

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 19, 2019



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

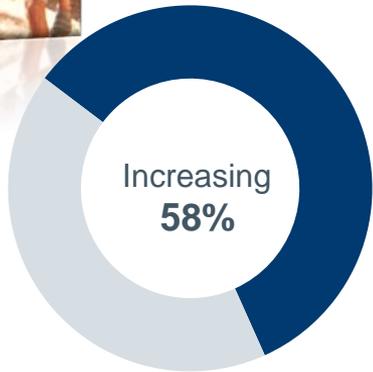
Online Quantitative (Public)



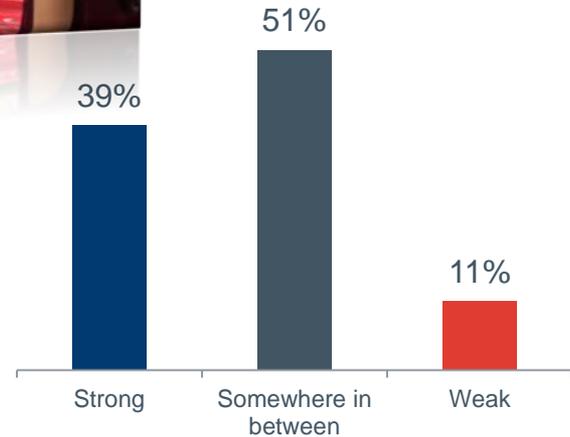
- ✓ Went live March 4, 2019
- ✓ n=9,000+ Maricopa region residents
- ✓ Open, public link
- ✓ Abbreviated version covering about half of scientific survey's content
- ✓ Ran parallel to Phase 3

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?

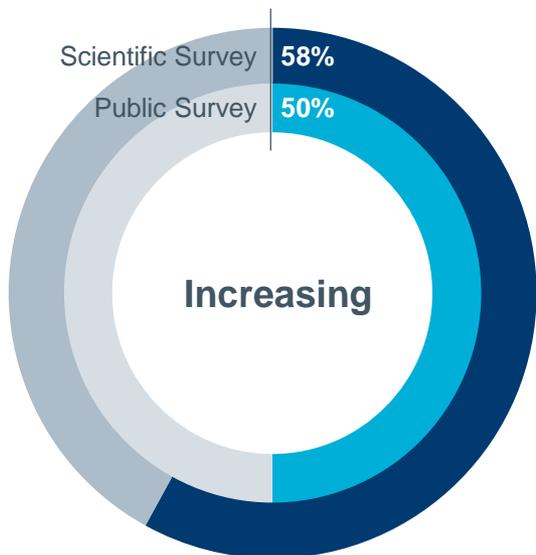
THE MARICOPA REGION

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

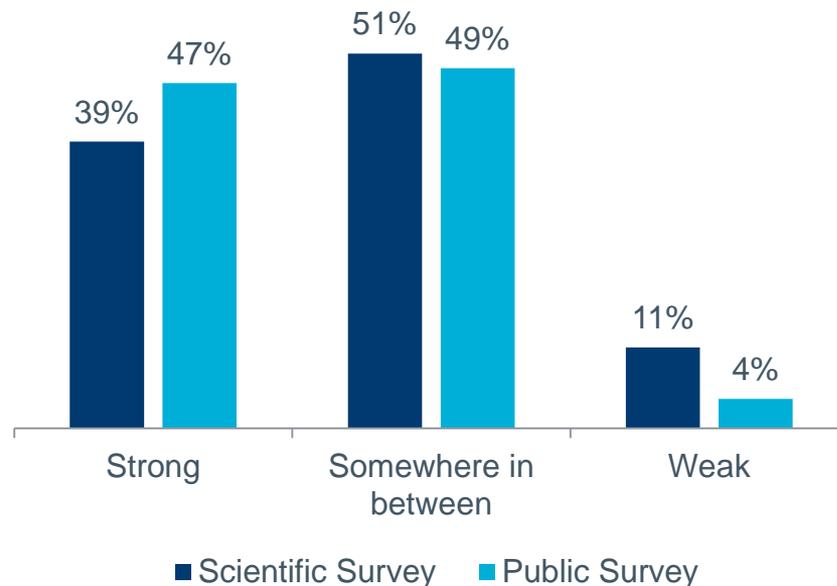


The scientific and public surveys track closely on resident perspectives of quality of life and the local economy.

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

(1st and 2nd 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.

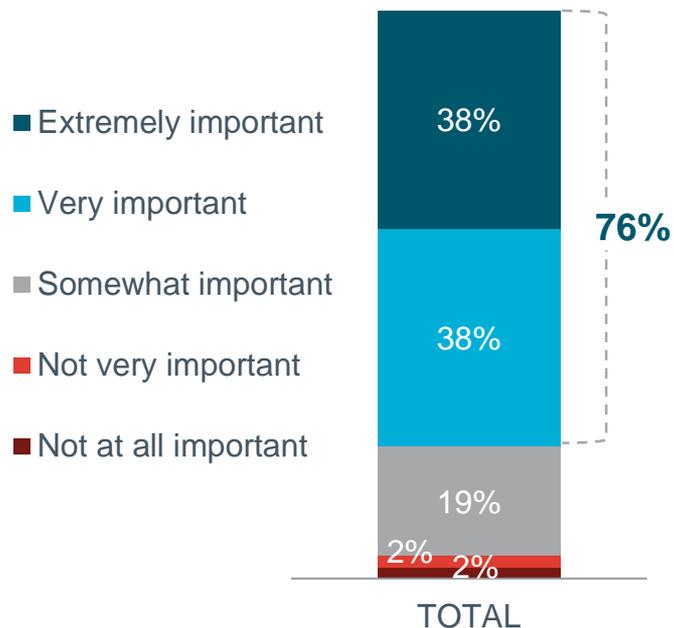
Q510. Is there another reason on the list that is important to you personally when it comes to making the region a great place to live and work...?

TRANSPORTATION VISION & PLANNING

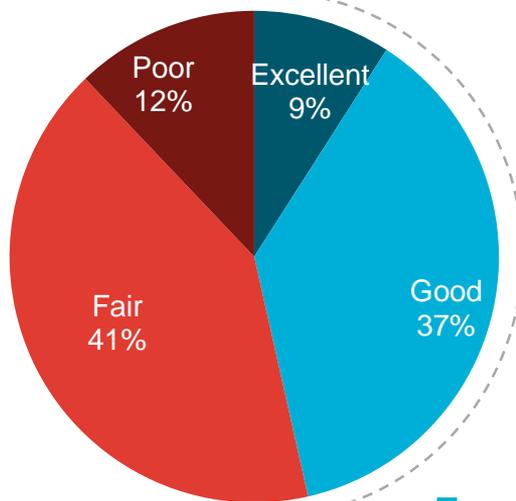
SS WE HELP YOU UNDERSTAND, MOTIVATE AND
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Regional vision is very important. Regional transportation planning is good to fair.

Importance of Regional Vision



Region's Performance for Planning and Transportation Solutions



**Excellent/
Good
46%**

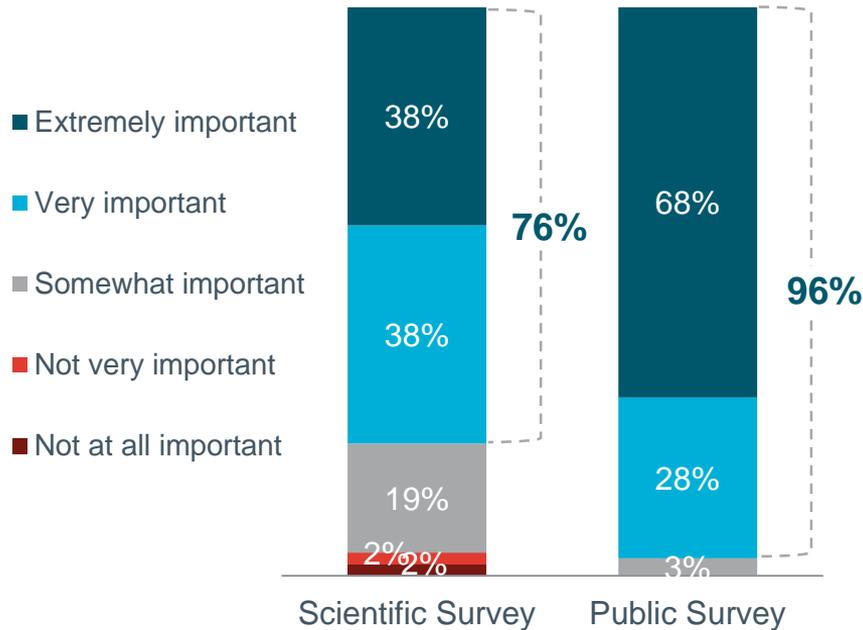


BASE: All Respondents (n=1,501)

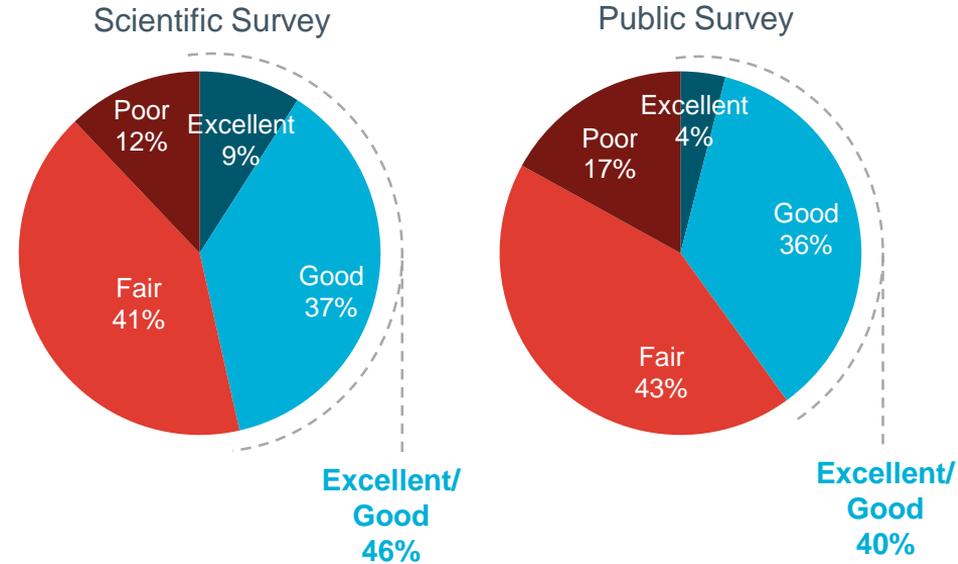


A regional vision has elevated importance among public survey respondents, but regional performance is similar across scientific and public surveys.

Importance of Regional Vision



Region's Performance



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

Pg. 10 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?

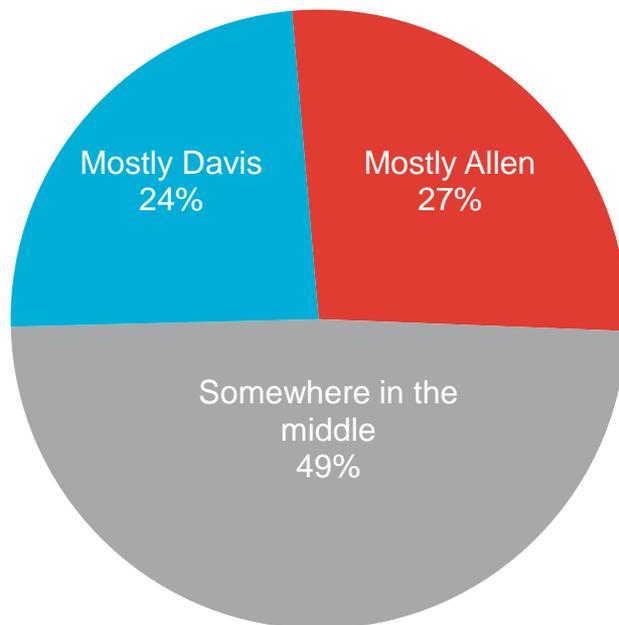
Most residents want the regional transportation plan to have BOTH flexible and fixed components.

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?

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

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.

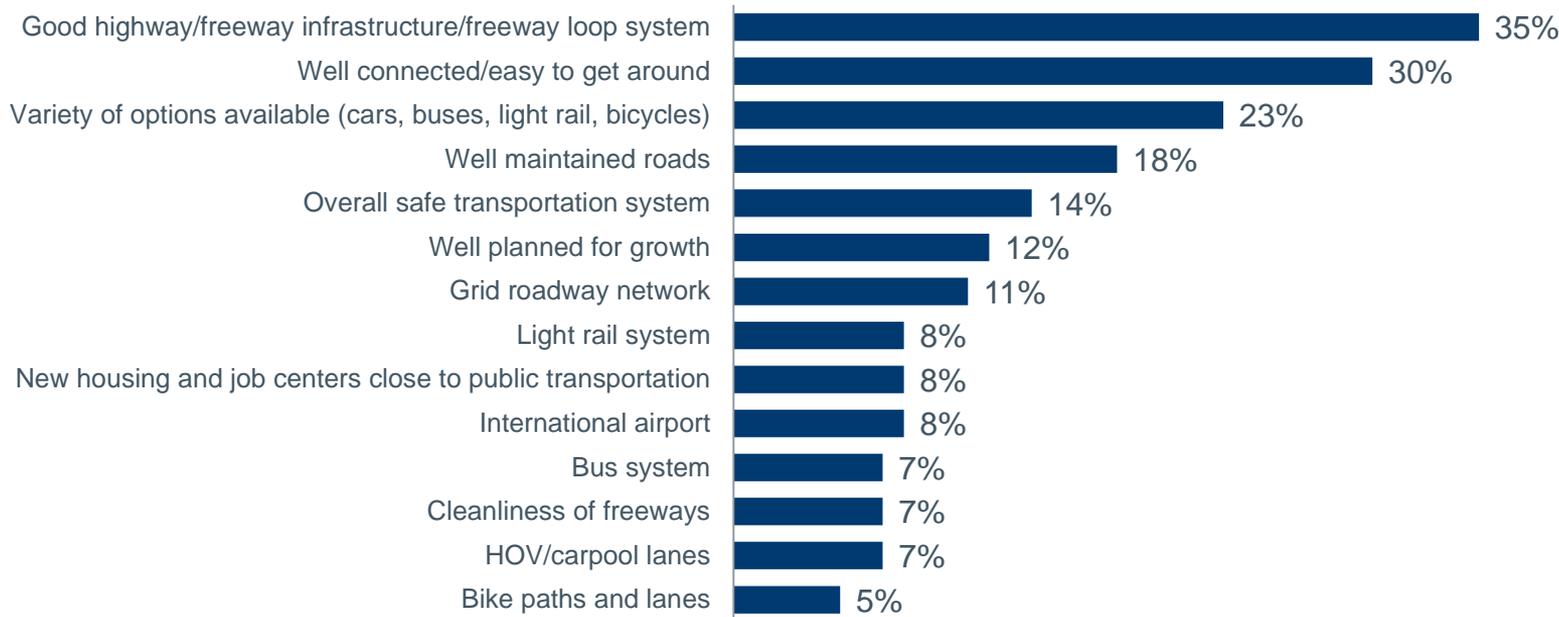




The freeway system, great connectivity, and variety of options is what people like most about the transportation system in the region.

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?



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.

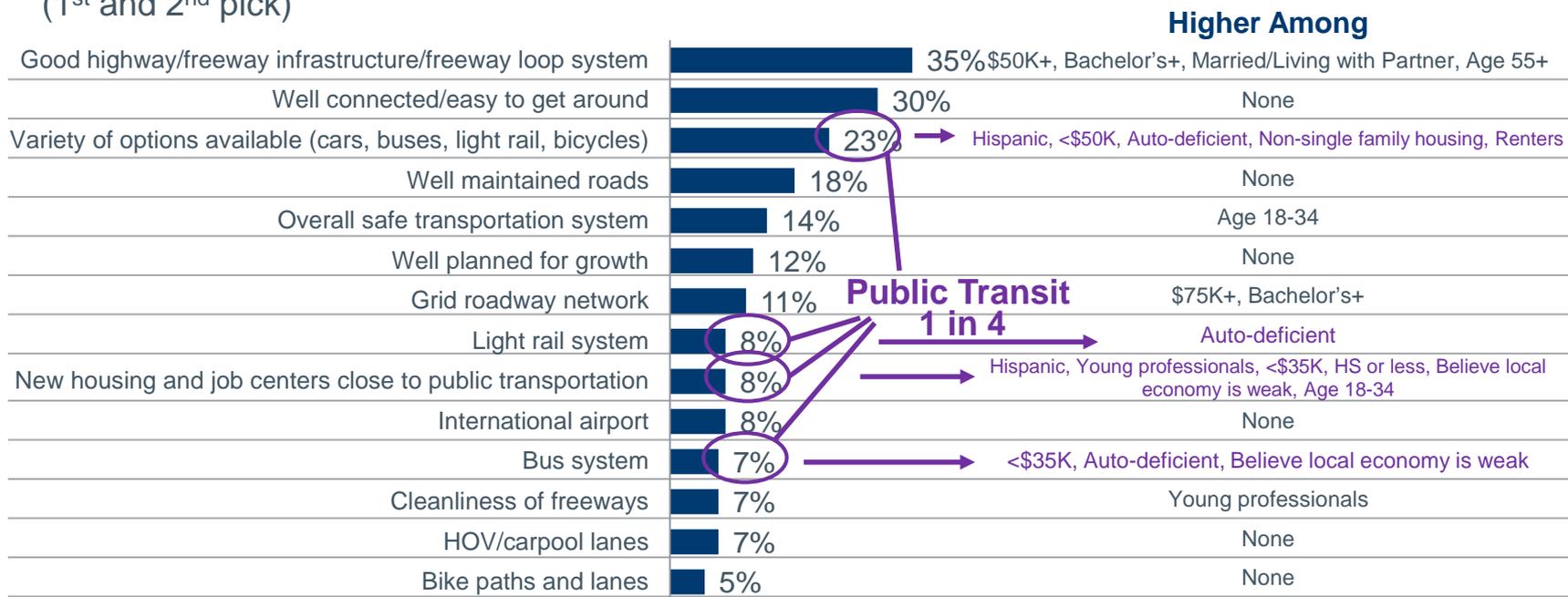
Q610. You chose Is there another reason on the list that is important to you personally when it comes to making the region a great place to live and work that connects or is related to? Please select from the list below.



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

Positive Transportation Attributes

(1st and 2nd pick)



BASE: All Respondents (n=1,501)

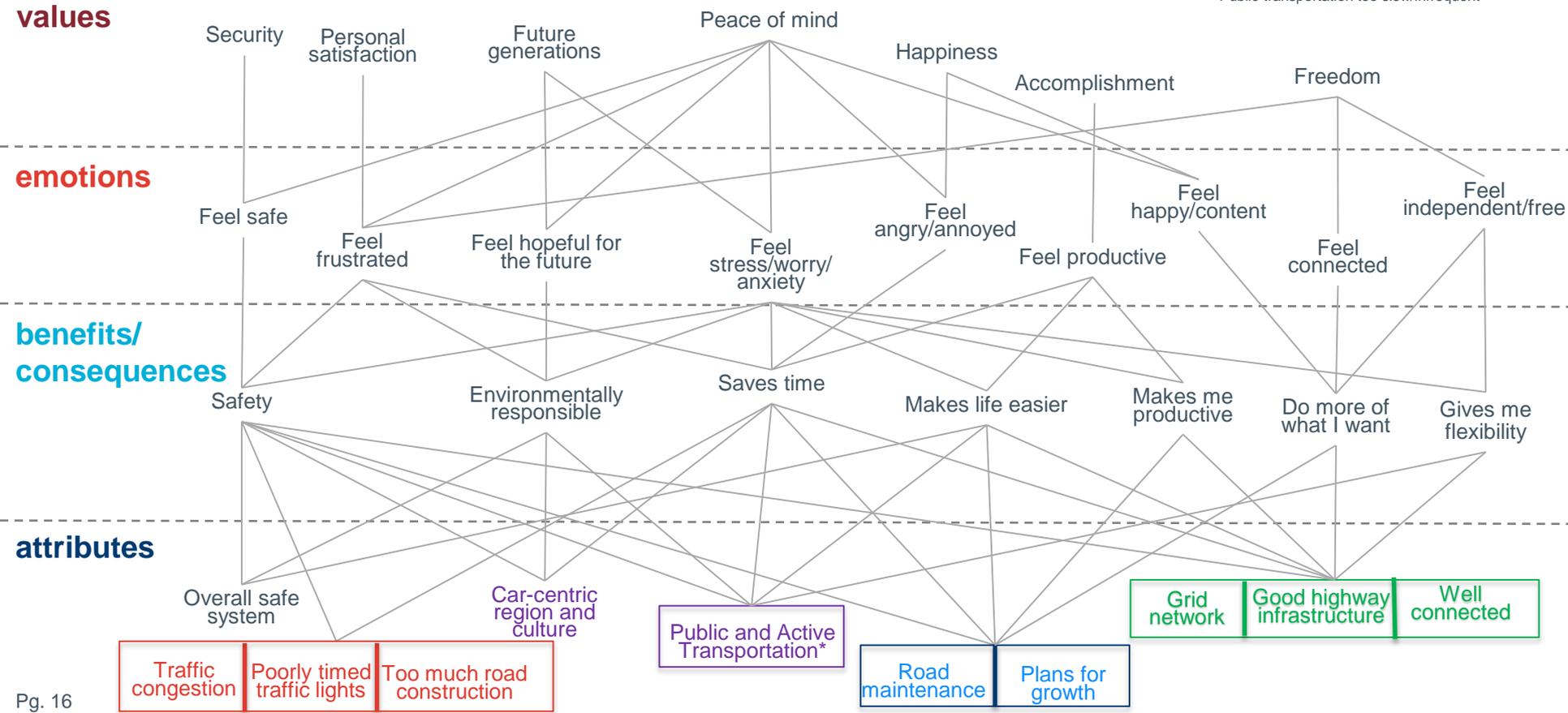
Q605. Thinking about all the different things that make up the transportation system, what specifically do you like most about transportation in the region? What aspect of the transportation system contributes most to making your region a great place to live and work? Please carefully review the list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

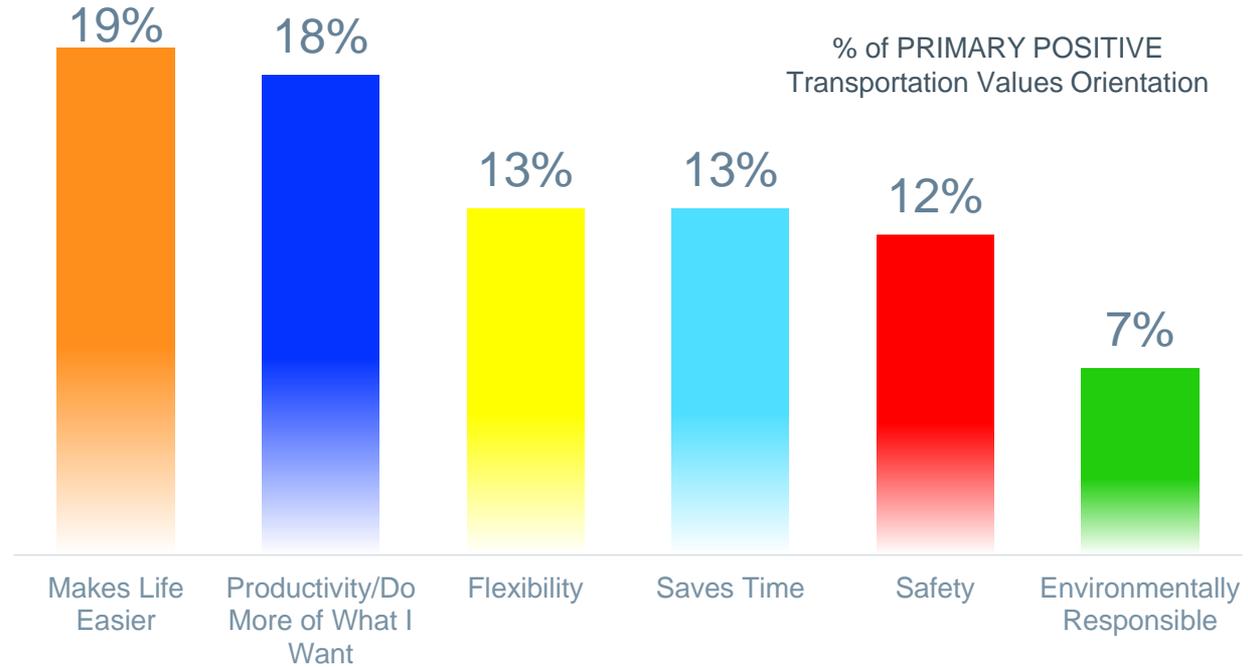


The Combined Transportation Values of Maricopa Region

***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/inrequent



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



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.”*

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.”*

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

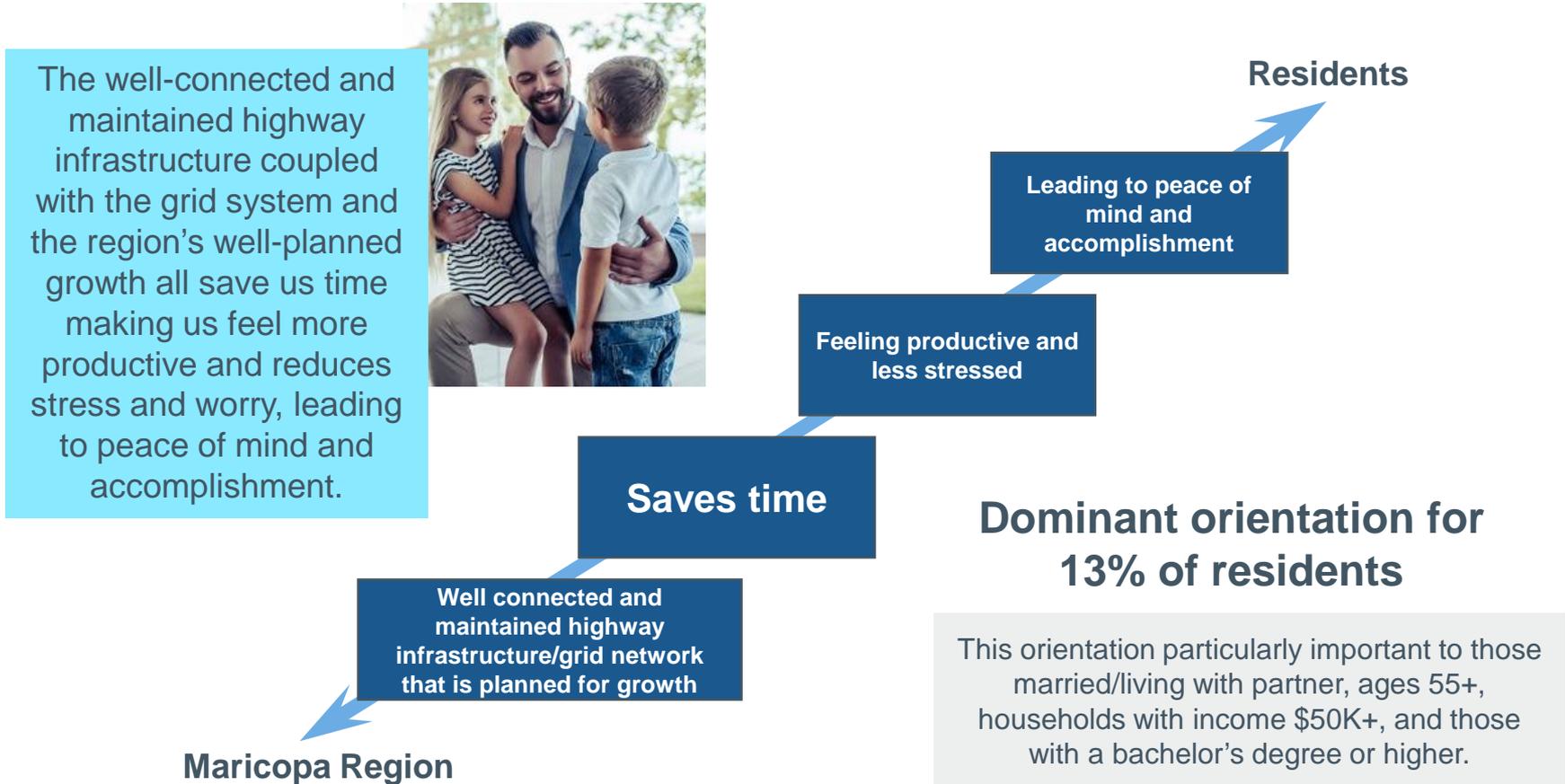
*“**Different routes** to get around and different **options allow flexibility**. I don’t worry if a road or freeway is closed. There are other routes or options. When **I am not worried or stressed** it is much **easier to be happy**.”*

*“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.”*

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**."*

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.”*

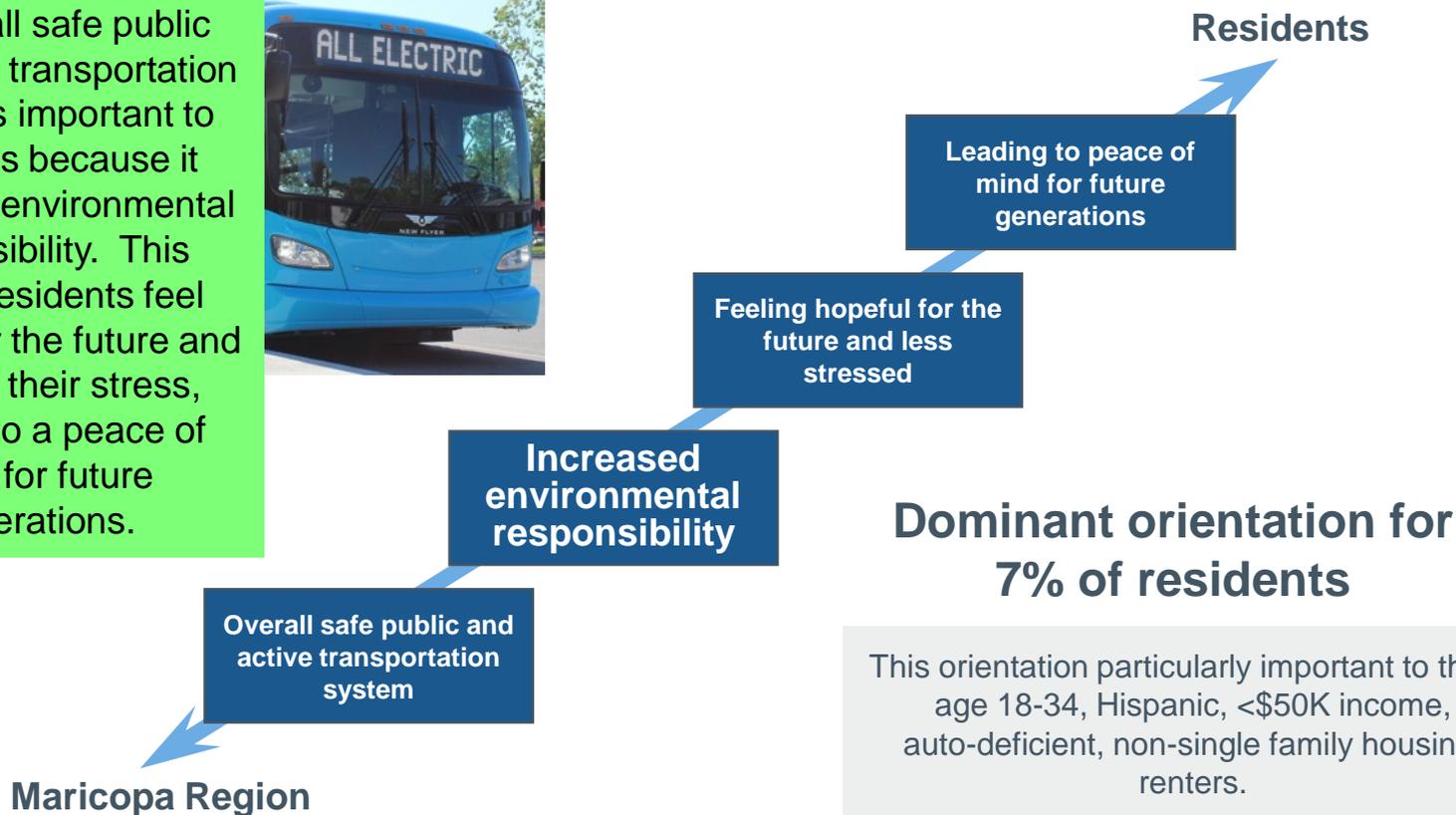
*“I want to be able to **get around knowing I'm safe**. That also goes for my family. I don't have to constantly be looking over my shoulder or be **worried my family is in trouble when using public transit**. My family won't have to go through a tragic experience. It'll be **safer for the next generations**.”*

*“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.”*

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

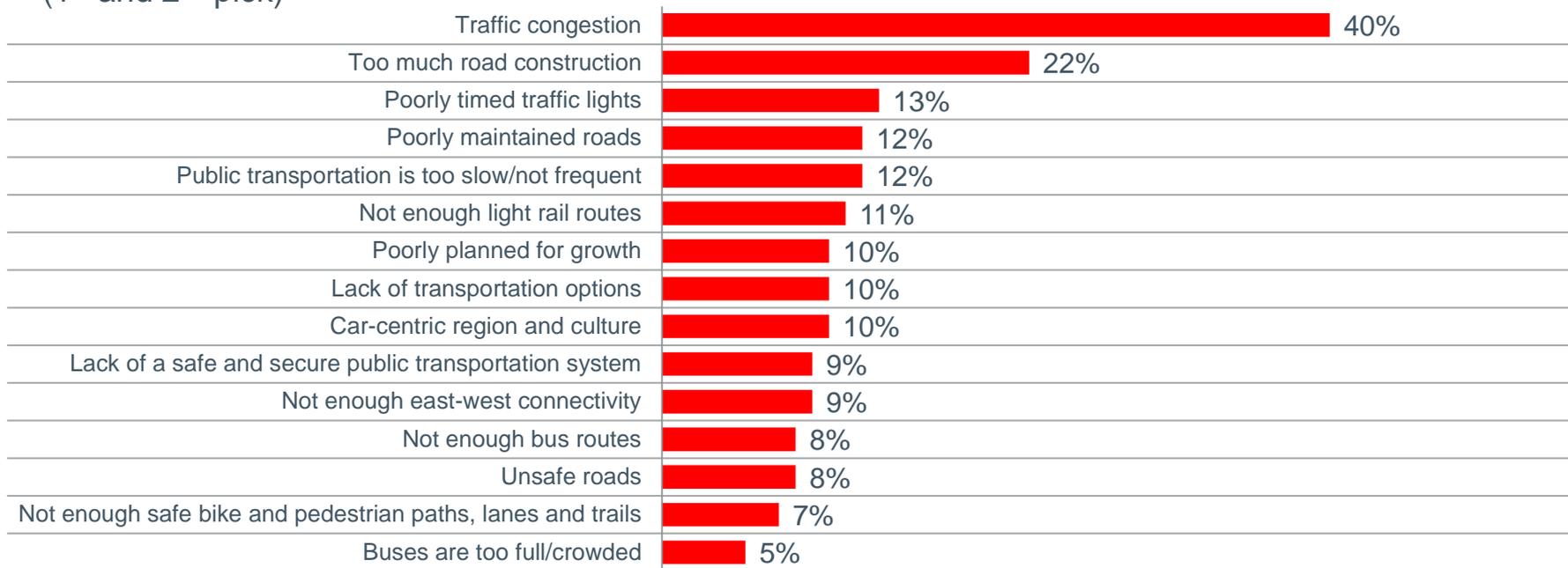
SS WE HELP YOU UNDERSTAND, MOTIVATE AND
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PEOPLE THAT MATTER MOST TO YOUR SUCCESS



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?



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.

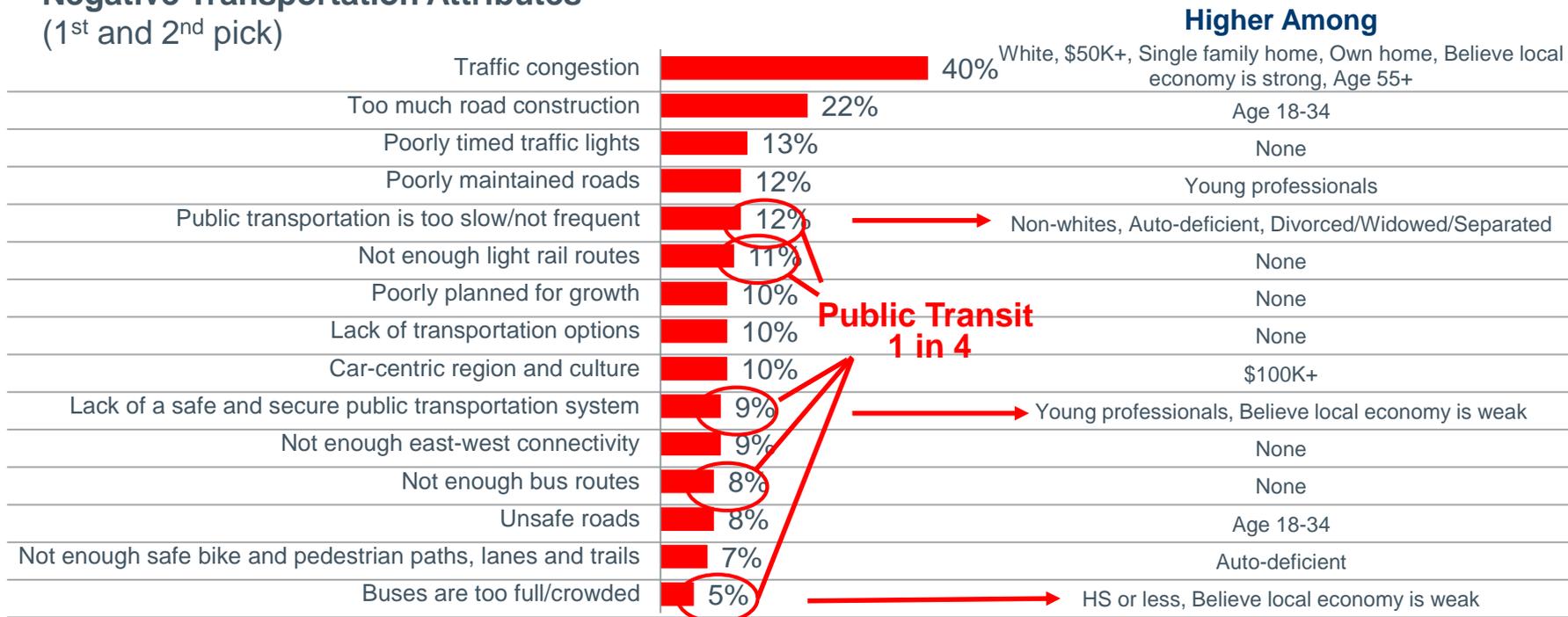
Q660. You chose Is there another reason on the list that is important to you personally that detracts from making the region a great place to live and work that connects or is related to? Please select from the list below.



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

Negative Transportation Attributes

(1st and 2nd pick)

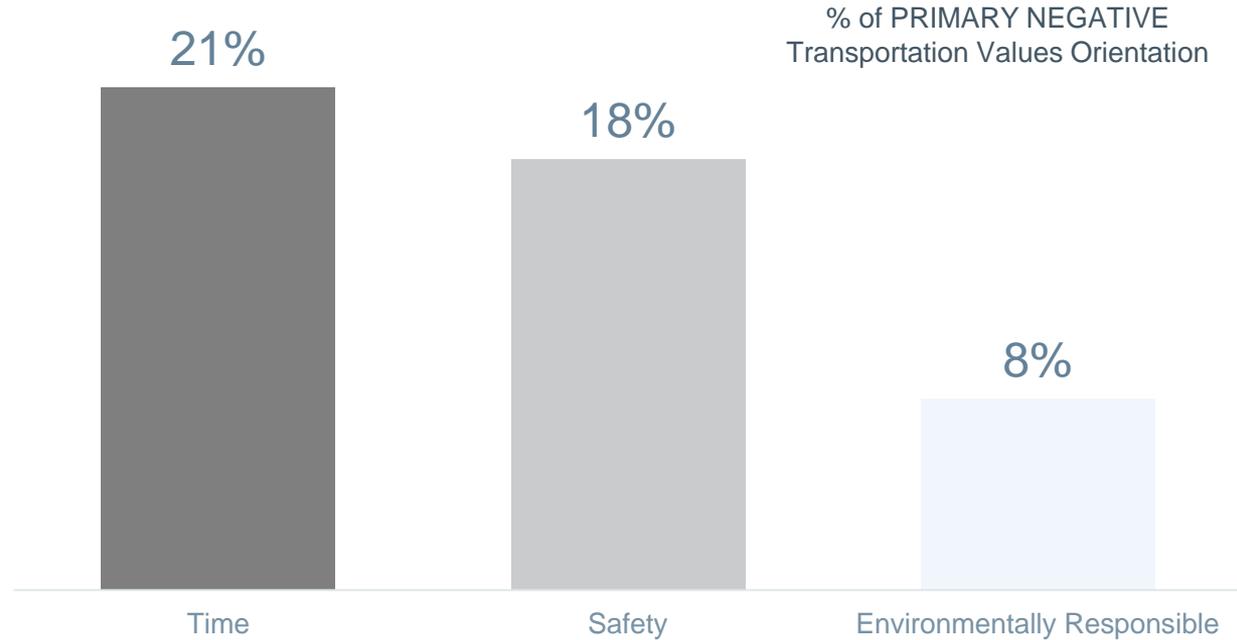


BASE: All Respondents (n=1,501)

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.

1. Time
2. Safety
3. Environmentally Responsible



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



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.”*

Key Values Strategy: Safety

Less Safety from Traffic Congestion, Construction, Poor Maintenance and Planning

Public/active transportation shortcomings, traffic congestion, road construction, poorly timed traffic lights, poor road maintenance, poor planning and a car-centric culture in the region contribute risks to safety making me feel frustrated, stressed and worried leading to a lack of peace of mind, risks to future generations, lack of freedom and lack of personal satisfaction.



Increased risks to safety

Public and active transportation shortcomings, traffic congestion, road construction, traffic lights, poor road maintenance and planning, car-centric culture

Maricopa Region

Feeling frustration and stress

Leading to lack of peace of mind, risks to future generations, lack of freedom and satisfaction

Residents

Dominant orientation for 18% of residents

This orientation particularly important to higher income households, those in a single family home, home owners, ages 55+, ages 18-34, young professionals, auto-deficient, divorced/widowed/separated, and lower educated.

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."*

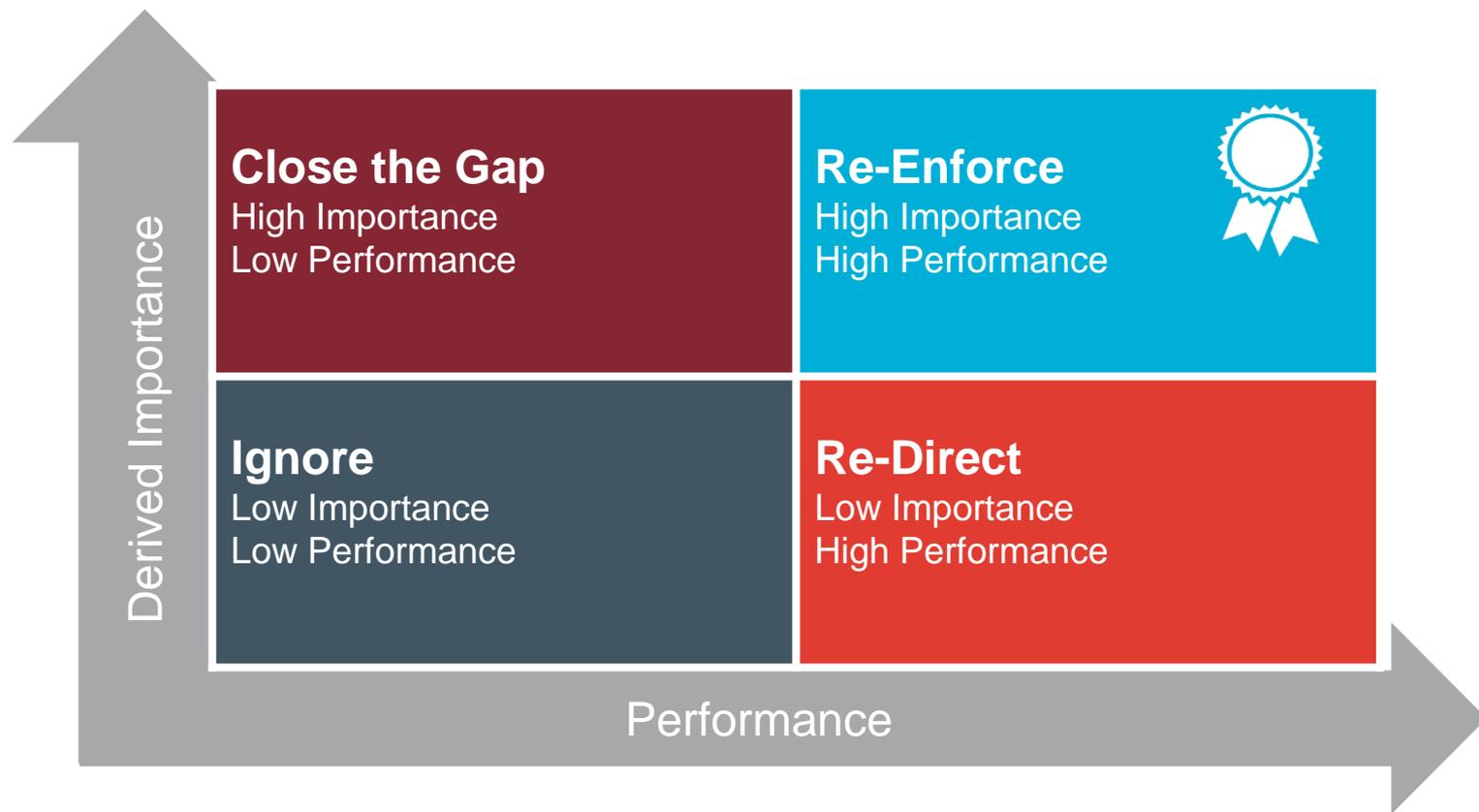
*"On my way to work, two cars got into an **accident** which **made the buses late** and required a detour. Because of the accident and tardiness of the busses **I was late and my job was less secure**. Because of the start of my day, I was frantically working to catch up all day long, which caused me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

TRANSPORTATION PRIORITIES AND IMPLICATIONS FOR INVESTMENT

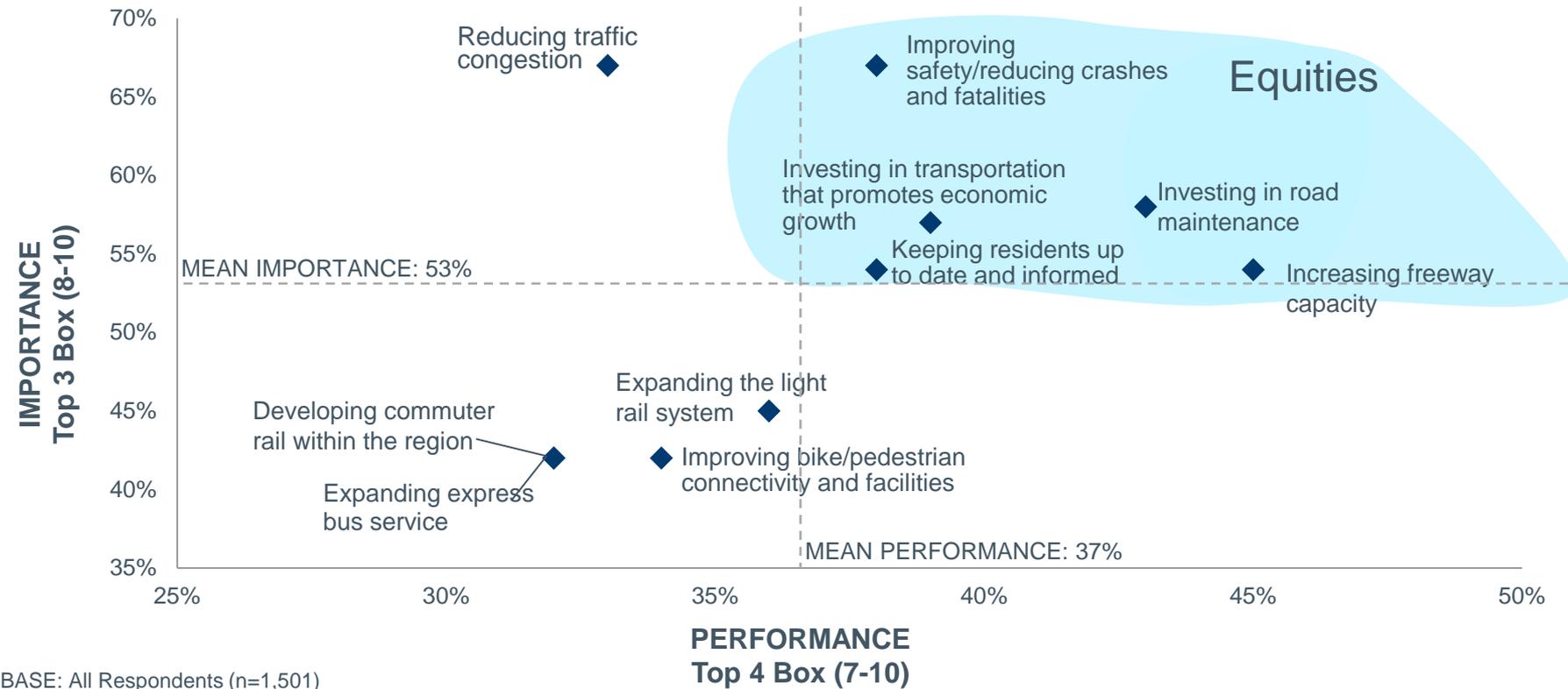
SS WE HELP YOU **MOTIVATE AND PERSUADE** T
THE HEARTS AND MINDS OF THE PEOPLE THAT
MATTER MOST TO YOUR SUCCESS WE HELP YO

Derived Drivers Model



Transportation Priorities - Total

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



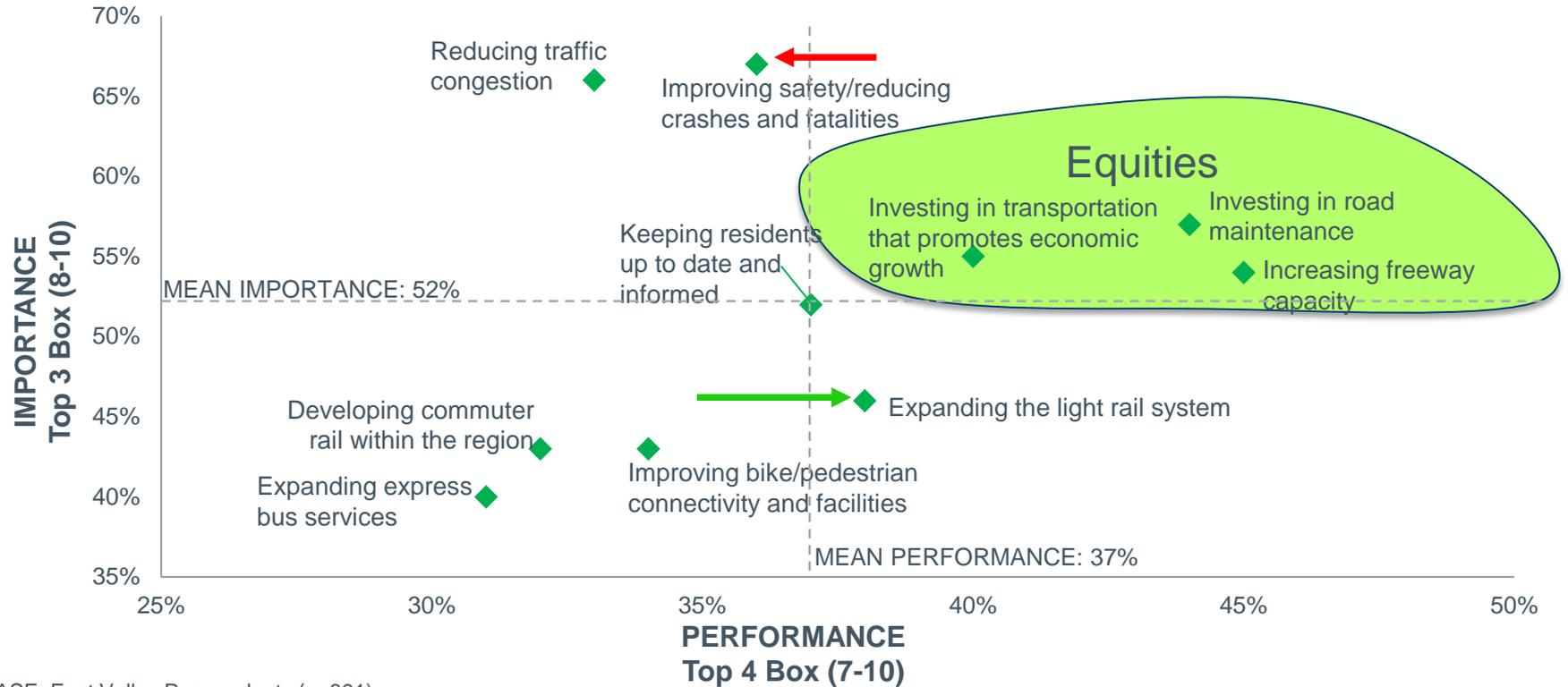
BASE: All Respondents (n=1,501)

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)

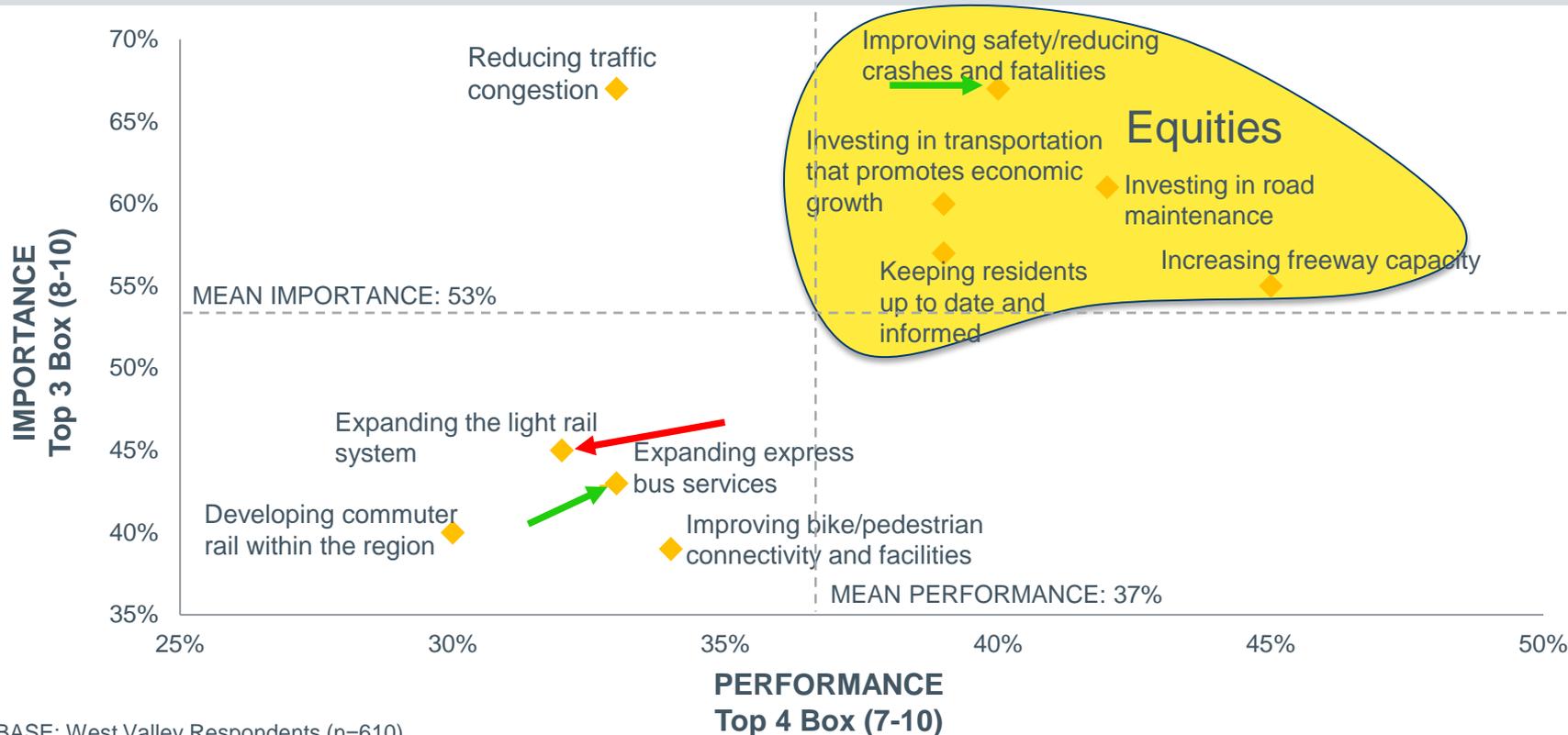
Q720. Thinking specifically about transportation issues and priorities, please rate each of the following where 1 means "Not at all important to the future of the region" and 10 means "Extremely important priority for the future of the region".

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".

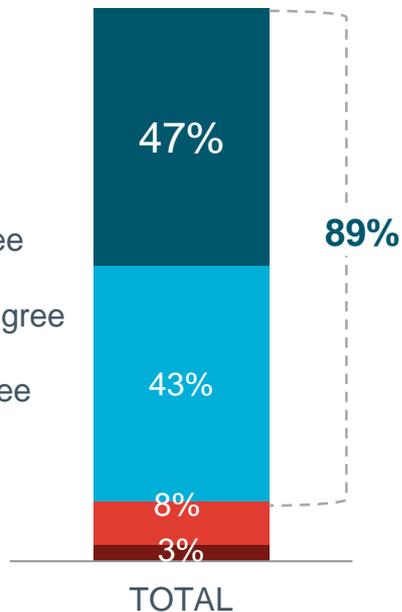


Overwhelming support for transportation as a regional priority. Strong support to increase transportation spending.



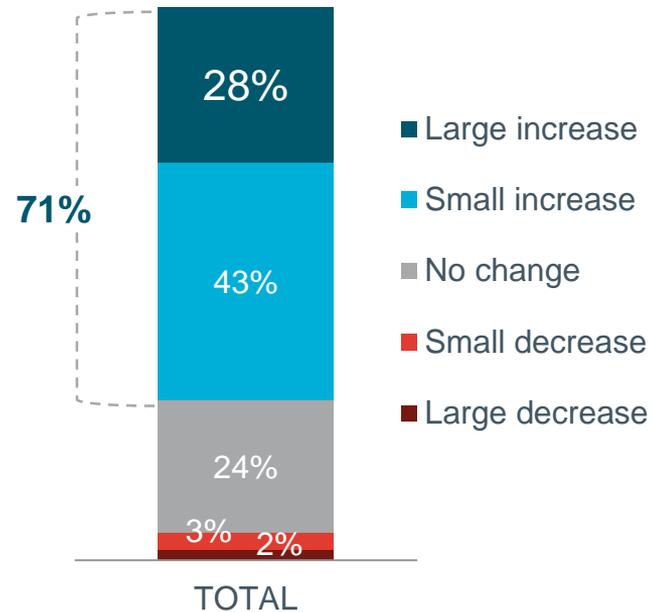
Investing in transportation is an important priority for our region

- 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



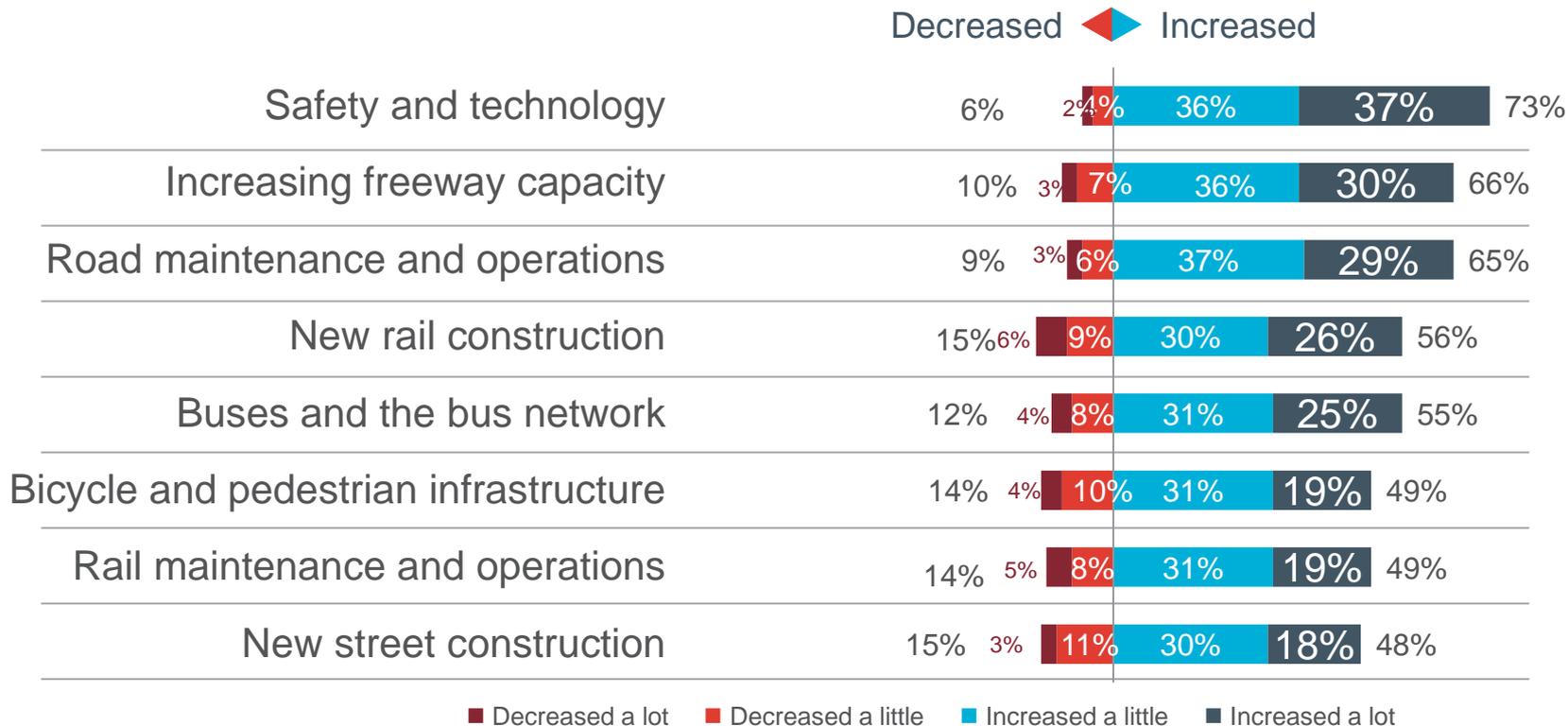
BASE: All Respondents (n=1,501)

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?

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.

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 19, 2019

