research points out that SH is not the only neighborhood in central Tucson experiencing these types of crimes. Captain Neri advocates an analysis to help determine causal factors or "attractors" that bring burglars to SHN. Factors such as unsecured properties, a perception that Sam Hughes residents have something to steal¹⁶, or knowing the word is out on the street that SH is an easy target during the week-when many people are away at work-are all things that can be influenced by residents and can consequently lower incident rates.

An important survey finding is that 61.90% of the crime victims who experienced burglary, property vandalism, or car theft did not have a house/car alarm; however, given the brazenness of many criminals, having an alarm system may not be enough. The Quality of Life survey team is encouraging the SHNA to post the information listed on items 1-5 of this section on its website for existing and future neighbors to access.

1. Beyond Alarm Systems

A recent story on the SH List Serv highlighted an alarming problem. A resident's security system was disabled when a burglar cut the alarm and phone lines to disconnect the monitoring notification. The residence was robbed, and the burglar was able to abscond with the resident's belongings.

Alarm companies are now offering a wireless product that calls the customer's monitoring service even in the event of sabotage to electric and phone lines. These products, which cost around \$500, are easily installed and work as a backup.

People who can't afford to install a home alarm company can still buy signs and stickers that announce that they have one. Residents can place a sign in their yard and decals on windows to give the appearance that the home is guarded by a security service.

¹⁶ Neri, David. "Crime Prevention Meeting" Hardesty Center. 10 Nov. 2008.

Other warning signs that can be purchased are Vicious Dog or NRA stickers to make criminals think that residents have attack animals or guns on the premises¹⁷.

2. WebCams

Using the web to monitor activity while residents are away from home is now possible. A product called WebCam Monitor keeps watch over a person's home, office, or any location¹⁸. It detects motion or noise and triggers customizable Alerts that can record video and audio of the incident, notifying the person via e-mail or text message, or sound an audible alarm. It can also begin recording at pre-set intervals to maintain a record of events.

It's as simple as connecting a camera to a PC, or an IP camera to a person's computer network. Using a configuration wizard, the surveillance system can be up and running in minutes. Using multiple cameras, it's easy to monitor large areas from a single PC.

3. Environment

Safety experts agree that the best way to deal with break-ins is to take every step possible to prevent it from happening. Every person should know - at the very least – basic yet important crime prevention tips that will help keep Sam Hughes residents more safe and secure.

i. Lighting: Even a well-watched neighborhood can be struck by crime. A burglar looks for the easiest target possible, so it is up to residents to make their homes difficult to break into. The first step is keeping *exterior and interior lights on during the night*. Criminals prefer a cover of darkness, and will gravitate towards a home that has no lights on at all¹⁹. Keeping a light on at night will also assist TPD ground officers and helicopter pilots in their search for criminals in yards and around streets and alleyways

ii. Presence: When going out for the night, residents can keep a television on, or play a radio inside the house. This will give the appearance that someone is still home, which is a great deterrent to criminals. Experts often recommend choosing a talk station for the radio to give the impression that a conversation is taking place inside. A law breaker may still attempt to break into a home if they become reasonably certain they can do so without being noticed.

iii. Windows: Burglars look for any easy entrance to a home. A pet door, broken window or unlocked point of access will let them get in quickly. Residents should walk around their house and examine it to make sure there are no vulnerable points that law

¹⁷ Schwesb, Dominic. "Top Ten Robbery Prevention Tips for Businesses" 8 Jul. 2008. Safe and Vault. Accessed in Tucson, AZ. 5 Jul. 2009 < <http://www.safeandvaultstore.com/blog/depository-safes/robbery-prevention/>>

¹⁸ Consumer Search "WebCam". Site Accessed in Tucson, AZ. 6 Jul. 2009 < <http://www.consumersearch.com/webcam-reviews?>>

¹⁹ "The Burglary Basics" Memphis Police Department. Site accessed in Tucson, AZ. 3 May. 2009 < <http://www.memphispolice.org/Burglary%20Prevention%20Tips.htm>>

breakers can use to force their way inside²⁰. Fix broken windows and locks, and any other part of the house that is not secure immediately.

Security windows are designed to be unbreakable, so installing them will make a home more of a stronghold. These items can get expensive, so a good alternative is to install a second lock on the window. They can be found at any retail location that sells hardware products, and are not expensive.

iv. Doors: Other areas to reinforce with extra locks and deadbolts are the front and back doors. A criminal may take the time to break or disable one lock on a door, but they will think twice about messing with one that has multiple security devices. Glass sliding doors can also be better secured with a security bar. A solid bar will prevent a door from being opened, and it can not be moved from the outside. Steel pins that lock into place at the bottom of a sliding door to make it impossible to open are also an option.

It only takes a few minutes for a break-in to occur. In fact, most criminals move as quickly as possible to avoid the possibility of being caught. Someone could come home at any time, so burglars work fast to collect valuables and get away.

v. Valuable Items: Burglars know where to look for items of value in any home. They will target key areas such as dressers, desk drawers, jewelry boxes and bathroom counters. Before leaving, they will also look in common hiding spots like under the bed or mattress, inside the toilet tank, in the back of the refrigerator or freezer and under rugs that may conceal a hidden compartment with a secret stash of valuables. Some people think that keeping their things in a small safe will make them secure, but if the burglar can pick it up and carry it with them, they will.

One of the best possible hiding spots for small valuables is within a diversion safe that is designed to look like a standard household product like shaving cream or a soda can. The look and weight of these products are duplicated exactly, so a burglar who is looking through a home will never spot them.

The first line of defense -always remembering to lock doors and windows-should be employed, but isn't always. According to TPD, one of the easiest ways some burglars gain access to homes in Sam Hughes is through an open/unlocked door. ***In any given week, up to 1/3 of SHN burglaries involve a "no-force"entry.***

4. Car Theft and Vandalism Prevention

Vehicle-related crimes, which include theft, break-ins, and vandalism were among the five most common crimes experienced by SH residents. Yet, TPD reports many people still leave personal items visible inside of their cars. Moreover, once thieves identified that a particular car has "valuables"; they keep coming back. A SH resident and her

²⁰ "Burglary Tips: Protect Your Home" City of Phoenix. Site Accessed 4 Apr. 2009 <<http://www.phoenix.gov/police/burgti1.html>>

tenant experienced four car break-ins within the same twelve months. During the first incident, the thief took home an iPod, cell-phone, and a radar detector unit²¹.

To prevent vehicle theft, consider the following tactics and anti-theft devices:

- i. *Remove all* valuables from the vehicle upon exiting the vehicle for the evening.
- ii. *Use mechanical locking devices* that require removal before being able to drive a vehicle. There are several types of these devices for different parts of a car. A more popular one is the steering wheel lock, “The Club™”. Other devices act as locks for the gearshift, transmission, tires, brakes and pedals, and/or the hood and trunk. These are generally fairly successful in discouraging car thieves right away because they tend to be highly visible. A car thief has to be pretty determined to overcome the better devices. Car insurance rates are usually positively impacted by the installation of one of these devices, but they can also be quite inconvenient.
- iii. *Use electrical/electronic devices*, often called “kill switches,” which are security systems that require drivers to have a small electronic device or key to start the vehicle’s engine. These usually fit on a keychain. If the engine is not legitimately activated (by use of the device), the immobilizer shuts off or disconnects a part of the electrical system, usually the starter, ignition, or fuel system. When the immobilizer is activated, it is nearly impossible for thieves to bypass the disconnected parts. These are probably the best anti-theft devices out there on the market today, but they can be expensive. If price isn't an issue, consider getting one of these gadgets to not only help lower auto insurance rates, but also for the peace of mind it can provide.

Vehicle alarms are good because the noise level draws attention and is usually enough to frighten away car thieves. However, these devices do not prevent a car from being driven away (even with the alarm on!). Also, alarms can be extremely annoying when they go off accidentally. Make sure to purchase a good quality alarm; some systems are even recommended by insurance providers and will likely have a positive impact on insurance rates.

iv. *Use vehicle tracking services*, which are also a great way to protect a vehicle. More sophisticated car thieves are often deterred by something as simple as “etching” a Vehicle Identification Number (VIN) into car windows and on major parts. Thieves quickly realize that it will be much more difficult to part out or re-sell, because the car’s parts are traceable. Another option is signing up with a vehicle tracking company. If a car is stolen, the tracking company will be able to locate the vehicle through a unique tracking code. Tracking systems are usually enabled by radio receivers and transmitters, and now, often through Global Position Systems (GPS). It is probably best to advertise that a car has one of these devices installed; otherwise, the benefit may only “be after the fact”²².

²¹ Survey participant – abbreviated version.

²² Phillips, Kade. Car Theft and Auto Insurance in Phoenix. Ontario: Kinetics.com, 2006. Site accessed in Tucson, AZ. 4 Jul. 2009 < <http://www.kanetix.com/Car-Theft-and-Auto-Insurance-in-Phoenix>>

D. COMMUNITY FOSTERING EVENTS

Having a sense of community is an integral part of a safe neighborhood, and secondary research demonstrates that community fostering events help prevent crime. These events nurture neighbor-to-neighbor relationship building which prompts people to watch out for each other. It is also one of the key factors that survey participants value, and one in which they are willing to participate. To create this sentiment, the SH neighborhood needs events that facilitate opportunities for community building.

60.87% of the survey participants indicated that they would be willing to participate in community building activities and events. Among their top five choices:

- 1) Participating in Neighborhood Watch Group: 17.27%
- 2) Attending Neighborhood Meetings: 13.91%
- 3) Organizing Block Parties/Potlucks to get to know Neighbors: 10.79%
- 4) Joining SHNA Committees: 8.63%
- 5) Coordinating Special Meet and Greet Events: 8.63%

1. Neighborhood Watch Groups

Part B of this section outlines the team's recommendations to facilitate participation in Neighborhood Watch Groups.

2. Attending Neighborhood Meetings

The SHNA uses its newsletter, website, and List Serv to invite neighbors to attend its meetings. It might also consider hosting a "SH Volunteering Opportunities" once or twice a year in which committee leaders can present on their activities and recruit participants. In addition, creating an additional page on the SHNA website with a description of the various SHNA sponsored committees and links to contacts will add visibility to these programs.

3. Potlucks/Block Parties

Informal conversations with fellow neighbors and the Quality of Life survey team's experience with organizing Pot Lucks and other block parties provide first hand knowledge of the value of these efforts. To support these activities, the team recommends that newsletter articles be written by neighbors who have coordinated these events. These testimonials will help others recognize how easy it is to create these events and inspire them to do so.

4. Meet and Greet Events

The possibilities for Meet and Greet Events is endless. A Spring Picnic, SH Neighbor-to-Neighbor Freecycle (events in which neighbors give away things they are no longer using) and Charity Donation Drives are the type of events that would help people get to

know each other²³. Another possibility given the economic stress that many Tucson families are suffering is to support projects similar to the “One Can a Week,” which is spearheaded by Peter Norback from the Miles Neighborhood.

The Miles Neighborhood Food Collection Project enlists the help of neighborhood volunteers to pick up one can of food a week from fellow neighbors. All donations are then turned to the Community Food Bank of Southern Arizona. What began as a simple idea to help those in need has snowballed into a neighborhood-wide project. From January to March of this year, One Can a Week has collected 1,411 lbs, and in the last 3 months, it has collected 3,000 lbs of additional food²⁴!

This grass-roots effort can be easily initiated and executed in our own neighborhood. It would allow neighbors to get to know each other and help those in need. The team recommends that Mr. Norback receive the support of the SHNA to hold a special meeting (not during a regularly scheduled board meeting) at the Himmel Library. During this meeting, he can present the program to interested neighbors and recruit from among those who are interested. SHNA can also help in promoting this meeting through its newsletter, website, and List Serv.

²³ 25 More Ways to Make Your Neighborhood A Community. Sunset Magazine. Site accessed in Tucson, AZ. 15 May. 2009 < <http://www.sunset.com/food-wine/25-more-ways-to-make-your-neighborhood-a-community-00400000012804/>>

²⁴ One Can a Week Blog. Site accessed in Tucson, AZ. 29 Jun. 2009 <<http://onecanaweek.blogspot.com/>>

V. LESSONS LEARNED/FUTURE IMPROVEMENTS

Lessons learned by the survey team in compiling questions, coordinating distribution logistics and volunteers, briefing the Sam Hughes Neighborhood Association, tabulating the results and producing a report everyone in the neighborhood to access will serve as a blueprint if and when future surveys are performed. These lessons include:

- Enlisting the help of more SHN volunteers – distribution of flyers, promotion of survey, etc.
- Reaching out to media by sending a press release about the SHCAC efforts
- Creating one survey rather than two versions- this would have facilitated computation steps
- Streamlining questions and avoiding too many choices
- Determining frequently used communication vehicles; the team should have asked “would you use the internet to download SHN news and information?”
- Learning why participants do not use the List Serv; the team should have asked if it was because they didn’t have access to the Internet, if they participated but didn’t like it, or if they were aware of its existence
- A missing voice in the survey was one of the transitory young renter, such as a student. The majority of the survey participants were homeowners, and reasons for leaving SHN didn’t include academic study completion. Future survey administrators would benefit from exploring ways to reach out to this population
- Enlisting the assistance of other individuals with higher caliber research knowledge to help assist with survey design.
- Designing a survey applicable for SHN businesses
- Asking SHNA for administrative support for the distribution of survey hardcopies for residents without access to the internet
- Conducting the survey during cooler months such as January, February, or March
- Using the “Quality of Life Index” as a model for asking how the conditions within the SHN promote or detract from health, family life, material well-being, political stability, job security, political freedom, gender equality.

These lessons will allow future survey volunteers to formulate and implement an improved survey process. This survey did provide valuable information, and it also served as a community-building effort.

VI. QUALITY OF LIFE SURVEY CONCLUSIONS

The research completed during this project provides the SHN and the SHNA with specific information about priority issues and recommendations as they pertained to crime and crime prevention. This survey only confirmed or invalidated insights learned during Crime Prevention Meetings.

A. ANSWERS TO GLOBAL QUESTIONS

- *As a neighborhood, how well informed are resident about crime trends?*

We are not well informed. Almost 27% of the participants are not reporting crimes to TPD. This alone lets us know that residents do not understand the importance of crime reporting.

- *What is the best communication vehicle to disseminate information to SH neighbors?*

In the short term, using the SHNA Newsletter is the best way to reach residents who have and do not have access to the internet. However, an on-line portal with current news should be considered as an up-to-date communication method.

- *Will our neighbors embrace the crime prevention “best practices” employed by other communities?*

Yes! Neighbors want to participate in community-building activities which include Neighborhood Watch Groups. Giving them the tools and opportunities to become involved will help SHN promote safety.

- *Are there other Quality of Life issues that are more important among SH neighbors than safety (infrastructure, property beautification, noise ordinances, street lighting, landlord/tenant accountability, etc)?*

Based on the responses, crime reduction overrides other quality of life factors. Other factors such as infrastructure, bicyclists' use of safe riding practices and use of night lights, etc., continue to be important (refer to Appendix 2 and 3 to read open-ended comments by survey participants); however, safety is the number one issue that neighbors want addressed.

Despite the focus of the survey, participants brought other issues and concerns to the table. This phenomenon supports the need for the creation of a strategic plan to address issues of concern and to involve neighborhood support.

The focus of a strategic plan should be to identify community resources to solve identified problems 80.1% of the survey participants stated that they support the creation of a working action plan that addresses existing quality of life issues.

B. ACKNOWLEDGEMENTS

1. SHN Volunteers

Orchestrating the distribution of the Sam Hughes Quality of Life Survey was possible due to the generosity and time commitments of many Sam Hughes volunteers. The survey teams would like to thank the following individuals and organizations for their support, encouragement and manpower:

Joy Baker	Troy Hewgley	Ian Rubi
Amy Bosco	Dan Head	Holee Ramirez
Jim Calle	Dianne Horgan	Bob Schalk
Randy Capin	Kelly Horgan	Rick Stertz
Karen Coffin	Mike McKasson	Debbie Stertz
John Coffin	Sally McKasson	Debbie Swanson
Bill Craig	Kathi McLaughlin	Beth Trapp
Sylvia Flores	Noriko Nevins	M.J. Talbot
Dennis Garrison	David Nevins	Sam Youmell
Anne Harman	Mary Profeta	
Alan Harman	George Profeta	
Desie Harman	Debra Rubi	
Virginia Hewgley	Melanie Rubi	

These volunteers distributed the flyers and hard copies of the survey only and were not responsible for the creation and tabulation of the survey and its results. Any oversights by the team are not a reflection of the above mentioned individuals.

B. BUSINESSES

- Insty-Prints on Oracle
- Sparkle Cleaners
- Rincon Market
- International Association for Public Participation

C. ORGANIZATIONS

The Sam Hughes Neighborhood Association provided the financial support to fund the clerical costs of the survey completion. Their help is greatly appreciated.

Tucson Police Department

APPENDIX A: SURVEY METHODOLOGY

A. Survey Development

The choice of questions and structure of the answers was based on the information gathered during various Crime Prevention Meetings, discussions with TPD staff, and additional secondary research.

B. Sampling and Data Collection for Survey

Necessary Sample Size to achieve a response rate of 23.38%.

Confidence Level = 95%

Confidence Interval = +/- 5

Sam Hughes Neighborhood Households= 1,226

Sample Size ²⁵= 293 Surveys needed

This was the best measurement available for the team as information regarding the actual number of Sam Hughes residents is not available. Thus, the sample size was based on the number of households within Sam Hughes and the assumption that one response per household would be achieved.

C. Questions

Both surveys used a variety of question formats:

Multiple choice questions: To allow responders to select more than one choice (Learning SHN news from: list serv, newsletter, etc.)

Nominal/categorical: To help describe group assignment (Home Owner, Renter, etc.)

Dichotomous: To provide only two choices for response (yes or no)

The team didn't use ordinal questions such as those using likert scales or semantic scales. The statistical knowledge required to create and analyze questions and responses is not an expertise.

D. Analytical Tool

For this project, the team developed an instrument in the form of a survey, designed for use on SurveyMonkey.com²⁶.

²⁵ Survey Systems. Site Accessed in Tucson, AZ 12 Dec. 2008 <<http://www.surveysystem.com/sscalc.htm#factors>>

²⁶ Galt, John. Service for business: Survey Monkey- A Good Solution for Businesses Looking for Feedback" AC Associated Content. 13 Dec. 2008. Site accessed in Tucson, AZ. 12 May. 2009 <http://www.associatedcontent.com/article/473545/services_for_business_surveymonkey.html?cat=15>

F. Collection Flaws

Constructive criticism was given to the team by a fellow resident. She mentioned that she had taken the survey twice. Indeed the team could have hindered residents from completing a survey more than once if the system detected the same IP address being used. However, if we selected this option, the team would not be able to enter the results from the surveys completed by residents without internet access (hardcopies).

The team knew of this flaw, and to compensate for it, surveys completed during the beta testing were not included in the final tally.

APPENDIX B-LAST QUESTION RESPONSES (SHORT SURVEY)

Responses to the last question in the survey “Please let us know if there’s anything not discussed in this survey that you are currently concerned about that has positively or negatively impacted your quality of life in Sam Hughes” Abbreviated survey. These comments have been pasted directly from Survey Monkey. The team has not made **any** changes. **This is raw information.**

1	<i>I'm new to SH. I don't know if we have a crime problem. I don't really know what is going on.</i>
2	<i>What is up with the water tower?</i>
3	<i>Neighbor's illegal structures (water cisterns)</i>
4	<i>We appreciate Sam Hughes Cares for Seniors program and the volunteers who help us, take us shopping for food, dr's appointments, change light bulbs for us, etc. We appreciate them all very much.</i>
5	<i>used to be a member of the listserv, but participants' discussions get way out of hand. The exchanges are too melodramatic.</i>
6	<i>The destruction of lovely old houses to build homes in inappropriate to the area and whn dwarf old homes and reduce privacy. The new people do not interact with older long term owners. I remember when 4th of July fireworks were at the stadium and people didn't know would share our front lawns to watch - no garbage, fights, or rudeness. Just lovely.</i>
7	<i>Frequent nighttime activity of kids on bicycles on street in alley drunk and drugs? making noise! I would love a quiet night in this neighborhood . If there is a football U of A game, guaranteed that parties and street wanderers will be out. Cars go very fast on my street, and there is lots of traffic on the alley.</i>
8	<i>I've been fortunate with crime problems. I have two dogs.</i>
9	<i>Our home has been in our family for 76 years. It is sad to see the deterioration of homes and property unkempt - mostly - because of absentee landlords. Our streets desperately need repaving and our alley ways have become a city dump.</i>
10	<i>Traffic on 3rd street has become:</i>
11	<i>a) bicycle and car raceway</i>
12	<i>b) a traffic artery. cars from intersecting streets feed into 3rd St. for egress into Campbell Ave. or Tucson Blvd. Bicycles from intersecting streets swoop without stopping and at high speed along a wide arc into 3rd St. Gigantic mail trucks use 3rd St. for exit into Campbell Ave. Motorized bicycles race along 3rd Street making discordant noises.</i>
13	<i>c. a public park (with its good and bad aspects) as a dog exercise alley, a jogging route, and a baby carriage lane.</i>
14	<i>This could cause me to move; I think the poorly maintained properties are eyesores and decrease the appeal of the neighborhood. Students renting houses with cars all over the front lawn, garbage cans left on the street for days and sometimes weeks and general decline in the property places an unfair burden on the rest of our property values. I think student landlords and the students should be held to guidelines.</i>
15	<i>The police thought my auto vandalism was by a person searching for drugs. I think there may be an erroneous perception that UA students cause a lot of mischief.</i>
16	<i>LOUD airplane noise, especially in summer due to flying too low</i>
17	<i>Please publish a description of "Sam Hughes List Plan" (List Serv) in the newsletter.</i>
19	<i>Bicyclists' "safe riding practices" publicized in some way. Be kind to residents without computers.</i>

20	<i>I would love traffic circles and more stop lights on 6th Street and Tucson Blvd. to reduce traffic through SH.</i>
21	<i>Sometimes people aren't available to participate, not because they work, but because they are involved with their extended family. For instance, I am almost the only sitter for our grandchildren. I'm</i>
22	<i>working, but not a regular job, time is flexible. Also,</i>
23	<i>some of our neighborhood are not available because of health reasons, yet are not invalids. Not able to take part because it's hard to get around. These are a couple of areas that I wasn't able to respond to because of these issues.</i>
24	<i>I think the parking program is out of control and avoids the university. It needs to change!! We are paying fee upon fee just to park on our streets. A more detailed letter expressing my opinion will follow.</i>
25	<i>I've only lived here about 2 months or so. I cannot really answer these questions.</i>
26	<i>Your transportation program has been helpful.</i>
27	<i>I was very disappointed in reading the complaints about the UA rap concert last month. The University is a part of this neighborhood and student on campus events are important. As a Sam Hughes resident, it was embarrassing to read the complaints some of my neighbors made about this event.</i>
28	<i>Increasing traffic and noise</i>
29	<i>Although I am somewhat tolerant of aircraft noise and find the planes interesting to identify, I think that they represent a deteriorating safety issue for Sam Hughes and others in the D M flight path.</i>
30	<i>The biggest issue for me is having a safe, crime free neighborhood for my family. If this situation continues to deteriorate and is not addressed by local govt and police officials, I would consider moving out of SHN and/or Tucson.</i>
31	<i>The parking police. they have ticketed people in the time it takes to drop off a toddler with instructions for care, or between someone taking a visitor permit in from the car, chatting another minute before going back outside and leaving. too aggressive.</i>
32	<i>Trash cans in many alleys do not have lids and the city does not respond to requests to have these replaced.</i>
33	<i>I know it is a dark sky city, and that is a good thing, but I think the overall darkness of our residential streets makes them less safe and more conducive to criminal activities.</i>
34	<i>I appreciate the Sam Hughes Neighborhood Association and their services. 8th Street & Tucson Blvd. is a dangerous intersection</i>
35	<i>I like the fact that there are more young families with children moving near me. Deterioration of properties where U of A students live.</i>
36	<i>We would be very disappointed if the Sam Hughes Association turned into an intrusive group of folks trying to impose their personal interests on other.</i>
37	<i>The tone of this survey give me cause to be concerned.</i>
38	<i>I would like to see a better rotation of neighbors on the SHNA board. It seems very stagnant. A fresh perspective would be invigorating.</i>
39	<i>Question 13 - alleys and crime sub-question is leading and not appropriate.</i>
40	<i>We support the neighborhood's contribution to reduce light pollution and its effect on the astronomical heritage of Tucson. We hope that the neighborhood will continue to keep the number of street lights to a minimum or continue to use low-pressure sodium lights.</i>

41	<i>Is it possible to have a Home Owners Assoc. that develops architectural guidelines for new construction and remodel and is reasonable in their enforcement. I've heard horror stories about homeowners living under the tyranny of an HOA. We would have to be very creative in developing a plan that allows freedom of choice with some restraint. Maybe I am dreaming the impossible dream.</i>
42	<i>Twice have been awakened in last 4 months by parties at adjacent houses. House next door is short term rental; house across the street is multi-bedroom student rental. Both are problematic.</i>
43	<i>1. The asphalt on neighborhood roads is deplorable and potholes are everywhere.</i>
44	<i>2. The City refuses to enforce city code requirements to keep sidewalk areas open and usable. Many residents have blocked these areas with berms, plants, landscaping, etc. Can SHNA do anything about this?</i>
45	<i>3. I love speed humps and think this was a great way to slow cars down.</i>
46	<i>4. I have enjoyed the historic district status (and tax savings) for many years.</i>
47	<i>5. I think that grants for work on historic properties are no longer available, but it would be nice if SHNA could verify this and share info.</i>
48	<i>6. I really enjoy reading the SHNA newsletter.</i>
49	<i>7. Thanks for doing this survey and all the good work!!</i>
50	<i>At night people drive fast down 6th St. People race down 6th because there aren't as many cops as on Speedway. 6th and Country Club is a loud and busy intersection at night.</i>
51	<i>Overall, Sam Hughes is a great place to live. The houses are interesting, the location is great: Sam Hughes school, U of A, Himmel library and park, Rincon Mkt., post office, all within walking distance. Disadvantages: It can be noisy (from the U of A, planes primarily); crime is an issue. The increased number of rental properties is probably the most important problem.</i>
52	<i>The increasing rate of conversion of owner occupied residences to rentals is the single greatest threat to the neighborhood.</i>
53	<i>Excessive noise from U of A events, particularly the football stadium</i>
54	
55	<i>I strongly support the improvement of facilities to bus riders around the neighborhood. We should strive to be a model neighborhood in providing safe cross walks to persons needing to cross streets to access a bus stop from any part of our neighborhood (including Speedway and Broadway), and we should show leadership in upgrading all bus stop facilities to include at a minimum a shaded area for sitting.</i>
56	<i>I am concerned that the SW quadrant will deteriorate due to pressure from the deterioration of Broadway (failed businesses, torn down buildings), shabby neighborhoods nearby and easy in/out access for home/car thieves. Explore wall borders and minor street closures at Broadway.</i>
57	<i>It is surprising that in a neighborhood of this quality, home owners would allow groundskeepers to bully them into using the insidious, dangerous (decibel level and air polluting) gasoline powered leaf blower! What ever happened to rakes?</i>

58	<i>A few of the other neighbors & I have become aware recently through list serv & email and have all noticed an increase in the number of tickets given out by Parkwise. It is annoying & expensive. Residents must be left alone and not ticketed for all their erroneous and arbitrary reasons. Also if a resident vouches for a guest any ticket should be voided. Parkwise problems are the foremost reason Sam Hughes has problems. They must be evaluated and made to stop their ticketing for the city. I am sure, but this is Tucson not New York City and the ticketing must stop!</i>
59	
60	<i>Also, even when passes are on dash they give you tickets for not having pass "just go" - ridiculous!!! City of Tucson must stop allowing Parkwise to make money from residents for their constant ticketing. A neighbor was ticketed for parking too close to driveway after a hit and run driver pushed her car into driveway & Parkwise gave him a ticket. They have no thought process, intelligence or reason. It's all about making money. Get it to stop, please!</i>
62	<i>They over ticket and judges will not listen to the truth when it is in many cases, Parkwise has made an error. When this happens every 1x per week that is \$59 x 52 weeks = \$2,500.</i>
64	<i>Over 23 years, I have paid and paid and paid and this must be stopped. Please have SHNA do something for us. Thank you.</i>
65	
66	<i>There are many others like me here who have experienced similar and more problems & we are sick of it! Otherwise, Sam Hughes would be a wonderful neighborhood. It is my only complaint. I know it's near the U of A but it's okay. Parkwise is ruining it.</i>
67	<i>Police response-when my car was stolen the day after Thanksgiving, I called the theft in at 11:00 a.m. They told me to wait at my home until the police arrived. They showed up at 5:00 p.m. My car could have been in Mexico by then. Since I had no food in my home and was going shopping at 11:00 a.m., I did not get to eat until a neighbor brought a sandwich about 3:00 p.m.</i>
68	<i>Residents blocking sidewalk areas with plantings or rocks and forcing people to walk in the street.</i>
69	<i>Better monitoring of p-u and drop off at Sam Hughes Elementary. Better enforcement of 25MPH on Tucson Blvd. in front of the park. Increased hours at pool.</i>
70	<i>Parkwise. Parkwise. Parkwise. The system is not working as intended. Enforcement is arbitrary and inconsistent, the agents are rude, and the supervisors (Ricardo) are ineffective and unprofessional.</i>
71	<i>The issue that would prevent us from buying the home we currently rent more than any other detractor (besides the price of the home) is the overall rudeness and carelessness of the members of the LDS church at 10th St and Norton. They throw garbage in their lot which blows into our yard, they park up and down both sides of the street (despite ample available parking the church lot) making it impossible for 2 cars to pass through, and they hold meetings until 9-10 pm Wednesday, Thursday and Friday nights resulting in late night noise. I have rarely encountered a more careless and selfish group of people.</i>
72	<i>The economic downturn means people should be growing more food in urban agriculture. Neighborhood should get involved in this movement.</i>
73	<i>Traffic in adjacent alley</i>

74	<i>Negative - increased ideas by the neighborhood organization and neighbors that they can police my lifestyle. i don't want to live in a gated community with a nosy HOA - that's one of the reasons i chose Sam Hughes....but i think certain people here think they should be in everyone's business. I thought this was a liberal city neighborhood.</i>
75	<i>Someone has been walking by my house at night and knocking over the garbage and recycling bins. They also attempted to uproot my mailbox.</i>
76	<i>Honestly, a lot of the bickering on the Sam Hughes list -serve has made me less willing to get to know my neighbors. I like to be aware of what's going on and help out when needed, but I'm not putting down roots here (I'm here for grad school).</i>
77	<i>Barking dogs</i>
78	<i>Landlords are too often not requiring tenants to abide by local standards of peace & quiet and number of bodies per home.</i>
79	<i>I think vacant and run down houses are a problem in the neighborhood</i>
80	<i>Increased traffic on Country Club and accidents caused by lack of center turn lane</i>
81	<i>Sam Hughes not taking an active role in the DM issues.</i>
82	<i>Despite occasional problems in our alley, we strongly support the City's maintenance of the historic alleys of central Tucson. We see them as an integral part of Sam Hughes, and one of the main reasons for SHN's classic streetscapes. Long live the alleys!</i>
83	<i>The condition of the rental properties is probably my biggest concern</i>

APPENDIX C-RESPONSES TO LAST QUESTION (LONG SURVEY)

Responses to the last question in the survey "Please let us know if there's anything not discussed in this survey that you are currently concerned about that has positively or negatively impacted your quality of life in Sam Hughes" Long survey. These comments have been pasted directly from Survey Monkey. The team has not made **any** changes. ***This is raw information.***

- Issues with Question #9: does not allow for a "has stayed the same" response. I don't "feel" it has increased OR decreased.
- Issues with Question #20: "Check all that apply" does not allow for multiple responses...
- 1
- 2 N/A
- Q #20 only allowed one check off, could not volunteer for more than one.
- 3
- The housing bubble brought out-of-state investors here to buy up properties. This drove up house prices to a prohibitively high level for young families with school age children. Many investor-owners remodeled the houses into student housing that is impractical for families, and some of those properties brought in residents who directly or indirectly contributed to the rise of nuisance (e.g. loud parties) and crimes.
- 4
- THE PLANES. This has been an issue around the university of years yet it was not addressed in this survey.
- 5
- 6 Military jets were not mentioned. This is a big noise factor
- Not having ideas pushed on me by other parts of the neighborhood. Work with new businesses so that we have an 'urban village' setting and don't have to drive. Making Himmel Park active with and without amplified music. Having neighbors put their dogs on leashes! Admitting that we live next to a University and live with our students not against.
- 7
- There seems to be a growing paranoia about crime. I don't know what the statistics are to really evaluate whether there's an increase or not, but the neighborhood feels more uptight, suspicious, elitist, xenophobic. The people who live in SHN are incredibly well-off and fortunate--of course we'll get robbed, along with everyone else in town. It's just stuff. Let's try to reduce crime in our neighborhood and our city as a whole, but not create a fortress attitude around Sam Hughes.
- 8
- Excessive jet aircraft noise, light pollution from street lights (orange glowing houses), chorus of barking dogs at night, abuse of communal garbage collection
- 9
- Access to Himmel Park including library, Post Office, 2nd St. Children's School are enormous assets to living here. One can get along without a car. I would also like to see more investment by the neighborhood into Sam Hughes Elementary School - investment meaning volunteering by residents and donations.
- 10
- 11 Negative impact due to the projected widening of Broadway
- 12 Can't think of anything at this time.
- 13 The mentality of the traffic parking control agents.

- I've really enjoyed our neighbors and our location, especially the U of A and Himmel Library--for 30 years. I so wish the traffic would be slowed down before someone gets hurt. How about traffic circles?
- 14 I am concerned about the homeless situation at Himmel Park. I would like the city/state to do more to help these men, instead of just forcing them to move on. I don't mind that people let their dogs loose at Himmel Park, but there are several people who have aggressive dogs that don't control them when they're off-leash. We have one neighbor who is constantly filing complaints about other neighbors' properties that really aren't warranted (e.g., complaining about their water harvesting culverts being "unsightly"). We haven't been directly affected, but it is a negative factor on our block. Also, at times the quantity of door-to-door solicitors is over the top. We have had several that were quite rude. We posted a "no solicitors" sign by the door, but still have some ring anyway. I do wish the crime could be reduced. There have been about 3 times in 1.5 yrs that cars parked on the street have had windows broken out in the middle of the night. That seems excessive. Our garage was broken into once, and a bike taken. But, overall, we really like living
- 15 here.
- 16 Students
- 17 None.
- 18 Notifying renters of city noise ordinance so that I can get some sleep at night.
- 19 Thanks for doing the survey. I do think the first 2 questions are unclear as to how to answer - better if just yes/no/na for each one rather than 5 yes or nos - 5 yes AND 5 no? and how is a No a benefit/ Sorry -just a bit confusing
- GET THE HOMELESS OUT OF HIMMEL PARK.
- PLANT MORE TREES IN HIMMEL PARK.
- EXTEND THE POOL HOURS AT HIMMEL POOL TO INCLUDE SUNDAYS IN THE SUMMER.
- 20 OFFER MORE TENNIS CLASSES AT HIMMEL PARK TENNIS CENTER.
- Speeding on street-negative
Cars parked on property in front of houses-negative
Cars parked the wrong way on streets-negative
Homeless sleeping at buildings-negative
Trees planted too close to the curb and obstructs view when backing out to street and covering stop signs-negative
- 21 I am very concerned that crime has arrived.
- 22 My responses to Q9 may be skewed because there is a lot of information about "suspicious activity" on the SHNA list serve.
- 23 A missing question(s): "Is the neighborhood assn meeting your and the Sam Hughes community needs?" To me, it seems like there could be more regular information about what activities are funded through the SHNA member dues and the home tour. Would the board like input from the neighborhood about how to prioritize the use of those resources?

I was told by a member of Ms Trasoff's staff that my neighborhood South of 6th Av is called "Spam Hughes" by the SHNA. I do not believe such a comment or term materializes out of thin air. When's the last time the SHNA did anything about the quality or appearance of the Lee Starr Learning Center?????-----

24 The RTA plan to widen Broadway which will have a negative impact.

Loud parties late night by Hispanic neighbors, of which police never visited when called, as they were too busy in other areas!

25 We really appreciate the newsletter and the spirit of this survey. Thanks.

26 I like the U of A students and the dynamic energy they bring to our area. I like friendly neighbors who have consideration for one another, but am concerned also about our privacy and others dictating our private lives. I don't want to see more rules that residents have to follow. We should feel inspired to act as good neighbors to one another, and take care of our neighborhood, but not have restrictions imposed upon us to keep us in line.

27 Improving and/or adding sidewalks to all areas that need improvements.

I am worried about homes being turned into dorms. Our neighbors built a "hobby home" that I reported to the city when it was first under construction. The city refused to do anything - said it was a hobby room. It is a 2 story 2 bath apartment. There are many other examples of this.

28 The city needs to do its job when an infraction is reported.

There is not a rigorous enforcement of the rental rules with regard to number of occupants per residence, number and method of on street parking, noise, littering, and general disregard for neighbors by the rental population. A disregard on the part of rental property owners for the general care, management of their rental units, and a lack of responsibility or management of their tenants.

29 1. Noise and odors from Broadway businesses and the fact that when asked SHNA for help was told "it's your problem not ours". There's a definite impression of favoritism for issues in central (wealthier) part of neighborhood. Annoying to have such a negative response while watching association go nuts over events such as Spring Fling and UA sports events that affect the neighbors on limited days of the year, while issues that affect us every day are told "it's not our problem".

30 2. Military jets that fly over making it impossible to hear oneself think, even with windows closed. On some days it sounds like a war zone.

31 Health and stability of tall trees in neighborhood (especially eucalyptus) - risk during monsoon season

32 The parking requirements from the city. Although it is important to have restrictions on parking due to the U of A, I think we should be able to have long term parking stickers and more than 1 guest pass if we are long term residents.

As I mentioned above, if this survey is indicative of the general attitudes toward people like myself (young, renter, recent college grad) in this neighborhood, then I feel much less welcome here after taking it than before. I did not realize that anyone would consider the mere presence of rental properties or neighbors who drink beer to be a blight on the neighborhood. While this survey is happy to accommodate the perspective of someone who is disdainful of the UA, renters, and people who have parties, drink alcohol, or can't afford to hire landscapers, it fails to offer the same kind of understanding toward those of us who are less than thrilled with the economic exclusivity of the neighborhood and the negative stereotyping of us by its residents. The questions and answers in this survey give me the impression that you have already decided what you want to hear, and who is welcome in the Sam Hughes
36 community.

37 Rentals should pay taxes as rentals rather than owned occupied

The one thing that can really be corrected...return all libraries, especially Himmel, to a "quiet reading zone" not some child care nor cell phone call
38 center!!

39 Bicycle routes and traffic circles.
parking situation at entrance to Himmel Park, alley dumping and alley
40 cleanup needed (regulations?)

Proximity to Himmel Park has been a wonderful bonus, though it comes
41 with downsides of added traffic, some added crime and late-night noise

The recent U of A concert was completely out of bounds, the noise was
beyond excessive, awakened until 11pm on a school/work night.
42 Outrageous!!

43 Traffic.. too fast...

The UA and all the sports and cultural events is generally a positive
44 impact

The HOA and neighbors should concentrate on positive improvement of
neighborhood, not spying and 'reporting' neighbors for items they
fabricate because of personal hatred and power control issues. I moved
to a non HOA neighborhood on purpose - I'd like to keep it a liberal place
accepting of all ages, all cultures, and all lifestyles, all architectural
45 tastes.

Crime, inability of people to live and let live. We all have different
priorities and different lifestyles. We need to accommodate one
46 another.

Thank you for conducting the survey and for working for a better
47 neighborhood!

Businesses inside residential property, neighbor's landscapers make a lot
of noise early in the morning, garbage trucks tear up pavement and
48 leave other garbage behind in their haste to move to the next house

The city has had over thirty years to do something about bicycle safety on Third Street. I am tired of dodging bikes on the sidewalks, crosswalks, and cutting through my yard. The bulk of the offenders are adults. I can ignore their screaming of obscenities but the attitude that this is exclusively their street is unacceptable. This is a residential neighborhood and people live here.

49

50 Please see above answer.

Would like to see most stop signs inside the neighborhood converted to yield signs to make the area more bicycle friendly

51

The Residential Parking Program is in place for the benefit of residents. But, they have overstepped their boundaries and have made it very difficult for some of us to park in front of our own houses and/or have friends/family visit.

52

Sam Hughes Home Tour is HUGE in positively impacting our neighborhood as is our historic designation. These things increase neighborhood pride/care of homes and build brand equity in our neighborhood, which all help home values to the upside as well as quality of life. Also, actions like those of Denice Blake/John in improving the corner of 1st & Country Club, are fantastic!

53

Can anything be done about a) street lights? it's very dark on our block; b) street paving? 2nd Street, Olsen, some of 3rd Street, etc. are like roller coasters.

54

Increasing number of speed bumps/humps in neighborhood increases wear/tear on cars (especially shocks), wastes fuel (increases number of times cars must accelerate and brake), and interferes with smooth traffic flow.

55

Dogs barking. Seriously, though dogs are kept in peoples yards, many of them start violently barking when people walk by; its very unpleasant when trying to enjoy a walk. The dog across the street from my house goes into frantic barking for minutes as a time for every person that walks by.

56

Didn't fill out all of this, would hope though that my suggestions are taken seriously. By and large City Council is unresponsive to reports about standing water, junky yards, weeds, etc.

57

Not touched upon: How about we get ourselves off the grid?!! We can do it!

58

APPENDIX D: SHN QUALITY OF LIFE SURVEY REPORT EXPENSES AND LABOR ESTIMATES

Expenses

Survey On-line Service		
SurveyMonkey	Feb 16- March 16	\$ 19.95
SurveyMonkey	March 16 - April 16	\$ 19.95
SurveyMonkey	April 16- May 16	\$ 19.95
SurveyMonkey	May 16 - June 16	\$ 19.95
SurveyMonkey	June 16 - July 16	\$ 19.95
SurveyMonkey	July 16 - August 16	\$ 19.95
Printing		
Hard Copies of Surveys		\$ 105.26
Promotional Flyers		\$ 113.00
Door Hangers		
Plastic Bags		\$ 87.50
Postage		
Volunteer Paper Work	2830 E. Hawthorne St.	\$ 0.84
Resident- survey hardcopy	918 N. Plumer Ave.	\$ 0.42
Resident	P.O. Box 40065	\$ 0.42
Resident	2302 E. 9th Street	\$ 0.42
Resident	2321 E. 1s Street	\$ 0.42
Resident	2004 E. 5th Street	\$ 0.42
Resident	2235 E. Broadway	\$ 0.42
Resident	2809 E. 10th Street	\$ 0.42
Resident	2610 E. 9th Street	\$ 0.42
Resident	2925 E. Toledo Place	\$ 0.42
Resident	140 N. Wilson Ave.	\$ 0.42
	Total	\$ 430.50

Labor Hours Estimate

Initial Meetings - SHCAC, TPD, SHNA	15 hrs.
Survey Design and Revisions	35 hrs.
Survey Reproduction Coordination	5 hrs.
SHN Apartment Complex Distribution Coordination	3 hrs.
Volunteer Recruitment and Coordination Meetings	10 hrs.
Flyer and Plastic Door Hanger Prep	10 hrs.
Flyer and Plastic Door Hanger Distribution-2,500 households	130 hrs.
SHNA Board Updates	10 hrs.
SHN Business Outreach	10 hrs.
Data Entry-Survey Results	25 hrs.
Data Tabulation	12 hrs.
Team Email Updates and Communication	30 hrs.
Quality of Life Survey Report-Copywriting and Editing	<u>25 hrs.</u>
Total Estimated Hours:	325

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EDUCATION

THE UNIVERSITY OF ARIZONA

- Eller College of Management, Master of Business Administration (MBA), Tucson, AZ, May 2008

THE UNIVERSITY OF ARIZONA

- Eller College of Management, Bachelor of Science in Business Administration, Tucson, AZ, May 1996
- College of Social Sciences, Bachelor of Science in Political Sciences, Tucson, AZ, May 1998

PROFESSIONAL EXPERIENCE: MARKETING STRATEGY – CAMPAIGN DEVELOPMENT – MARKETING PROJECT MANAGEMENT

7/2008 – Present

Marketing Coordinator – intelliTECH Communications Group (ICG), Tucson, AZ

- Formulate and implement marketing strategies supporting key product lines (outsource IT support, digital telephones, audio visual equipment) while managing sales campaigns - resulting in 5% sales growth – during an economic downturn
- Complete market research activities including surveys and focus groups thereby obtaining market intelligence to better understand client's needs and gauging demand for new product lines
- Create promotional support material including whitepapers, brochures, client case studies, and website content

12/ 2001 – 6/2006

Human Resources Director - J2 Laboratories, Tucson, AZ

- Directed day-to-day HR activities: recruitment, employee relations, benefits, compensation, and performance evaluations and earned the Professional Human Resources (PHR) Certification
- Developed, implemented, and enforced employment policies including anti-sexual harassment, diversity in the workplace, and internal and external code of ethics
- Collaborated with the Client Services Department to develop process improvement changes to increase operational efficiency

1/2000 – 4/2001

Program Manager – Arizonans for a Drug-Free Workplace (AFDFW) Tucson, AZ

- Assisted over 1000 national businesses in the development of Drug-Free Workplace (DFW) policies and in the understanding of federal and state laws such as FMLA, ADA, EEOC, etc.
- Formulated monthly and quarterly grant reports for the Arizona High Intensity Drug Traffic Area and the Small Business Administration's grant management offices enabling AFDFW to receive \$250,000 of annual funding
- Coordinated state, national, and international efforts to increase awareness of drug and alcohol abuse in the workplace and the proper application of laws to decrease the incidence of substance abuse

SPECIAL PROJECTS AND INTERNSHIPS: MARKET RESEARCH – FINANCIAL ANALYSIS

8/2008 - Present

Remote Research Assistant – Knowledge Kinetics, Washington, DC

- Execute research activities on emerging marketing concepts including consumer engagement and value co-creation
- Interview executives in companies that employ consumer engagement tactics: Phoenix Suns, Threadless, Hallmark
- Write company dossiers highlighting insights discovered during interviews and research material illustrating consumer engagement practices

Summer 2007

Internship

Financial Analyst Intern - INTEL Corporation, Chandler, Arizona

- Completed a market model and a financial analysis gauging the demand for a new product: estimating sales of \$640M /5 yrs
- Presented findings and recommendations to the Embedded Communication Group's (ECG) Strategic Marketing Director and Controller - ECG earmarked \$11M/yr to fund the manufacturing of the new product - Manufacturing was approved

Spring 2007

Academic Project

Project Leader - Chopped Restaurant, Tucson, Arizona

- Evaluated the expansion of Chopped's operations into food court venues by conducting primary research (focus groups, interviews, surveys) and gauging product demand in target venues
- Completed sales forecast projecting an annual revenue of \$2 million/yr in select venues

ADDITIONAL

- Languages: fluent in Spanish, verbal proficiency in Portuguese and French
- Technology: Microsoft software programs, customer relationship management (CRM) applications, Social Media applications
- Awards: 2008 Eller College of Management's Think Forward Award for Marketing Innovation
- Professional Associations: American Marketing Association, Tucson American Marketing Association, National Association of Women MBAs, National Society of Hispanic MBAs,
- Community Involvement: Sam Hughes Neighborhood Community Action Committee

Tania Capin

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PROFESSIONAL EXPERIENCE

COPE Community Services, Inc. 2/2008-Present

Tucson, AZ

Access to Recovery (ATR) Project Manager

Provide administrative and fiscal oversight to the Governor's Office for Children, Youth & Families to execute ATR program in Pima County. Recruit and maintain relationships with behavioral health and outpatient health care providers to offer services to general population and Drug Court methamphetamine-affected clients. Manage expansion of program to service general population clients in Maricopa County. Design and implement marketing collateral to promote program goals.

Kaneen Advertising & Public Relations – 6/2005-2/2009

Tucson, AZ

Project Manager

Created and executed integrated marketing and communications plans for agency clients.

Key accomplishments:

- Designed and implemented the Pima County Methamphetamine Public Awareness Campaign
- Won multiple awards locally, statewide and nationally for construction and government clients
- Produced a Town Hall in tandem with A & E's program "Intervention"
- Managed controversial public relations accounts with positive outcomes

Hilton & Myers Advertising – 11/2003 to 6/2005

Tucson, AZ

Media Director

Directed media planning and buying activities for health care, mortgage, automotive, real estate and retail sectors. Utilized quantitative and qualitative media research for post-buy analysis/outcomes reports. Optimized media schedules resulting in increased sales for agency clients. Researched and purchased Hispanic market media for agency clients. Managed activities of media assistant. Part-time position.

Icon Media/Troika Freelance – 4/1999-6/2005

Tucson, AZ

Principal

Communications consultant maximizing effectiveness of marketing and public relations strategies to corporations, non-profits and small businesses.

Hilton & Myers Advertising – 7/1991-4/1999

Tucson, AZ

Media Director

Managed operations of media department, providing strategic marketing and media buying expertise to clients in the health care, communications, gaming, utilities, hospitality, tourism, education, non-profit and retail sectors.

Key accomplishments:

- Increased billable revenues from \$1 million to \$7 million during tenure
 - Consistently exceeded media deliverables for advertising schedules
 - Translated complex marketing objectives into results-oriented media plans
 - Secured an \$80,000 client rebate for national media buying performance
-

COMMUNITY AND PROFESSIONAL ACTIVITIES

- Meth Free Alliance Steering Committee (2005-present)
- Toastmasters International
- Tucson Advertising Federation (1991-present)
- The Giving Tree/Grace Home for Children (publicity)
- StrengthBuilding Partners (publicity)
- United Way Marketing Committee Advertising Chair (2001-2003)
- Travelers Aid Society of Tucson Board Member (1997-1999)

NOTABLE ACHIEVEMENTS

- Frequently an invited presenter at national and international professional conferences on addiction
- Co-authored a neighborhood intervention guide to help citizens reclaim their communities from the negative impacts of drugs and developed "Street Smarts", a corresponding social marketing campaign
- Presented "Social Marketing in Neighborhood Interventions" at the 2008 Global Conference on Methamphetamine in Prague, Czech Republic
- Worked collaboratively with Pueblo High School's Media Arts Class to develop and produce Public Service Announcements targeted to teens utilizing social norming tactics
- Developed a culturally competent direct response social marketing campaign generating a 246% ROI in matching advertising airtime and space
- Instrumental member of team responsible for securing \$6 million in new business for Hilton & Myers Advertising

AWARDS

- Tucson Police Department Certificate of Recognition - Tucson Neighbors Building Community project
- 2008 PRimus Award - Pima County Methamphetamine Public Awareness Campaign
- 2008 Marvin M. Black Excellence in Partnering Award - Sundt Construction's Ironwood-Gantzel Roadway Improvement Project
- 2008 ARTBA Pride Award for Sundt Construction, Inc.
- Addy Award - 2006 Pima County Methamphetamine Public Education Campaign
- Copper Letter Awards - City of Tucson's Office of the Mayor (July/December 2006)
- Pima County Certificate of Recognition - Tucson Neighbors Building Community Project
- Award for Outstanding Contributions to Community Partnerships for Public Safety - State of Arizona Law Enforcement Coordinating Committee
- 2006 ARTBA Globe Award (American Road & Transportation Builders Association) - State Route 188 Resort Road to Devore Wash Construction Project
- 2006 League of American Bicyclists Platinum Challenge Award - submitted on behalf of The City of Tucson

EDUCATION

B.A. Journalism, The University of Arizona
