

# 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

March 28, 2019



# Table of Contents

Background + Objectives	3
Research Design + Methodology	4
Executive Summary	6
Key Findings	12
The Maricopa Region	13
Transportation, Vision, Planning & Investment	20
Transportation Priorities	35
Mapping the Values & Priorities of Life in Maricopa Region	45
Mapping the Positive Transportation Values & Priorities	59
Mapping the Negative Transportation Values & Priorities	81
Transportation Messaging	94
Demographic Data & Subgroup Profiles	99

# Background + Objectives



Understand public values and transportation priorities in the region to help support and guide development of a regional transportation plan.

# 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

# Methodology



## AUDIENCE

General public residents, age 18+



## MODE

Online survey



## LENGTH

20 minutes



## DATES

March 5, 2019 – March 19, 2019



## GEOGRAPHY

Maricopa County, AZ (targeting qualifying zip codes)

# EXECUTIVE SUMMARY

SS WE HELP YOU UNDERSTAND, MOTIVATE AND  
PERSUADE THE HEARTS AND MINDS OF THE  
PEOPLE THAT MATTER MOST TO YOUR SUCCESS

# Executive Summary: Mood in the Region

## Residents feel positive about the quality of life in the region and are interested and informed in quality of life issues.

- A small majority (58%) of residents believe the Maricopa region's quality of life is increasing. They also see the area's economy as more strong (39%) than weak (11%).
  - Contributing to that increasing quality of life are low cost of living/affordability and safe neighborhoods which top the list of things that make the region a great place to live and work.
    - Economic opportunity and a multitude of things to do also contribute to the region's appeal.
    - Transportation-related items like accessibility, fast commute times and good public transportation are not at the top of the list when thinking of the region as a whole.
- Most residents are interested (69%) and informed (58%) on quality of life issues in the region.
  - In fact, 22% are very/extremely interested and very well/well informed.

# Executive Summary: Support for Transportation Planning and Funding

## Residents express strong support for long term regional transportation planning and additional funding to support it.

- Three quarters (76%) of residents believe a regional vision or plan to deal with transportation issues is important
- About half (46%) believe the region is doing an excellent/good job planning and providing quality transportation solutions.
- An overwhelming majority (89%) agree that transportation investment is an important regional priority. In fact, 71% believe transportation funding should be increased.
  - Increased investments should focus on safety and technology, increased freeway capacity and road maintenance/operations.
  - Transportation investment planning should include BOTH flexible and fixed components.



# Executive Summary: Likes and Dislikes of Regional Transportation

**The region's great freeway system is its most prized transportation asset.**

**The high connectivity of the transportation system—making it easy to get around—and the variety of options also contribute to making the region a great place to work and live.**

**Traffic congestion is by far the greatest “dislike” or “frustration” with the regional transportation. Additionally, road construction is cited as a significant negative factor.**



# Executive Summary: Transportation Priorities

The people in the region have two paramount transportation priorities: “reducing traffic congestion” and “improving safety/reducing crashes/fatalities”. Performance is wanting on congestion and average on safety.

- Reduction in traffic congestion and improved safety measures are most important to area residents and are also priorities with lower perceived regional performance.
- Investing in transportation that promotes economic growth, road maintenance, keeping residents up to date and informed, and increased freeway capacity are also high priorities.
  - Regional performance rates highest for increasing freeway capacity and investing in road maintenance.

# Executive Summary: MAG Messages

Messaging focusing on transportation benefits have significant positive impact—especially those focusing on safety, the economy and high quality jobs, and how “everyone” benefits.

- Most impactful messages:
  - *In order to preserve the effectiveness of our transportation system, maintenance of our infrastructure investments is continuously needed. Maintenance is vital as it helps to reduce the wear and tear on our vehicles and **keeps us safely moving** across the Valley.*
  - *Efficiently moving people and goods is **the backbone of the Valley’s economy** and the key to creating a diversity of **high-quality jobs** in the region. As we continue to grow, **providing efficient and safe ways** to get from here to there is essential to our continued success. Providing new transit options and improving the efficiency of our existing network will ensure we **keep our economy moving**.*

Messaging focusing on MAG’s contributions, operations and legacy is overall positive—but less so than other messages.

# KEY FINDINGS

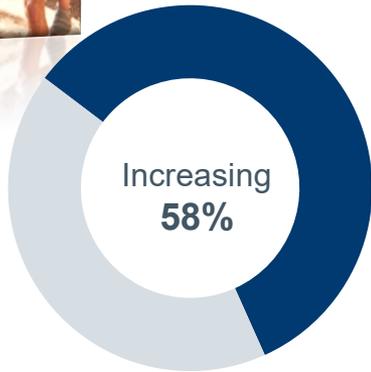
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PEOPLE THAT MATTER MOST TO YOUR SUCCE

# THE MARICOPA REGION

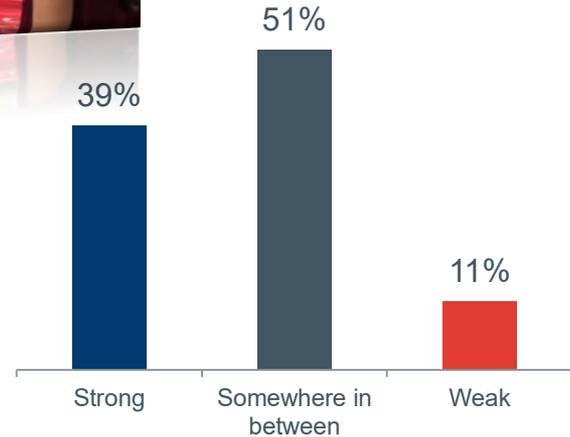
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The majority of residents believe the quality of life in the region is increasing. Local economy seen as more strong than weak.

### Quality of Life in the Region



### Region's Local Economy



BASE: All Respondents (n=1,501)

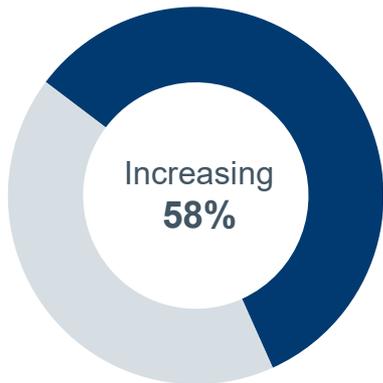
Q300. Thinking about the quality of life that will be here for you or your friends' children and grandchildren, do you see their quality of life in the region increasing or decreasing in the future?

Q305. Based on what you are seeing in the region, would you say your region's local economy is strong, weak, or somewhere in between?



The majority of residents believe the quality of life in the region is increasing. Local economy seen as more strong than weak.

### Quality of Life in the Region



#### Those more likely to believe quality of life is increasing:

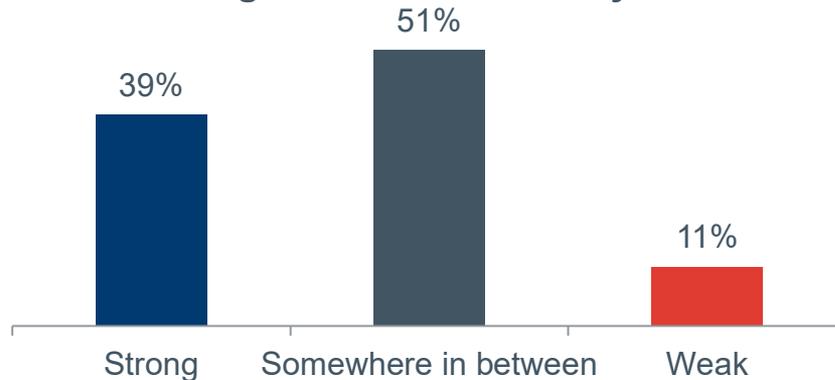
- 80% Believe local economy is strong
- 65% In region 1-5 years
- 65% Influencer
- 64% Males
- 64% \$100K+

BASE: All Respondents (n=1,501)

Q300. Thinking about the quality of life that will be here for you or your friends' children and grandchildren, do you see their quality of life in the region increasing or decreasing in the future?

Q305. Based on what you are seeing in the region, would you say your region's local economy is strong, weak, or somewhere in between?

### Region's Local Economy



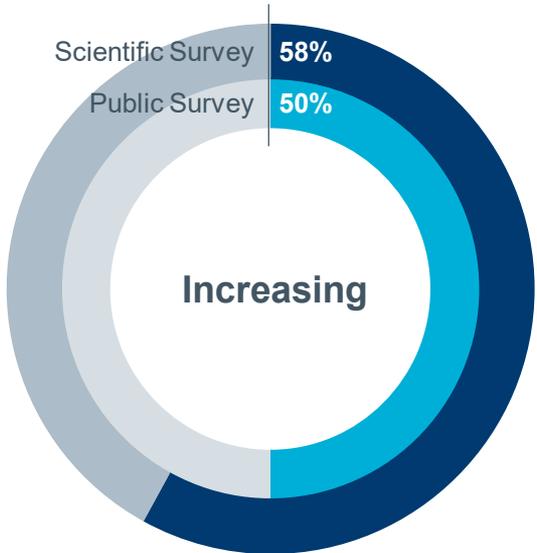
#### Those more likely to believe region's local economy is strong:

- 52% Influencer
- 52% Believe quality of life is increasing
- 50% \$100K+
- 49% Males
- 47% Bachelor's+
- 46% \$75-\$100K
- 45% Single family home
- 44% Own home

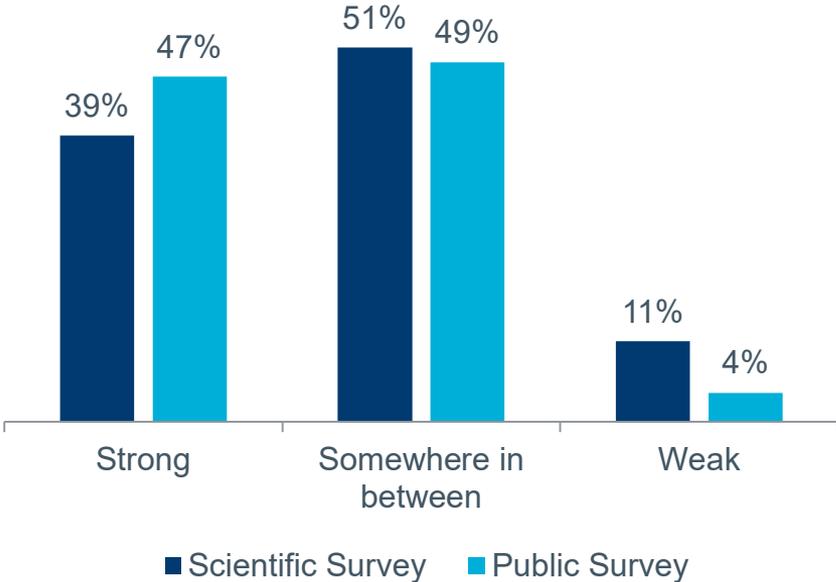


The scientific and public surveys track closely on resident perspectives of quality of life and the local economy.

### Quality of Life in the Region



### Region's Local Economy



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

Q300. Thinking about the quality of life that will be here for you or your friends' children and grandchildren, do you see their quality of life in the region increasing or decreasing in the future?

Q305. Based on what you are seeing in the region, would you say your region's local economy is strong, weak, or somewhere in between?



# Low cost of living and safe neighborhoods contribute most to making the region a great place to live and work.

## Regional Attributes

(1<sup>st</sup> and 2<sup>nd</sup> pick)



BASE: All Respondents (n=1,501)

Q505. Please carefully review the list below and select the item that is most important to you personally.

Q510. 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...?



# Low cost of living and safe neighborhoods contribute most to making the region a great place to live and work.

## Regional Attributes

(1<sup>st</sup> and 2<sup>nd</sup> pick)

		Higher Among
Low cost of living/affordable/low taxes	35%	\$35-50K, Divorced/Widowed/Separated, Age 55+
Safe neighborhoods	32%	\$100K+
Economic opportunity and access to high paying jobs	21%	Hispanic, \$100K+, Age 35-54
Lots of entertainment, restaurants, shopping options, and..	17%	\$75K-\$100K, Divorced/Widowed/Separated
Close/easily accessible to other places	12%	None
Scenic beauty	11%	Age 55+
Strong family emphasis	11%	None
Good schools	11%	Kids in HH, Age 18-34
Strong sense of community	9%	None
Parks and outdoor recreation	9%	None
Cultural diversity	8%	Age 18-34
Easy/fast to drive and commute	8%	Young professional
Good public transportation	7%	Auto-deficient
New infrastructure	4%	None

Green highlight indicates transportation related

BASE: All Respondents (n=1,501)

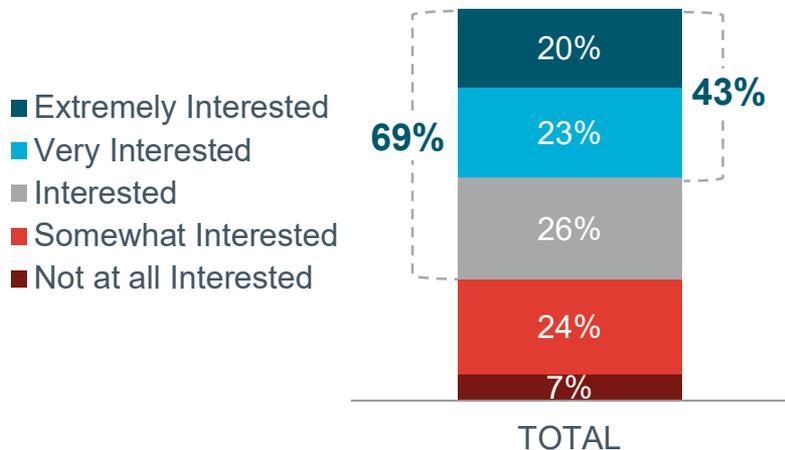
Q505. Please carefully review the list below and select the item that is most important to you personally.

Q510. 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...?

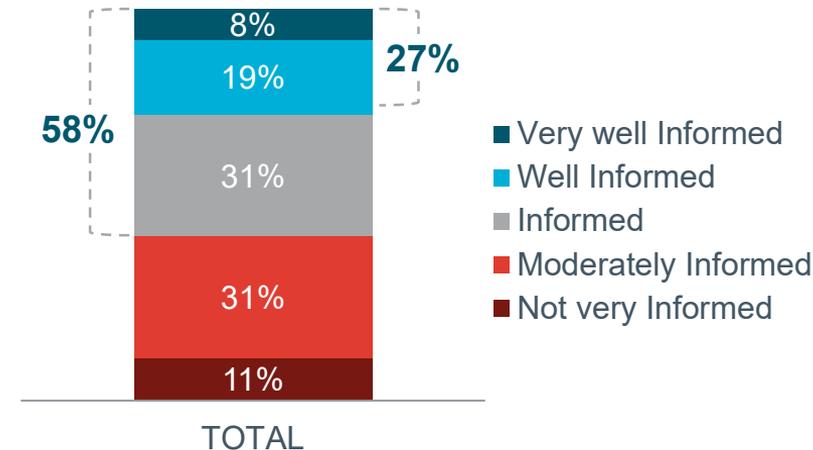


# Most residents view themselves as interested and informed on quality of life issues in the region.

## Interested in issues relating to quality of life in the Greater Phoenix Metropolitan area



## Informed about issues relating to quality of life in the Greater Phoenix Metropolitan area



**Influencers**  
(Very Interested AND Very Informed):  
**22%**

**Those Most Likely to Be Influencers:**

39% \$75-\$100K	29% \$100K+
30% Believe local economy is strong	29% Males
30% Bachelor's or higher	29% Age 35-54

BASE: All Respondents (n=1,501)

Q200. There are a lot of issues in the news, and it is hard to keep up with them everyday. Please indicate how interested you are in issues relating to the quality of life in the Greater Phoenix Metropolitan area (such as transportation, housing, environment, education, etc.).

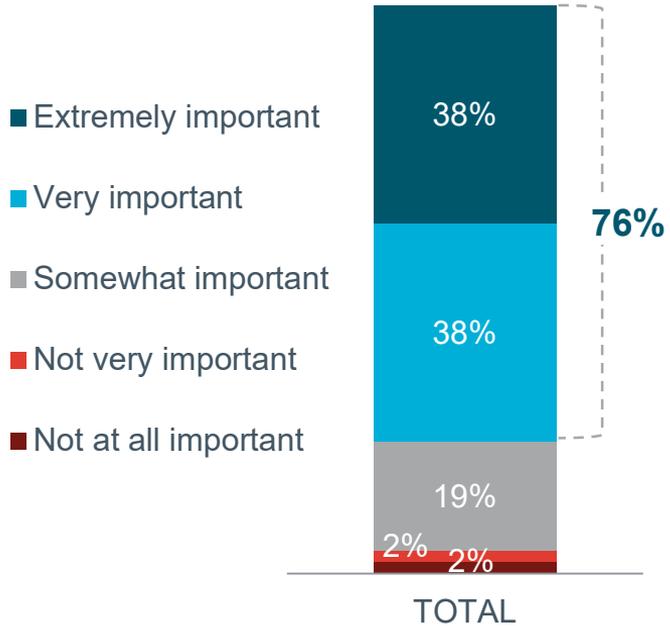
Q205. How informed are you about issues relating to the quality of life in this region?

# TRANSPORTATION, VISION, PLANNING & INVESTMENT

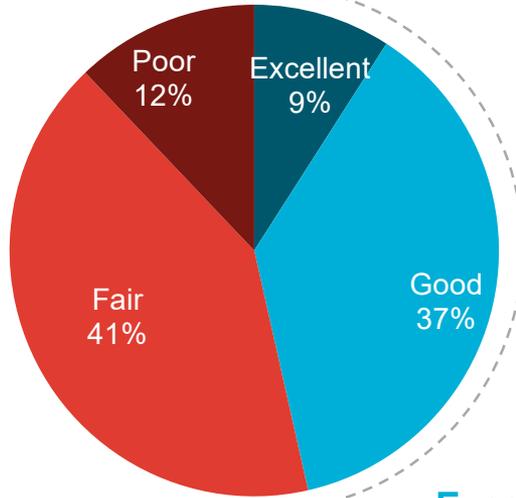
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PERSUADE THE HEARTS AND MINDS OF THE  
PEOPLE THAT MATTER MOST TO YOUR SUCCESS

Regional vision is very important. Regional transportation planning is good to fair.

### Importance of Regional Vision



### Region's Performance for Planning and Transportation Solutions



BASE: All Respondents (n=1,501)

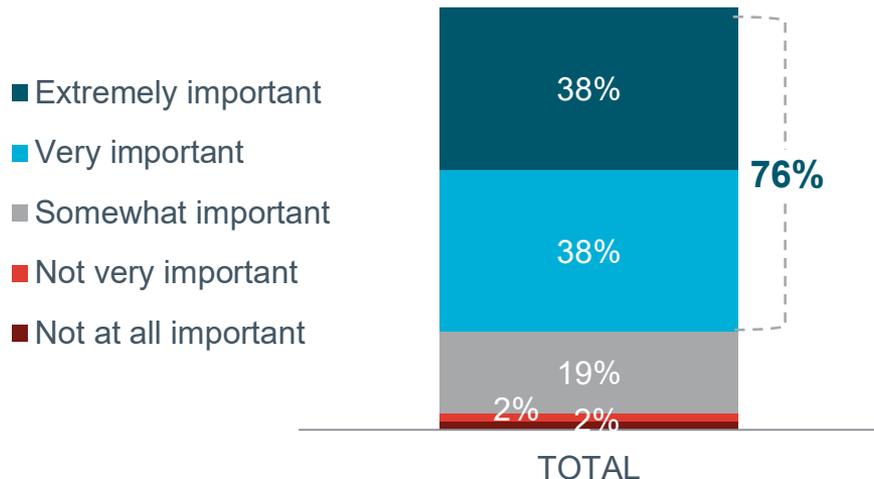
Pg. 21 Q700. How important is it that the region has a vision or a long-range plan to deal with transportation issues in the region?

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



Regional vision is very important. Regional transportation planning is good to fair.

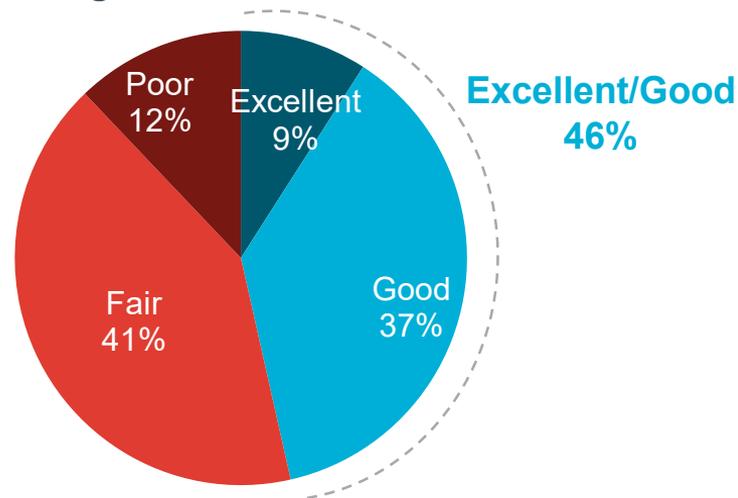
### Importance of Regional Vision



#### Those more likely to believe a regional vision is extremely/very important:

- 91% Influencer
- 87% Age 55+
- 85% \$100K+
- 85% Divorced/Widowed/Separated
- 81% Bachelor's or higher
- 81% Believe local economy is strong

### Region's Performance



#### Those more likely to believe region's performance is excellent/good:

- 59% Believe local economy is strong
- 58% Young Professional
- 55% In area 6-10 years
- 55% Quality of life increasing
- 53% Influencer
- 52% \$75-\$100K
- 51% \$50-\$75K
- 51% In area 1-5 years

BASE: All Respondents (n=1,501)

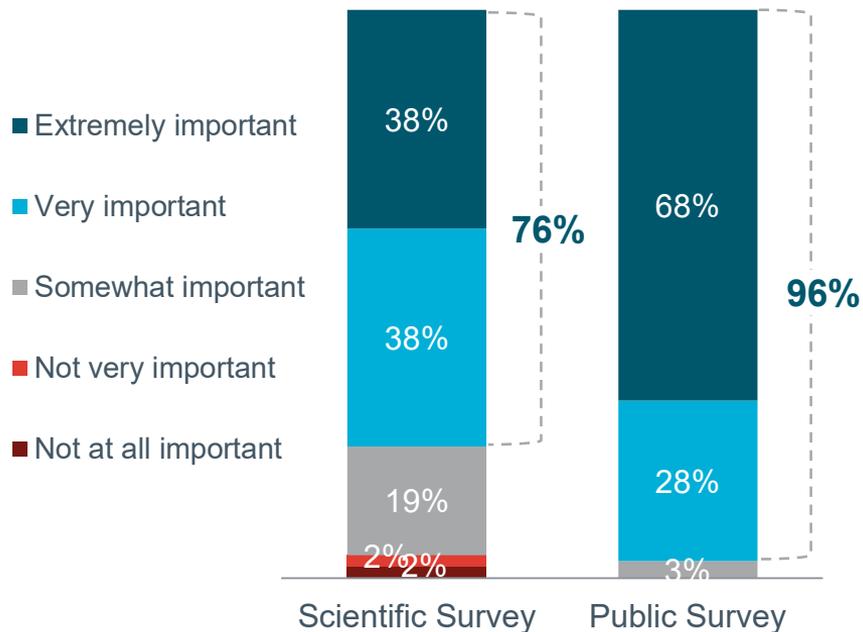
Pg. 22 Q700. How important is it that the region has a vision or a long-range plan to deal with transportation issues in the region?

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

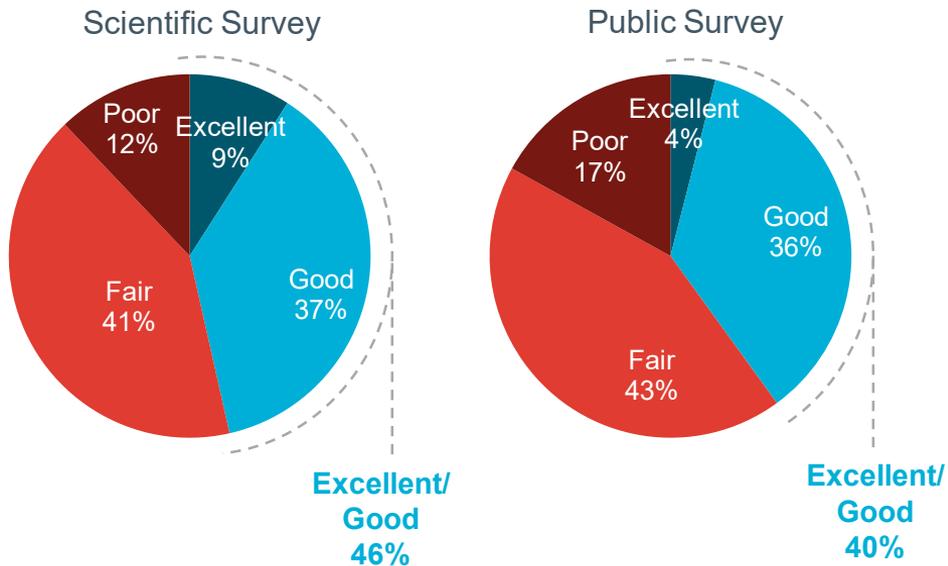


A regional vision has elevated importance among public survey respondents, but regional performance is similar across scientific and public surveys.

### Importance of Regional Vision



### Region's Performance



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

Pg. 23 Q700. How important is it that the region has a vision or a long-range plan to deal with transportation issues in the region?

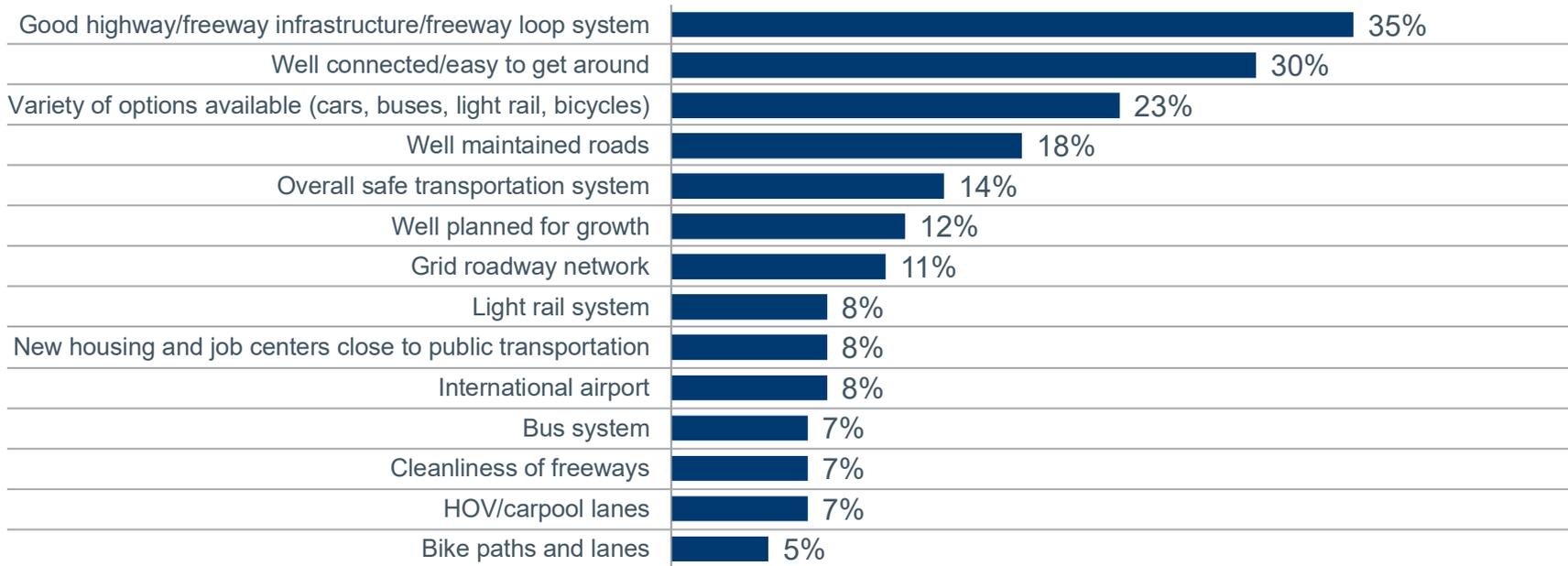
Q705. How would you rate the performance of the region when it comes to planning and providing quality transportation solutions?



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

## Positive Transportation Attributes (1<sup>st</sup> and 2<sup>nd</sup> pick)

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



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.

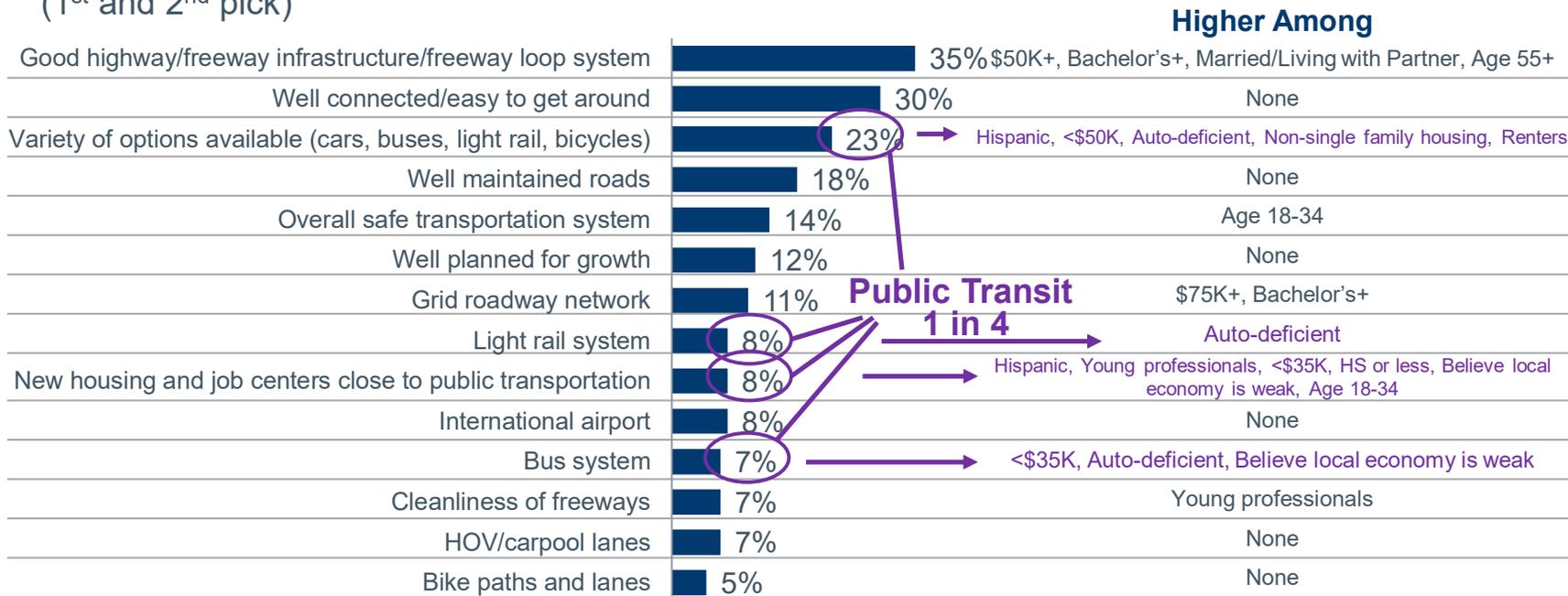
Q610. You chose .... Is there another reason on the list that is important to you personally when it comes to making the region a great place to live and work that connects or is related to? Please select from the list below.



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

## Positive Transportation Attributes

(1<sup>st</sup> and 2<sup>nd</sup> pick)



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.

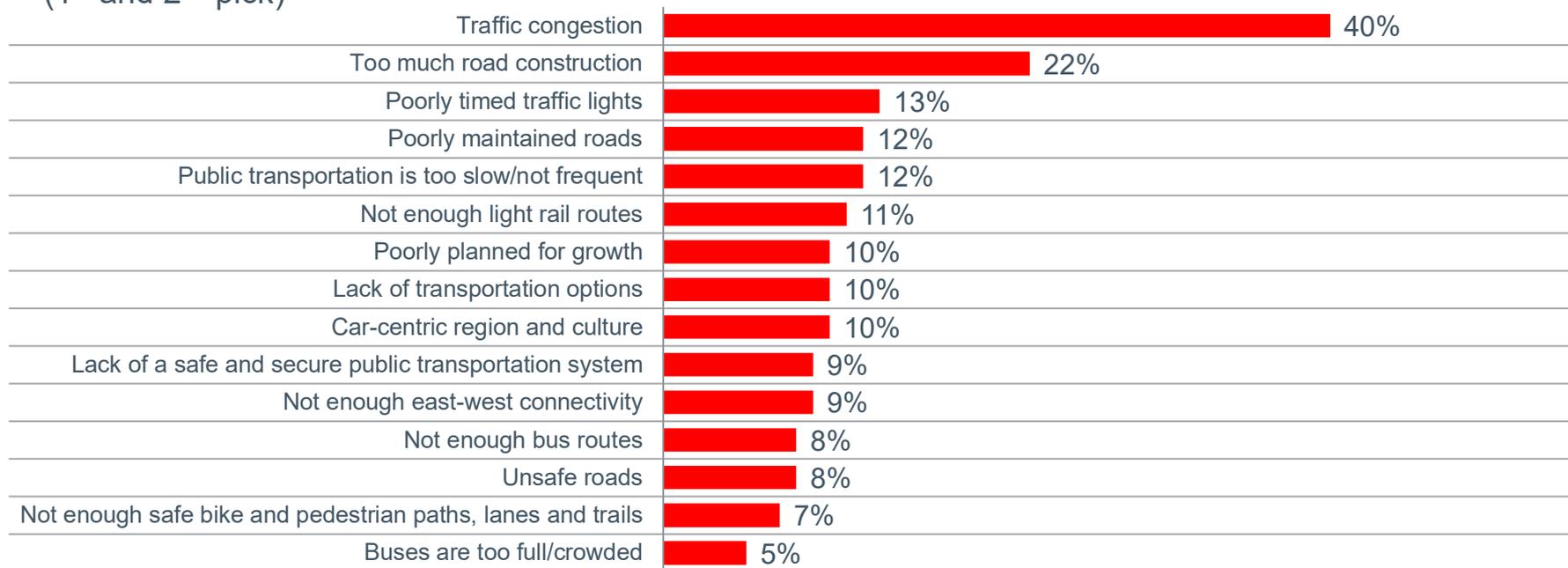
Q610. You chose .... Is there another reason on the list that is important to you personally when it comes to making the region a great place to live and work that connects or is related to? Please select from the list below.



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

## Negative Transportation Attributes (1<sup>st</sup> and 2<sup>nd</sup> pick)

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



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.

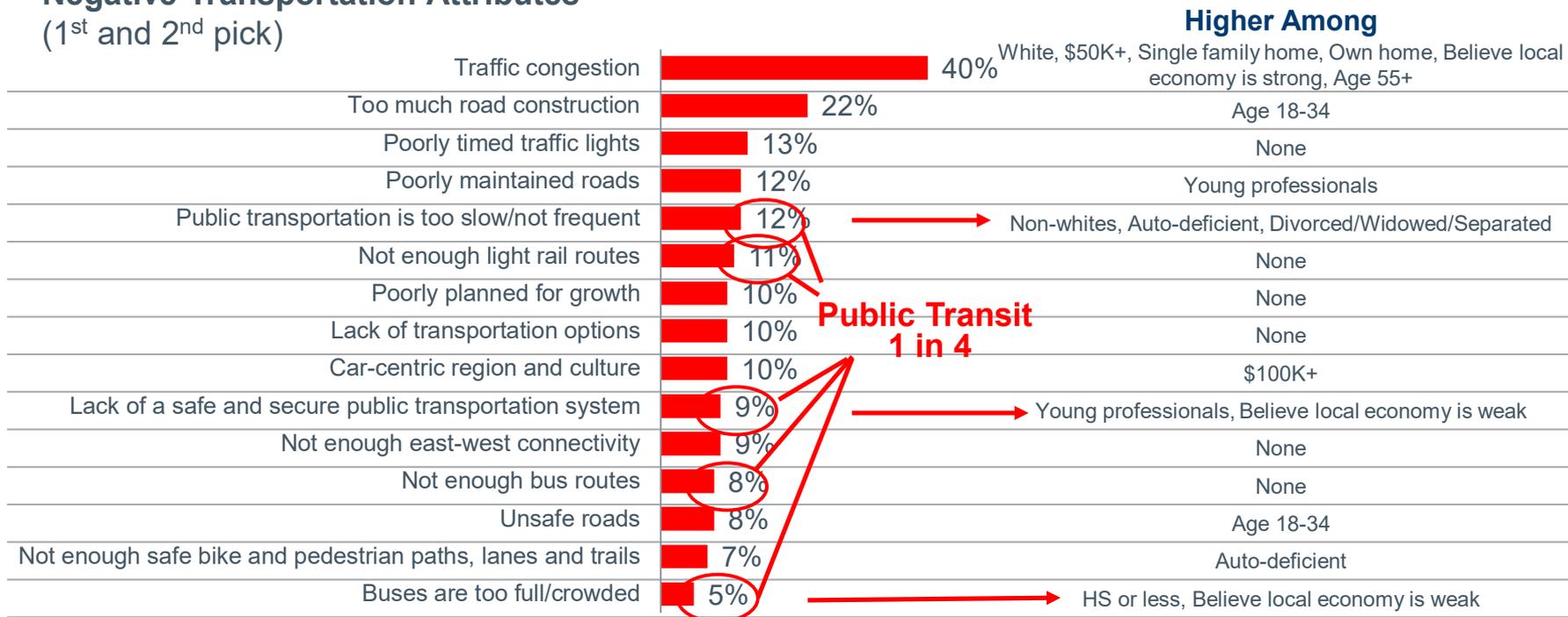
Q660. You chose .... Is there another reason on the list that is important to you personally that detracts from making the region a great place to live and work that connects or is related to ....? Please select from the list below.



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

## Negative Transportation Attributes

(1<sup>st</sup> and 2<sup>nd</sup> pick)



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.

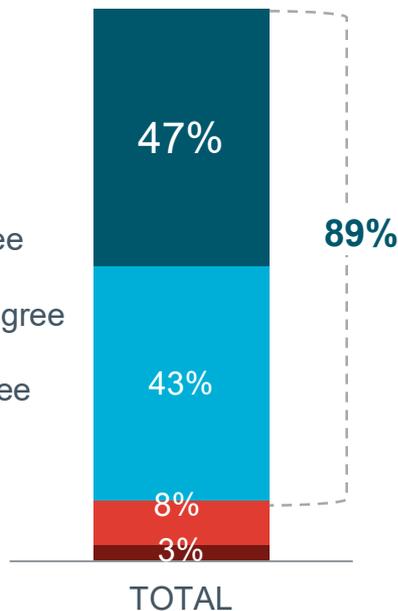


# Overwhelming support for transportation as a regional priority. Strong support to increase transportation spending.



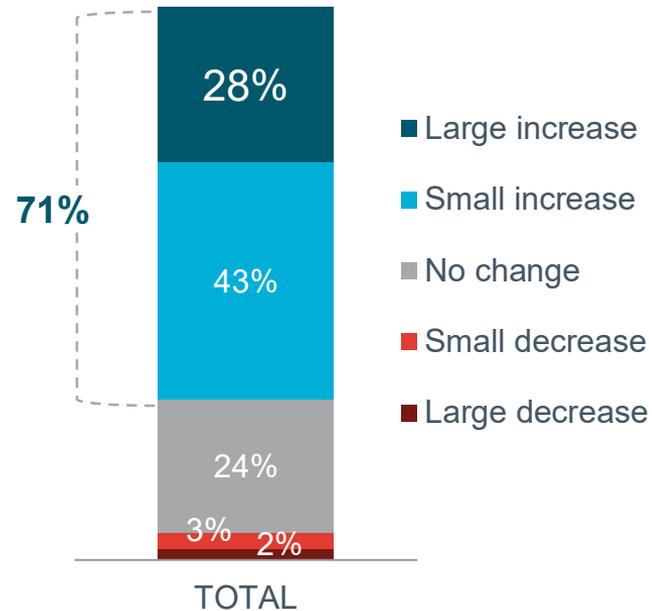
## Investing in transportation is an important priority for our region

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree



## How regional transportation system funding should be adjusted

- Large increase
- Small increase
- No change
- Small decrease
- Large decrease



BASE: All Respondents (n=1,501)

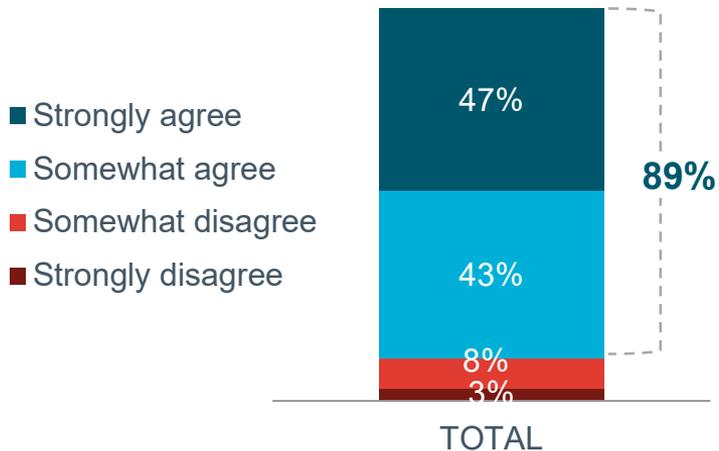
Q710. To what extent do you agree with the statement: Investing in transportation is an important priority for our region?

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



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

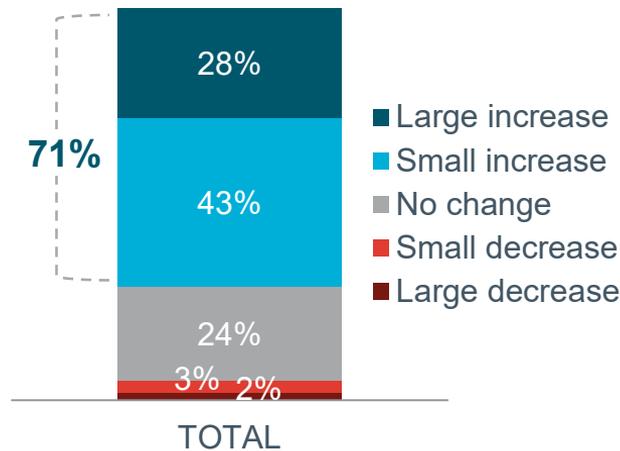
## Investing in transportation is an important priority for our region



### Those more likely to agree investing in transportation is a priority:

- 95% Influencer
- 94% Divorced/Widowed/Separated
- 94% Age 55+

## How regional transportation system funding should be adjusted



### Those more likely to believe an increase is needed:

- 84% Influencer

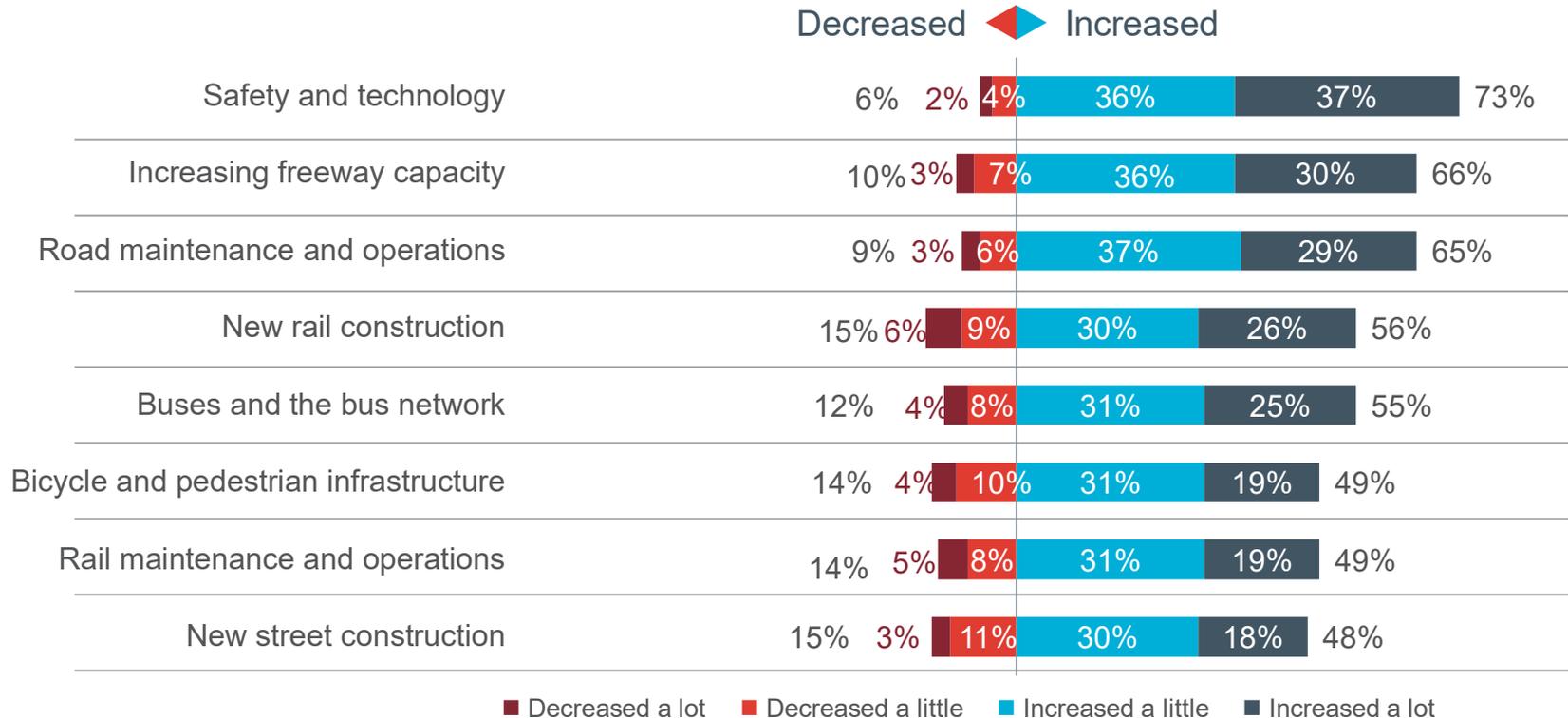
BASE: All Respondents (n=1,501)

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)

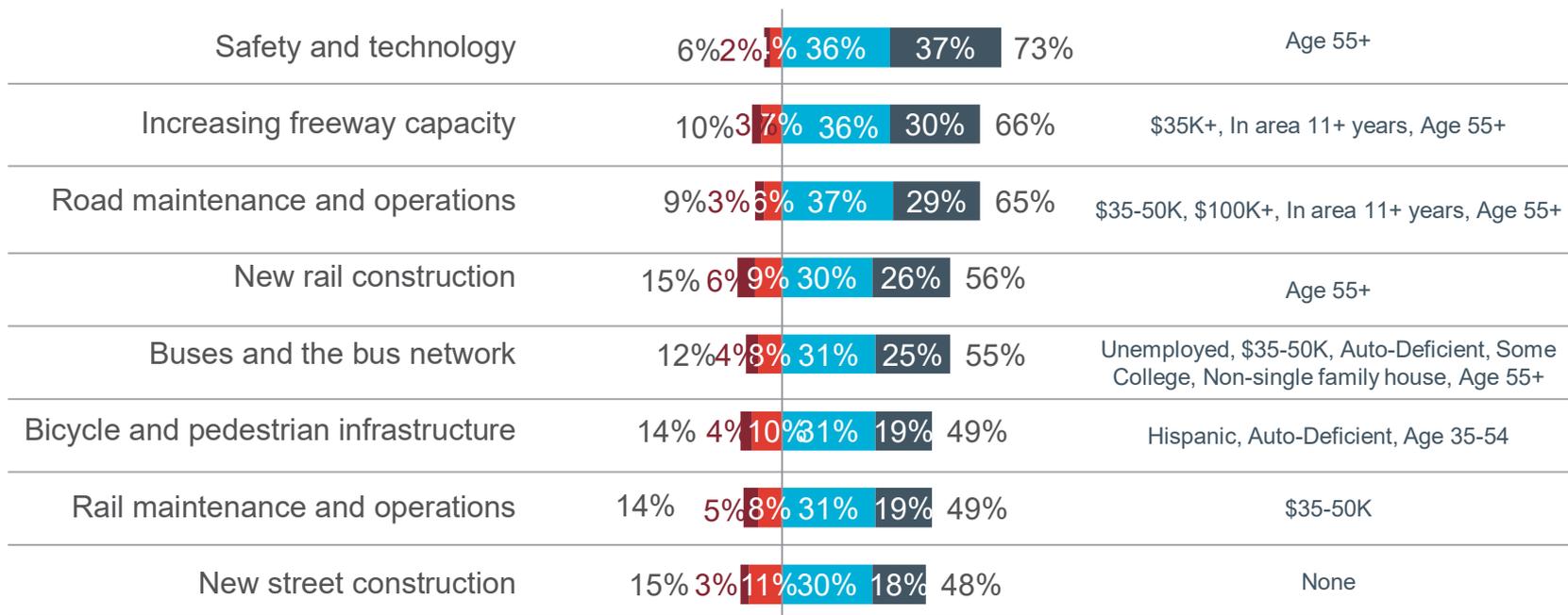
Q740. There are a lot of priorities when it comes to investing in a regional transportation system. For each of the following, please indicate the degree to which investment should be increased or decreased.

Residents support additional investment in all transportation priorities. Most support for “Safety and Technology”, “Increased freeway capacity”, and “Road Maintenance.”

## Investing in Regional Transportation System

Decreased  Increased

“Increased” Higher Among



■ Decreased a lot ■ Decreased a little ■ Increased a little ■ Increased a lot



**Influencers** show higher agreement that increases are needed across **all** priorities

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.

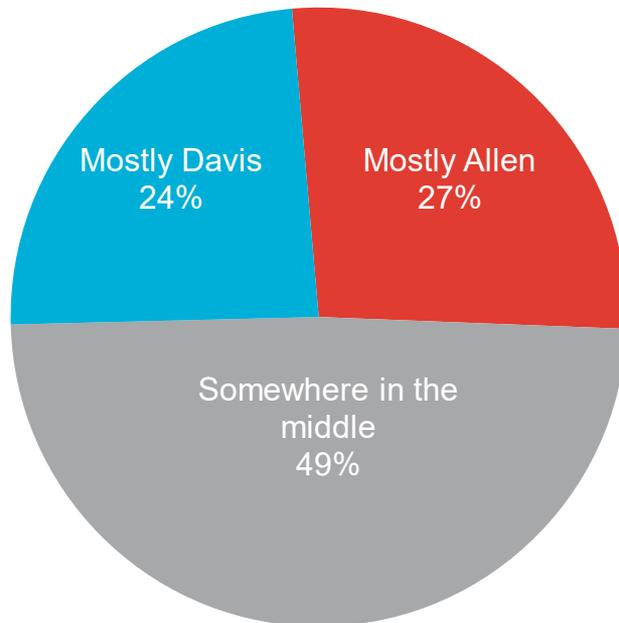
Most residents want the regional transportation plan to have BOTH flexible and fixed components.

### Investing Taxpayer Dollars

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

#### Most Likely to Agree

29% Age 55+



**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.

#### Most Likely to Agree

\$50-\$75K 32%  
Divorced/Widowed/Separated 32%

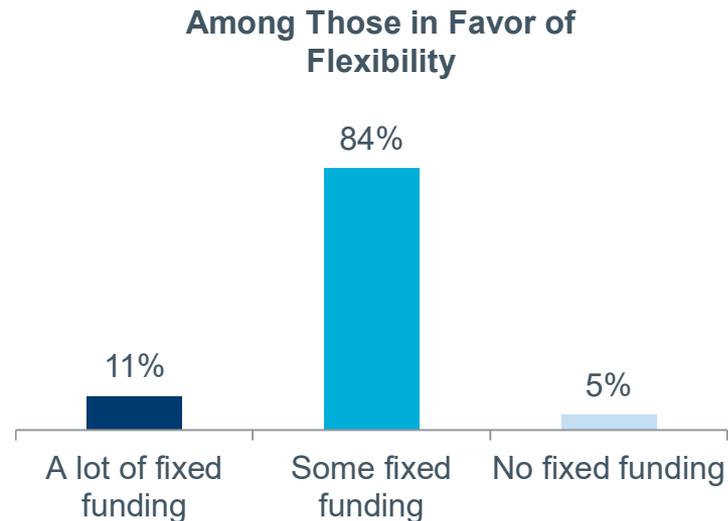
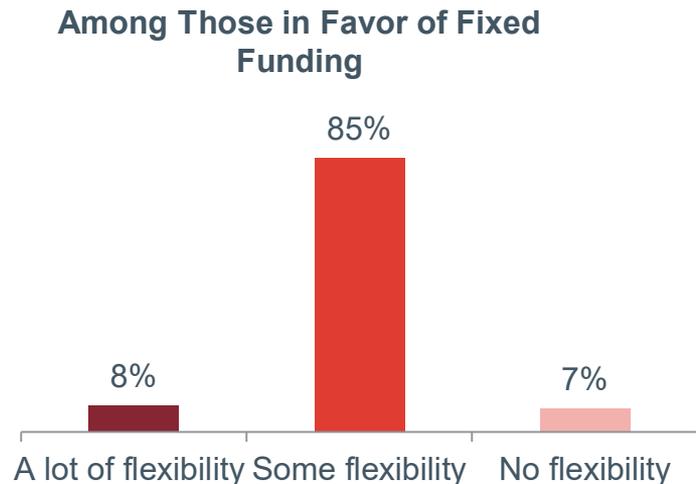
BASE: All Respondents (n=1,501)

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?



Those in favor of fixed funding or flexibility believe there should be a strong middle ground for both in the budget.

## Investing Taxpayer Dollars



BASE: Respondents Selecting Mostly Allen (n=403)

Q765. You said that you'd want to know exactly what we're investing in over a long-term period. How much flexibility would you be willing to maintain within funding for important things that come up?

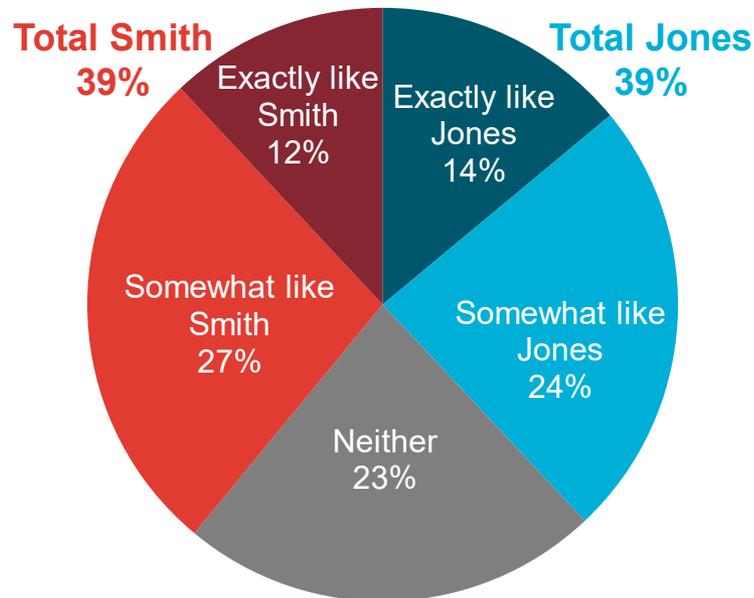
BASE: Respondents Selecting Mostly Davis (n=367)

Q770. You said that you'd want to maintain flexibility so that you can re-prioritize projects over time. How much fixed funding for specific projects would you be willing to accept?



Thoughts on accommodating necessary road construction are evenly divided.

### Accommodating Necessary Road Construction



**Smith** would rather have four miles of the closest freeway to his home reduced to two lanes for a period of two to three years.

**Jones** would rather have the same four miles of freeway completely closed and have to use a marked detour for nine to twelve months.

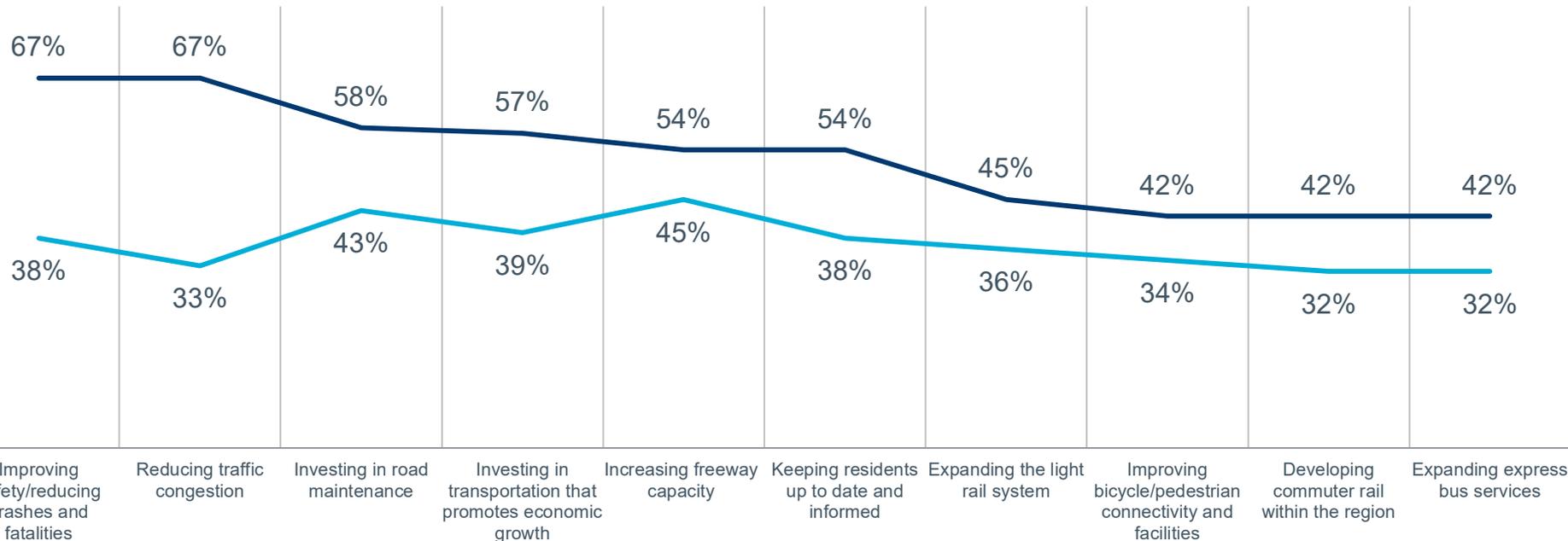
# TRANSPORTATION PRIORITIES

SS WE HELP YOU UNDERSTAND, MOTIVATE AND  
PERSUADE THE HEARTS AND MINDS OF THE  
PEOPLE THAT MATTER MOST TO YOUR SUCCESS

The biggest gaps between importance and performance lie in improving safety and reducing traffic congestion.

### Transportation Issues and Priorities

— Importance (Top 3 Box - 8,9,10)      — Performance (Top 4 Box - 7,8,9,10)



BASE: All Respondents (n=1,501)

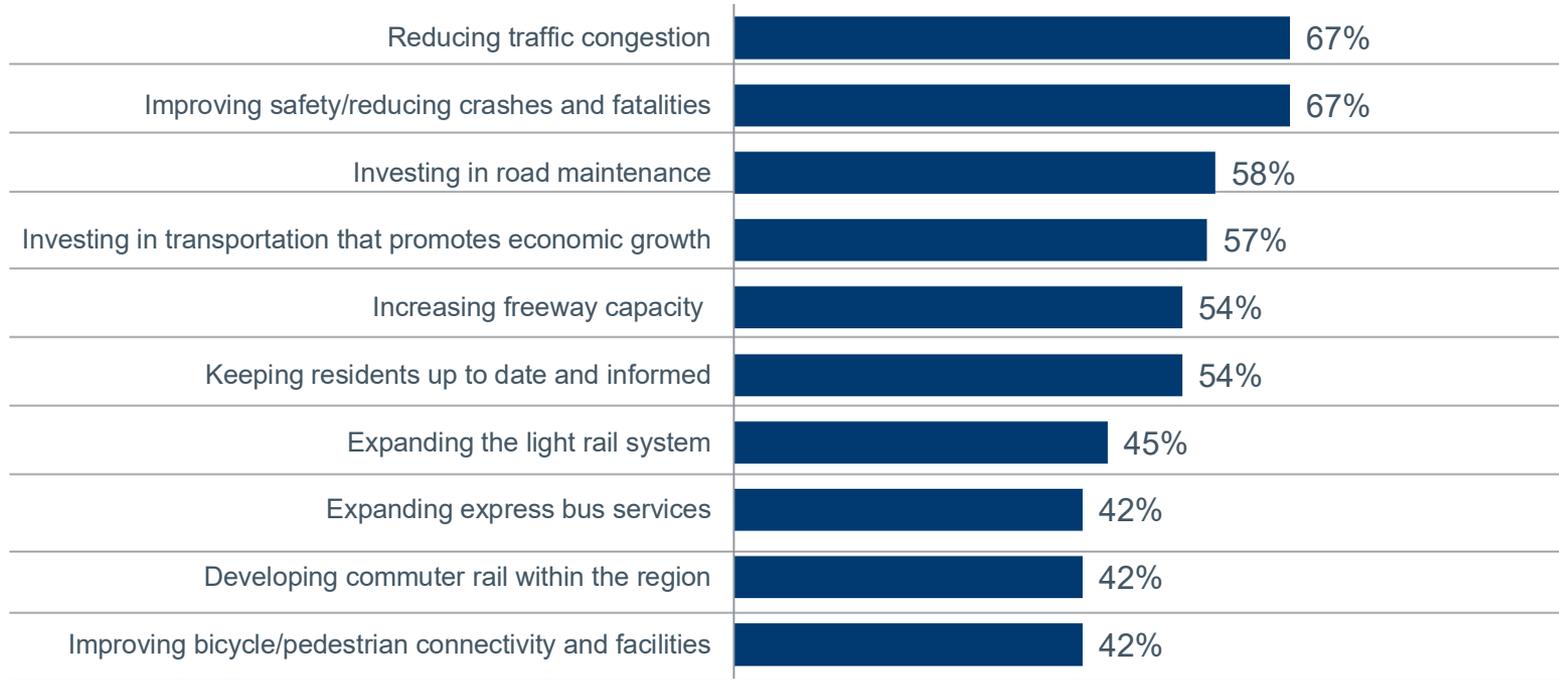
Q720. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means "Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region".

Q730. Please indicate how well you think the region is performing on each of these priorities using the scale where 1 means "the region is not performing well at all—still a big problem" and 10 means "the region is performing extremely well".



Reducing traffic congestion and improving safety are most important to residents. Expanded bus service, commuter rail and bicycle improvements are less important.

### Importance – Top 3 Box (8,9,10)



BASE: All Respondents (n=1,501)

Q720. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means "Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region".



Reducing traffic congestion and improving safety are most important to residents. Expanded bus service, commuter rail and bicycle improvements are less important.

### Importance – Top 3 Box (8,9,10)

### Higher Among

Reducing traffic congestion	67%	White, \$35-\$50K, \$100K+, Bachelor's+, Own home, Divorced/Widowed/Separated, Age 55+
Improving safety/reducing crashes and fatalities	67%	\$75K+, Bachelor's+, Divorced/Widowed/Separated, Age 55+
Investing in road maintenance	58%	White, \$35-\$50K, \$75K+, Bachelor's+, Own home, Married/Living with Partner, Divorced/Widowed/Separated, Age 55+
Investing in transportation that promotes economic growth	57%	\$35-\$75K, Bachelor's+, Age 55+
Increasing freeway capacity	54%	\$50K+, Bachelor's+, Divorced/Widowed/Separated, Believe local economy is strong, Age 55+
Keeping residents up to date and informed	54%	Divorced/Widowed/Separated, Age 55+
Expanding the light rail system	45%	\$35-\$50K, Auto-Deficient, Non-single family home, Divorced/Widowed/Separated
Expanding express bus services	42%	Auto-Deficient, Divorced/Separated/Widowed, Age 55+
Developing commuter rail within the region	42%	\$75-\$100K, Auto-Deficient, Bachelor's+, Divorced/Widowed/Separated, Age 35-54
Improving bicycle/pedestrian connectivity and facilities	42%	\$35-\$75K, Bachelor's+, Age 55+



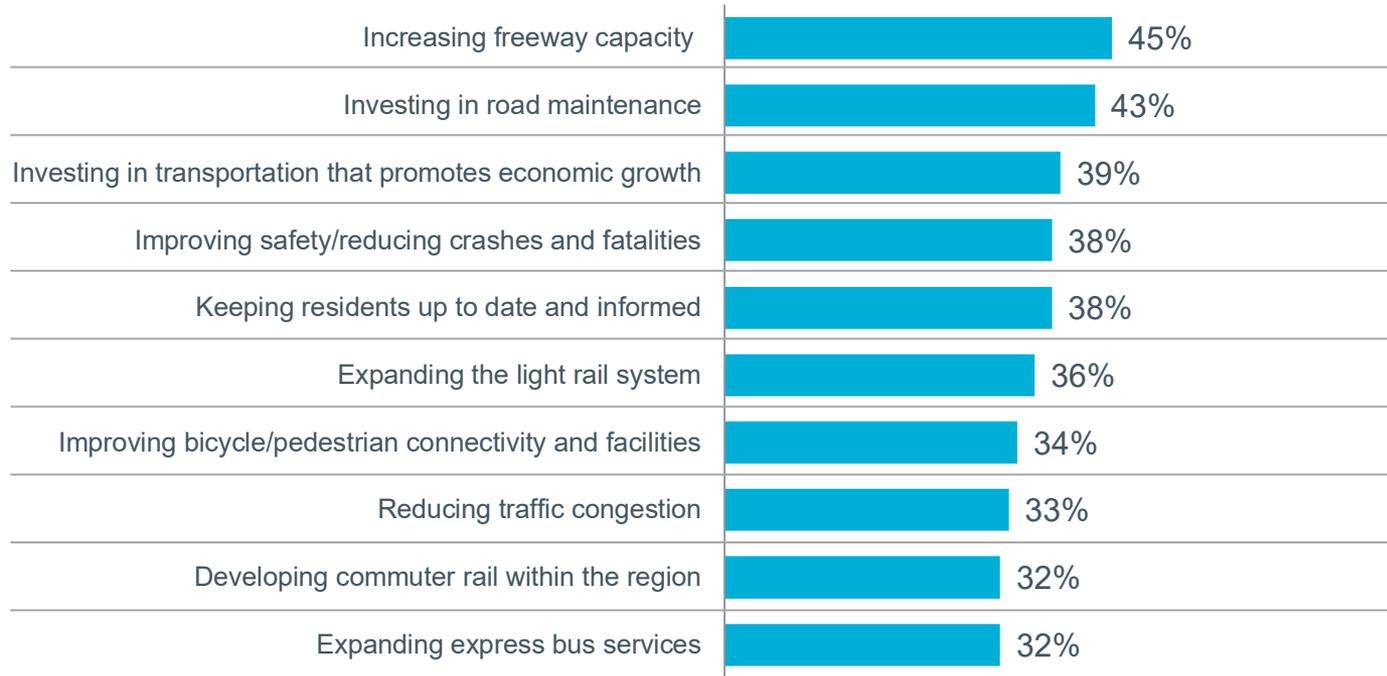
**Influencers** indicate higher importance across all priorities

BASE: All Respondents (n=1,501)

Q720. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means "Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region".

According to residents, the region is doing the best job on increasing freeway capacity and investing in road maintenance – but there is still room for improvement.

### Performance – Top 4 Box (7,8,9,10)



BASE: All Respondents (n=1,501)

Q730. Please indicate how well you think the region is performing on each of these priorities using the scale where 1 means “the region is not performing well at all—still a big problem” and 10 means “the region is performing extremely well”.

According to residents, the region is doing the best job on increasing freeway capacity and investing in road maintenance – but there is still room for improvement.

## Performance – Top 4 Box (7,8,9,10)

### Higher Among

Increasing freeway capacity	45%	Believe local economy is strong, Believe quality of life is increasing
Investing in road maintenance	43%	Males, \$50-\$75K, In area 6-10 years, Believe local economy is strong, Believe quality of life is increasing, Age 55+
Investing in transportation that promotes economic growth	39%	Believe local economy is strong, Believe quality of life is increasing
Improving safety/reducing crashes and fatalities	38%	\$50-\$75K, In area 6-10 years, Believe quality of life is increasing
Keeping residents up to date and informed	38%	\$50-\$75K, Believe local economy is strong, Believe quality of life is increasing
Expanding the light rail system	36%	Auto deficient, Believe local economy is strong, Believe quality of life is increasing
Improving bicycle/pedestrian connectivity and facilities	34%	\$50-\$75K, In area 6-10 years
Reducing traffic congestion	33%	Males, In area 1-10 years, Believe local economy is strong, Believe quality of life is increasing
Developing commuter rail within the region	32%	In area 1-10 years, Believe quality of life is increasing
Expanding express bus services	32%	Young Professional, In area 6-10 years, Believe quality of life is increasing

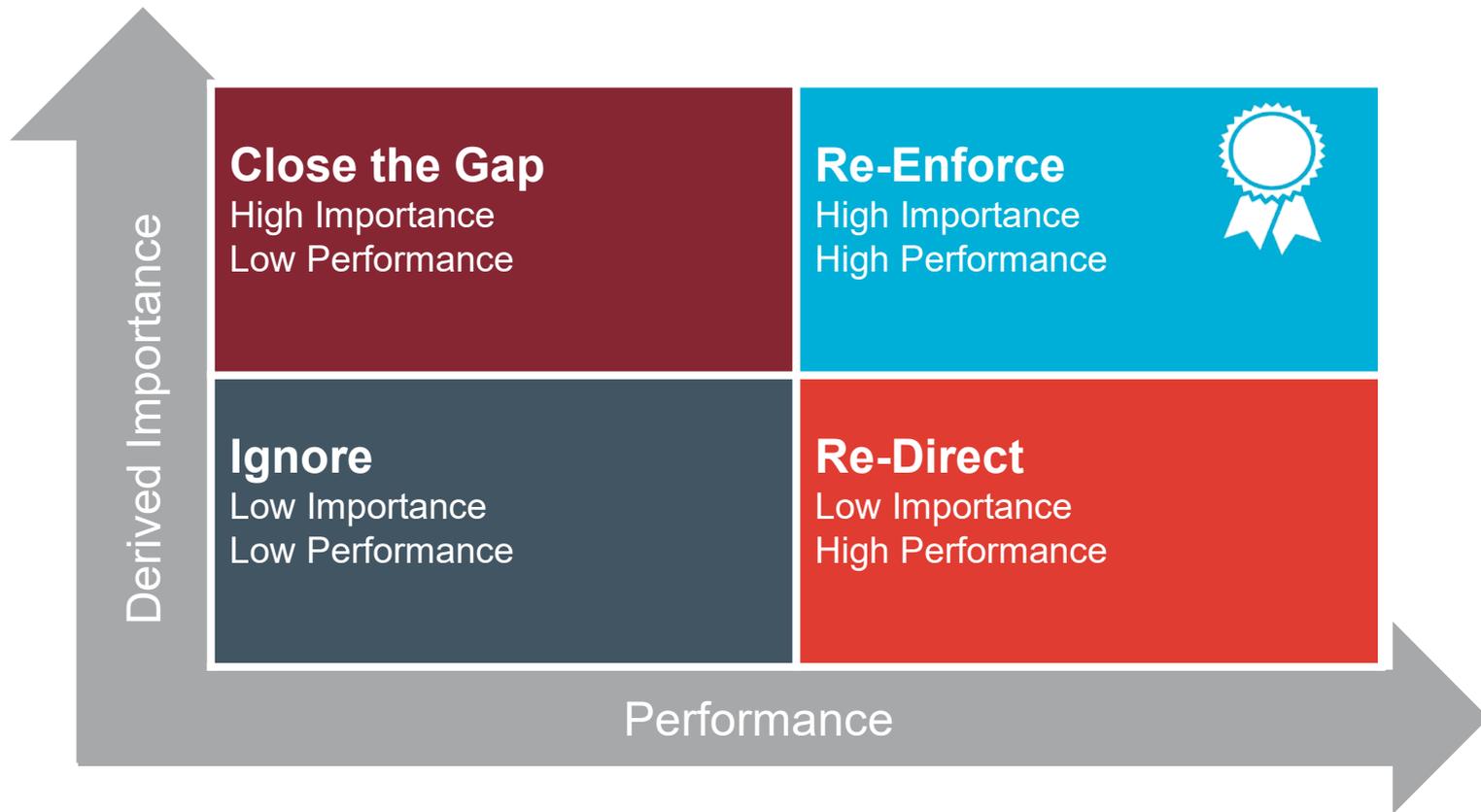


**Influencers**  
indicate  
higher  
performance  
across **all**  
priorities

BASE: All Respondents (n=1,501)

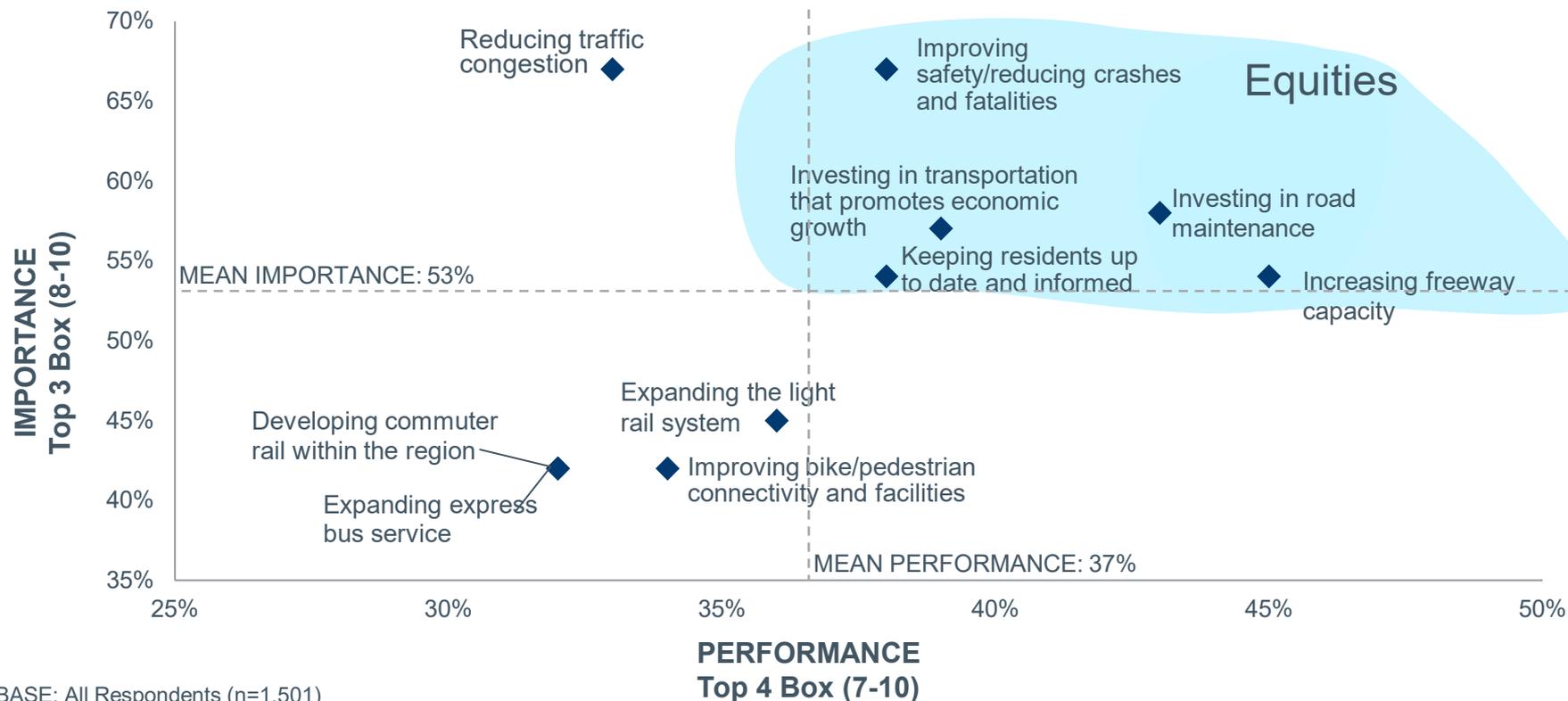
Q730. Please indicate how well you think the region is performing on each of these priorities using the scale where 1 means “the region is not performing well at all—still a big problem” and 10 means “the region is performing extremely well”.

# Derived Drivers Model



# Transportation Priorities - Total

Importance (Top 3 Box) vs Performance (Top 4 Box)



BASE: All Respondents (n=1,501)

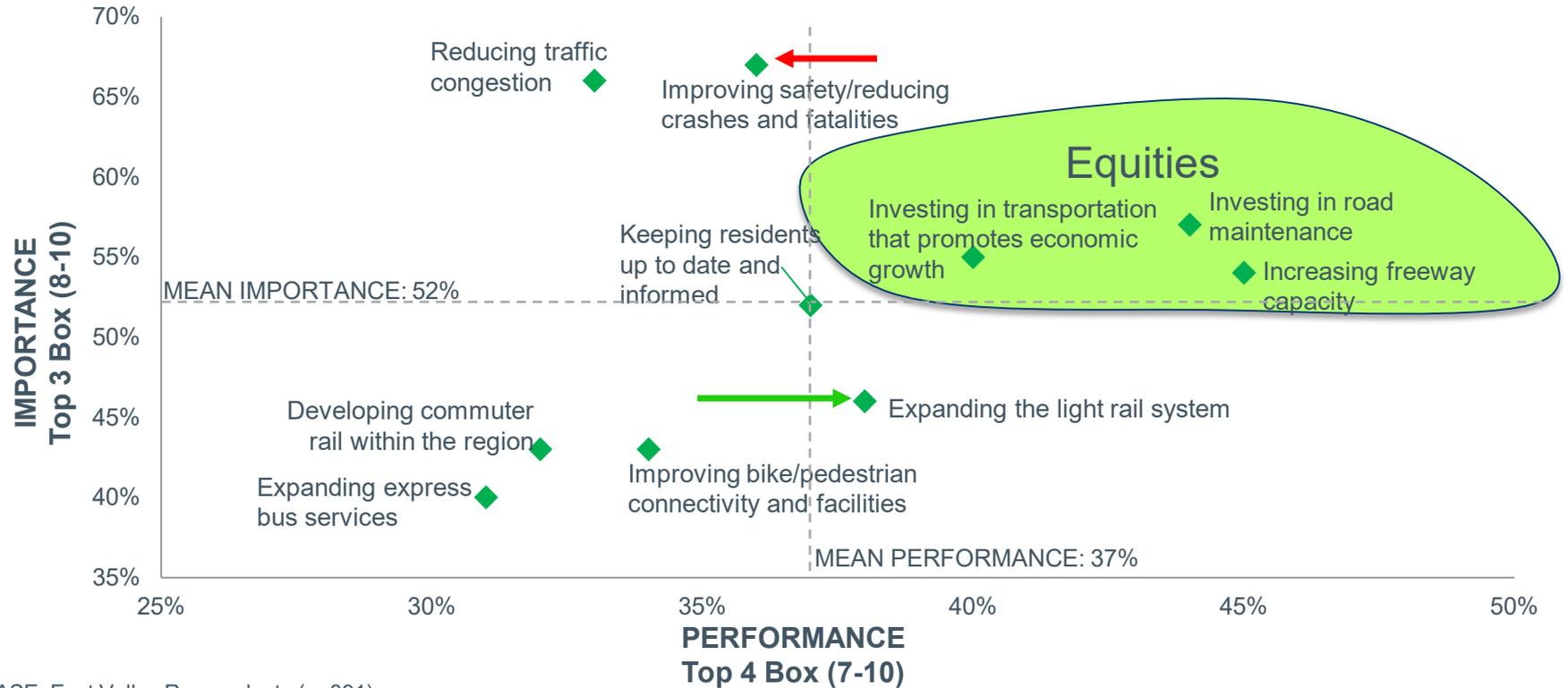
Q720. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means "Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region".

Q730. Please indicate how well you think the region is performing on each of these priorities using the scale where 1 means "the region is not performing well at all—still a big problem" and 10 means "the region is performing extremely well".



# Transportation Priorities – East Valley

## Importance (Top 3 Box) vs Performance (Top 4 Box)



BASE: East Valley Respondents (n=891)

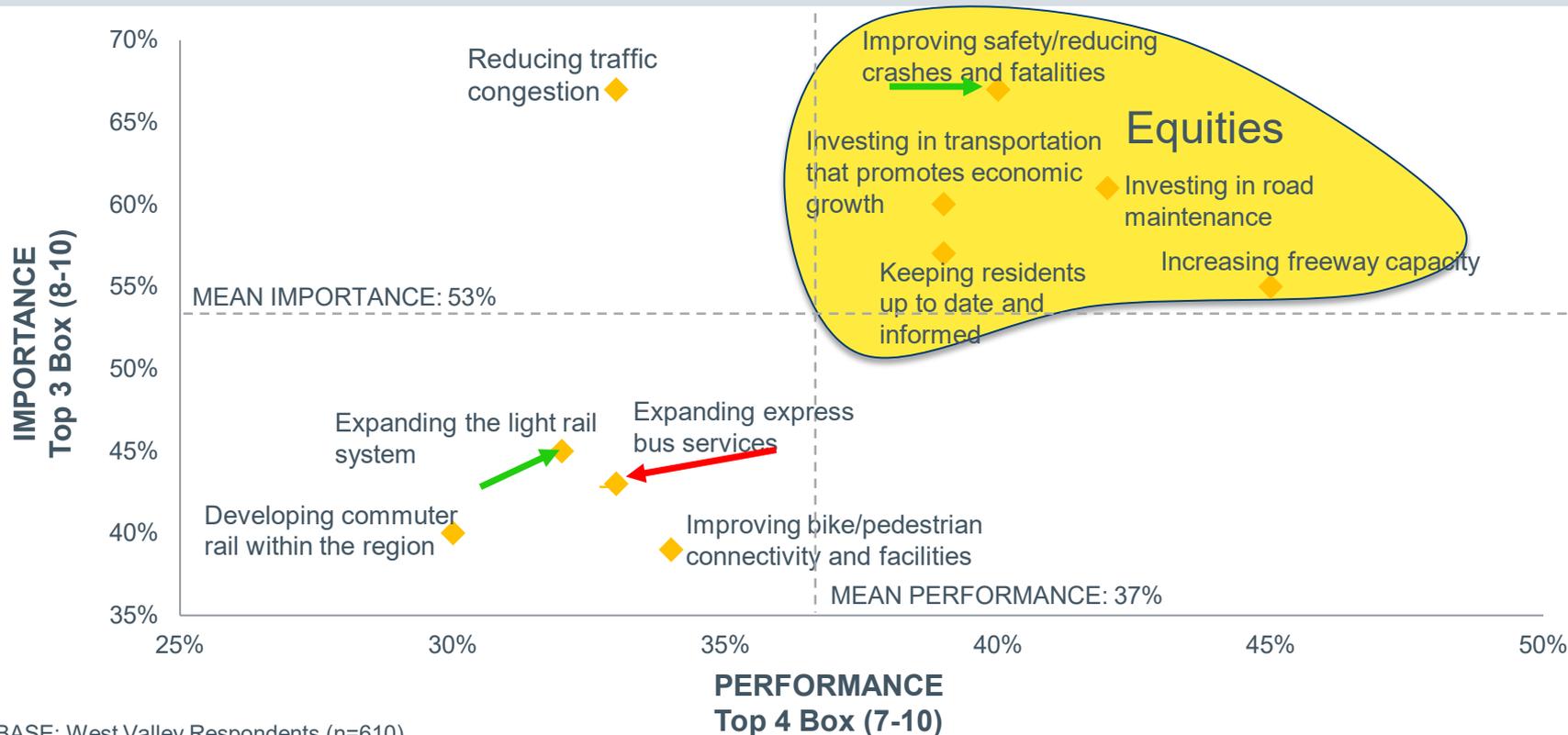
Q720. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means "Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region".

Q730. Please indicate how well you think the region is performing on each of these priorities using the scale where 1 means "the region is not performing well at all—still a big problem" and 10 means "the region is performing extremely well".



# Transportation Priorities – West Valley

Importance (Top 3 Box) vs Performance (Top 4 Box)



BASE: West Valley Respondents (n=610)

Q720. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means "Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region".

Q730. Please indicate how well you think the region is performing on each of these priorities using the scale where 1 means "the region is not performing well at all—still a big problem" and 10 means "the region is performing extremely well".

# MAPPING THE VALUES & PRIORITIES OF LIFE IN MARICOPA REGION

SS WE HELP YOU UNDERSTAND, MOTIVATE AND  
PERSUADE THE HEARTS AND MINDS OF THE  
PEOPLE THAT MATTER MOST TO YOUR SUCCESS

# The Values Framework

The Path to Understanding What Matters Most and Why



## emotional level

How we connect with consumers' feelings and personal experience to elicit emotional responses aligned with their core personal values, needs, and wants.

## individual values

stable, enduring personal goals

## emotional benefits + consequences

emotional or social consequences derived from the functional consequences



## rational benefits + consequences

functional consequences derived from attributes

## attributes

tangible features/attributes

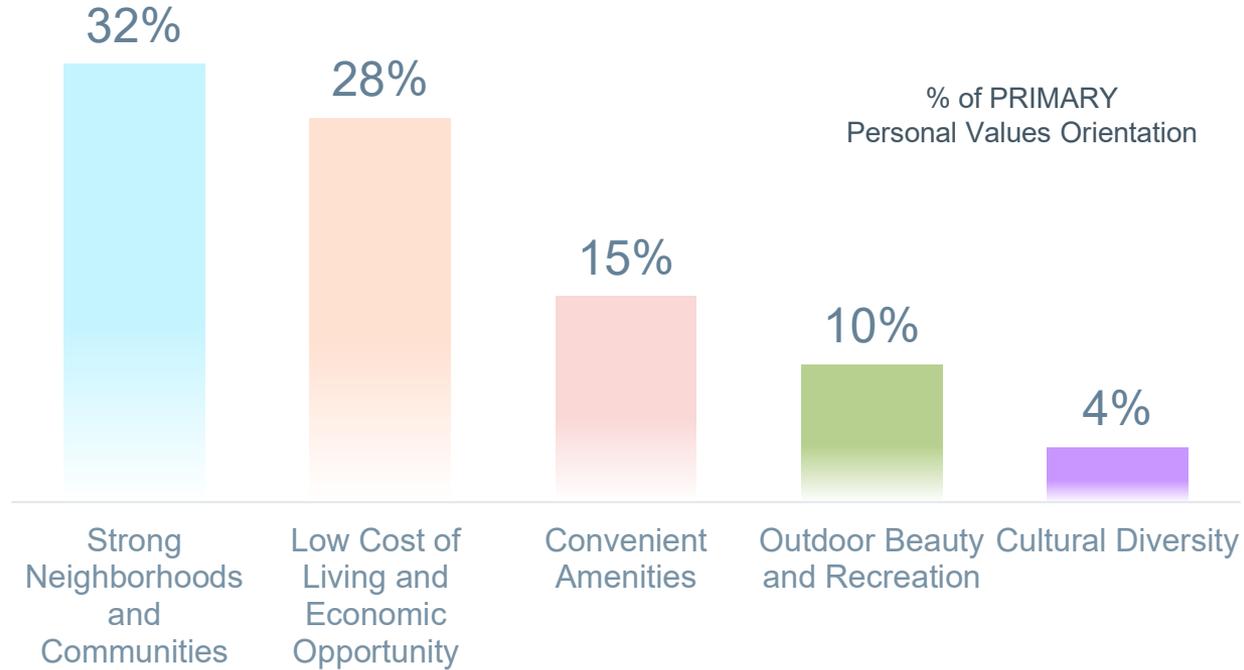
## rational level

What tangible benefits brands and products provide.



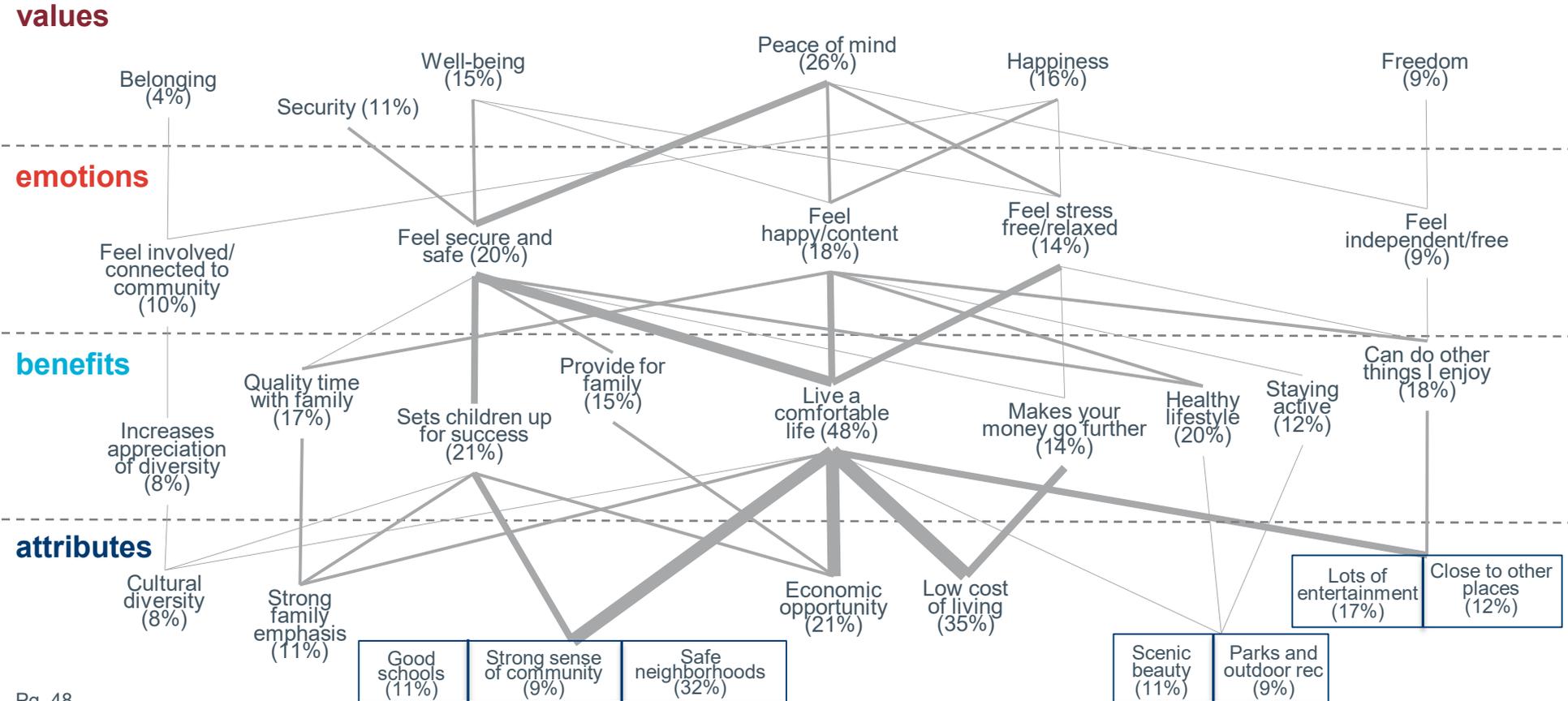
1. Strong Neighborhoods and Communities
2. Low Cost of Living and Economic Opportunity
3. Convenient Amenities
4. Outdoor Beauty and Recreation
5. Cultural Diversity

## What makes living and working in Maricopa great?



The 5 dominant values orientations in Maricopa region

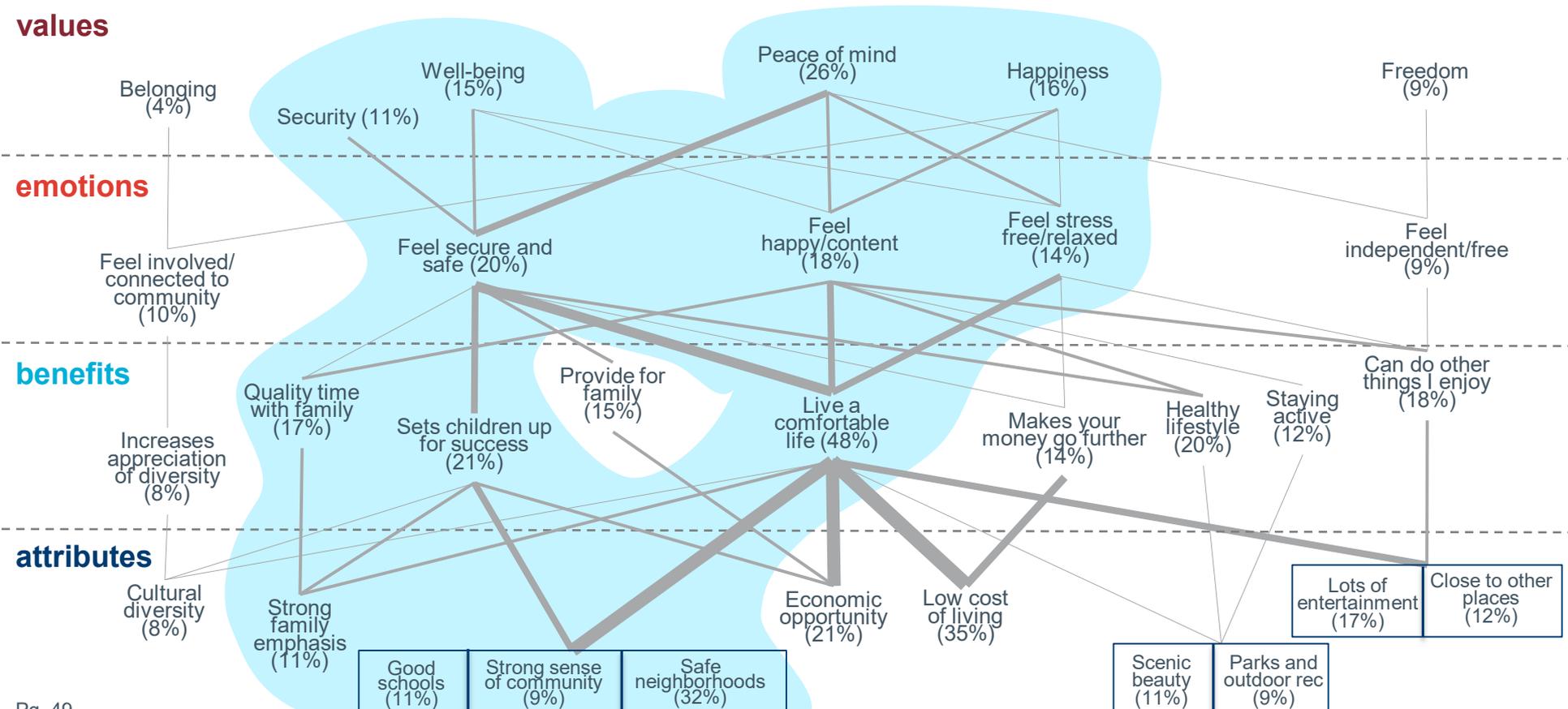
# The Values of Living in Maricopa Region





# Maricopa Values: Strong Neighborhoods and Communities

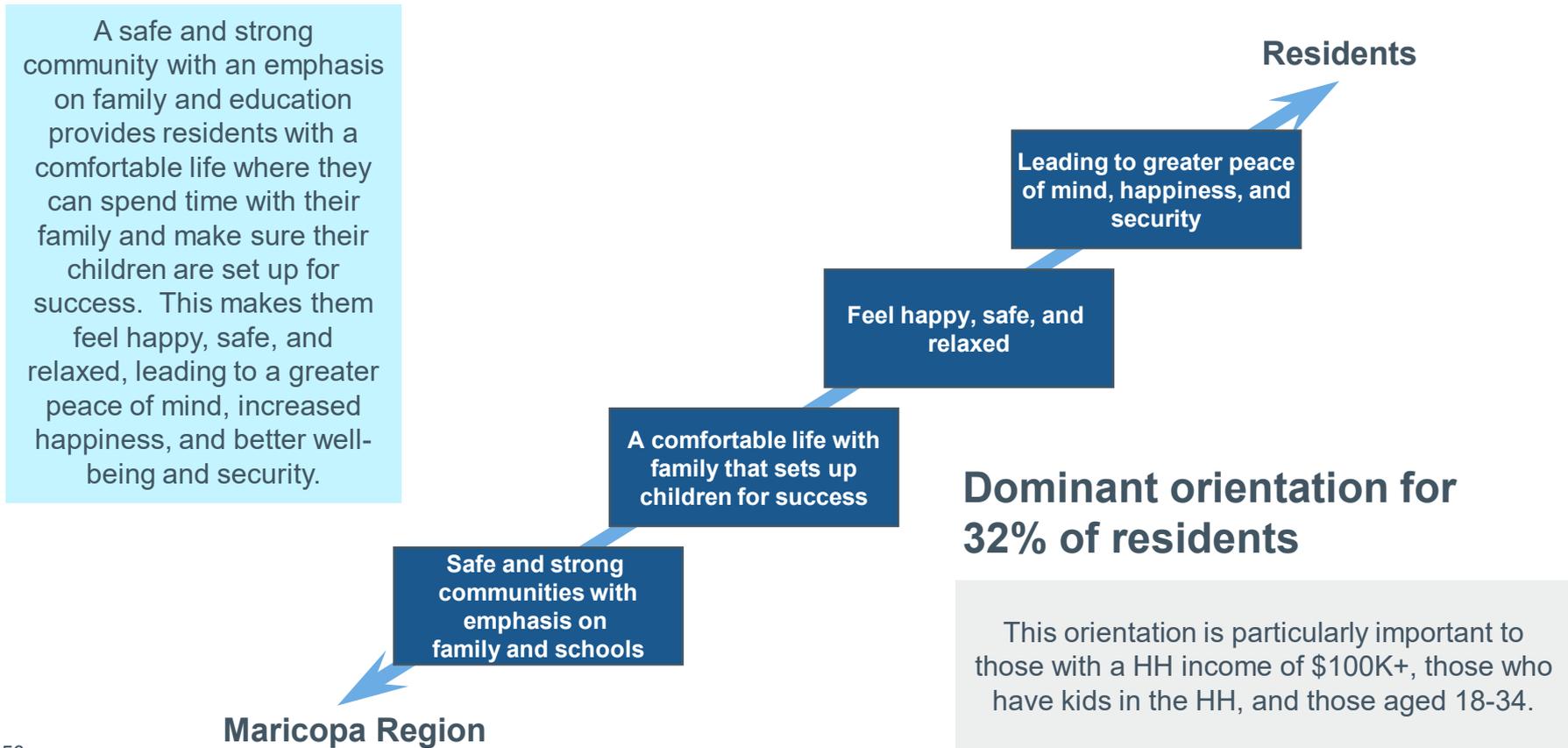
(Dominant orientation for 32% of residents)





# Key Values Priority

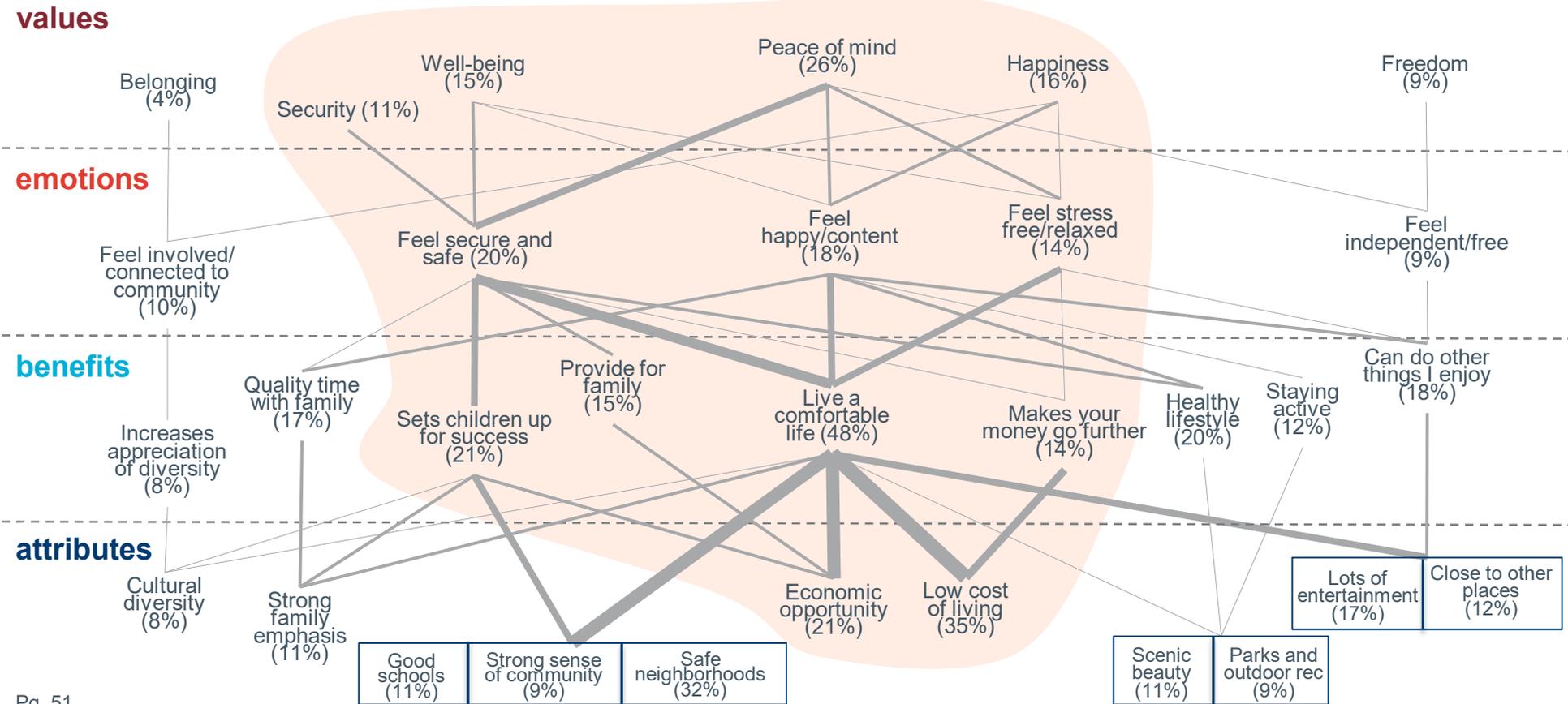
## Peace of Mind and Happiness from Living in Safe and Strong Communities





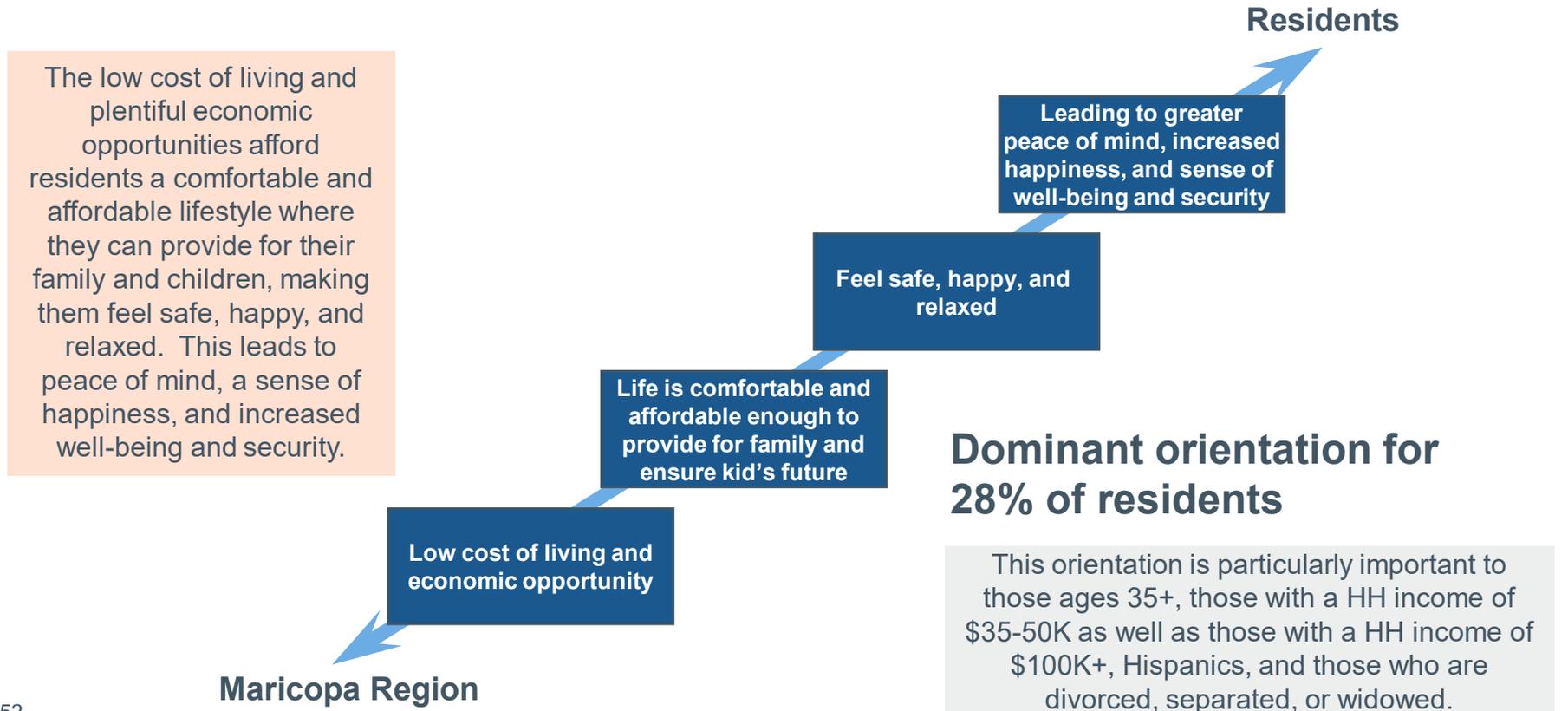
# Maricopa Values: Low Cost of Living and Economic Opportunity

(Dominant orientation for 28% of residents)



# Key Values Strategy

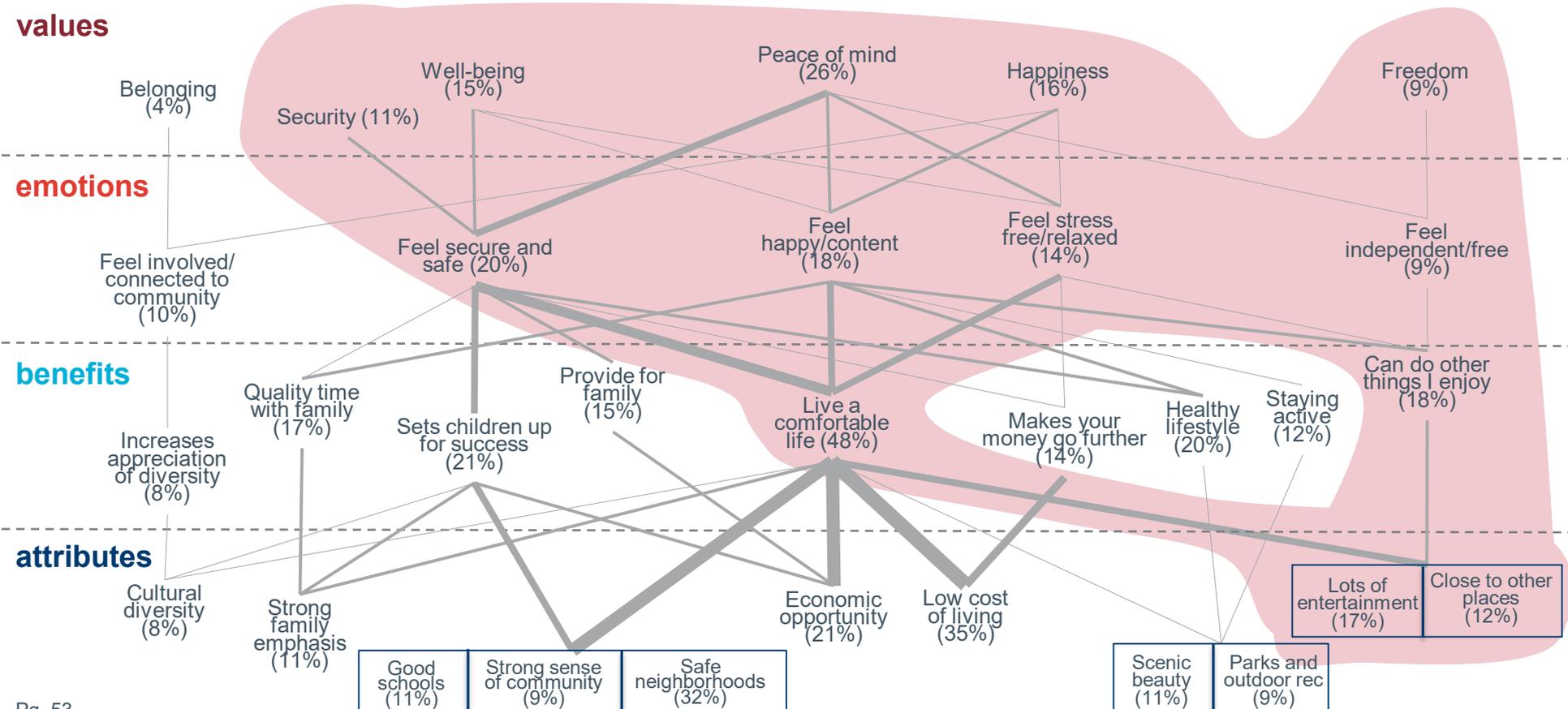
Peace of Mind and Happiness from Low Cost of Living and Economic Opportunity





# Maricopa Values: Convenient Amenities

(Dominant orientation for 15% of residents)



# Key Values Strategy

Peace of Mind and Happiness from Convenient Amenities





# Maricopa Values: Outdoor Beauty and Recreation

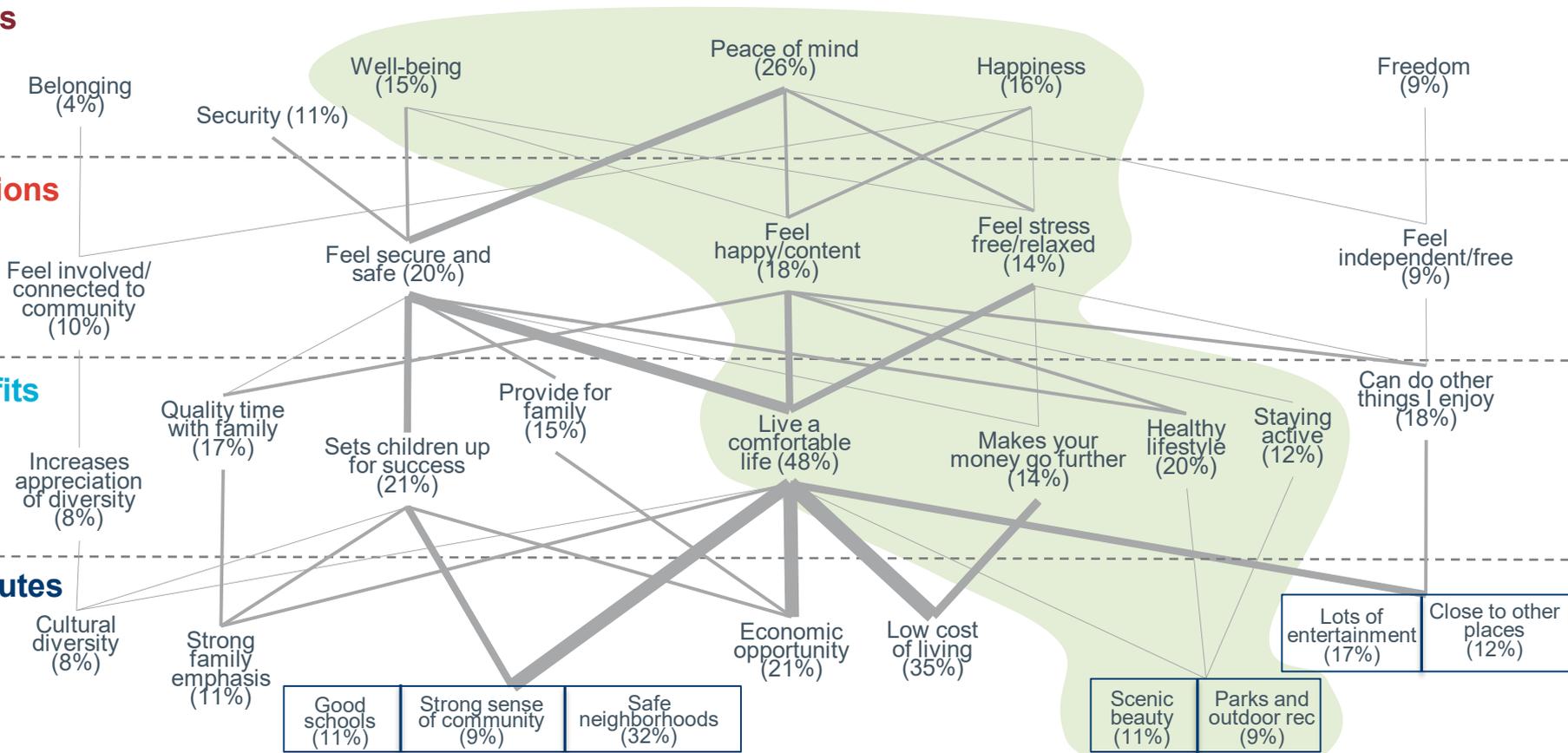
(Dominant orientation for 10% of residents)

## values

## emotions

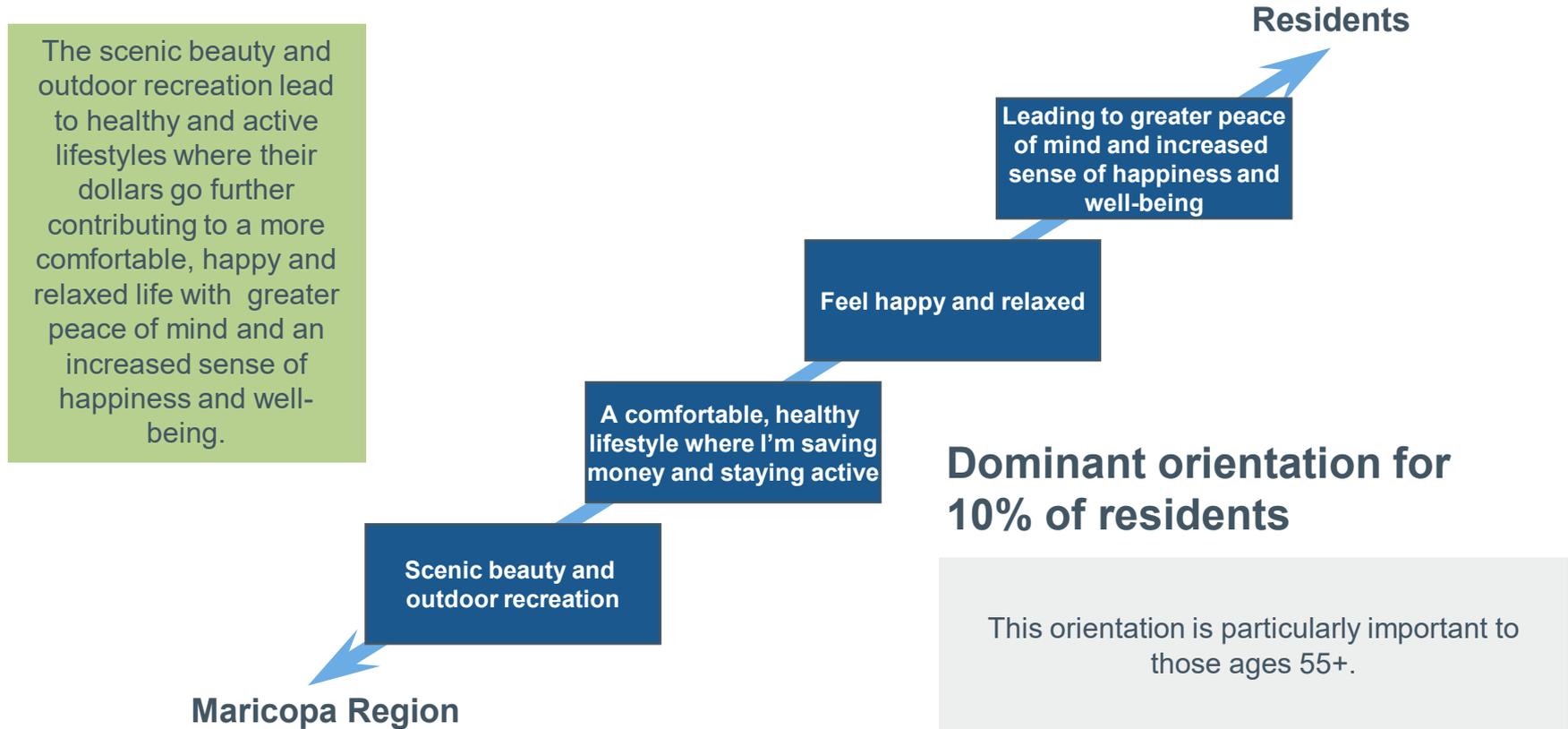
## benefits

## attributes



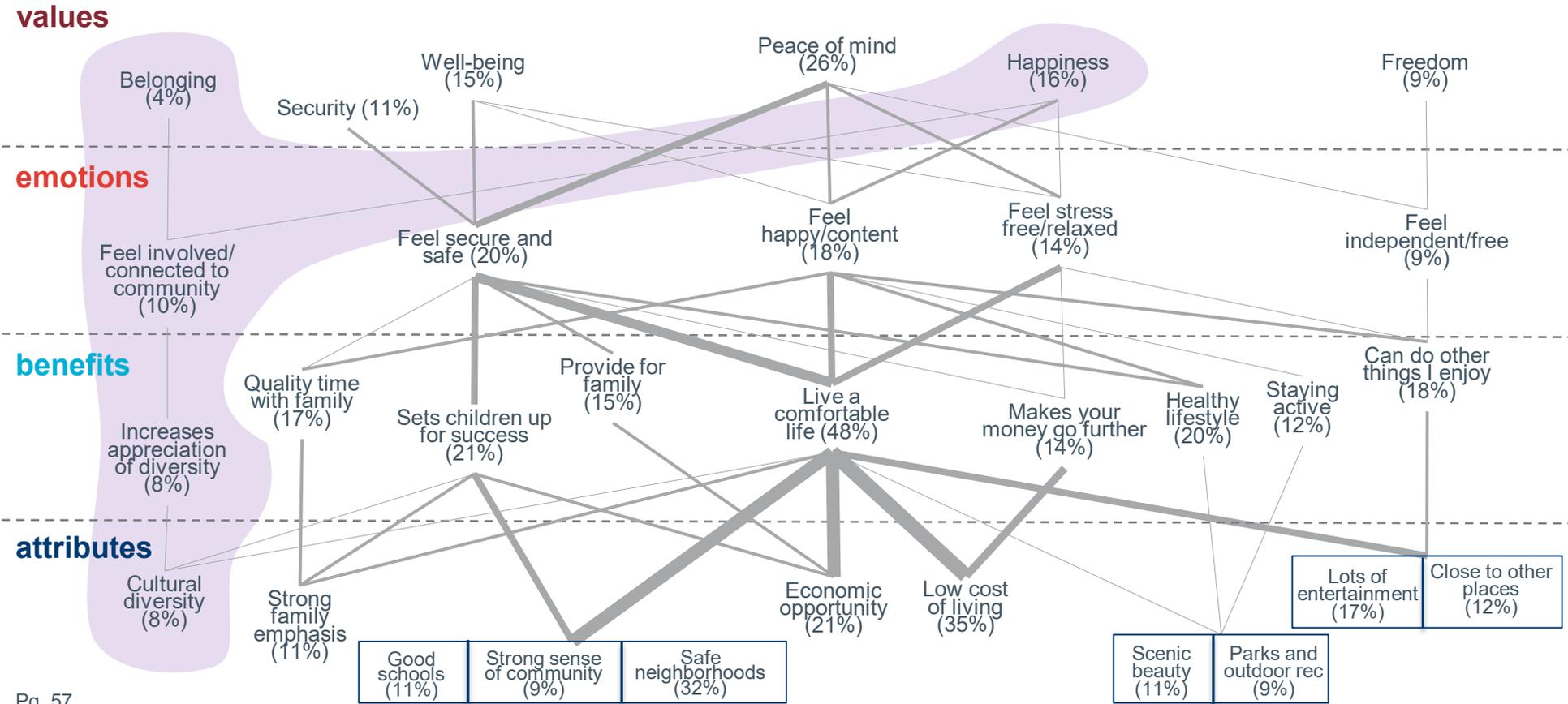
# Key Values Strategy

Peace of Mind and Happiness from Outdoor Beauty and Recreation



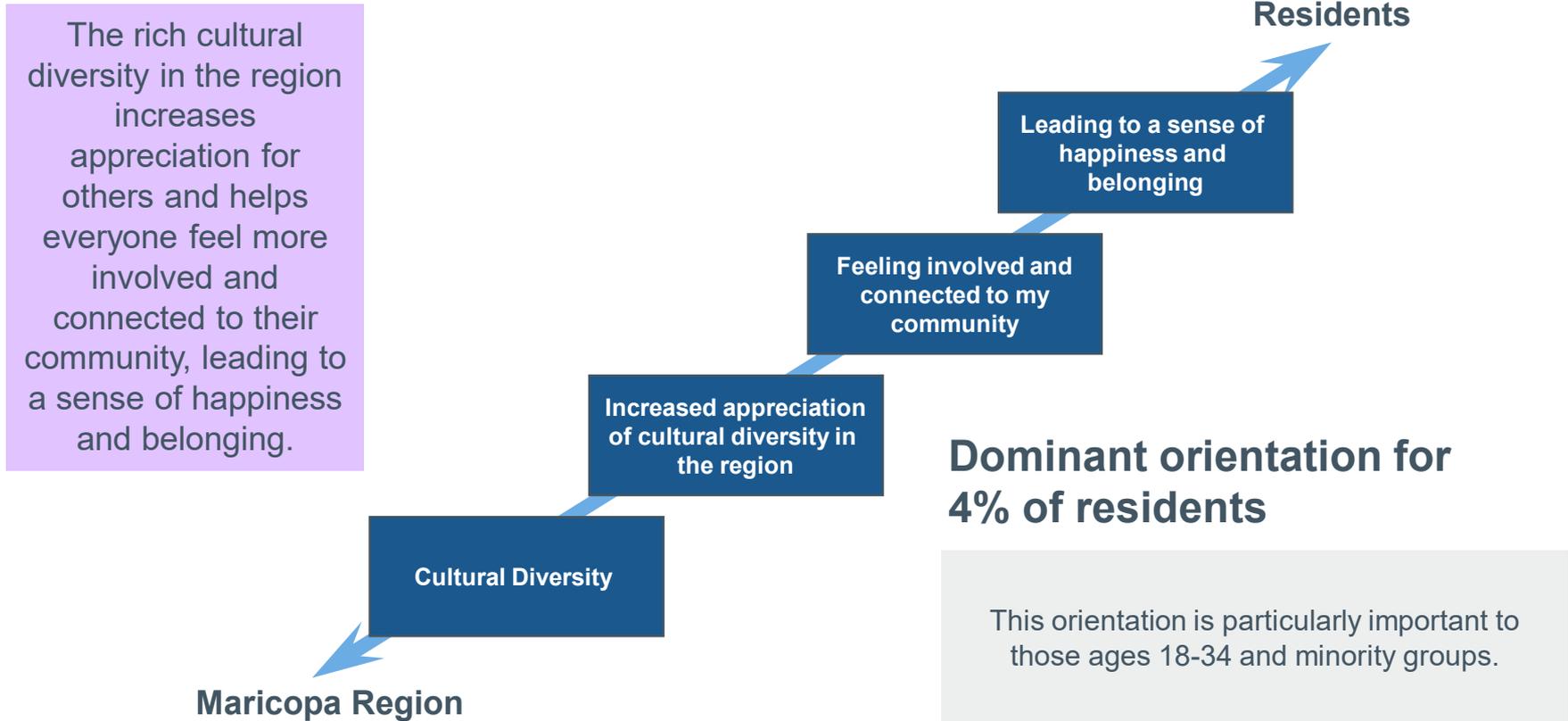
# Maricopa Values: Cultural Diversity

(Dominant orientation for 4% of residents)



# Key Values Strategy

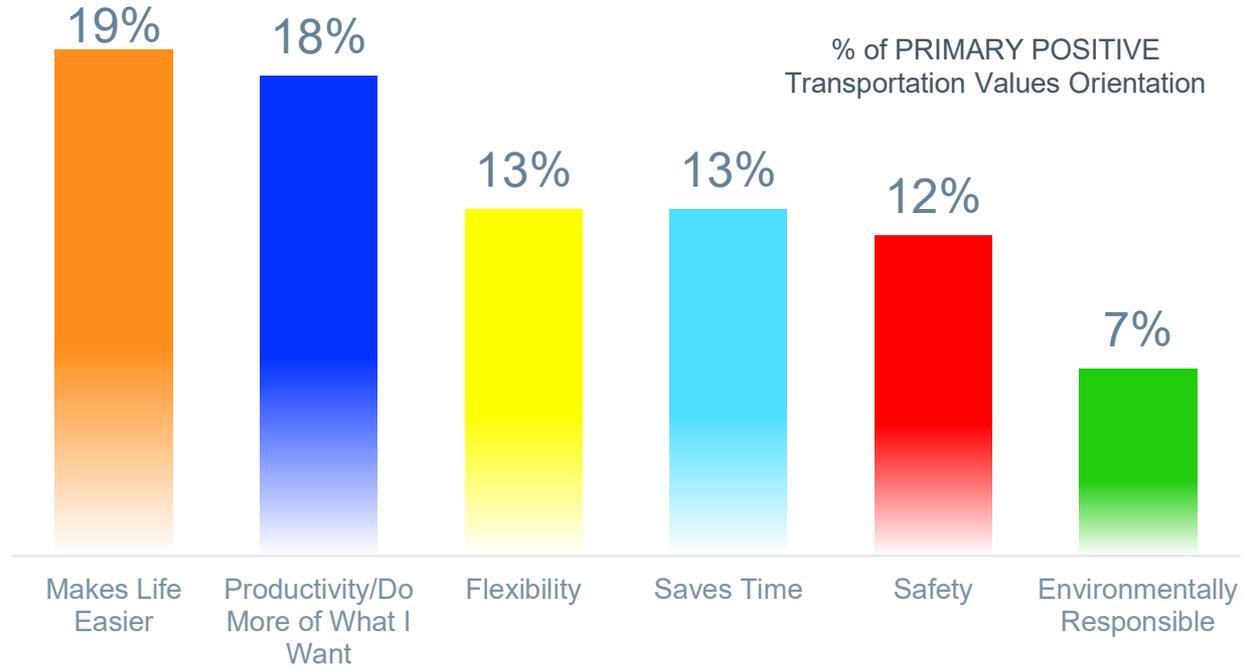
## Happiness and Belonging from Cultural Diversity



# MAPPING THE POSITIVE TRANSPORTATION VALUES & PRIORITIES

SS WE HELP YOU UNDERSTAND, MOTIVATE AND  
PERSUADE THE HEARTS AND MINDS OF THE  
PEOPLE THAT MATTER MOST TO YOUR SUCCESS

1. Making Life Easier
2. Productivity/Do More of What I Want
3. Gives Me Flexibility
4. Saves Time
5. Safety
6. Environmentally Responsible

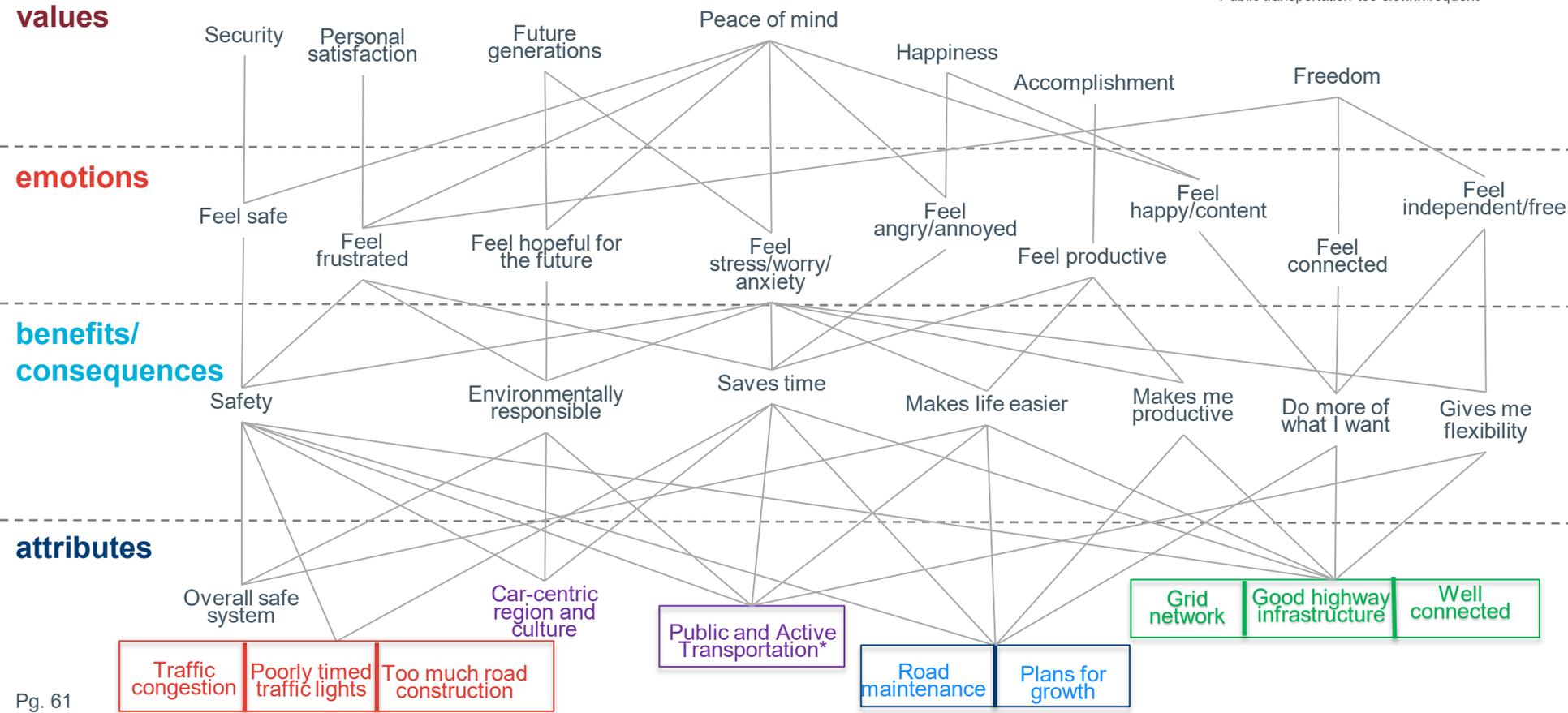


The 6 dominant POSITIVE transportation values orientations in Maricopa region



# The Combined Transportation Values of Maricopa Region

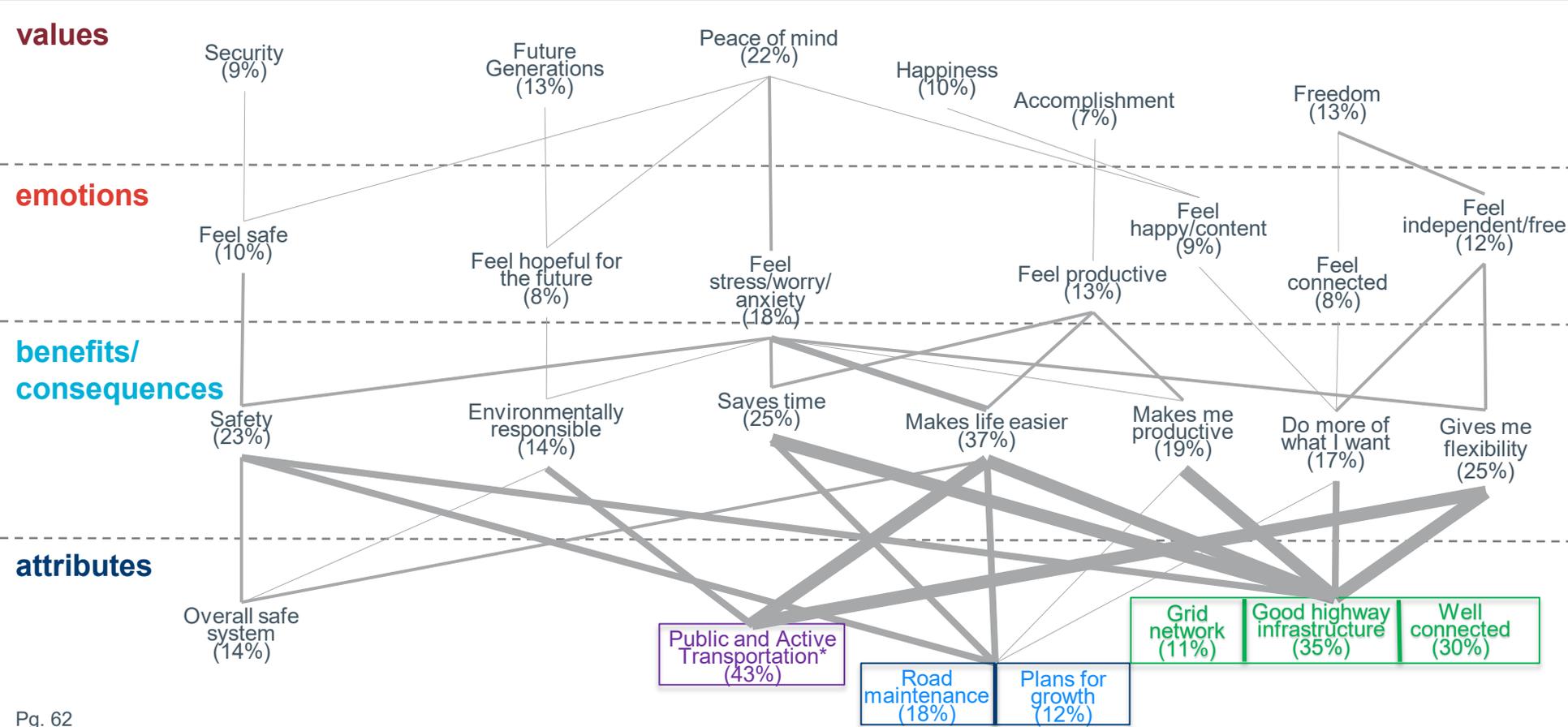
**\*Public and Active Transportation includes:**  
 Light rail system  
 Bus system  
 Bike paths and lanes  
 Variety of options/Lack of options  
 Buses too full  
 Not enough bus routes  
 Not enough light rail routes  
 Lack of safe secure public transit system  
 Not enough safe bike paths  
 Public transportation too slow/infrequent





# The **Positive** Transportation Values of Maricopa Region

\*Public and Active Transportation includes:  
Light rail system  
Bus system  
Bike paths and lanes  
Variety of options/

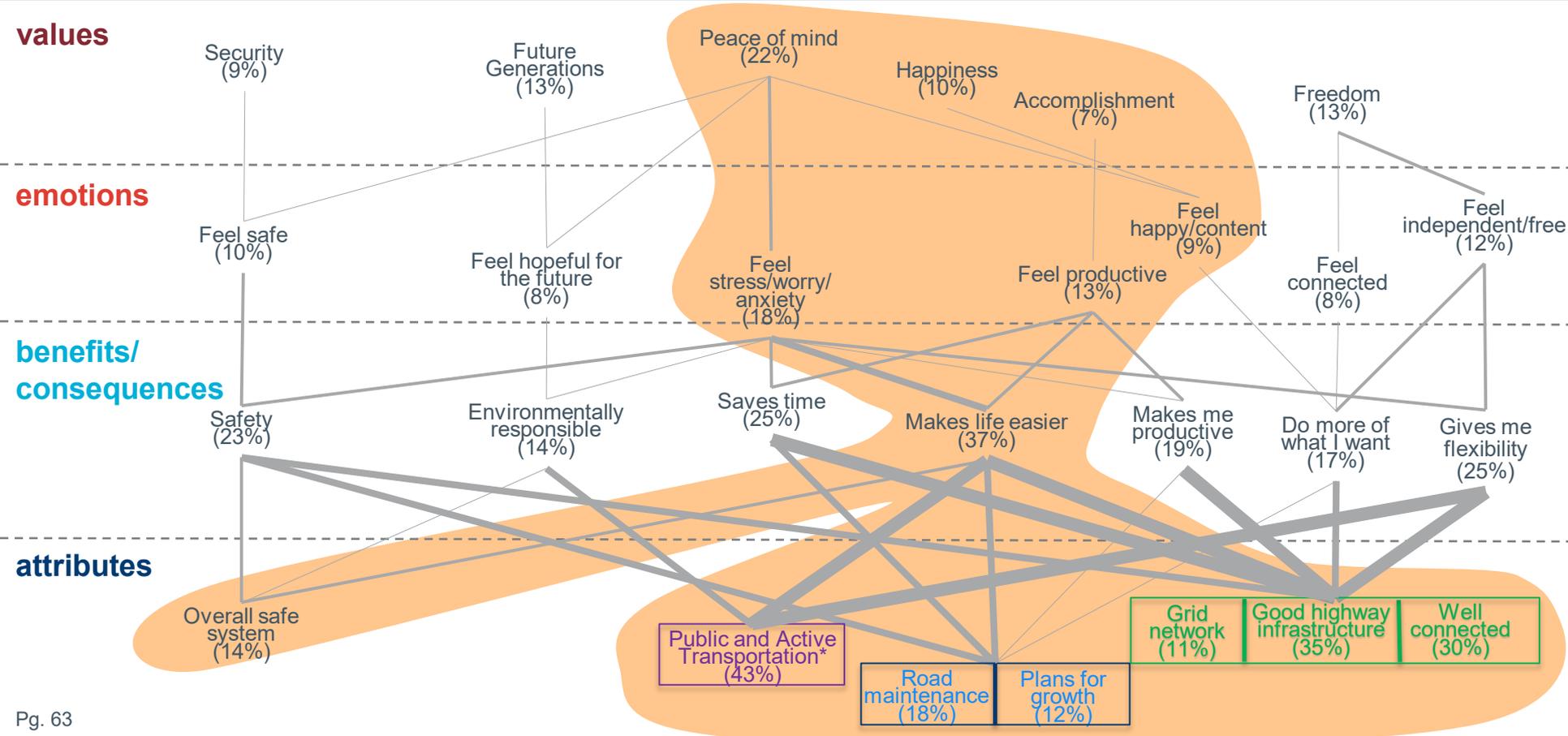




# Positive Transportation Values – Makes Life Easier

Dominant orientation for 19% of residents

\*Public and Active Transportation includes:  
Light rail system  
Bus system  
Bike paths and lanes  
Variety of options/





# Key Values Strategy: **Easier Life**

**Easier Life** from Well-Connected, Great Roads, Public Transportation, and Planning

Well-connected roads, highways, public and active transportation and good planning make life easier reducing stress and increasing productivity and feelings of freedom, happiness and connectedness ultimately creating a sense of peace of mind, freedom, happiness and accomplishment.



**Makes life easier**

**Public and active transportation, well connected and maintained highway infrastructure / grid network / planned for growth**

**Maricopa Region**

**Feel less stress, increased productivity, independence, happiness and connectedness**

**Peace of mind, freedom, happiness and accomplishment**

**Residents**

**Dominant orientation for 19% of residents**

This orientation particularly important to those married/living with partner, ages 55+, Hispanics, auto-deficient.

# In Their Own Words

## Selected Stories from Respondents



### Positive Transportation Ladders – Makes Life Easier

*“Having **good highways and freeways makes life easier**. I’m pretty sure everyone could agree by having these things getting around is easier which is a good thing. Because of this it **makes me feel productive and efficient**. I get what I need to get done easily **stress free**. By feeling **productive and efficient** thanks to a good transportation system I get a sense of **personal satisfaction**.”*

*“I have a lot of **options** from my apartment and can easily **get around the region with buses**. The **driving around town is so simple** because the roads are **set up like a grid** and easy to follow. The **major highways loop around the city** making it easy and fast to get from one place to the next. I feel like **life is easier** when the roads you drive on everyday are so simple to follow. I feel the transportation and overall life here is **great for my well being**. I can **worry less** because I have many things at my finger tips. For example if my car broke down I can ride the bus or call Uber to pick me up. I think having access to things makes the quality of life better which contributes to well being.”*

*“I think that being **well connected** and **easy to get around** comes from having **so many transportation options**. There is always a way to get to your destinations no matter where or what they are. I also think that our **freeways are helpful** to this as well because any location you are at there are easy ways to get to any part of the valley so I think this makes things easier and also safer because there are so many different options. Having the benefit of **making my life easier** and safer makes me feel **more productive or efficient** because it helps to get more things done rather than waiting in traffic or having minimal ways to get around. I believe **feeling productive or efficient links to accomplishment** because when you can get things done you feel accomplished by getting that stuff done and it helps to be able to do things with out so much hassle.”*

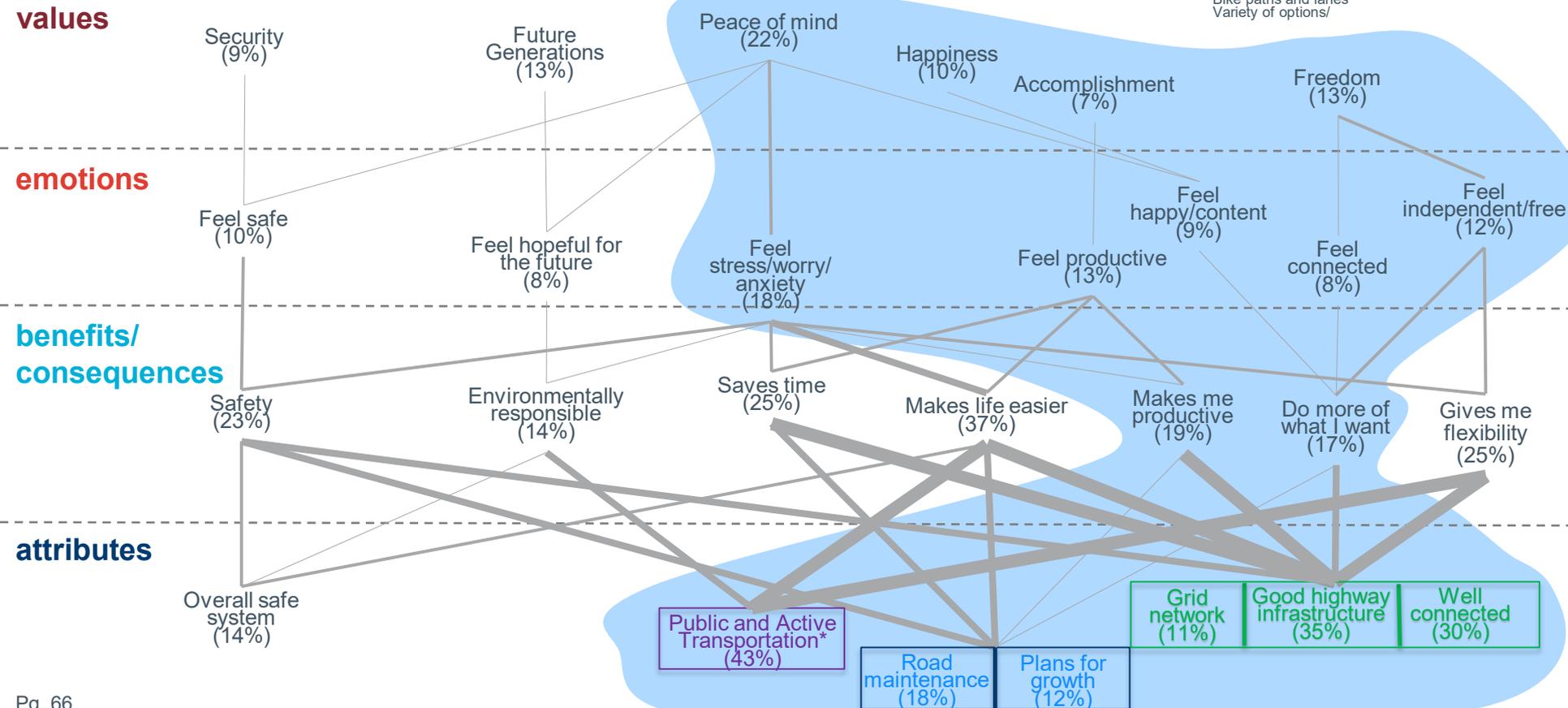


# Positive Transportation Values – Productivity/Do More of What I Want

Dominant orientation for 18% of residents

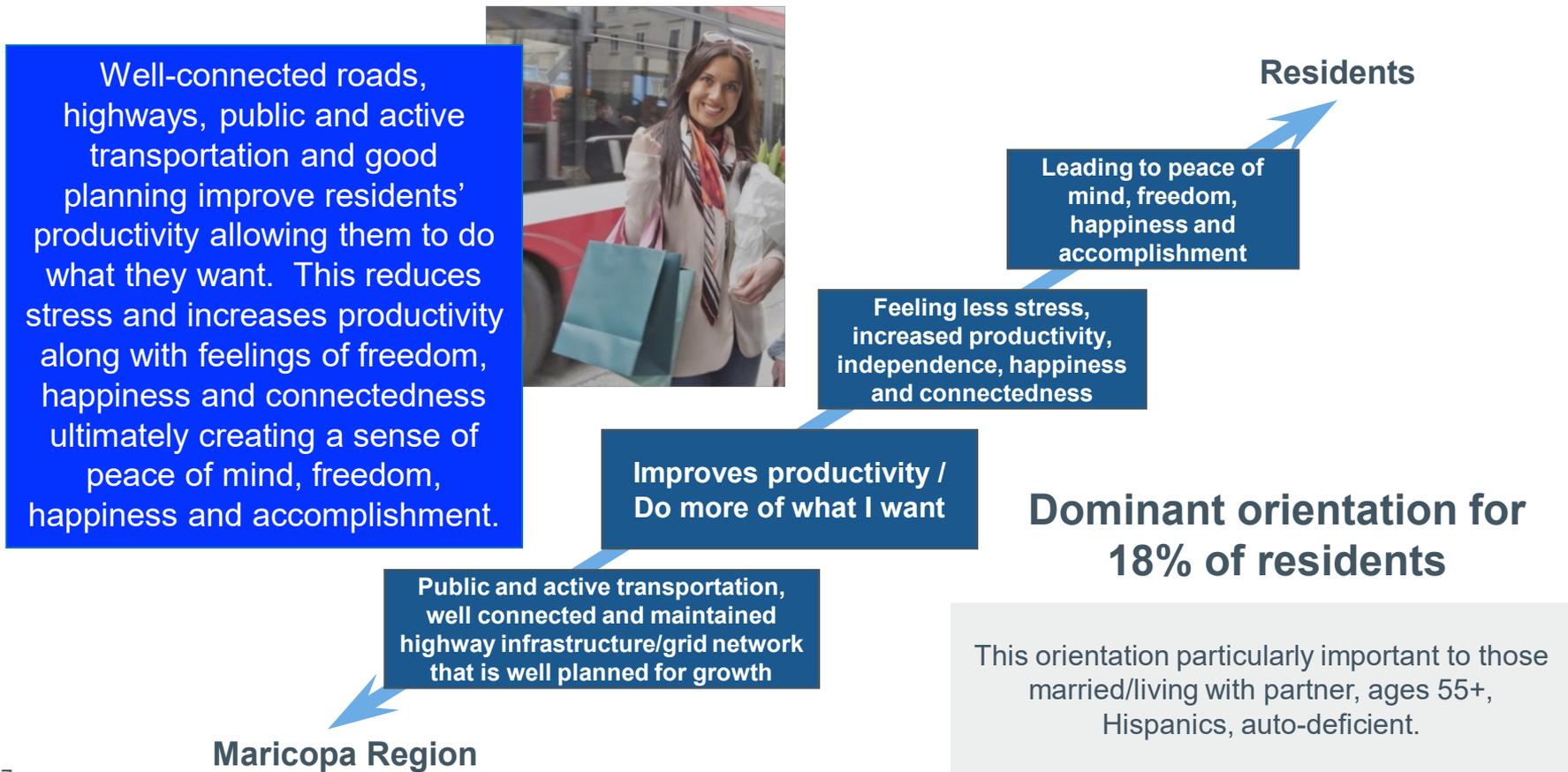
**\*Public and Active Transportation includes:**

- Light rail system
- Bus system
- Bike paths and lanes
- Variety of options/



# Key Values Strategy: Productivity

Improved Productivity from Well-Connected, Great Roads, Public Transportation, and Planning



# In Their Own Words

## Selected Stories from Respondents



### Positive Transportation Ladders – Productivity/Do More of What I Want

*“Well maintained roads and highway infrastructure allow me to have the freedom to go where I need to go in order to **accomplish daily tasks**. Not being stressed about having to get where I need to be is very important! Being able to go where I need at any time, gives me the freedom and opportunities to accomplish what needs to be done. **Feeling free** and having **peace of mind** is the ultimate mental state. Being in that state constantly allows me to accomplish what I need!”*

*“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**.”*

*“If a city is easy to commute by **multiple means available** and in a time-efficient manner, it in turn frees up my time. Less time in a car means **more time doing things I enjoy**. **Light rail** use can also contribute to '**do more of what I want**' and 'save \$.' It's less wear and tear on my vehicle. I can catch up on reading, emails and phone calls on a longer light rail commute, too. If I am able to do more of what I want - timewise and save money, then I have the **freedom** to make more choices that aren't dependent necessarily on the help of other resources.”*

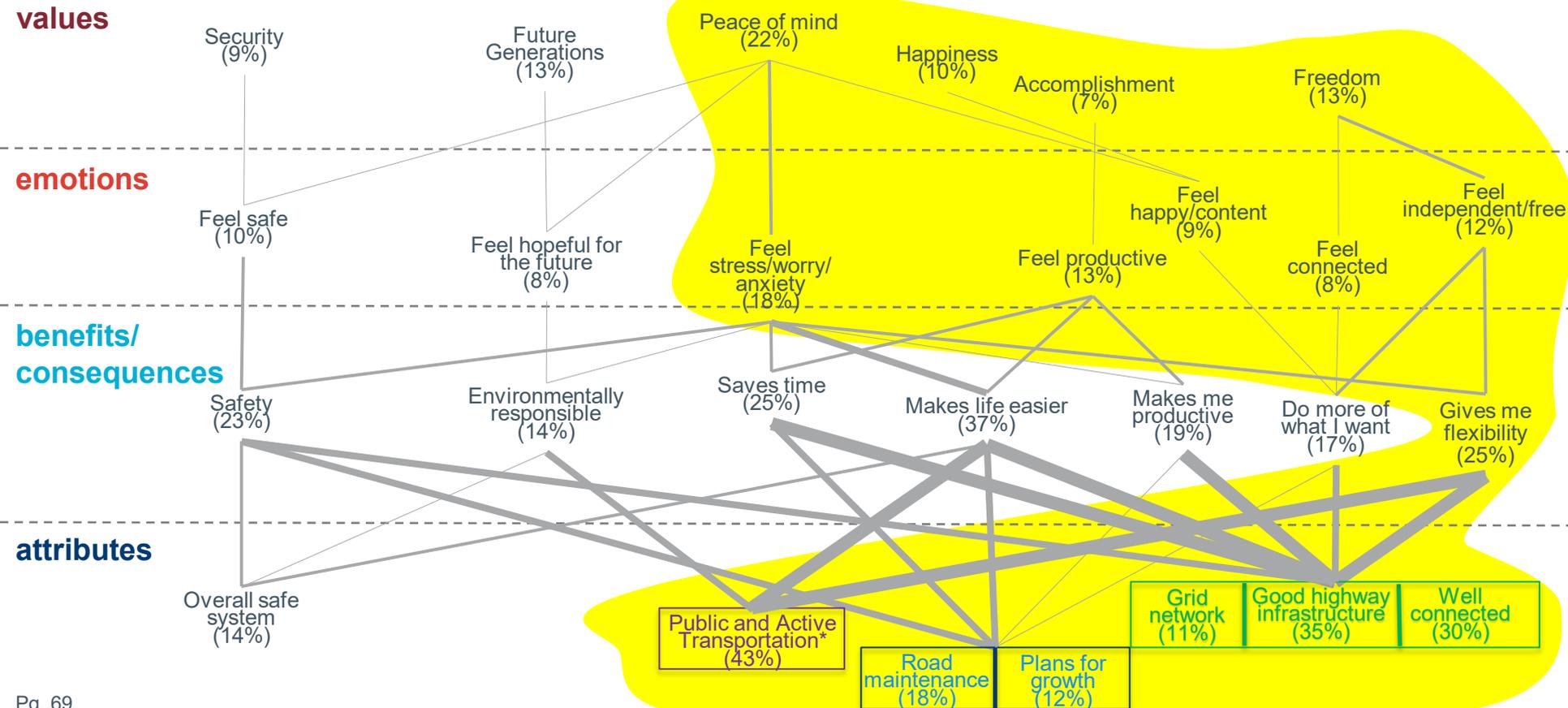


# Positive Transportation Values – Flexibility

Dominant orientation for 13% of residents

\*Public and Active Transportation includes:

- Light rail system
- Bus system
- Bike paths and lanes
- Variety of options/



# Key Values Strategy: Flexibility

Flexibility from Well-Connected, Great Roads, Public Transportation, and Planning

Well-connected roads, highways, public and active transportation and good planning provide flexibility reducing stress, increasing productivity along with feelings of freedom, happiness and connectedness. This ultimately creates a sense of peace of mind, freedom, happiness and accomplishment.



Residents

Leading to peace of mind, freedom, happiness and accomplishment

Feeling less stress, increased productivity, independence, happiness and connectedness

Provides flexibility

Dominant orientation for 13% of residents

Public and active transportation, well connected and maintained highway infrastructure/grid network that is well planned for growth

Maricopa Region

This orientation particularly important to those married/living with partner, ages 55+, Hispanics, auto-deficient.

# In Their Own Words

## Selected Stories from Respondents



### Positive Transportation Ladders – Flexibility

*“Different routes to get around and different options allow flexibility. I don’t worry if a road or freeway is closed. There are other routes or options. When I am not worried or stressed it is much easier to be happy.”*

*“In this region I think that people have the choice of choosing different kinds of transportation which can give them flexibility. For example, last year I didn’t have a car or bike but I still had the option of taking the bus or the light rail which are both easy to access and not far from where I live. It makes me feel independent or free because I get to have the choice of the kind of transportation I need instead of being forced to buy a car because I have no other option. It makes me happy because I have the freedom of choosing the mode of transportation I need.”*

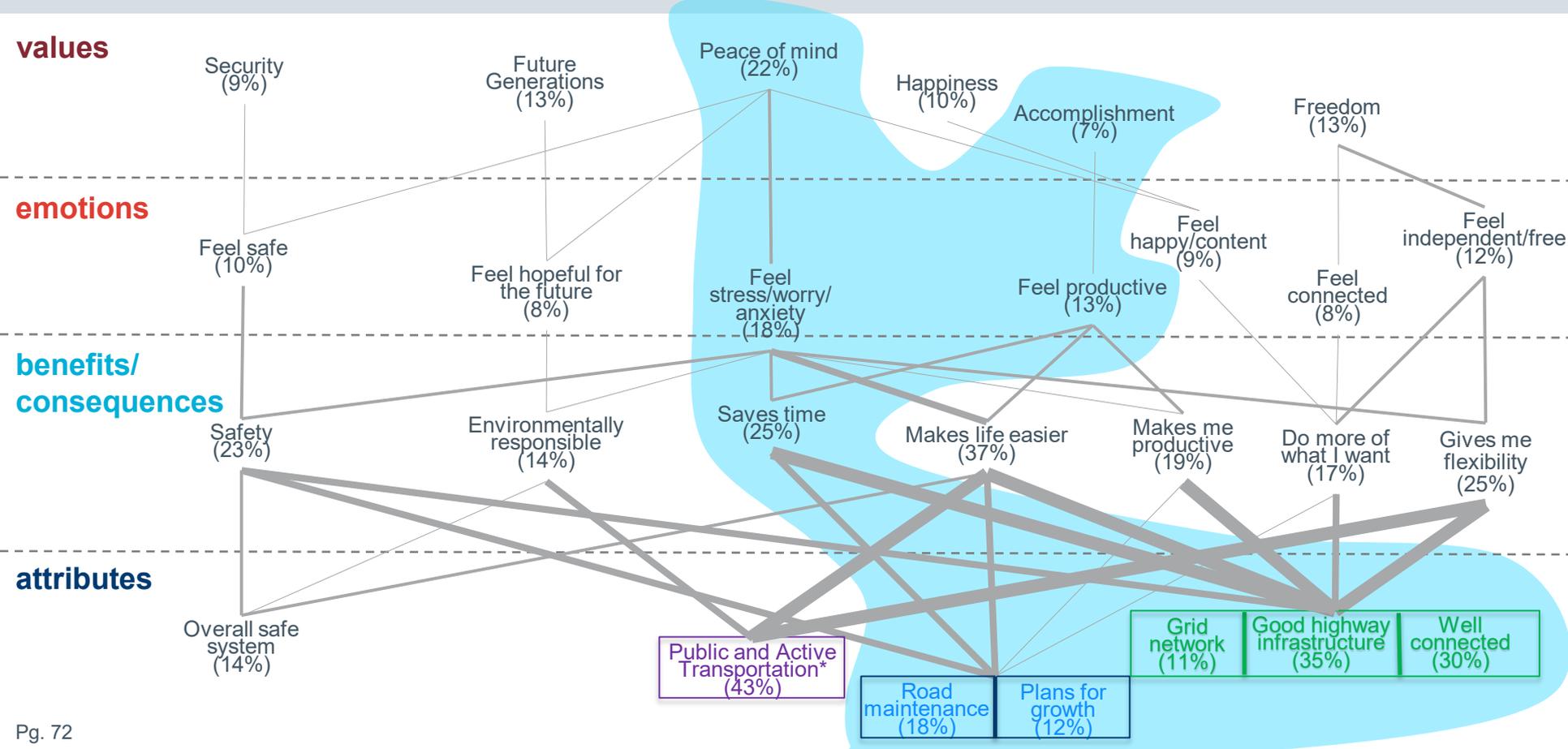
*“I know many people that use the Light Rail or buses to get to work every day and it is really a must for the big city that Phoenix has become. Without the transportation system in place there would be no flexibility or ways to accomplish anything for those without their own cars. There would be no good way even to go to work without a good transportation system in place. Naturally, you feel accomplished when you do everything on your to do list for the day. You can get a good night’s rest having done what you needed to do for that day.”*



# Positive Transportation Values – Saves Time

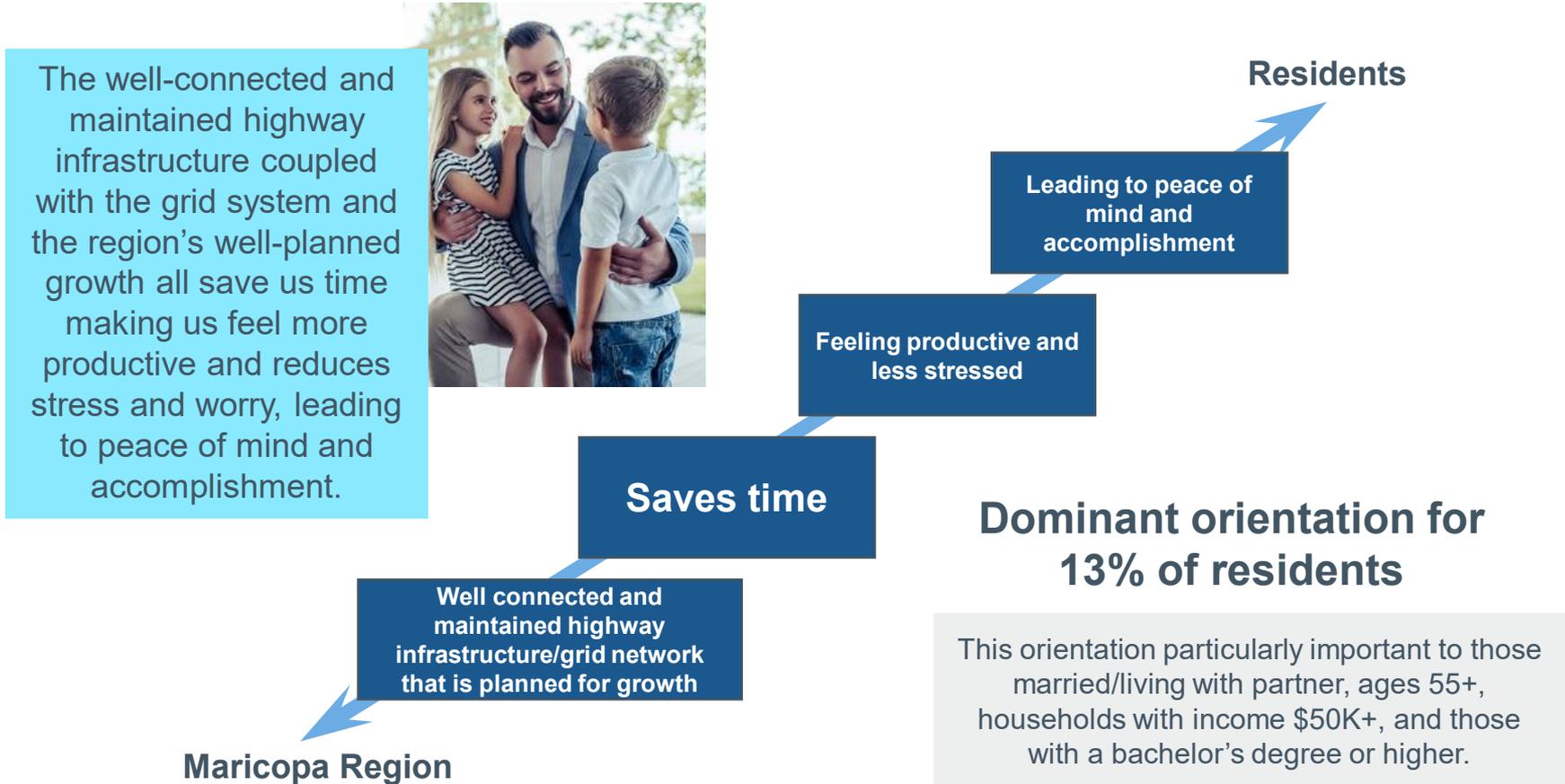
(Dominant orientation for 13% of residents)

\*Public and Active Transportation includes:  
 Light rail system  
 Bus system  
 Bike paths and lanes  
 Variety of options/



# Key Values Strategy: Saving Time

Saving Time from Connected and Maintained Highway, Grid System and Planning



# In Their Own Words

## Selected Stories from Respondents



### Positive Transportation Ladders - Time

*“There are a lot of people driving on our freeways here, it is nice that we have **4 to 6 lanes each way** to choose from. **Driving is less congested**, therefore we can **spend more time at home** before leaving for work or doctors appointments or anything else. **Saving time means I don’t worry as much** about being late, or leaving too early for appointments, leaving me **more time to do other things**. Doing other things helps me **get more done** in shorter amounts of time, then I get to **relax with my loved ones and feel less stressed**. **Less stress IS peace of mind.**”*

*“**Better structured freeways help save time on my commute**. Saving time on the road allows me to do more for myself which **minimizes my stress**. Feeling calm and relaxed reduces my stress which absolutely provides **peace of mind.**”*

*“Because the **roads are well maintained** I don’t have to seek alternate routes to get where I need to be so I **save time travelling** that allows for more time to do other things. I feel confident that because of the time I save travelling it will give me **more time to do other things**, like spend time with my grandchildren. Because I feel confident it **gives me the peace of mind** to not stress about getting where I need to be.”*

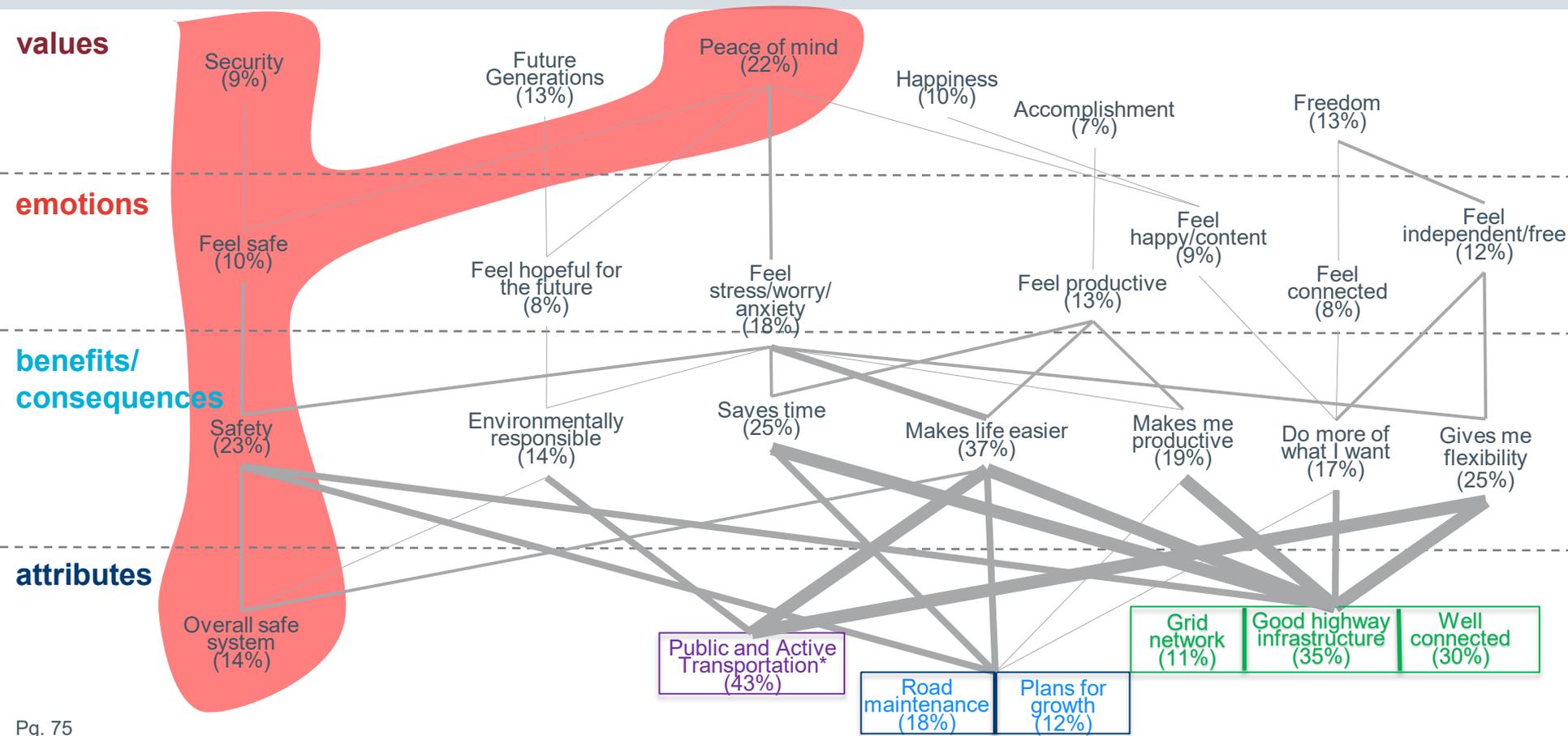
*“Having **HOV lanes** makes it easier when travelling with someone to **not have to wait in rush hour**, which **saves time getting home** and makes life easier. Being easy to get around makes life easy so you aren’t getting lost, and you save time getting where you need to go. When I get places quicker it **makes me feel productive** which makes me happy! Feeling like I’m productive and got stuff done **makes me feel accomplished.**”*



# Positive Transportation Values – Safety

(Dominant orientation for 12% of residents)

\*Public and Active Transportation includes:  
 Light rail system  
 Bus system  
 Bike paths and lanes  
 Variety of options/



# Key Values Strategy: **Safety**

Sense of Safety and Security



# In Their Own Words

## Selected Stories from Respondents



### Positive Transportation Ladders - Safety

*“Having **safe highways/freeways** makes life **safer for me and my family** because that means **less of a possibility of accidents**. As long as the roadways are clear and concise there should be less accidents. There are a lot of accidents that happen daily due to poor design, confusing road signs, confusing roadways, etc. So having **efficient and safe roadways** makes me feel safer driving. Feeling safe links to my value of **security** because my mind will not be set to ease unless I feel safe and secure.”*

*“I want to be able to **get around knowing I'm safe**. That also goes for my family. I don't have to constantly be looking over my shoulder or be **worried my family is in trouble when using public transit**. My family won't have to go through a tragic experience. It'll be **safer for the next generations**.”*

*“Driving to work, home and visiting family and friends requires my commute to be safe; with myself, as well as with those who I share the road with. Any form of **transportation should always be safe first**. I want to trust that I can **drive with my family safely** to make our lives easier by getting to wherever we need to most effectively. When things that are out of my control are easy to follow, I feel safe in the fact that others are complying as I am; with consideration of each other at all times. **Feeling safe gives me peace of mind** because I am able to focus on more important things.”*

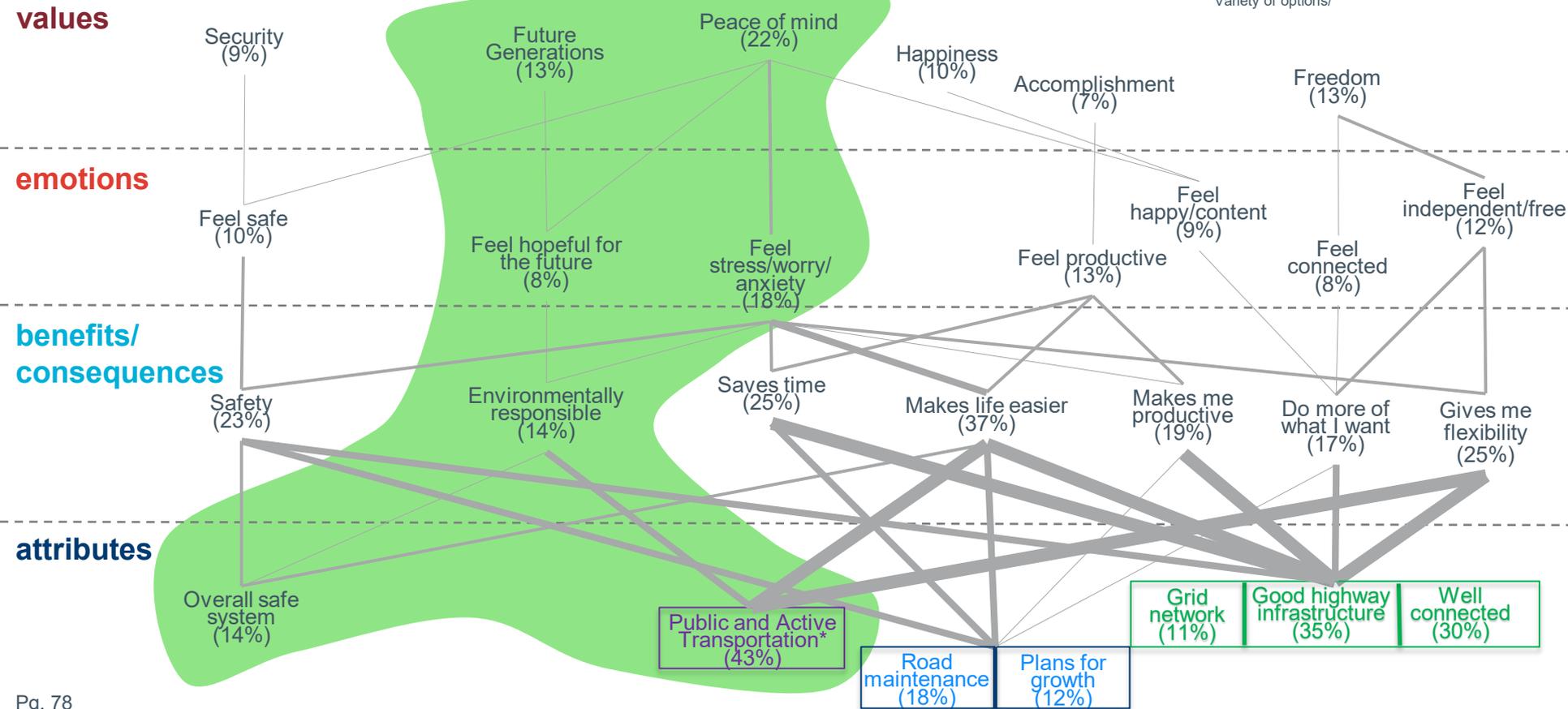


# Positive Transportation Values – Environmentally Responsible

(Dominant orientation for 7% of residents)

\*Public and Active Transportation includes:

- Light rail system
- Bus system
- Bike paths and lanes
- Variety of options/

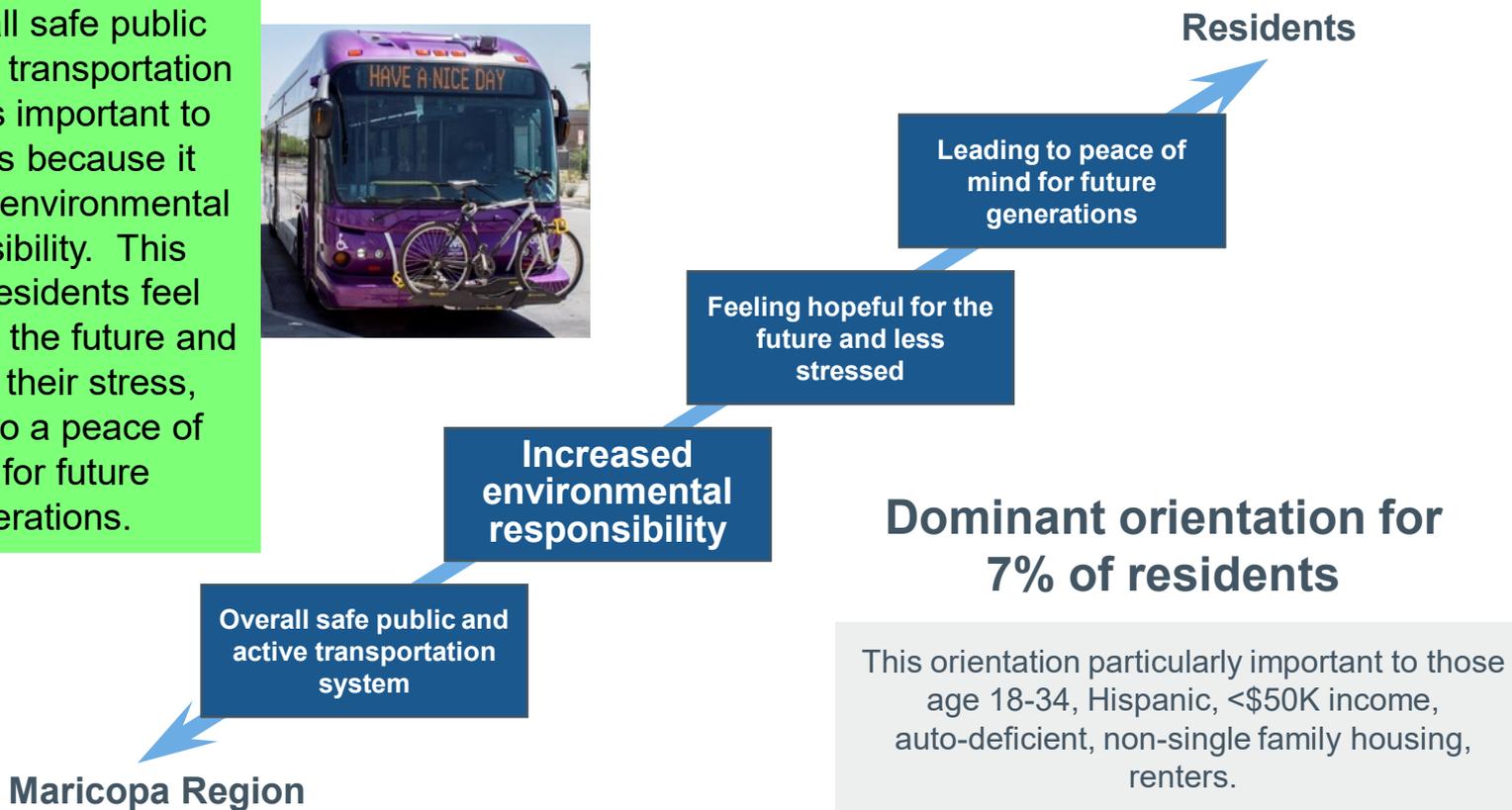




# Key Values Strategy: Environment

Peace of Mind for Future Generations from Environmentally Friendly Transportation

An overall safe public and active transportation system is important to residents because it increases environmental responsibility. This makes residents feel hopeful for the future and reduces their stress, leading to a peace of mind for future generations.



# In Their Own Words

## Selected Stories from Respondents



### Positive Transportation Ladders - Environment

*“**Safe transportation** protects us and makes me **feel good about the environment** among other things. If we have a good environment and are productive/accomplished that gives me **hope for the future**. If I feel hopeful for the future that makes me have **peace of mind**.”*

*“**Less cars** on the road means **less smog**. That’s good for everybody, but I’m disabled, and can’t drive. A **safe transportation and bus system** means **less cars**, and **people like me can get around**. Buses (and walking) **make a difference with pollution**. Without buses or the nice weather, I would feel even more isolated. While I can’t go many places as I am sick in theory, I can, and that gives me **peace of mind** to access my doctors as well as prescriptions.”*

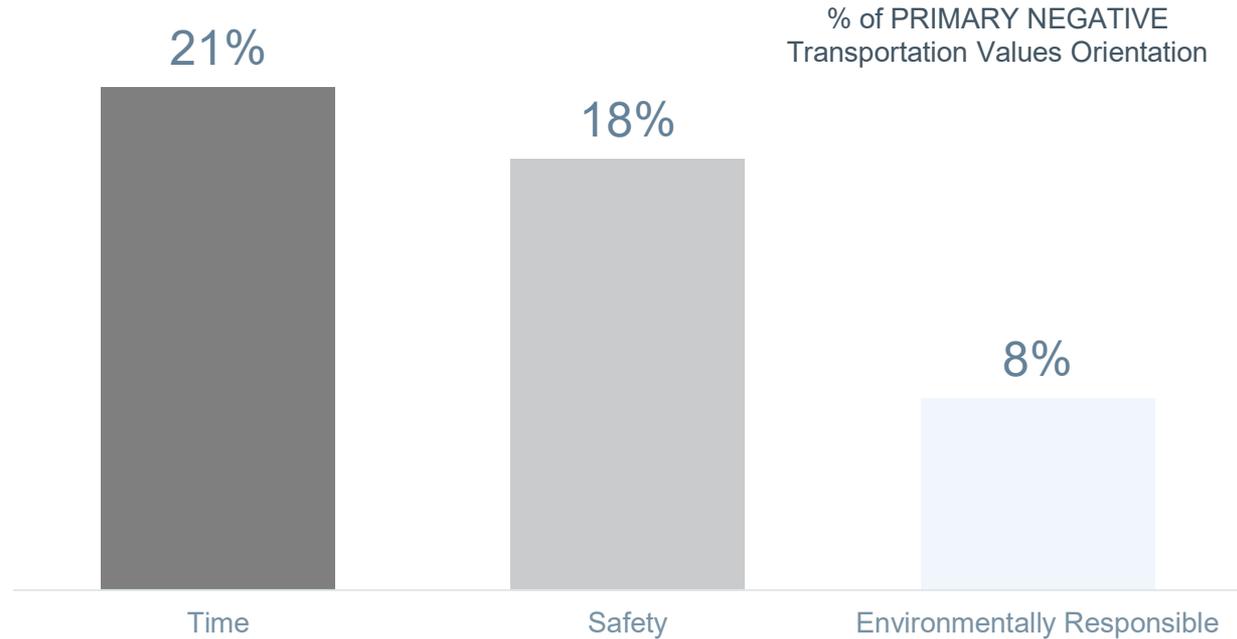
*“**Less gas used** to haul more people is **safer, cheaper and more friendly to the environment**. The more we **develop public transportation** the better things can **benefit our future generations**.”*

*“If we use **bus transportation** we **reduce carbon monoxide**, lessen traffic and stop contributing to global warming. If we work as a community we can make changes to our lifestyle and start using public transportation to stop hurting the **environment** and leave a **better planet for our children**. We are the role models of our children and if we start making changes they will imitate our behavior and continue to care for our environment.”*

# MAPPING THE NEGATIVE TRANSPORTATION VALUES & PRIORITIES

SS WE HELP YOU UNDERSTAND, MOTIVATE AND  
PERSUADE THE HEARTS AND MINDS OF THE  
PEOPLE THAT MATTER MOST TO YOUR SUCCESS

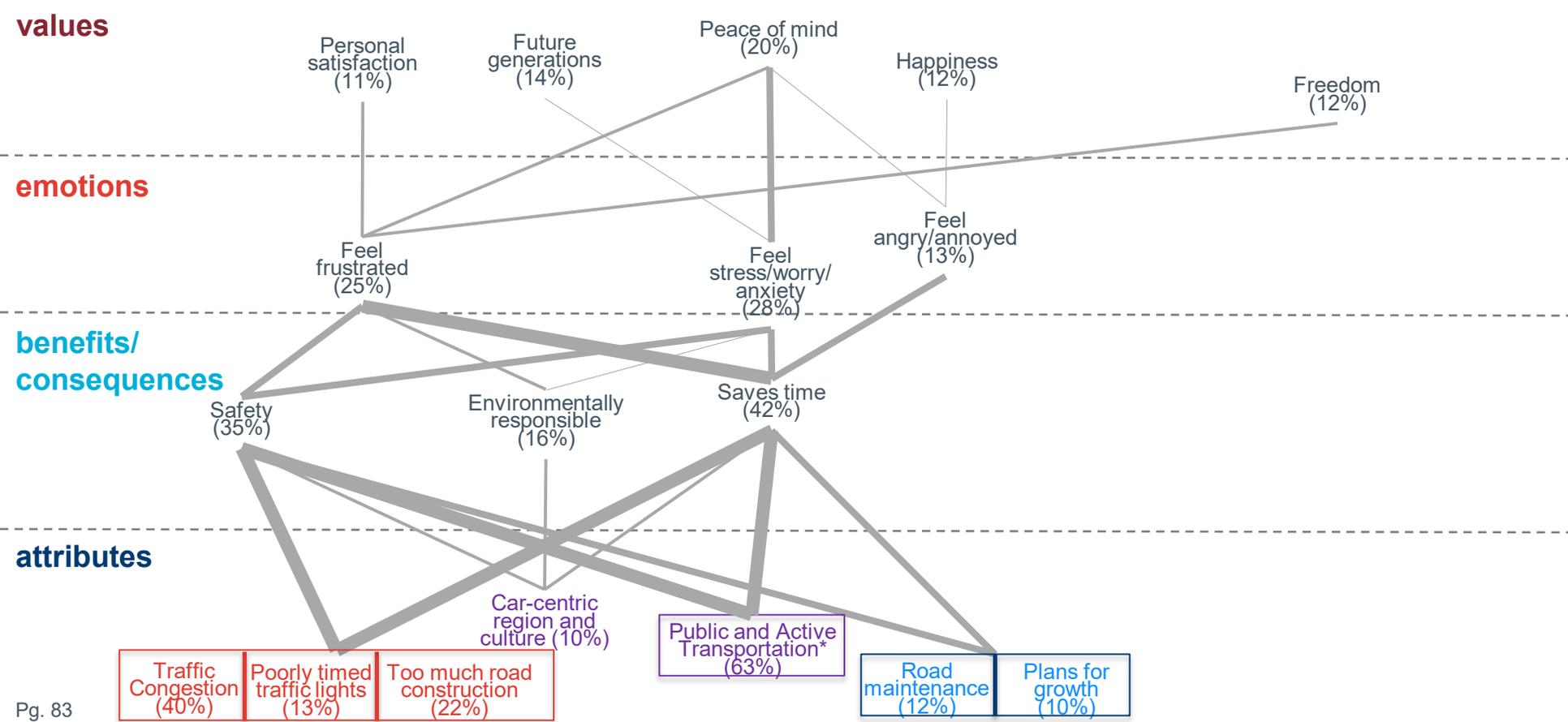
1. Time
2. Safety
3. Environmentally Responsible



The 3 dominant **NEGATIVE** transportation values orientations in Maricopa region

# The Negative Transportation Values of Maricopa Region

**\*Public and Active Transportation includes:**  
 Lack of options  
 Buses too full  
 Not enough bus routes  
 Not enough light rail routes  
 Lack of safe secure public transit system  
 Not enough safe bike paths  
 Public transportation too slow/infrequent

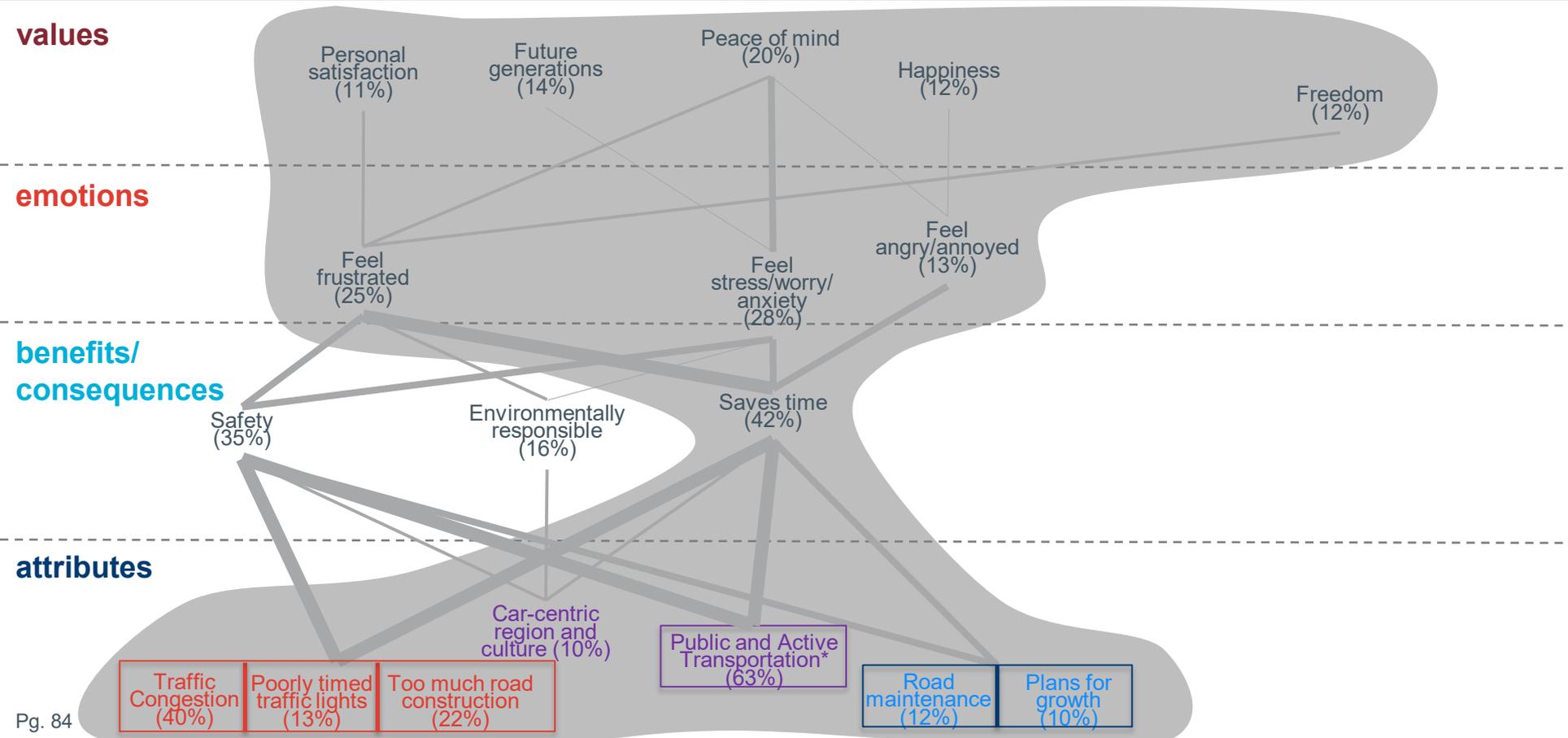




# Negative Transportation Values – Time

(Dominant negative orientation for 21% of residents)

**\*Public and Active Transportation includes:**  
 Lack of options  
 Buses too full  
 Not enough bus routes  
 Not enough light rail routes  
 Lack of safe secure public transit system  
 Not enough safe bike paths  
 Public transportation too slow/infrequent





# Key Values Strategy: Avoid Wasting Time

Wasted Time from Traffic Congestion, Construction, and Inadequate Public Transportation



# In Their Own Words

## Selected Stories from Respondents



### Negative Transportation Ladders - Time

*“The valley should have constructed a subway system many years ago. There are just so many roads that can be added to, or new ones constructed. The **travel options are few**. There are so many people moving to Arizona that the roads are almost overwhelmed during certain times of the day. You almost have to travel very early in the day or the **drive time is far more than it should be**. With so much **time lost traveling** to where you want to go that leaves **less time to do all the things you either want or need to do.**”*

*“Because of **poor planning**, there **aren’t enough light rail routes**. This means I have to travel longer and wait for connecting light rail/buses. As such I have to take lower paying jobs because I can’t get to better ones. Due to the **wasted/lost time**, not getting home until later than necessary **adds to my stress**. That makes me **less happy** and far **less productive** and prone to sickness. The stress from all this results in amplifying my stress and depression, making me function at suboptimal levels and affects my job performance.”*

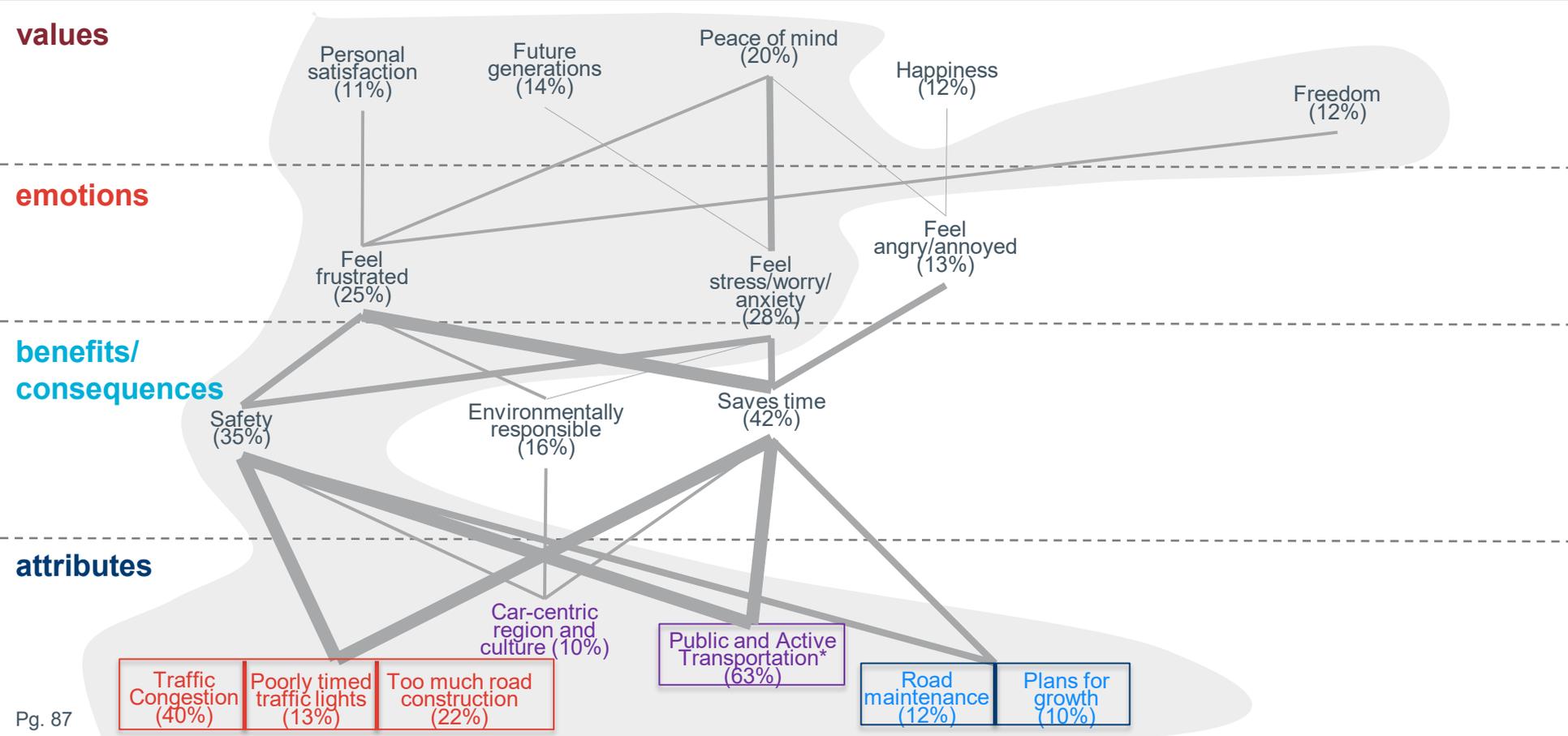
*“Most of the time you have to catch at least **3 different buses** to make it to work. What is usually a 15 minute drive, will take close to **2 hours on the bus system**. I feel **frustrated** because it is inconvenient to have to put that much time into going & coming home from work. It’s 4 hours 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.”*



# Negative Transportation Values – Safety

(Dominant negative orientation for 18% of residents)

**\*Public and Active Transportation includes:**  
 Lack of options  
 Buses too full  
 Not enough bus routes  
 Not enough light rail routes  
 Lack of safe secure public transit system  
 Not enough safe bike paths  
 Public transportation too slow/infrequent





# In Their Own Words

## Selected Stories from Respondents



### Negative Transportation Ladders - Safety

*"If the roads have potholes and lumps then it's **unsafe to drive**. If the roads aren't safe for me to drive on, then I'm stressing about whether or not I **might get into an accident**. If I'm **stressing and anxious** about driving, I **lack peace of mind**."*

*"There's **too much construction** happening on freeways. It leads to **traffic piled up** and causes **accidents**. It's **frustrating** knowing you have to leave home early enough to make it where you're going safely. There's just too much construction going on at once. They're always doing something to the freeways so it's like **they never accomplish anything** and it's on-going which is **frustrating**."*

*"On my way to work, two cars got into an **accident** which **made the buses late** and required a detour. Because of the accident and tardiness of the busses I **was late and my job was less secure**. Because of the start of my day, I was frantically working to catch up all day long, which caused me to **stress and worry** about my future where I was working."*

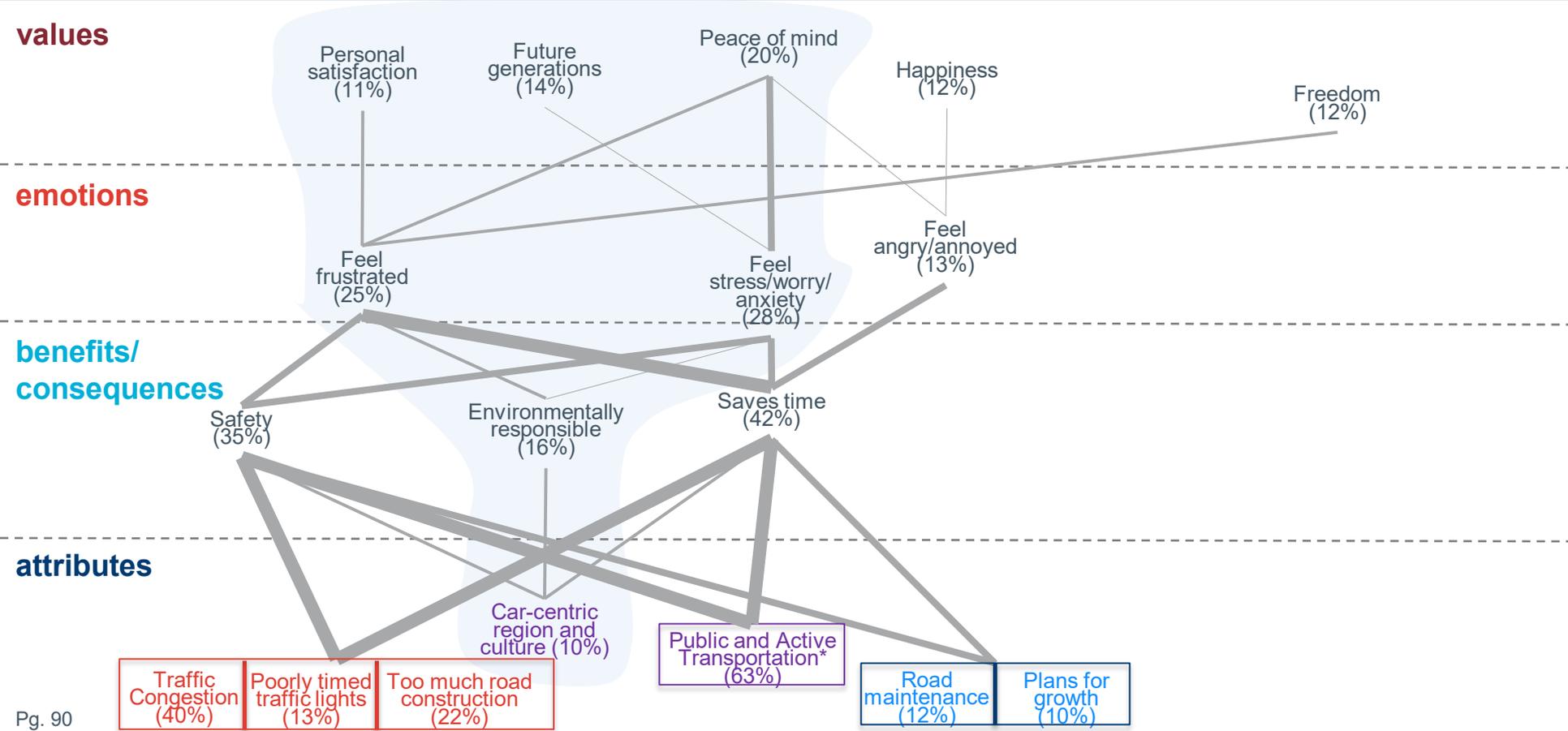
*"While my husband and I both own and operate our own vehicles, I have teens who do not. They are **reliant on taking the bus** if they want to go "in town" since we live so far out west. This bothers me because it's almost a **one mile walk to the first bus stop** yet there's nothing in the way of **sidewalks, bike paths, or street lights** the entire way. Very **dangerous!** I'm afraid of some reckless speed demon mowing down my kid and leaving him for dead on the side of the road. Life is already too **stressful**... This is something that should already have a reasonable solution."*



# Negative Transportation Values – Environment

(Dominant negative orientation for 8% of residents)

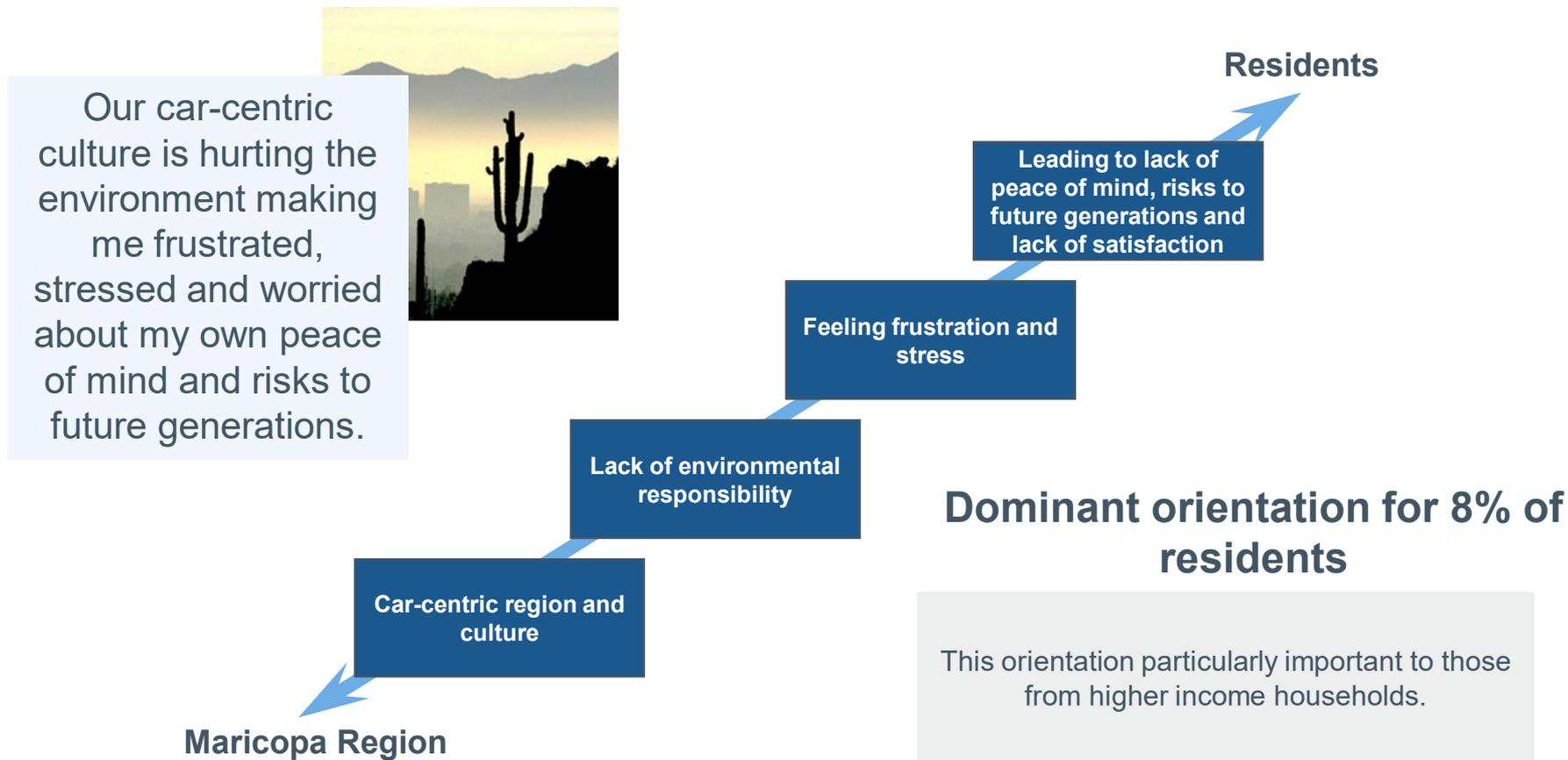
**\*Public and Active Transportation includes:**  
 Lack of options  
 Buses too full  
 Not enough bus routes  
 Not enough light rail routes  
 Lack of safe secure public transit system  
 Not enough safe bike paths  
 Public transportation too slow/infrequent





# Key Message Strategy: Environment

Lack of Peace of Mind, Risks to Future Generations from a Car-Centric Culture



# In Their Own Words

## Selected Stories from Respondents



### Negative Transportation Ladders - Environment

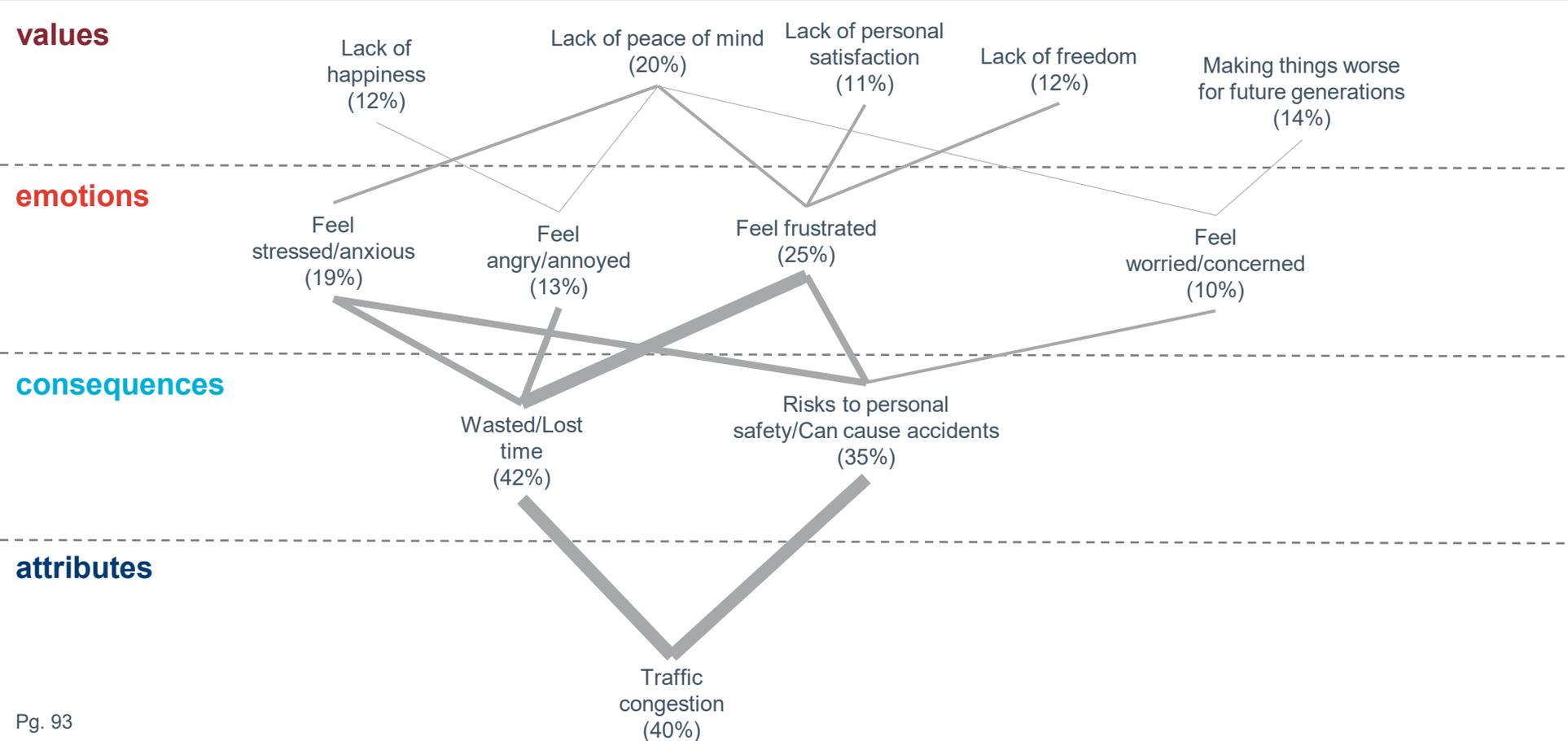
*“Being a **car-centric culture** means that things are very difficult for someone that doesn’t own a car. They can’t find and hold a steady job, can’t shop and can’t get places. The car-centric culture also **adds to pollution** and the factor of **not being an environmentally responsible city**. The higher pollution and the higher amount of cars on the streets causes accidents and that **has me worried about the future of my kids**. If I am feeling worried I **can’t feel satisfied and happy**.”*

*“Phoenix is very **dependent on cars** to get around and does not do enough to provide me with a way to get together with my colleagues and family to easily commute from place to place. It makes me very worried what would happen if my car broke down since there is not good public transportation. I feel guilty for not being able to pick a more **environmentally friendly option**. I also am **frustrated** that other people do not appreciate this need. I look with envy on how others live in better places with public transportation and **worry what my own children will have**.”*

*“The freeways do not go directly through much of Scottsdale and central Phoenix, so **travel sometimes takes longer** than it should. This causes me to waste money on gas. I feel **frustrated** when I have to make a loop around my destination, instead of just driving straight to it, because of the **freeway system**. Freeways should be faster than surface streets. More time driving **creates more pollution**. This will continue to **exacerbate global warming**, making life worse for **future generations**.”*



# Values Map – Traffic Congestion

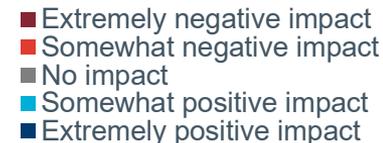


# TRANSPORTATION MESSAGING

SS WE HELP YOU UNDERSTAND, MOTIVATE AND  
PERSUADE THE HEARTS AND MINDS OF THE  
PEOPLE THAT MATTER MOST TO YOUR SUCCESS

# Messages focusing on tangible benefits, like reduced vehicle wear and economic development, best reflect public attitudes

## Messaging Reactions



In order to preserve the effectiveness of our transportation system, maintenance of our infrastructure investments is continuously needed. Maintenance is vital as it helps to reduce the wear and tear on our vehicles and keeps us safely moving across the Valley.



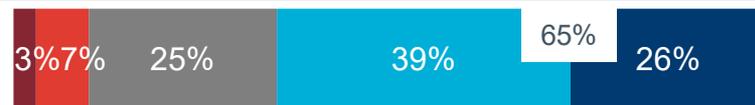
Efficiently moving people and goods is the backbone of the Valley's economy and the key to creating a diversity of high-quality jobs in the region. As we continue to grow, providing efficient and safe ways to get from here to there is essential to our continued success. Providing new transit options and improving the efficiency of our existing network will ensure we keep our economy moving.



Each day, nearly every resident in the Valley will use or benefit from the transportation investments made over the past decades (e.g., Propositions 300 and 400.) Whether that is through a new bike lane, bus route or lane on a freeway, we all enjoy the benefits of a robust and well-designed system. Previous propositions have allowed us to meet the needs of today; now, a new proposition is needed for the needs of tomorrow



Approved by an overwhelming majority of voters in 1985, Prop 300 created a half-cent sales tax investment for the region's transportation system. It laid the foundation for the freeway loop system and led to the creation of the Regional Public Transportation Authority now known as Valley Metro.

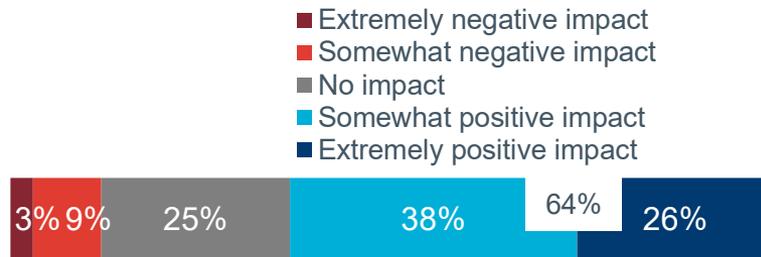




Messages describing MAG and the details of its operations less reflective of public perceptions.

## Messaging Reactions

Despite having one of the best freeway systems in the country and a robust street grid network, congestion continues to be an ever-increasing problem in the Valley. As we grow, the need for alternative commuting and transportation options will only increase. Innovative solutions using a variety of services and strategies will ensure we are home in time for dinner for many years to come.



Since 1985, our region has made a half-cent sales tax investment into infrastructure and services that has led to one of the best transportation systems in the country.



For the benefit of the region, MAG collects and analyzes a wide variety of important data ranging from population and demographic information to complex travel behavior. MAG then uses state-of-the-art computer modeling and simulations to analyze the data and report the information to elected officials so they can make informed decisions about regional plans and future transportation investments.



Maricopa Association of Governments (MAG) seeks to keep residents informed on regional issues and initiatives—including transportation issues—to ensure that the public has a voice in current and future regional plans. This includes targeted outreach to minority populations, people with disabilities and people with low incomes.



Since 1967, Maricopa Association of Governments (MAG) has provided a forum where local governments can discuss and study regional problems. Through this high level of cooperation and by pooling common resources, MAG has planned for and solved many regional problems.



In general, messages better reflect attitudes of those age 55+, Influencers, and those with a positive outlook on the local economy/quality of life.

## Messaging Reactions

In order to preserve the effectiveness of our transportation system, maintenance of our infrastructure investments is continuously needed. Maintenance is vital as it helps to reduce the wear and tear on our vehicles and keeps us safely moving across the Valley.

**Top 2 Box**

**Higher Among**

67%

\$50-\$75K, Influencer, In area 11+ years, Bachelor's+, Age 55+

Efficiently moving people and goods is the backbone of the Valley's economy and the key to creating a diversity of high-quality jobs in the region. As we continue to grow, providing efficient and safe ways to get from here to there is essential to our continued success. Providing new transit options and improving the efficiency of our existing network will ensure we keep our economy moving.

66%

Unemployed, \$50-\$75K, Influencer, Bachelor's+, Believe local economy is strong, Believe quality of life is increasing, Age 55+

Each day, nearly every resident in the Valley will use or benefit from the transportation investments made over the past decades (e.g., Propositions 300 and 400.) Whether that is through a new bike lane, bus route or lane on a freeway, we all enjoy the benefits of a robust and well-designed system. Previous propositions have allowed us to meet the needs of today; now, a new proposition is needed for the needs of tomorrow.

64%

White, Unemployed, \$50-\$75K, Influencer, Age 55+

Approved by an overwhelming majority of voters in 1985, Prop 300 created a half-cent sales tax investment for the region's transportation system. It laid the foundation for the freeway loop system and led to the creation of the Regional Public Transportation Authority now known as Valley Metro.

64%

Unemployed, \$50-\$75K, \$100K+, Influencer, Bachelor's+ Divorced/Widowed/Separated, Believe local economy is strong, Age 55+

In general, messages work better among those age 55+, Influencers, and those with a positive outlook on the local economy/quality of life.

## Messaging Reactions

### Top 2 Box

### Higher Among

Despite having one of the best freeway systems in the country and a robust street grid network, congestion continues to be an ever-increasing problem in the Valley. As we grow, the need for alternative commuting and transportation options will only increase. Innovative solutions using a variety of services and strategies will ensure we are home in time for dinner for many years to come.

64%

Unemployed, \$50-\$75K, Influencer, Believe local economy is strong, Age 55+

Since 1985, our region has made a half-cent sales tax investment into infrastructure and services that has led to one of the best transportation systems in the country.

61%

Unemployed, \$50-\$75K, \$100K+, Influencer, Believe local economy is strong, Believe quality of life is increasing, Age 55+

For the benefit of the region, MAG collects and analyzes a wide variety of important data ranging from population and demographic information to complex travel behavior. MAG then uses state-of-the-art computer modeling and simulations to analyze the data and report the information to elected officials so they can make informed decisions about regional plans and future transportation investments.

60%

Unemployed, \$50-\$75K, Influencer, Bachelor's+, Believe local economy is strong, Age 55+

Maricopa Association of Governments (MAG) seeks to keep residents informed on regional issues and initiatives--including transportation issues--to ensure that the public has a voice in current and future regional plans. This includes targeted outreach to minority populations, people with disabilities and people with low incomes.

55%

Influencer, Believe local economy is strong

Since 1967, Maricopa Association of Governments (MAG) has provided a forum where local governments can discuss and study regional problems. Through this high level of cooperation and by pooling common resources, MAG has planned for and solved many regional problems.

54%

\$50-\$75K, Influencer, Own home, Believe local economy is strong, Age 55+

# DEMOGRAPHIC DATA AND SUBGROUP PROFILES

AS WE HELP YOU UNDERSTAND, MOTIVATE AND  
PERSUADE THE HEARTS AND MINDS OF THE  
PEOPLE THAT MATTER MOST TO YOUR SUCCESS

# Influencers Profile

Key Metrics	Influencers (n = 329)	Non-Influencers (n = 1172)
Quality of Life in Region <i>Total "Increasing"</i>	65%	57%
Local Economy <i>Total "Strong"</i>	52%	35%
Top Regional Benefits	Low cost of living/affordable/low taxes – 37% Safe neighborhoods – 29% Economic opportunity and access to high paying jobs – 22%	Low cost of living/affordable/low taxes – 35% Safe neighborhoods – 33% Economic opportunity and access to high paying jobs – 20%
Regional Vision <i>"Extremely/Very Important"</i>	91%	72%
Region's Performance for Planning/Transportation <i>"Excellent/Good"</i>	53%	44%
Top Positive Transportation Attributes	Good highway/freeway infrastructure/freeway loop system – 35% Well connected/easy to get around – 24% Variety of options available – 22%	Good highway/freeway infrastructure/freeway loop system – 35% Well connected/easy to get around – 31% Variety of options available – 23%
Top Negative Transportation Attributes	Traffic congestion – 44% Too much road construction – 19% Lack of transportation options – 14%	Traffic congestion – 39% Too much road construction – 22% Public transportation is too slow/not frequent - 13% Poorly timed traffic lights – 13%
Investing in Transportation is Important <i>Total "Agree"</i>	95%	88%
Change in Transportation Spending <i>Total "Increased"</i>	84%	67%
Top Regional Transportation Priorities <i>Top 3 Box Important (8, 9, 10)</i>	Reducing traffic congestion – 78% Improving safety/reducing crashes and fatalities – 77% Investing in road maintenance to protect the investments we have made – 74%	Improving safety/reducing crashes and fatalities – 64% Reducing Traffic Congestion – 63% Investing in road maintenance to protect the investments we have made – 54%

# Length of Residency Profile

Key Metrics	Short Term Residents ( ≤ 5 Years in Region) (n = 368)	Long Term Residents (6+ Years in Region) (n = 1133)
Quality of Life in Region <i>Total "Increasing"</i>	64%	57%
Local Economy <i>Total "Strong"</i>	39%	38%
Top Regional Benefits	Low cost of living/affordable/low taxes – 36% Safe neighborhoods – 32% Economic opportunity and access to high paying jobs – 24%	Low cost of living/affordable/low taxes – 35% Safe neighborhoods – 32% Economic opportunity and access to high paying jobs – 20%
Regional Vision <i>"Extremely/Very Important"</i>	67%	79%
Region's Performance for Planning/Transportation <i>"Excellent/Good"</i>	50%	45%
Top Positive Transportation Attributes	Good highway/freeway infrastructure/freeway loop system – 30% Well connected/easy to get around – 27% Variety of options – 21%	Good highway/freeway infrastructure/freeway loop system – 36% Well connected/easy to get around – 31% Variety of options – 23%
Top Negative Transportation Attributes	Traffic congestion – 34% Too much road construction – 19% Poorly timed traffic lights – 15%	Traffic congestion – 42% Too much road construction – 23% Poorly maintained roads - 12% Poorly timed traffic lights – 12%
Investing in Transportation is Important <i>Total "Agree"</i>	87%	90%
Change in Transportation Spending <i>Total "Increased"</i>	64%	73%
Top Regional Transportation Priorities <i>Top 3 Box Important (8, 9, 10)</i>	Improving safety/reducing crashes and fatalities – 59% Reducing traffic congestion – 57% Investing in road maintenance to protect the investments we have made – 50%	Reducing traffic congestion – 70% Improving safety/reducing crashes and fatalities – 69% Investing in road maintenance to protect the investments we have made – 61%

# Demographic Data

		Census	TOTAL	East Valley	West Valley
Gender	Male	50%	48%	51%	45%
	Female	50%	52%	49%	55%
Age	18-34	32%	32%	31%	33%
	35-54	34%	35%	36%	32%
	55+	34%	34%	33%	35%
Region	West Valley		41%	-	100%
	East Valley		59%	100%	-
Ethnicity	White	56%	59%	62%	53%
	Hispanic	31%	29%	24%	37%
	Black	5%	5%	5%	5%
	Asian	4%	4%	5%	2%
	Hawaiian/Pacific Islander	<1%	<1%	<1%	<1%
	Native American/Alaskan native	2%	1%	1%	1%
	Other	2%	1%	1%	3%
Marital	Married/Civil Union		51%	52%	50%
	Single		30%	30%	29%
	Divorced		12%	12%	13%
	Separated		2%	2%	3%
	Widowed		3%	3%	4%
	Decline		1%	1%	2%

		TOTAL	East Valley	West Valley
Education	HS or less	23%	21%	25%
	Some College	25%	22%	29%
	Associates Degree	14%	13%	16%
	Bachelor's Degree	25%	28%	22%
	Post-Graduate Degree	12%	14%	7%
Employment	Full-time	41%	44%	37%
	Part-time	12%	11%	12%
	Self-employed	8%	8%	9%
	Not employed, looking	5%	5%	7%
	Not employed, not looking	1%	2%	1%
	Not employed, unable	4%	4%	4%
	Retired	20%	17%	23%
	Student	5%	5%	5%
	Stay home spouse/partner	6%	7%	6%
Household Income	<\$35,000	33%	29%	38%
	\$35,000-\$50,000	14%	13%	14%
	\$50,000-\$75,000	19%	19%	19%
	\$75,000-\$100,000	13%	13%	13%
	\$100,000-\$150,000	11%	13%	8%
	\$150,000-\$200,000	5%	7%	2%
	Decline	6%	6%	6%

# Demographic Data (cont'd)

		TOTAL	East Valley	West Valley
People in HH Who Work	0	20%	18%	23%
	1	32%	33%	30%
	2	31%	33%	29%
	3	11%	10%	11%
	4	4%	3%	5%
	5+	2%	2%	2%
Automobiles In HH	0	7%	7%	8%
	1	38%	41%	35%
	2	35%	34%	37%
	3	13%	12%	15%
	4	4%	4%	4%
	5+	2%	2%	2%
Auto-Deficient	Auto-Deficient	22%	23%	20%
	Not Auto Deficient	78%	77%	80%
Length of Residency	Less than 1 year	5%	4%	6%
	1-5 years	20%	21%	18%
	6-10 years	13%	13%	13%
	11-15 years	10%	9%	11%
	> 15 years	53%	53%	52%
Own/Rent Home	Own	58%	57%	60%
	Rent	38%	39%	37%
	Decline	3%	3%	3%

		TOTAL	East Valley	West Valley
Type of Home	Detached with small yard	21%	19%	23%
	Detached with medium yard	31%	29%	33%
	Detached with large yard	11%	11%	12%
	Apartment	19%	22%	14%
	Mobile Home	5%	5%	5%
	Condo	5%	5%	4%
	Other	7%	6%	7%
	Decline	2%	1%	2%
People in HH	1	24%	24%	22%
	2	49%	51%	47%
	3	17%	16%	19%
	4+	10%	9%	12%
Children in HH	0	66%	67%	64%
	1	17%	16%	18%
	2	11%	11%	9%
	3+	7%	5%	9%
Language in HH	English	94%	95%	92%
	Spanish	5%	3%	7%
	Other	2%	2%	1%
Young Professional (Base: Employed)	Yes	37%	42%	30%
	No	63%	48%	70%