



Maricopa Association of Governments Values Survey

Presentation to the Queen Creek Town Council

March 20, 2019

Heather Wilkey, Intergovernmental Relations Manager
Marnie Schubert, Communications, Marketing & Recreation
Director

Proposition 400

- In 2004, Maricopa County voters approved Proposition 400, a half cent sales tax dedicated to transportation needs in the Valley.
- MAG, as the Regional Planning agency, is responsible for the implementation and execution of the regional transportation plan associated with Proposition 400.
- Proposition 400 is set to expire in 2025.



Need for the Values Survey

- As the Region nears the completion of the Regional Transportation Plan, it is important to evaluate the public's perception of the work accomplished as well as what they would like to see included in the next plan.
- We want to find out what our residents value most about our transportation system and how they want to get around in the future.
- MAG will use the survey results to help develop plans for future roads, public transit, bikeways and pedestrian improvements.





MAG Values Survey

Community Outreach



- The survey is located at <http://www.azmag.gov/values> and takes about 10 minutes to complete.
- Participants who complete the survey are eligible to win raffle prizes ranging from \$100 gift cards to personal electronics, and a \$1,000 grand prize.
- Surveys will be collected for approximately four weeks, or until 50,000 completed surveys are collected.

Community Outreach

The Town will be sharing information about the survey through a variety of formats:

- Weekly social media posts (video and graphics) through April 5th
- News release
- April eNewsletter
- Flyers at events (Fire Open House and Spring Into QC)
- Email to boards and commissions
- QCUSD and QC Chamber newsletters
- Email to current and former CLI participants





Questions?