

Transportation Values and Priorities in the Maricopa Region

A Scientific Study of Residents in the Greater Phoenix Region

Prepared for the Maricopa Association of Governments

June 26, 2019



Research Design

Phase 1

Stakeholder iLab



- ✓ September 19, 2018
- ✓ n=43 Maricopa region stakeholders
- ✓ Government, business, and community leaders
- ✓ Provided hypotheses for what the values of region residents are when it comes to quality of life and transportation in the region
- ✓ Results to inform Phase 2, 3 and 4

Phase 2

BrightBoards



- ✓ November 13-17, 2018
- ✓ n=38 Maricopa region residents
- ✓ Mix of gender, age, ethnicity, East/West Valley
- ✓ Validated and expanded upon the insights from regional stakeholders with a general public focus
- ✓ Results to inform Phase 3 and 4

Focus Groups



- ✓ November 29, 2018
- ✓ n=19 Maricopa region residents
- ✓ Mix of gender, age, ethnicity, East/West Valley
- ✓ Validated and expanded upon the insights from regional stakeholders with a general public focus
- ✓ Results to inform Phase 3 and 4

Phase 3 and 4

Online Quantitative (Scientific)



- ✓ March 5-19, 2019
- ✓ n=1,501 Maricopa region residents
- ✓ Census targets for age, gender and ethnicity
- ✓ Validated findings from first two phases and explored additional questions relating to transportation choices, needs, and reactions toward funding
- ✓ Ran parallel to Phase 4

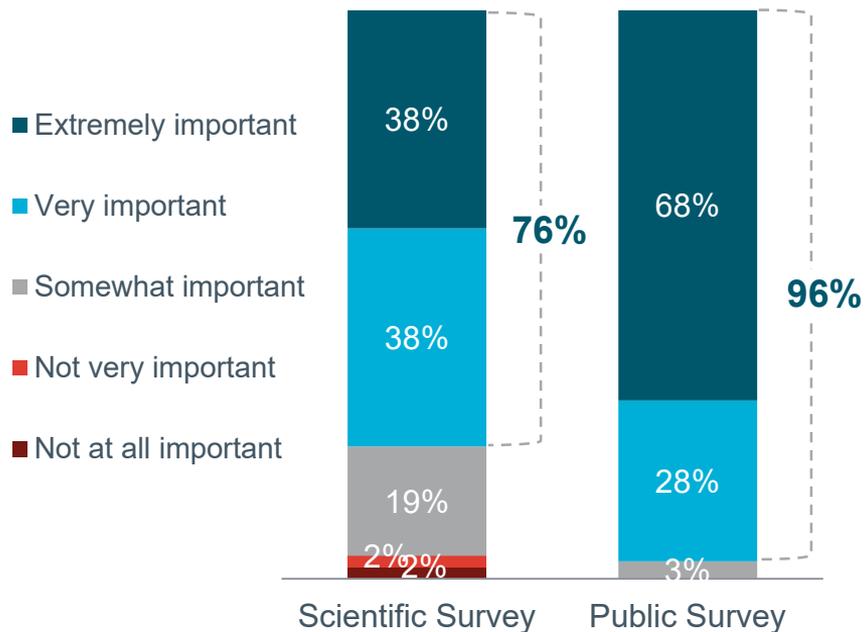
Online Quantitative (Public)



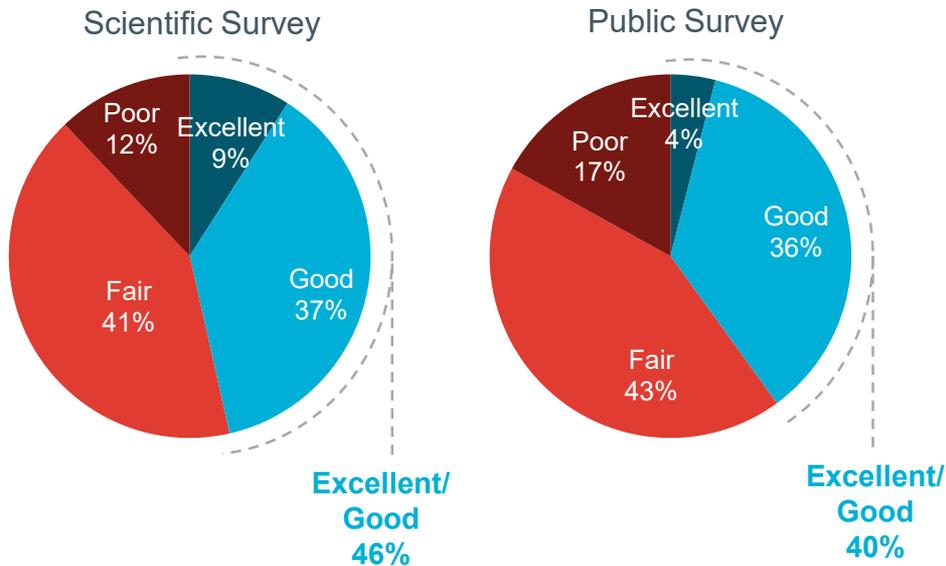
- ✓ Went live March 4, 2019
- ✓ n=9,000+ Maricopa region residents
- ✓ Open, public link
- ✓ Abbreviated version covering about half of scientific survey's content
- ✓ Ran parallel to Phase 3

A transportation vision has elevated importance among public survey respondents, but regional performance is similar across scientific and public surveys.

Importance of Regional Transportation Vision



Region's Performance



BASE: All Respondents (Scientific Survey n=1,501)

Q700. How important is it that the region has a vision or a long-range plan to deal with transportation issues in the region?

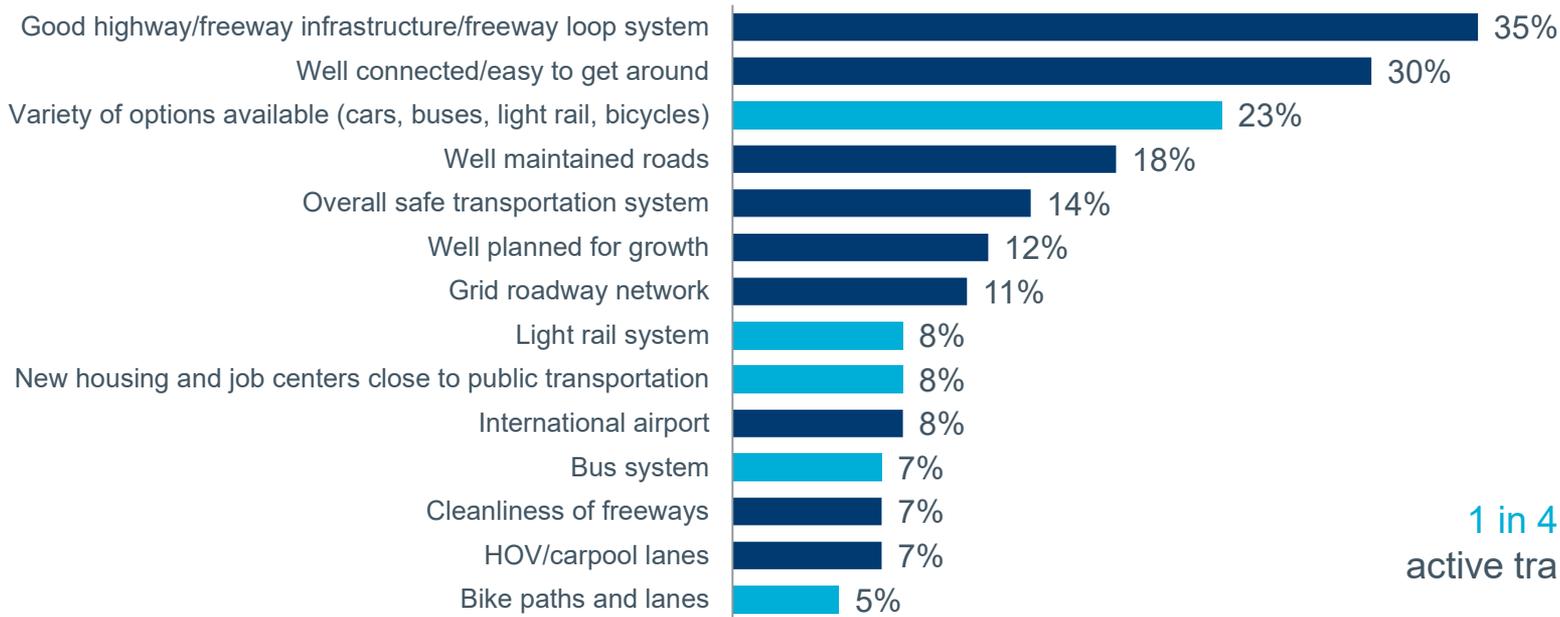
Q705. How would you rate the performance of the region when it comes to planning and providing quality transportation solutions?



The freeway system, great connectivity, and variety of options is what people like most about the transportation system in the region.

Positive Transportation Attributes (1st and 2nd pick)

What aspect of the transportation system contributes most to making your region a great place to live and work?



1 in 4 transit and active transportation

BASE: All Respondents (n=1,501)

Q605. Thinking about all the different things that make up the transportation system, what specifically do you like most about transportation in the region? What aspect of the transportation system contributes most to making your region a great place to live and work? Please carefully review the list below and select the item that is most important to you personally.

Q610. You chose Is there another reason on the list that is important to you personally when it comes to making the region a great place to live and work that connects or is related to? Please select from the list below.

In Their Own Words

Selected Stories from Respondents



*“I can get from home to work in about 20 minutes because of the great **freeway system**. There is a lot of traffic but there are a lot of lanes to help alleviate that. I don’t have to rush in the morning. I get to **eat breakfast with my daughter** and spend time with my wife. It’s nice not having to rush or start my day annoyed and that **gives me peace of mind.**”*

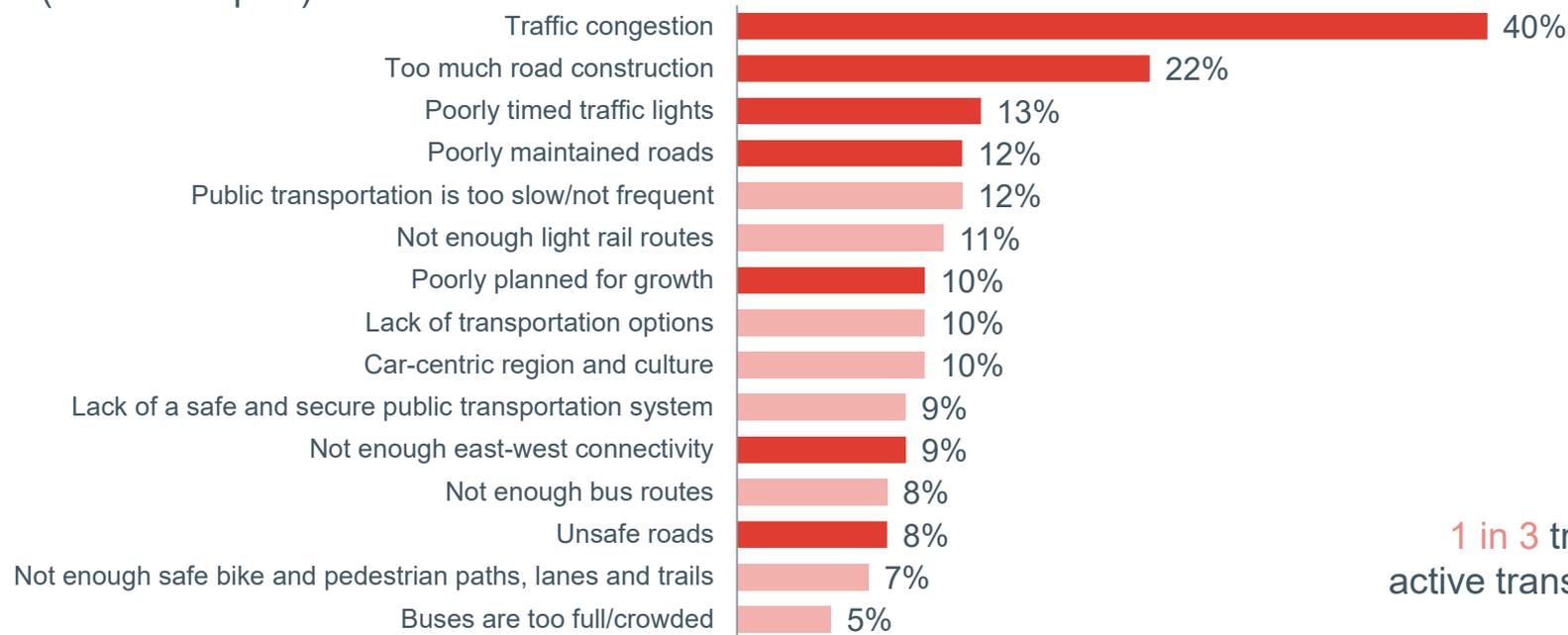
*“I know many people that use the **Light Rail or buses** to get to work every day and it is really a must for the big city that Phoenix has become. Without the transportation system in place there would be no **flexibility** or ways to accomplish anything for those without their own cars... It **makes me happy** because I have the **freedom of choosing the mode of transportation I need.**”*





Traffic congestion and road construction are biggest transportation negatives in the region.

Negative Transportation Attributes (1st and 2nd pick)



What specifically do you dislike most about transportation in the region?
What do you find undesirable, frustrating, or upsetting?

1 in 3 transit and active transportation

BASE: All Respondents (n=1,501)

Q655. Now let's look at transportation from the other side. Thinking about all the different things that make up this transportation system, what specifically do you dislike most about transportation in the region? What do you find undesirable, frustrating, or upsetting about transportation in the region? Please carefully review the list below and select the item that is most important to you personally.

Q660. You chose Is there another reason on the list that is important to you personally that detracts from making the region a great place to live and work that connects or is related to? Please select from the list below.

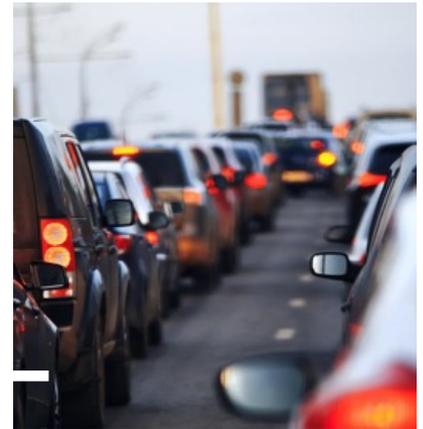
In Their Own Words

Selected Stories from Respondents



*“Most of the time you have to catch at least **3 different buses** to make it to work. What is usually a 15 minute drive, will take close to **2 hours on the bus system**. I feel **frustrated** because it is inconvenient to have to put that much time into going & coming home from work. It's 4 hours combined with 6 different buses, when if I drove it was only 15-20 minutes. I'm **not as happy** as I should be. The frustration of being helpless takes away from my happiness.”*

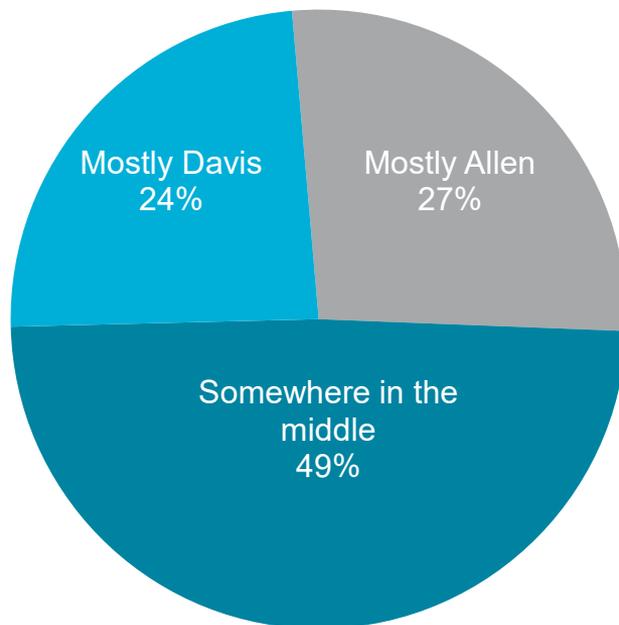
*The impact of traffic congestion is that **productive individuals** are forced to sit for extended periods in an environment that is non-productive and potentially dangerous. Drivers caught in this environment feel **isolated, powerless and frustrated** with this situation.*



Constituents support shifting to a long-range program that provides flexibility.

Davis believes the most important thing is to maintain flexibility so that you can reprioritize projects over time based on changing circumstances and technologies.

Investing Taxpayer Dollars



Allen believes the most important thing is to know exactly what we're investing in over a long-term period, so we know what we're getting for our tax dollars.

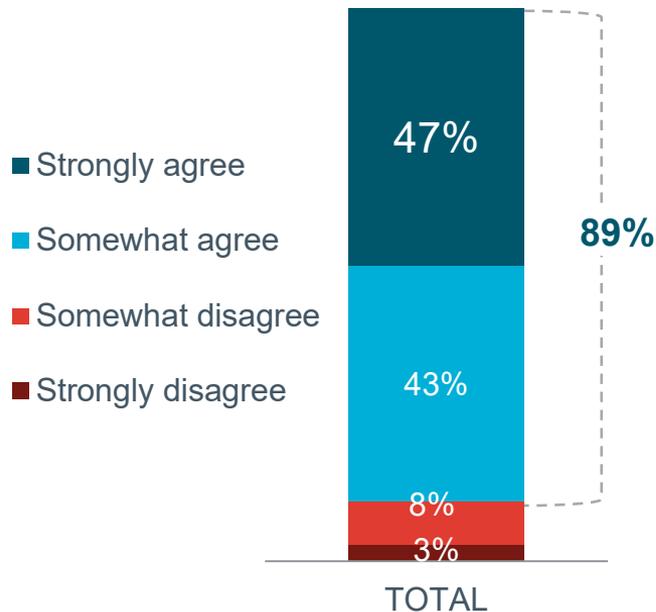
BASE: All Respondents (n=1,501)

Q760. Below are the opinions of two more hypothetical residents. These opinions represent what regional planners face in trying to anticipate and build a regional transportation plan for the next 20-25 years that the public will support. When the public is asked to invest taxpayer dollars, is your opinion more like Allen or more like Davis?

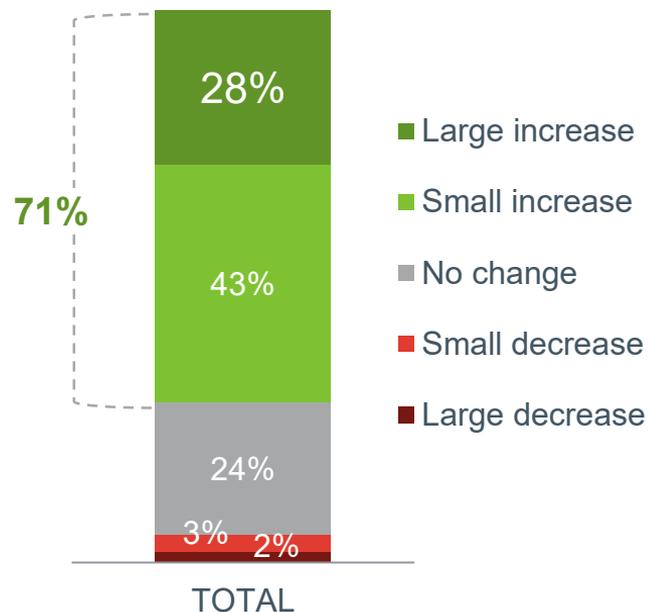


Overwhelming support for transportation as a regional priority. Strong support to increase transportation spending.

Investing in transportation is an important priority for our region



How regional transportation system funding should be adjusted



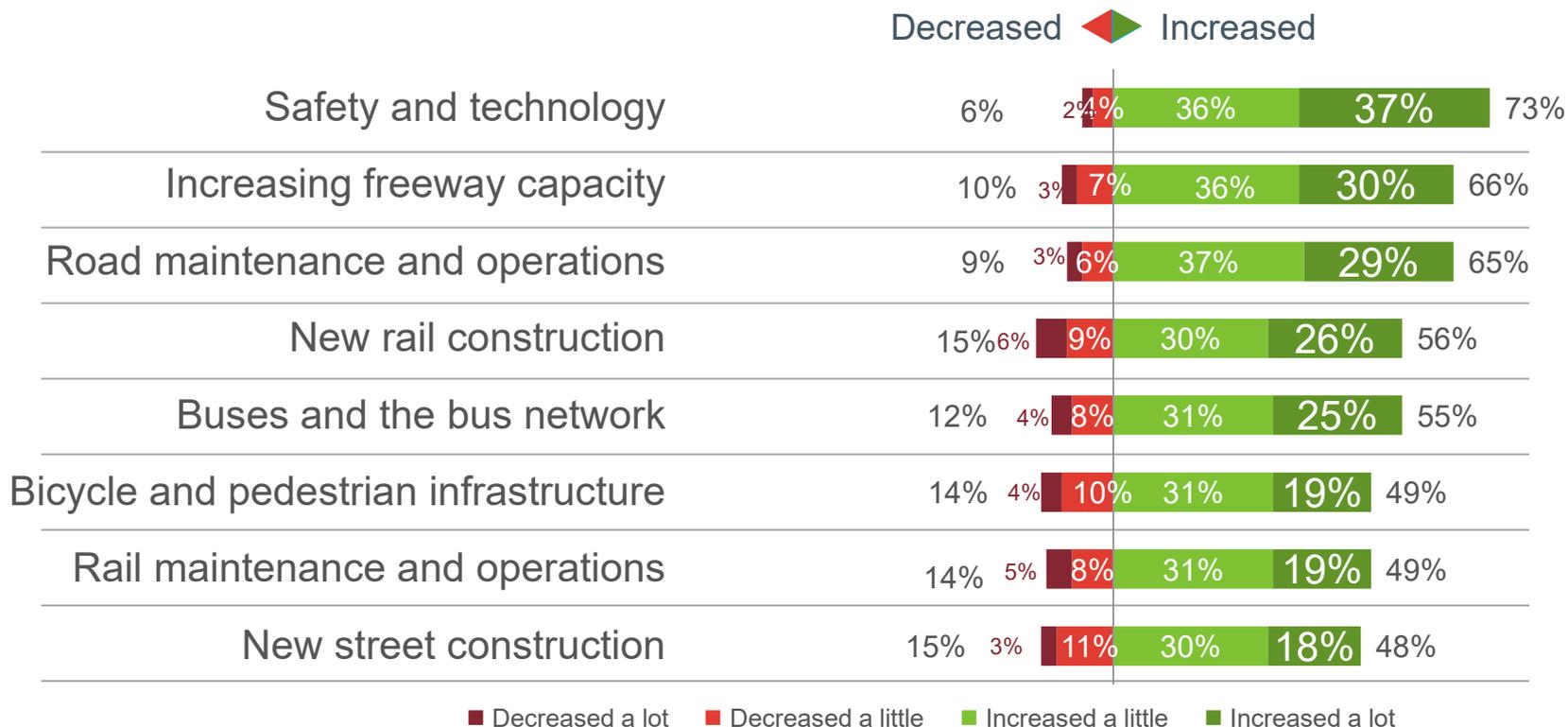
BASE: All Respondents (n=1,501)

Q710. To what extent do you agree with the statement: Investing in transportation is an important priority for our region?

Q715. How do you feel the spending allocated for the improvement and maintenance of the regional transportation system should be adjusted, if at all?

Residents support additional investment in all transportation priorities. Highest support for “Safety and Technology”, “Increased Freeway Capacity”, and “Road Maintenance.”

Investing in Regional Transportation System



BASE: All Respondents (n=1,501)

Q740. There are a lot of priorities when it comes to investing in a regional transportation system. For each of the following, please indicate the degree to which investment should be increased or decreased.

Key Takeaways

- Having a **vision** for transportation in this region is very important. There's high support for the work our region has been and is doing.
- People in the region like how it was built. They love their communities and value that transportation investments have been made to connect them to where they need and want to go providing **choice, mobility, and connectivity**.



Key Takeaways

- Constituents support shifting to a long-range program that **provides flexibility** to modify priorities based on changing circumstances and technologies.
- There is tremendous **support for increased funding** for transportation in this region—a distinctly higher amount of support than in other parts of the country.

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