

Maricopa Association of Governments * Metropolitan Business Planning Initiative
Key Informant Interview Guide

The Maricopa Association of Governments is requesting your action in support of the Metropolitan Business Planning Initiative. Please interview the economic development stakeholders in your area, community, or organization by October 14, 2011. Your assistance in identifying economic strengths and challenges is needed as we develop a business plan for the region. This document provides the context and questions for conducting the interviews.

What is the Metropolitan Business Planning Initiative?

In July 2011, the Maricopa Association of Governments (MAG) was selected by the Brookings Institution as one of four regions nationwide to participate in the Metropolitan Business Planning Initiative. The purpose of the Metropolitan Business Planning Initiative is to shift our economic development culture from one of inter-city and inter-agency competition, to one of state-wide collaboration and mutual benefit. Concurrently, the region's cities and economic development agencies will identify strategic economic opportunities to pursue together.

The thrust of this initiative for the region is to reorganize the way we do business to share information and work toward common goals that will improve the quality of life for all residents. The role of the Brookings Institution is to facilitate the region's self-analysis of our united strengths, challenges, and targeted opportunities. Developing a robust, collaborative framework in which to pursue economic growth will result in revitalizing the state's economy. In addition, the region will have a new process to approach economic development that may be utilized with a variety of industries and projects for years to come.

How do you fit in?

Other regions are organizing and making significant progress in economic development. We need your help to be competitive in national and international marketplaces. We request your assistance to conduct interviews with economic development stakeholders throughout the region. Examples of stakeholders include private businesses, trade associations, local governments, and economic development agencies. The success of this project depends upon your involvement and insights.

The information from the interviews will help us define the strengths and challenges of the region's economy. This will be used to identify one or more lead initiatives that have the potential to transform the region's economy. Your input will ensure that the overview and initiatives will position the region for economic prosperity.

What comes next?

We need your assistance in conducting the interviews to ensure the project reflects the entire region. Please interview people you know who are engaged in, or have a perspective about, economic development in this region. Questions for the interview are provided on the next two pages. Please send all interview notes by October 14, 2011, to Amy St. Peter at email astpeter@azmag.gov, fax (602) 254-6490, or mail to 302 North 1st Avenue, #300, Phoenix, Arizona, 85003.

A work session with Brookings staff and local leaders is scheduled for October 20 to October 21, 2011. We will be reviewing the results of the interviews, the draft strategic overview, and planning for the lead initiatives. At the end of the interview guide, please indicate your plans to attend.

Your continued support of this project is appreciated. MAG plans to submit the strategic overview with the results of the interviews and the work session by October 31, 2011. With your assistance, the overview will reflect the best opportunities for economic development in this region.

If you have any questions, please contact Amy St. Peter at (602) 254-6300. Thank you for your time.

Name of Interviewer: _____ Contact Info: _____

Date: _____ Name of Person Interviewed: _____

Affiliation: _____ Contact Information: _____

October Work Session Participation

The work session for this project is scheduled on October 20 and October 21, 2011. The session will be held at the MAG office, located at 302 North 1st Avenue. The meeting will be held on the second floor in the Chaparral room. Please indicate the groups you would like to attend. You are invited to attend all or part of the work session. Additional details about the work session will follow.

October 20, 2011

- _____ 1:30-3:00 p.m. Overview of demographics, performance measures, and next economy indicators
- _____ 3:00-4:30 p.m. Regional cluster group
- _____ 4:30-5:00 p.m. Debrief and wrap-up

October 21, 2011

- _____ 8:30-9:00 a.m. Debrief from first day and orientation for day two
- _____ 9:00-10:00 a.m. Human capital group
- _____ 10:00-11:00 a.m. Innovation-enabling infrastructure group
- _____ 11:00 a.m. - 12:00 p.m. Spatial efficiency group
- _____ 12:00-1:00 p.m. Lunch
- _____ 1:00-2:00 p.m. Governance group
- _____ 2:00-3:30 p.m. Summary of strategies and prioritization
- _____ 3:30-4:00 p.m. Next steps and wrap-up

Please indicate the leverage point you are addressing through the following questions. Additional information is available in the leverage point attachment.

Regional clusters by industry or occupation.

Human capital aligned with job pools as defined by the supply of appropriately skilled workers and the demand for these workers by firms in the region.

Spatial efficiency as defined by the geographic arrangement of households, firms, and transportation to reduce transportation costs and congestion and enhance proximity and efficiency.

Infrastructure to enable innovation as defined by the financing, research, development, commercialization and entrepreneurship that brings ideas into the marketplace.

Governance as defined by the public and civic culture and institutions that support collaboration, transparency, and trust.

Interview Questions:

- 1) Which of the leverage points would you like to address?
- 2) What is the greatest strength in this leverage point? Please describe why in detail.
- 3) How can this strength be best leveraged?
- 4) What is the greatest challenge in this leverage point?
- 5) What specifically needs to change to address this challenge?
- 6) Who is providing significant leadership in this leverage point? What activities are underway or planned?
- 7) If you had one wish for this leverage point, what would it be?
- 8) Any other comments?
- 9) Name and contact information for other people who should be interviewed?

Thank you for your time!

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