



Morrison Institute for Public Policy

# Transit in the Valley: Summary of 16 Community Forums

Prepared for

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March 1997

## The genesis of a new transit dialogue in the Valley...

The voters had spoken loudly and clearly. In the span of ten years, two major transit initiatives had been defeated in Maricopa County: the Valtrans elevated rail proposal, and a ½ cent sales tax dedicated 50/50 for transit and freeway infrastructure. In the aftermath of the sales tax defeat in 1994, the Phoenix Chamber of Commerce pulled together a group of public officials and business leaders to talk about the future of transit in the Valley. Some in the assembled group expressed confusion by the setbacks at the ballot box, citing a variety of polling data and public sentiment, which seemed to indicate widespread support for transit. Others in the group blamed the defeats on process. In both votes, they said, voters had been made to believe they were at the end of top-down processes which produced take-it-or-leave-it, “here’s what you can have” transit proposals. Believing that voters might support transit if they felt like an integral part of the decision-making, the Phoenix Chamber of Commerce’s Valleywide Transit Task Force set out in the early 1995 to initiate a bottom-up process which would enable people to say, “here’s what we want.” The Task Force agreed that the first step in the process was to initiate a new dialogue. The Morrison Institute for Public Policy was asked to write a briefing paper, which would re-invigorate the transit debate. The resulting report, *Transit in the Valley: Where Do We Go From Here?* painted a bleak picture of the Valley’s existing transit system and challenged many long-held conventional wisdoms. The dialogue had begun. The report was then presented to the citizens of 17 Valley cities and towns for their consideration in 16 public meetings sponsored by cities and their local Chambers of Commerce. In community forums conducted between October 1996 and February 1997, more than 500 Valley residents discussed by the Valley’s transit future. This document summarizes the questionnaire responses by 501 people who attended the forums.

### ACKNOWLEDGEMENTS, CAVEATS

The authors of this report are grateful to Valerie Manning, President and CEO of the Phoenix Chamber of Commerce, and Lyle Knight, Chair of the Valleywide Transit Task Force. Many people from various cities, towns, and chambers of commerce contributed to the design of the survey instrument and the content of the forums.

Although more than 500 people completed questionnaires at 16 different community forums, the results contained herein should not be construed as either scientific or statistically valid. As such, the results contained in the appendix should not be interpreted as what all the residents of the listed city or town believe with regard to the questions posed. Instead, the results merely summarize the views of people who attended the community forums.

Data entry and analysis were carried out at Arizona State University under the direction of an experienced survey researcher who supervised both entry and processing. SPSS Data Entry II was used for this project, and 20 percent of the surveys were re-entered to ensure data reliability.

In 16 community forums and one business forum,  
Valley citizens and leaders from...

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Avondale	Glendale	Sun City
Buckeye	Goodyear	Sun City West
Chandler	Litchfield Park	Surprise
El Mirage	Mesa	Tolleson
Gila Bend	Peoria	Youngtown
Gilbert	and Phoenix	

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Were Asked About:

1. Reasons for developing transit in the Valley
2. Kinds of transit that should be developed
3. Potential ways to pay for transit

Here's what they said...

## Reasons for developing transit in the Valley

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Here's how citizens at 16 community forums ranked 10 reasons for developing transit in the Valley (rankings based on mean values):

- #1 improve air quality by reducing the number of cars on the road
- #2 relieve peak hour traffic congestion
- #3 help people get to work who cannot afford a car
- #4 encourage economic development; employers local near transit
- #5 relieve the stress and frustration of driving in traffic
- #6 allow seniors to remain active and independent when they cannot drive
- #7 encourage urban infill
- #8 help save citizen's money in car repairs, insurance and gas
- #9 increase productive time by allowing work/reading during commute
- #10 most other large metropolitan areas have transit systems

According to the Valley citizens who attended community forums, transit should be developed to...

- #1 Improve air quality by reducing the number of cars on the road
- #2 Relieve peak hour congestion
- #3 Help get people to work who can't afford a car

**#1 AIR.** Greater Phoenix is threatened by three air pollutants: particulate matter, ozone, and carbon monoxide. In recent years, the U.S. EPA has reclassified the region to "serious" non-attainment for both particulate matter and carbon monoxide. Although the removal of vehicles from the region's roads through greater use of mass transit will reduce emissions, it should be noted that many analyses find the development of new transit systems to be not among the most cost-efficient ways to improve regional air quality.

**#2 CONGESTION.** Construction in the last decade has significantly increased the number of freeway miles in the Valley. It seems, however, that as soon as a new section of freeway opens, it is almost immediately clogged. How is this possible? Widely-dispersed employment centers and thousands of new residents and their cars on the road have undoubtedly contributed to congestion. And the costs of this congestion are serious: the *Arizona Republic* recently reported that Valley drivers spend an estimated 60,000 hours per day in delays during the afternoon rush hour alone. Even if the entire regional freeway system is finished in the next 20 years, the Maricopa Association of Governments is projecting more congestion on virtually all major corridors by 2015.

**#3 MOBILITY.** It has been said that mobility is as basic a need for some low-income households as shelter and health care. Indeed, there is clearly a connection between lack of mobility and lack of employment. But there is also a business argument to mobility as well: some service and low-wage employers have experienced problems obtaining workers because of worker proximity and a lack of mobility options.

■ Twenty-four business leaders who attended a separate forum said that transit in the Valley should be expanded to: #1 improve air quality and, #2 relieve traffic congestion.

# Kinds of transit that should be developed

Here's how respondents at 16 community forums ranked 12 types of potential transit for the Valley (based on mean values):

- #1 a new light rail system (like San Diego's) in the congested corridors
- #2 more express bus service to employment areas
- #3 a new system of small buses and vans feeding the larger system
- #4 new rail service to major employment areas
- #5 a commuter train which uses the existing railroad tracks
- #6 a new rapid rail system (like BART) in the congested corridors
- #7 more large buses on streets/freeways
- #8 more express bus service to major sports and cultural events
- #9 a new elevated monorail
- #10 new rail service to major sports and cultural events
- #11 more dial-a-ride service
- #12 more vanpools

According to citizens who attended community forums, the kind of transit that should be developed is...

- #1 A new light rail system
- #2 More express bus service to employment areas
- #3 A new system of small buses/vans feeding a larger system

**#1 LIGHT RAIL.** Light rail systems are often electric-powered streetcar-like trains, which either operate in traffic lanes or on exclusive rights of way. In recent years, light rail has been developed in St. Louis, Dallas, and Los Angeles. These systems have sought to duplicate the success of San Diego, where light rail has experienced strong ridership and suburban demand for more lines. In addition to being ranked first by forum attendees, light rail received 80 percent support in a recent survey of 162 local realtors by the Phoenix Association of REALTORS®.

**#2 MORE EXPRESS BUSES.** Statistics from the Regional Public Transportation Authority indicated that, on average, express bus riders in the Valley earn higher incomes, have greater educational attainment, and are far more frequently employed in a professional, technical, or management capacity than other bus riders. Further, although most of these riders are not transit dependent (i.e. they have at least one automobile at home), they have found express bus service to either meet or beat the use of their automobile in terms of either cost, convenience, or comfort.

**#3 SMALL BUSES AND VANS.** Small "jitney" vehicles often carry 4 to 20 passengers and operate on an informal, fare-paying basis. Advantages to this type of system include flexibility of routes, frequency of service, and the potential for private operators in the market. Although jitneys are a common form of transit in many developing countries, the concept has not been attempted on a large scale in a major U.S. metropolitan area.

■ Twenty-four business leaders who attended a separate forum said the transit they would like to see developed in the Valley are: #1 more express buses and #2 light rail.

## Potential ways to pay for transit

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Here's how respondents at 16 community forums ranked six potential funding mechanisms for new transit service in the Valley (rankings based on mean values):

- #1 change state constitution to enable increase in gas tax to be used for transit
- #2 increase sales tax
- #3 build fewer roads and freeways, spend more on transit
- #4 impose tolls and/or user fees for automobile use, devote revenue to transit
- #5 increase vehicle taxes
- #6 new employer tax

According to citizens who attended community forums, transit improvements and/or new transit systems should be paid for by...

#1 Changing the state constitution to enable an increase in the gas tax to be used for transit

#2 Increasing the sales tax

#3 Building fewer roads/freeways, and spending more on transit

When asked about how to pay for new or upgraded transit, the 501 people who attended community forums said they favor more tax at the gas pump, provided those funds could be funneled into transit. An amendment to Arizona's Constitution would be required for this to happen, however.

Currently, the state constitution prohibits funds generated from fuel taxes to be used for new transit infrastructure or service. The second most popular response among forum attendees was an unspecified increase in sales tax. The least preferred method of financing was an employer-based tax.

Although the gas tax question has not been posed, several others have recently surveyed on sales tax for transit. In July 1996, WestGroup asked 1061 randomly selected voters in Phoenix about support for a raise in the city's sales tax to improve transit. Fifty-nine percent indicated they would vote for an increase, regardless of whether it was a one-quarter or one-half cent increase. Similarly, 82 percent of 162 realtors recently told the Phoenix Association of REALTORS® that they would vote in favor of either a quarter or half-cent sales tax increase dedicated for transit.

On a statewide basis, Behavior Research queried 711 voters in early 1997 about whether they would vote for a half-cent increase to expand and improve bus service in their community. Fifty-nine percent of Arizonans said they would vote for the increase, including 69 percent in Phoenix, 63 percent in Mesa, and approval from 56 percent of voters in the Chandler/Gilbert area. The City of Tempe's voters approved a half-cent sales tax increase dedicated for transit in November 1996.

■ Twenty-four business leaders who attended a separate forum said they prefer the Valley's transit be funded by #1 a dedicated gas tax (with change in constitution) and #2 a dedicated sales tax.

## Valley citizens were also asked...

Here's how forum attendees ranked six potential changes to the Valley's transportation system to relieve congestion (rankings based on mean values):

- #1 new light rail service
- #2 more frequent bus service
- #3 more express bus service
- #4 expressway signal synchronization
- #5 more left turn signals
- #6 more freeway lanes

Here's what community forum attendees said about quality of life in the Valley:

Currently, the region's quality of life is...

- 54% good
- 21% average
- 15% excellent
- 8% not so good
- 2% poor

During the past three years, quality of life in the Valley has...

- 52% worsened
- 25% stayed the same
- 23% improved

Among the 52% who said it has worsened, the top three reasons listed for why it has deteriorated were...

- #1 poor air quality
- #2 poor transportation and transit
- #3 traffic congestion

"How should the Valley fix its congestion problem?"

The 501 respondents who answered surveys at the community forums reported that light rail service and more frequent bus service would most help alleviate the Valley's traffic congestion. The least preferred method of solving the issue of traffic congestion was additional freeway lanes.

■ Twenty-four business leaders who attended a separate forum said that they believe that more frequent bus service and more express bus service, respectively, would go furthest in helping to relieve Valley traffic congestion.

*"Has the Valley's quality of life improved or worsened in the last three years? Why?"*

Although the vast majority (69%) of respondents answering the survey reported that the Valley's quality of life is currently excellent or good, a majority (52%) said that it has worsened during the past three years. Fifty-one percent expect it to get worse during the next two or three years.

Why has it worsened? According to respondents, poor air quality, poor transportation and transit, and increasing traffic congestion top the list of reasons.

Those who believe quality of life in the Valley has improved in recent years cite the Valley's economic growth, job opportunities, and cultural amenities as the primary reasons.

■ Nineteen of 24 business leaders who attended a separate forum said that quality of life in the Valley has either deteriorated or stayed the same during the last three years.

# Summary of All Responses

According to 501 people who completed surveys at 16 community forums, the Valley's overall good quality of life has deteriorated in the last three years because of bad air quality, poor transportation and transit, and traffic congestion. Those same citizens recommended the Valley develop transit to alleviate air quality and traffic congestion problems, and provide mobility to work for those who cannot afford an automobile. The types of transit most preferred are light rail, more express bus service to employment centers, and a new system of small buses and vans, which feeds the larger system. It was suggested that new transit service and/or improvements be paid for with an increase in gas taxes dedicated for transit (requiring a change in the state Constitution), or a transit-devoted sales tax.

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## Summary of Responses, by Community<sup>1</sup>

"...rank the following reasons for developing transit in the Valley"

### Chandler

1. help air quality by reducing cars on the road
2. relieve peak hour traffic congestion
3. get people to work who can't afford a car

### Gilbert

1. help air quality by reducing cars on road
2. relieve peak hour traffic congestion
3. encourage economic development

### Glendale

1. relieve peak hour traffic congestion
2. help air quality by reducing cars on road
3. encourage economic development

### Southwest<sup>2</sup>

1. help air quality by reducing cars on road
2. relieve peak hour traffic congestion
3. get people to work who can't afford a car

### Mesa

1. relieve peak hour traffic congestion
2. help air quality by reducing cars on road
3. encourage economic development

### Peoria

1. help air quality by reducing cars on road
2. relieve peak hour traffic congestion
3. get people to work who can't afford a car

### Phoenix

1. help air quality by reducing cars on road
2. relieve peak hour traffic congestion
3. get people to work who can't afford a car

### Surprise, Sun City, Sun City West

1. relieve peak hour traffic congestion
2. help air quality by reducing cars on road
3. get people to work who can't afford a car

<sup>1</sup> A more detailed delineation of survey results, including the exact wording of the questions and responses offered, is contained in the appendix to this report.

<sup>2</sup> Southwest includes Goodyear, Avondale, Litchfield Park, Tolleson, Buckeye, and Gila Bend.



“.what [type of transit] would you most like to see in the Valley?”

Chandler

1. new light rail system
2. more express bus service to employment
3. new rapid rail system (like BART)

Mesa

1. more express bus service to employment
2. a new light rail system
3. more large buses on streets/freeways

Gilbert

1. commuter train on existing railroad tracks
2. new light rail system
3. new small buses and vans feeding system

Peoria

1. new light rail system
2. commuter train on existing tracks
3. more express bus service to employment

Glendale

1. more express bus service to employment
2. commuter train on existing railroad tracks
3. new small buses and vans feeding system

Phoenix

1. new light rail system
2. more express bus service to employment
3. new rail service to employment areas

Southwest

1. new small buses and vans feeding system
2. commuter train on existing railroad tracks
3. more express bus service to employment

Surprise, Sun City, Sun City West

1. new light rail system
2. new small buses/vans feeding system
3. new rapid rail system (like BART)

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“How would you like to see the type of service you indicated [above] paid for?”

Chandler

1. increase in sales tax
2. change constitution to enable gas tax
3. spend less on roads, more on transit

Mesa

1. increase in sales tax
2. change constitution to enable gas tax
3. tolls/user fees for autos, use \$ for transit

Gilbert

1. change constitution to enable gas tax
2. increase in sales tax
3. tolls/user fees for autos, use \$ for transit

Peoria

1. change constitution to enable gas tax
2. increase in sales tax
3. tolls/user fees for autos, use \$ for transit

Glendale

1. tolls/user fees for autos, use \$ for transit
2. change constitution to enable gas tax
3. increase sales tax

Phoenix

1. change constitution to enable gas tax
2. increase sales tax
3. spend less on roads, more on transit

Southwest

1. tolls/user fees for autos, use \$ for transit
2. spend less on roads, more on transit
3. increase sales tax

Surprise, Sun City, Sun City West

1. tolls/user fees for autos, use \$ for transit
2. change constitution to enable gas tax
3. increase sales tax

## Who completed these surveys?

The questions highlighted above were contained in a non-scientific sample of 501 persons who identified themselves as follows:

### City or town...

- Chandler, n=32
- Gilbert, n=32
- Glendale, n=50
- Mesa, n=42
- Southwest<sup>3</sup>, n=39
- Surprise, Sun City, Sun City West, n=18
- Peoria, n=25
- Phoenix, n=263 (9 mtgs)

### Gender...

- 64% male
- 36% female

### Age...

- 2% under age 25
- 16% age 26-39
- 25% age 40-49
- 26% age 50-59
- 32% age 60 or older

### Length of time living in the Valley...

- 3% less than 1 year
- 13% 1-5 years
- 13% 6-10 years
- 55% 10+ years
- 16% entire life

### Annual household income...

- 19% less than \$30,000/yr.
- 43% \$31,000 - \$75,000/yr.
- 30% \$76,000 - \$150,000/yr.
- 8% more than \$150,000/yr.

### # of automobiles in household...

- 1% no automobile
- 24% one automobile
- 49% two automobiles
- 20% three automobiles
- 6% three+ automobiles

### Used public transit in last year...

- 32% have used transit
- 68% have not used transit

### Commute to work (distance)...

- 44% zero to 5 miles
- 21% 6-10 miles
- 16% 11-15 miles
- 7% 16-20 miles
- 12% more than 20 miles

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<sup>3</sup>Southwest includes Goodyear, Avondale, Litchfield Park, Tolleson, Buckeye, and Gila Bend.

Appendix:  
Detailed Summary of  
Questionnaire Responses  
(by community)

1. "Please rank the following reasons for developing transit in the Valley.:"  
 (rankings based on mean values)

- |                                                                                 |                                                                                 |
|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| a. relieve peak hour traffic congestion (congestion)                            | f. encourage economic development; employers locate near transit (econ. dev.)   |
| b. improve air quality by reducing number of cars on the road (air quality)     | g. encourage urban infill (infill)                                              |
| c. relieve the stress and frustration of traffic (stress)                       | h. get people to work who can't afford car (poor)                               |
| d. help save citizens' money in care repairs, insurance and gas (save \$)       | i. allow seniors to remain active, independent when they cannot drive (seniors) |
| e. increase productive time by allowing work/read during commute (productivity) | j. most other large metropolitan areas have transit systems (other cities)      |

All surveys (n=501)	Chandler (n=32)	Gilbert (n=32)	Glendale (n=50)	Mesa (n=42)	Northwest* (n=18)
1. air quality	1. air quality	1. air quality	1. congestion	1. congestion	1. congestion
2. congestion	2. congestion	2. congestion	2. air quality	2. air quality	2. air quality
3. poor	3. poor	3. econ. dev.	3. econ. dev.	3. econ. dev.	3. poor
4. econ. dev.	4. stress	4. stress	4. stress	4. poor	4. stress
5. stress	5. econ. dev.	5. poor	5. poor	5. stress	5. seniors
6. seniors	6. seniors	6. save \$	6. seniors	6. seniors	6. econ. dev.
7. infill	7. productivity	7. seniors	7. infill	7. productivity	7. productivity
8. save \$	8. save \$	8. infill	8. save \$	8. infill	8. other cities
9. productivity	9. infill	9. productivity	9. productivity	9. save \$	9. infill
10. other cities	10. other cities	10. other cities	10. other cities	10. other cities	10. save \$

Peoria (n=25)	Southwest* (n=39)	All Phoenix (n=263)	Phoenix Dist1 (n=20)	Phoenix Dist2 (n=41)	Phoenix Dist3 (n=38)
1. air quality	1. air quality	1. air quality	1. air quality	1. air quality	1. air quality
2. congestion	2. congestion	2. congestion	2. congestion	2. congestion	2. congestion
3. poor	3. poor	3. poor	3. econ. dev.	3. poor	3. poor
4. seniors	4. seniors	4. econ. dev.	4. stress	4. seniors	4. seniors
5. econ. dev.	5. stress	5. stress	5. poor	5. stress	5. stress
6. stress	6. econ. dev.	6. seniors	6. infill	6. infill	6. econ. dev.
7. infill	7. save \$	7. save \$	7. save \$	7. save \$	7. save \$
8. save \$	8. productivity	8. infill	8. seniors	8. econ. dev.	8. other cities
9. productivity	9. infill	9. productivity	9. productivity	9. other cities	9. infill
10. other cities	10. other cities	10. other cities	10. other cities	10. productivity	10. productivity

Phoenix Dist4 (n=53)	Phoenix Dist5 (n=20)	Phoenix Dist6 Mtg 1 (n=27)	Phoenix Dist6 Mtg 2 (n=32)	Phoenix Dist7 (n=11)	Phoenix Dist8 (n=21)
1. air quality	1. air quality	1. air quality	1. air quality	1. poor	1. air quality
2. congestion	2. congestion	2. congestion	2. poor	2. air quality	2. congestion
3. infill	3. poor	3. stress	3. congestion	3. congestion	3. poor
4. poor	4. econ. dev.	4. econ. dev.	4. seniors	4. seniors	4. econ. dev.
5. econ. dev.	5. seniors	5. poor	5. econ. dev.	5. stress	5. stress
6. save \$	6. stress	6. seniors	6. infill	6. econ. dev.	6. save \$
7. stress	7. infill	7. infill	7. save \$	7. save \$	7. infill
8. seniors	8. save \$	8. save \$	8. stress	8. other cities	8. seniors
9. productivity	9. productivity	9. productivity	9. other cities	9. infill	9. productivity
10. other cities	10. other cities	10. other cities	10. productivity	10. productivity	10. other cities

\*Northwest Chamber of Commerce includes El Mirage, Sun City, Sun City West, Surprise, and Youngtown. Southwest includes Goodyear, Avondale, Litchfield Park, Tolleson, Buckeye, and Gila Bend.



2. “When people hear the word transit, they think of different things. If you grew up in Chicago, you think of the “El.” If you’ve been to California, you might think of BART in the San Francisco Bay Area, or the light rail trolley cars in San Diego. **What would you like to see most in the Valley?**” (rankings are based on mean values)

- a. a commuter train which uses existing railroad tracks (commuter)
- b. a new rapid rail system—like BART—in the congested corridors (rapid rail)
- c. a new light rail system—like San Diego—in the congested corridors (light rail)
- d. a new elevated monorail (monorail)
- e. more large buses on streets/freeways (large buses)

- f. new system of small buses feeding system (sm. buses)
- g. more vanpools (vanpools)
- h. more dial-a-ride service (dial-a-ride)
- i. new rail service to sport/culture events (sport rail)
- j. new rail service to major employment areas (job rail)
- k. express bus service to sport/culture events (sport x bus)
- l. more express bus service to employment (job x bus)

All surveys (n=501)	Chandler (n=32)	Gilbert (n=32)	Glendale (n=50)	Mesa (n=42)	Northwest (n=18)
1. light rail 2. job x bus 3. small buses 4. job rail 5. commuter 6. rapid rail 7. large buses 8. sport x bus 9. monorail 10. sports rail 11. dial a ride 12. vanpools	1. light rail 2. job x bus 3. rapid rail 4. small buses 5. large buses 6. commuter 7. job rail 8. monorail 9. sport x bus 10. vanpools 11. sport rail 12. dial a ride	1. commuter 2. light rail 3. small buses 4. job x bus 5. rapid rail 6. job rail 7. large buses 8. vanpools 9. dial a ride 10. sport x bus 11. monorail 12. sport rail	1. job x bus 2. commuter 3. small buses 4. job rail 5. large buses 6. rapid rail 7. light rail 8. dial a ride 9. sport x bus 10. vanpools 11. monorail 12. sport rail	1. job x bus 2. light rail 3. large buses 4. small buses 5. commuter 6. job rail 7. sport x bus 8. rapid rail 9. sport rail 10. vanpools 11. dial a ride 12. monorail	1. light rail 2. small buses 3. rapid rail 4. commuter 5. job rail 6. dial a ride 7. job x bus 8. large buses 9. vanpools 10. monorail 11. sport rail 12. sport x bus
Peoria (n=25)	Southwest (n=39)	All Phoenix (n=263)	Phoenix Dist1 (n=20)	Phoenix Dist2 (n=41)	Phoenix Dist3 (n=38)
1. light rail 2. commuter 3. job x bus 4. large buses 5. job rail 6. small buses 7. rapid rail 8. sport x bus 9. monorail 10. sport rail 11. vanpools 12. dial a ride	1. small buses 2. commuter 3. job x bus 4. light rail 5. job rail 6. vanpools 7. rapid rail 8. dial a ride 9. sport x bus 10. sport rail 11. large buses 12. monorail	1. light rail 2. job x bus 3. job rail 4. small buses 5. rapid rail 6. large buses 7. commuter 8. monorail 9. sport x bus 10. sport rail 11. dial a ride 12. vanpools	1. light rail 2. large buses 3. rapid rail 4. small buses 5. job x bus 6. job rail 7. commuter 8. dial a ride 9. sport rail 10. monorail 11. vanpools 12. sport x bus	1. job rail 2. large buses 3. small buses 4. job x bus 5. dial a ride 6. monorail 7. sport x bus 8. sport rail 9. light rail 10. vanpools 11. commuter 12. rapid rail	1. job express 2. job rail 3. light rail 4. small buses 5. sport x bus 6. rapid rail 7. large buses 8. commuter 9. sport rail 10. monorail 11. dial a ride 12. vanpools
Phoenix Dist4 (n=53)	Phoenix Dist5 (n=20)	Phoenix Dist6 Mtg 1 (n=27)	Phoenix Dist6 Mtg 2 (n=32)	Phoenix Dist7 (n=11)	Phoenix Dist8 (n=21)
1. light rail 2. job x bus 3. rapid rail 4. small buses 5. job rail 6. commuter 7. large buses 8. monorail 9. sport x bus 10. dial a ride 11. sport rail 12. vanpools	1. job rail 2. light rail 3. rapid rail 4. job x bus 5. sport rail 6. sport x bus 7. commuter 8. monorail 9. small buses 10. large buses 11. vanpools 12. dial a ride	1. light rail 2. job x bus 3. small buses 4. rapid rail 5. job rail 6. commuter 7. monorail 8. large buses 9. sport x bus 10. sport rail 11. dial a ride 12. vanpools	1. light rail 2. rapid rail 3. job rail 4. job x bus 5. monorail 6. commuter 7. small buses 8. large buses 9. sport rail 10. dial a ride 11. sport x bus 12. vanpools	1. small buses 2. job x bus 3. light rail 4. job rail 5. dial a ride 6. monorail 7. sport x bus 8. rapid rail 9. sport rail 10. large buses 11. commuter 12. vanpools	1. light rail 2. small buses 3. job x bus 4. job rail 5. large buses 6. rapid rail 7. commuter 8. dial a ride 9. vanpools 10. monorail 11. sport x bus 12. sport rail



3. "Any new transit service will, of course, cost money. How would you like to see the type of service you indicated in question 2 paid for in the Valley?" (rankings are based on mean values)

- a. increase in sales taxes (sales tax)
- b. impose tolls and/or user fees for automobile use, devote revenues to transit (tolls & fees)
- c. change state constitution to enable increase in gas tax to be used for transit (gas tax)
- d. increase vehicle taxes (vehicle tax)
- e. new employer tax (empl. tax)
- f. build fewer roads/freeways, spend more on transit (fewer roads)
- g. other \_\_\_\_\_

All surveys (n=501)	Chandler (n=32)	Gilbert (n=32)	Glendale (n=50)	Mesa (n=42)	Northwest (n=18)
1. gas tax	1. sales tax	1. gas tax	1. tolls & fees	1. sales tax	1. tolls & fees
2. sales tax	2. gas tax	2. sales tax	2. gas tax	2. gas tax	2. gas tax
3. fewer roads	3. fewer roads	3. tolls & fees	3. sales tax	3. tolls & fees	3. sales tax
4. tolls & fees	4. tolls & fees	4. vehicle tax	4. fewer roads	4. fewer roads	4. fewer roads
5. vehicle tax	5. vehicle tax	5. fewer roads	5. empl. tax	5. vehicle tax	5. vehicle tax
6. empl. tax	6. empl. tax	6. empl. tax	6. vehicle tax	6. empl. tax	6. empl. tax

Peoria (n=25)	Southwest (n=39)	All Phoenix (n=263)	Phoenix Dist1 (n=20)	Phoenix Dist2 (n=41)	Phoenix Dist3 (n=38)
1. gas tax	1. tolls & fees	1. gas tax	1. sales tax	1. sales tax	1. gas tax
2. sales tax	2. fewer roads	2. sales tax	2. gas tax	2. gas tax	2. sales tax
3. tolls & fees	3. sales tax	3. fewer roads	3. fewer roads	3. fewer roads	3. fewer roads
4. fewer roads	4. gas tax	4. tolls & fees	4. tolls & fees	4. tolls & fees	4. tolls & fees
5. vehicle tax	5. vehicle tax	5. empl. tax	5. empl. tax	5. vehicle tax	5. empl. tax
6. empl. tax	6. empl. tax	6. vehicle tax	6. vehicle tax	6. empl. tax	6. vehicle tax

Phoenix Dist4 (n=53)	Phoenix Dist5 (n=20)	Phoenix Dist6 Mtg 1 (n=27)	Phoenix Dist6 Mtg 2 (n=32)	Phoenix Dist7 (n=11)	Phoenix Dist8 (n=21)
1. gas tax	1. fewer roads	1. sales tax	1. gas tax	1. gas tax	1. gas tax
2. fewer roads	2. tolls & fees	2. gas tax	2. fewer roads	2. sales tax	2. tolls & fees
3. sales tax	3. sales tax	3. fewer roads	3. sales tax	3. fewer roads	3. fewer roads
4. tolls & fees	4. gas tax	4. tolls & fees	4. empl. tax	4. empl. tax	4. sales tax
5. vehicle tax	5. empl. tax	5. vehicle tax	5. tolls & fees	5. tolls & fees	5. vehicle tax
6. empl. tax	6. vehicle tax	6. empl. tax	6. vehicle tax	6. vehicle tax	6. empl. tax

Some of the "other" responses: [impose] tax on rental cars and hotel rooms; charge user fees for activities that generate traffic; place a surcharge on parking; use a tax on license fees for transit and roads only; convert baseball tax to transit tax when it expires; [impose a] tax on winter visitors; [impose] user-based fees; [assess] per-unit charge on homebuilders, developers, etc.; eliminate waste in government; charge full cost of transit to riders; no new taxes; use lottery funds; create a self-supporting system; tax tourists and snowbirds; [impose] user fees but not tolls.

4. "...Please rate how you believe the following potential changes to the Valley's transportation system might remedy our traffic congestion problems." (rankings are based on mean values)

- a. new light rail service (light rail)
- b. expressway signal synchronization (signal synch)
- c. more freeway lanes (more fwys)
- d. more left turn signals (left turns)
- e. more express bus service (more x bus)
- f. more frequent bus service (more buses)

All surveys (n=501)	Chandler (n=32)	Gilbert (n=32)	Glendale (n=50)	Mesa (n=42)	Northwest (n=18)
1. light rail 2. more buses 3. more x bus 4. signal synch 5. left turns 6. more fwys	1. more x bus 2. light rail 3. more buses 4. signal synch 5. more fwys 6. left turns	1. light rail 2. more x bus 3. more buses 4. signal synch 5. left turns 6. more fwys	1. more buses 2. light rail 3. more x bus 4. left turns 5. more fwys 6. signal synch	1. more buses 2. more x bus 3. light rail 4. signal synch 5. more fwys 6. left turns	1. light rail 2. more buses 3. signal synch 4. more fwys 5. more x bus 6. left turns

Peoria (n=25)	Southwest (n=39)	All Phoenix (n=263)	Phoenix Dist1 (n=20)	Phoenix Dist2 (n=41)	Phoenix Dist3 (n=38)
1. more buses 2. more x bus 3. light rail 4. signal synch 5. more fwys 6. left turns	1. more buses 2. light rail 3. more x bus 4. signal synch 5. left turns 6. more fwys	1. light rail 2. more buses 3. more x bus 4. signal synch 5. left turns 6. more fwys	1. more buses 2. light rail 3. more x bus 4. more fwys 5. left turns 6. signal synch	1. more buses 2. light rail 3. more x bus 4. left turns 5. signal synch 6. more fwys	1. more buses 2. light rail 3. more x bus 4. left turns 5. signal synch 6. more fwys

Phoenix Dist4 (n=53)	Phoenix Dist5 (n=20)	Phoenix Dist6 Mtg 1 (n=27)	Phoenix Dist6 Mtg 2 (n=32)	Phoenix Dist7 (n=11)	Phoenix Dist8 (n=21)
1. more buses 2. light rail 3. more x bus 4. signal synch 5. left turns 6. more fwys	1. light rail 2. more buses 3. more x bus 4. left turns 5. more fwys 6. signal synch	1. light rail 2. more buses 3. more x bus 4. signal synch 5. left turns 6. more fwys	1. light rail 2. more buses 3. more x bus 4. signal synch 5. left turns 6. more fwys	1. light rail 2. more buses 3. more x bus 4. left turns 5. signal synch 6. more fwys	1. more buses 2. light rail 3. more x bus 4. signal synch 5. more fwys 6. left turns

5. "In addition to the issues we discussed at this forum, what other transportation issues need to be addressed in your opinion?" (open-ended)\*

"Getting the legislature to increase priority in Powerball for mass transit and allow a regional transit-only election."

"The economic value associated with an established transit system. In some land use sections, the return to private sector can be high."

"That the rail system not be used to contribute to urban sprawl – do not foster people living in suburbs and traveling long distances at high speed and comfort."

"I don't think people can relate to how light rail could be used in Phoenix. Show us the routes, the centers served, equipment, fare cost, and usage. Be very specific so voters don't feel that you are asking for a blank check."

"Incentives to use mass transit are important such as higher parking fees. A regional (metro area) approach is crucial."

"To increase rider-ship the system needs to be attractive in terms of convenience."

"More tax and employer incentives to use transit (i.e., ability to deduct bus fare as a tax deduction or special prices for employers who provide bus tickets)."

"We need an objective evaluation of the needs and benefits of a mass transit system."

"Coordination of traffic signals; more convenient on-off ramps; change number of lanes depending on time of day."

"Need to reduce sprawl and increase transit to accommodate infill."

"Transportation-supporting land use policies."

"We all need bus service that runs 24 hours. People cannot get back and forth to work if they have no bus service, that's why they have to drive cars."

"A more pedestrian-friendly environment and bike routes."

"[Increase] incentives for ride sharing."

"Transportation's goal is to get people from point A to B. Where are A & B located? Until that is answered, an effective system can't be defined. Realize that A & B will and can be controlled by the location of mass transit stops."

"Work rail and bus systems together."

"Valleywide cooperation between municipalities which would work toward a complete area plan to deal with the transportation issue."

"We desperately need 24-hour, 7 days-a-week, 365 days-a-year bus service."

"Let loose the entrepreneurial forces in a free market."

"Keep large trucks out of the city during the day."

"We must find a way to allow basic economics govern choices. Government cannot guess the answers."

"Building housing in transportation corridors."

"Coordinate planning and transportation."

"The effect of any changes in transit on the preservation of the central city."

"Alternate transportation such as bike lanes and overpasses for pedestrians."

"Improve present system to develop user confidence then add to the system."

"More service is needed for disabled persons."

"Divorce freeway and transit funding."

"Small bus shuttles between shopping areas, residential areas and large employers."

"Get the current freeway plan accelerated and build it."

"Support by industries with the huge parking lots; they could provide transit incentives."

\*Note: This list does not include all comments written; the sentiments of most of those not included are reflected in one or more of the comments above.



6. "Overall, the quality of life in the Valley is..." (excellent, good, average, not so good, poor)

All surveys (n=481)	Chandler (N=30)	Gilbert (n=32)	Glendale (n=50)	Mesa (n=42)	Northwest (n=17)
54% good 21% average 15% excellent 8% not so gd 2% poor	N=20 good N=6 average N=4 excellent N=0 not so gd N=0 poor	N=25 good N=3 not so gd N=2 excellent N=2 average N=0 poor	N=27 good N=11 average N=7 excellent N=5 not so gd N=0 poor	N=26 good N=6 excellent N=6 average N=2 not so gd N=2 poor	N=10 good N=7 excellent N=0 average N=0 not so gd N=0 poor

Peoria (n=25)	Southwest (n=38)	All Phoenix (n=247)	Phoenix Dist1 (n=19)	Phoenix Dist2 (n=40)	Phoenix Dist3 (n=37)
N=14 good N=6 excellent N=4 average N=1 not so gd N=0 poor	N=17 average N=16 good N=4 excellent N=1 not so gd N=0 poor	49% good 23% average 15% excellent 10% not so gd 3% poor	N=10 good N=5 average N=2 poor N=1 excellent N=1 not so gd	N=23 good N=8 excellent N=5 average N=3 not so gd N=1 poor	N=18 good N=12 average N=3 excellent N=2 not so gd N=2 poor

Phoenix Dist4 (n=48)	Phoenix Dist5 (n=18)	Phoenix Dist6 Mtg 1 (n=24)	Phoenix Dist6 Mtg 2 (n=32)	Phoenix Dist7 (n=9)	Phoenix Dist8 (n=20)
N=23 good N=11 average N=9 excellent N=5 not so gd N=0 poor	N=7 good N=7 average N=2 excellent N=2 not so gd N=0 poor	N=10 good N=8 excellent N=4 average N=1 not so gd N=1 poor	N=17 good N=9 average N=3 excellent N=3 not so gd N=0 poor	N=3 not so gd N=2 good N=2 average N=1 excellent N=1 poor	N=11 good N=4 not so gd N=3 excellent N=2 average N=0 poor

7. "Would you say that the overall quality of life in the Valley has generally improved over the last three years, gotten worse, or stayed pretty much the same?" (worsened, improved, stayed the same)

All surveys (n=474)	Chandler (n=30)	Gilbert (n=31)	Glendale (n=49)	Mesa (n=42)	Northwest (n=17)
52% worsened 25% same 23% improved	N=17 worse N=7 same N=6 improved	N=19 worse N=7 improved N=5 same	N=23 worse N=20 improved N=6 same	N=16 worse N=13 improved N=13 same	N=8 worsened N=6 same N=3 improved

Peoria (n=25)	Southwest (n=38)	All Phoenix (n=242)	Phoenix Dist1 (n=20)	Phoenix Dist2 (n=40)	Phoenix Dist3 (n=37)
N=12 worse N=7 same N=6 improved	N=18 improved N=12 worse N=8 same	58% worsened 27% same 15% improved	N=9 worsened N=6 same N=3 improved	N=27 worse N=11 same N=2 improved	N=25 worse N=11 same N=1 improved

Phoenix Dist4 (n=48)	Phoenix Dist5 (n=17)	Phoenix Dist6 Mtg 1 (n=23)	Phoenix Dist6 Mtg 2 (n=31)	Phoenix Dist7 (n=9)	Phoenix Dist8 (n=19)
N=27 worse N=12 same N=9 improved	N=8 worsened N=5 improved N=4 same	N=18 worse N=3 same N=2 improved	N=14 worse N=9 same N=8 improved	N=5 same N=2 worsened N=2 improved	N=10 worse N=5 improved N=4 same

7a. "If you believe that the overall quality of life in the Valley has generally *improved*, what do you believe are the primary reasons why this has occurred?"

- a. economic growth (econ. growth)
- b. freeway expansion (freeways)
- c. direction of public policy (public policy)
- d. population growth (pop. Growth)
- e. educational system (education)
- f. cultural amenities (culture)
- g. job opportunities (job opptn.)
- h. cost of living (cost of living)
- i. sense of community (community)

All surveys	Chandler	Gilbert	Glendale	Mesa	Northwest
1. economic growth 2. job opptn. 3. culture	1. job opptn. 2. culture 3. economic growth	1. economic growth 2. job opptn. 3. culture 3. education	1. economic growth 2. community 2. public policy	1. economic growth 2. education 2. job opptn.	1. economic growth 2. freeways 3. culture 3. pop. growth

Peoria	Southwest	All Phoenix	Phoenix Dist1	Phoenix Dist2	Phoenix Dist3
1. economic growth 2. education 2. job opptn.	1. economic growth 2. job opptn. 3. community	1. economic growth 2. culture 3. job opptn.	1. economic growth 1. freeways 1. public policy	1. economic growth 1. freeways 3. job opptn.	1. job opptn. 1. economic growth 1. culture

Phoenix Dist4	Phoenix Dist5	Phoenix Dist6 Mtg 1	Phoenix Dist6 Mtg 2	Phoenix Dist7	Phoenix Dist8
1. job opptn. 1. economic growth 3. culture	1. freeways 2. economic growth 3. job. opptn.	1. economic growth 2. freeways 2. education 2. culture	1. economic growth 1. freeways 1. job opptn.	1. freeways 1. community	1. economic growth 2. culture 2. job opptn.



7b. "If you believe that the overall quality of life in the Valley has generally *worsened*, what do you believe are the primary reasons why this has occurred?" (check 3 or fewer)

- |                                               |                                               |
|-----------------------------------------------|-----------------------------------------------|
| a. poor air quality (poor air)                | g. high cost of living (cost living)          |
| b. loss of open spaces (open space)           | h. poor transportation/transit (poor transp.) |
| c. direction of public policy (public policy) | i. sense of community (community)             |
| d. increasing crime (crime)                   | j. traffic congestion (traffic)               |
| e. too many people (pop. growth)              | k. poor quality of education (poor education) |
| f. lack of cultural amenities (culture)       |                                               |

All surveys	Chandler	Gilbert	Glendale	Mesa	Northwest
1. poor air 2. poor transp. 3. traffic	1. poor air 2. crime 3. poor transp. 3. traffic	1. poor air 2. crime 3. traffic	1. traffic 2. poor air 3. crime 3. poor transp.	1. poor air 2. pop. growth 2. poor transp. 2. traffic	1. traffic 2. pop. growth 3. poor air

Peoria	Southwest	All Phoenix	Phoenix Dist1	Phoenix Dist2	Phoenix Dist3
1. poor air 2. crime 3. poor transp.	1. poor air 2. poor transp. 3. traffic	1. poor air 2. poor transp. 3. traffic	1. poor air 2. poor transp. 3. open space 3. traffic	1. poor transp. 2. poor air 3. traffic	1. poor air 2. poor transp. 3. traffic

Phoenix Dist4	Phoenix Dist5	Phoenix Dist6 Mtg 1	Phoenix Dist6 Mtg 2	Phoenix Dist7	Phoenix Dist8
1. poor air 2. crime 3. poor transp.	1. poor air 2. poor transp. 3. traffic	1. poor air 1. poor transp. 3. traffic	1. poor transp. 2. poor air 3. traffic	1. poor transp. 2. poor air 3. traffic	1. poor air 2. poor transp. 3. crime

8. "Looking ahead, do you feel that the overall quality of life in the Valley will tend to improve during the next two or three years, do you expect it to get worse, or do you think it will stay pretty much the same?"

All surveys (n=441)	Chandler (n=26)	Gilbert (n=29)	Glendale (n=47)	Mesa (n=40)	Northwest (n=15)
51% worsen 27% same 22% improve	N=10 worsen N=9 same N=7 improve	N=14 worsen N=8 improve N=7 same	N=21 worsen N=15 improve N=11 same	N=16 worsen N=14 same N=10 improve	N=7 worsen N=5 improve N=3 stay same

Peoria (n=18)	Southwest (n=38)	All Phoenix (n=228)	Phoenix Dist1 (n=17)	Phoenix Dist2 (n=34)	Phoenix Dist3 (n=35)
N=13 worsen N=4 improve N=8 same	N=18 worsen N=10 same N=10 improve	57% worsen 25% same 18% improve	N=11 worsen N=4 same N=2 improve	N=22 worsen N=9 same N=3 improve	N=24 worsen N=10 same N=1 improve

Phoenix Dist 4	Phoenix Dist5	Phoenix Dist6 Mtg 1	Phoenix Dist6 Mtg 2	Phoenix Dist7	Phoenix Dist8
N=19 worsen N=13 improve N=11 same	N=10 worsen N=5 improve N=2 same	N=15 worsen N=4 same N=3 improve	N=14 worsen N=9 same N=4 improve	N=4 same N=2 worsen N=2 improve	N=9 worsen N=6 improve N=3 same

9. "What do you think are the three most important issues facing the Valley today?"

The most commonly mentioned issues to this open-ended question were: air pollution/air quality; crime; transportation and transit; sprawl, traffic and congestion. Also frequently mentioned were "sense of community"; education; economic and population growth; direction of public policy; and loss of desert environment.

10. "A good transit system is vital to the economic health of a large metropolitan area like the Valley."  
(strong agree, agree, disagree, strong disagree)

All surveys	Chandler	Gilbert	Glendale	Mesa	Northwest
77% strong ag 21% agree 1% disagree 1% strong dis	N=22 strong ag N=6 agree N=0 disagree N=0 strong dis	N=24 strong ag N=6 agree N=1 disagree N=0 strong dis	N=33 strong ag N=16 agree N=0 disagree N=0 strong dis	N=29 strong ag N=12 agree N=0 disagree N=0 strong dis	N=15 strong ag N=2 agree N=0 disagree N=0 strong dis

Peoria (n=24)	Southwest (n=37)	All Phoenix (n=228)	Phoenix Dist1 (n=14)	Phoenix Dist2 (n=36)	Phoenix Dist3 (n=34)
N=17 strong ag N=7 agree N=0 disagree N=0 strong dis	N=27 strong ag N=8 agree N=1 disagree N=1 strong dis	82% strong ag 17% agree 0% disagree 1% strong dis	N=13 strong ag N=1 agree N=0 disagree N=0 strong dis	N=30 strong ag N=5 agree N=0 disagree N=1 strong dis	N=27 strong ag N=7 agree N=0 disagree N=0 strong dis

Phoenix Dist4 (n=45)	Phoenix Dist5 (n=17)	Phoenix Dist6 Mtg 1 (n=22)	Phoenix Dist6 Mtg 2 (n=30)	Phoenix Dist7 (n=9)	Phoenix Dist8 (n=21)
N=38 strong ag N=6 agree N=0 disagree N=1 strong dis	N=14 strong ag N=3 agree N=0 disagree N=0 strong dis	N=20 strong ag N=2 agree N=0 disagree N=0 strong dis	N=23 strong ag N=7 agree N=0 disagree N=0 strong dis	N=6 strong ag N=3 agree N=0 disagree N=0 strong dis	N=16 strong ag N=4 agree N=1 disagree N=0 strong dis

11. "The regional land use pattern should be supported by a larger transportation network that balances transit, freeways, and arterial streets." (strong agree, agree, disagree, strong disagree)

<b>All surveys (n=448)</b>	<b>Chandler (n=28)</b>	<b>Gilbert (n=31)</b>	<b>Glendale (n=48)</b>	<b>Mesa (n=41)</b>	<b>Northwest (n=17)</b>
66% strong ag 31% agree 3% disagree 0% strong dis	N=22 strong ag N=6 agree N=0 disagree N=0 strong dis	N=24 strong ag N=7 agree N=0 disagree N=0 strong dis	N=27 strong ag N=20 agree N=1 disagree N=0 strong dis	N=29 strong ag N=11 agree N=1 disagree N=0 strong dis	N=14 strong ag N=3 agree N=0 agree N=0 strong dis

<b>Peoria (n=24)</b>	<b>Southwest (n=38)</b>	<b>All Phoenix (n=221)</b>	<b>Phoenix Dist1 (n=14)</b>	<b>Phoenix Dist2 (n=35)</b>	<b>Phoenix Dist3 (n=33)</b>
N=20 strong ag N=4 agree N=0 disagree N=0 strong dis	N=21 strong ag N=16 agree N=0 disagree N=1 strong dis	63% strong ag 33% agree 4% disagree 0% strong dis	N=13 strong ag N=1 agree N=0 disagree N=0 strong dis	N=19 strong ag N=15 agree N=1 disagree N=0 strong dis	N=16 strong ag N=14 agree N=3 agree N=0 strong dis

<b>Phoenix Dist4 (n=44)</b>	<b>Phoenix Dist5 (n=17)</b>	<b>Phoenix Dist6 Mtg 1 (n=22)</b>	<b>Phoenix Dist6 Mtg 2 (n=27)</b>	<b>Phoenix Dist7 (n=8)</b>	<b>Phoenix Dist8 (n=21)</b>
N=27 strong ag N=15 agree N=2 disagree N=0 strong dis	N=11 strong ag N=6 agree N=0 disagree N=0 strong dis	N=16 strong ag N=6 agree N=0 agree N=0 strong dis	N=17 strong ag N=9 agree N=1 disagree N=0 strong dis	N=6 strong ag N=2 agree N=0 disagree N=0 strong dis	N=15 strong ag N=4 agree N=2 disagree N=0 strong dis

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