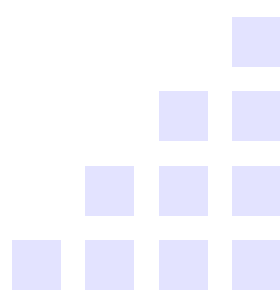




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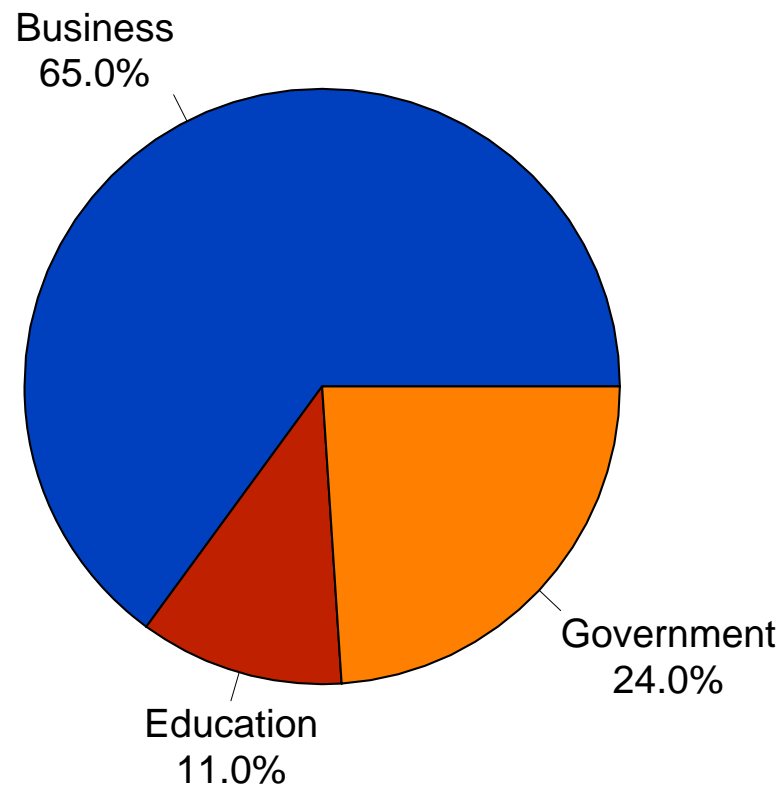
# WESTMARC Board Retreat Survey August 2009



2702 North 44<sup>th</sup> St., Ste. 100-A  
Phoenix, Arizona 85008

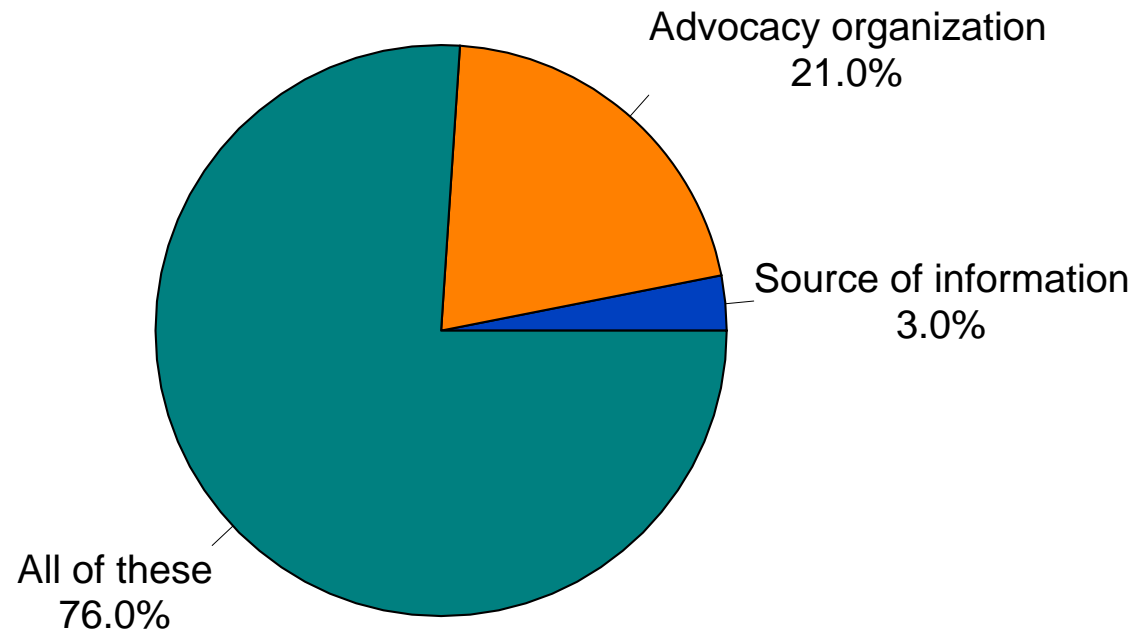
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# WESTMARC Members Service



Sample Size = 37

# WESTMARC Primary Service



Sample Size = 37

# Top 3 Issues Currently Facing the West Valley



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## Economic and Business Development (62%)

- Attracting jobs (long term, high wage) 30%
- Attracting new business (high quality, high wage) 8%
- Building infrastructure 5%
- Image and Identity Enhancement (west valley) 5%
- Business retention (3%)
- Incentives to business (not fees) 3%
- Ordered development 3%
- Quality of life (arts/culture) 3%
- Regional planning (align zoning) 3%
- Land use planning 3%



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## Economy/State Budget (43%)

- State Budget resolution 24%
- (balance between cost cuts and revenue enhancement,
- do not negatively impact cities)
- Aid for housing/foreclosures 8%
- Stabilize business environment 5%
- Reduce cuts to social services 5%



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## Education (41%)

- Funding for schools (K12, universities) 16%
- Education (general) 11%
- Expansion of programs at ASU West campus/
- Full service state university in West Valley 8%
- School finance reform 5%



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# Additional Priorities

## **Transportation (38%)**

- Transportation funding (general) 22%
- Freeway/public transportation 8%
- Transportation infrastructure 8%

## **Luke Air Force Base (27%)**

- Preserve/Protect Luke (22%)
- Conduct economic impact study (3%)

## **Health Care (19%)**

- Health care reform (11%)
- Improve access to care (8%)

## **Water (sustainable water policy) 16%**

## **Public safety/crime 8%**



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# The Most Important Issues Not Mentioned in the Survey

- Driving a vision of the future that creates a dynamic geographic area
- Holding the WESTMARC coalition together
- Future energy sources
- Coordinated planning efforts of West Valley cities
- Overhauling AZ tax law to attract and retain business
- End clean elections and term limits
- Air and environmental quality
- Work with legislators in the West Valley to develop legislation (when needed)
- Develop physician residency programs in the West Valley



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# The Most Important Issues Not Mentioned in the Survey (cont'd)

- Planning growth in the West Valley on a regional basis
- Promoting tourism in the West Valley (regionally, not just by city)
- Promote ongoing contact with legislators by Board members
- Help mediate Luke encroachment on the West Valley
- Managing the Divergence of Municipalities and real Estate Development
- The survival of WESTMARC by attracting and retaining members
- Regional desalinization plan for water
- The impact of huge funding losses to the arts industry
- The MPAC initiative



Issue	Rating	Sample
26 Economic development solutions that develop/expand creative tools to attract employers (e.g. FTZs, Districts, local incentives, enterprise zones)	9.3	n = 37
9 The preservation of the mission of Luke Air Force Base	8.9	n = 37
17 Health care solutions that include tort reform limits to the amount of damages that may be awarded in a medical lawsuit	8.9	n = 34
10 The opportunity for Luke AFB to provide training for the new F35s	8.9	n = 37
22 Education solutions that support the preservation and enhancement of the west campus of Arizona State University	8.9	n = 36
19 Education solutions that support expanded access to higher education in the West Valley, including funding support	8.7	n = 37

Issue	Rating	Sample
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1 A state budget solution that includes a ballot question that would allow a temporary tax increase	8.7	n = 36
8 Transportation solutions that protect the Highway User Revenue Fund (HURF) and other dedicated transportation funds	8.6	n = 33
18 Education solutions that provide assistance, support and leadership in school finance reform efforts, including those in school capital construction financing	8.6	n = 37
11 Support for Luke AFB against encroachment from new development	8.5	n = 37
5 Transportation solutions that provide alternative funding through public/private partnerships	8.4	n = 37
2 A state budget solution that does not negatively impact the budgets of West Valley cities and towns	8.4	n = 37

Issue	Rating	Sample
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27 Education of WESTMARC membership on current and emerging water issues	8.3	n = 36
32 Acquisition and use of renewable water supplies by West Valley water suppliers	8.3	n = 33
16 Health care solutions that provide adequate federal and state reimbursement levels to physicians and hospitals that do not result in a cost shift or hidden tax to the private market	8.1	n = 34
23 Economic development solutions that encourage and support sustainable/green job training programs that ensure the West Valley has the same programs and resources offered elsewhere in the metro area	8.1	n = 35
25 Economic development solutions that participate and engage on State Trust land reform efforts	8.1	n = 35
30 Rules and legislation promoting sustainable use of water supplies	8.0	n = 35

Issue	Rating	Sample
6 Transportation solutions that provide funding sources for acceleration of transportation planning and construction	8.0	n = 37
21 Education solutions that support the development and expansion of WEST-MEC and its career and technical education programs and facilities	8.0	n = 37
14 Health care solutions that include an analysis of how national reform proposals could impact the West Valley	7.9	n = 37
31 Acquisition of renewable water supplies by the Central Arizona Groundwater Replenishment District	7.9	n = 31
24 Economic development solutions that recommend that the State restore the funding for the job training program	7.9	n = 36
12 A study regarding the economic impact of Luke AFB (both positive and negative) to West Valley cities and towns	7.8	n = 37

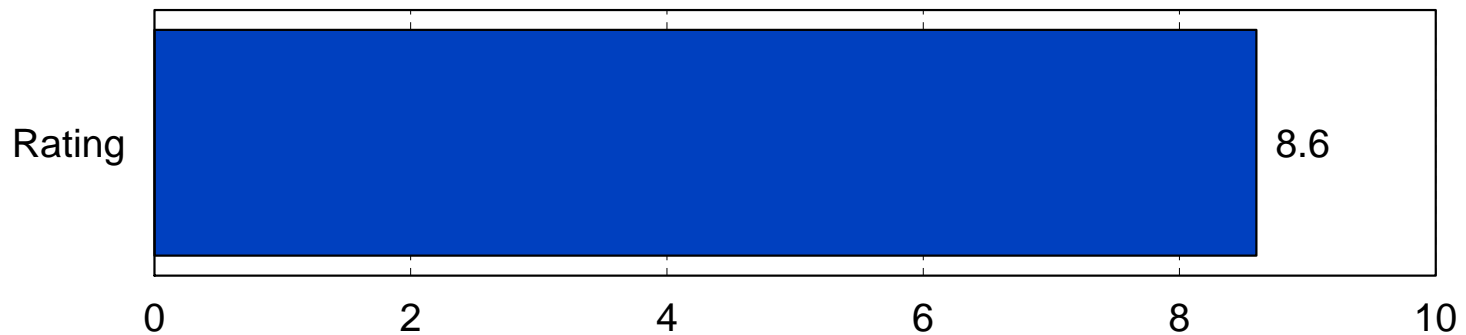
Issue	Rating	Sample
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20 Education solutions that continue to review and support West Valley-appropriate recommendations from the Governor's P-20 Council	7.8	n = 33
28 Adequate funding for the Arizona Water Banking Authority	7.6	n = 31
7 Transportation solutions that provide completion of the framework studies	7.3	n = 32
3 A state budget solution that does not overly rely on sales tax revenues	7.2	n = 37
29 Regional study and management of groundwater salinity in central Arizona	7.1	n = 31
15 Health care solutions that provide adequate funding for the State's AHCCCS program	7.0	n = 34

Issue	Rating	Sample
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4 A state budget solution that includes a ballot question that would allow the legislature to shift funds from voter-protected initiatives	6.3	n = 35
13 Health care solutions that provide universal health care coverage to all Arizonans	5.6	n = 35

# Promotion and Advocacy for the West Valley



Sample Size = 33

# Additional Comments:

- “We have done a great job providing information to many constituencies. However, this crisis has demonstrated the lack of leadership in Arizona. It is time for WESTMARC to begin to take strong leadership positions on Issues that are critical to the sustainability of the West Valley.”
- “WESTMARC has to be careful not to get dragged into issues unless the parties are willing to seek common ground.”
- “WESTMARC has certainly grown and developed in the past almost 20 years. It is important that it continue to do so.
- It would be interesting to survey our community to see its perspective of WESTMARC and what benefits we can offer.”



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# Additional Comments (cont'd):

- “We still do not get nearly enough advance notice on agendas, items to review, etc.”
- “I really wish Board meetings were not at 7:30 am. Pushing them back to 8 am would be helpful to those of us who have many late-night obligations.”
- “I would like to get support for altering the Federal Energy small conduit hydropower process. There are multiple opportunities in the West Valley for low head hydro that will create clean renewable energy at a very cheap rate and is a base load.”



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# Discussion

## Q & A



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