

BIG QUESTION #1  
Desert View - 10/06/09

FOCUS AREA	VALUE	DOTS
Community	Large City/Small Town Feeling	16
Community	Southwest Culture	12
Community	Village Concept (Uniqueness of each area)	9
Community	Diversity - Benefits Community	7
Community	Newness (Well maintained)	6
Community	Higher Education (Community Colleges, ASU, UA, DT Expansion)	5
Community	Good Community Schools	3
Community	Opportunities for involvement in City Government (Approachable)	2
Community	Access to City Services	2
Community	Unique Desert Environment	2
Community	Very involved Citizen Participation is needed	1
Community	Variety of Housing	0
Economy	Tourism (Sporting/Cultural Events)	23
Economy	Amenities (Museums, Events, Convention Centers, Arena, Art)	12
Economy	Medical Research (New businesses attractive the creative class)	11
Economy	Golf Courses	9
Economy	Job Opportunities	8
Economy	Population Growth	1
Environment	Open Space	11
Environment	View Corridors	8
Environment	Mountain Preserves/Parks	7
Environment	Southwest Culture	7
Environment	Balance between City and Nature	6
Environment	Climate	5
Environment	Parks	4
Environment	Park Facilities attract big events	4
Environment	Sports Complexes	4
Environment	Geographic Location	4
Environment	Trails	1
Environment	Low-density housing - Single Family	1
Environment	Character (Unique)	1
Environment	Equestrian Trails - Connectivity	1
Environment	No Natural Disasters	0
Infrastructure	Global Facilities - Sports, Convention, Arts	15
Infrastructure	Light Rail	14
Infrastructure	New Roads	11
Infrastructure	Airport - Service, Location, Clean	11
Infrastructure	Sustainable Water System	6
Infrastructure	Euclidean Zoning - Works Well	5
Infrastructure	Makes Sense - Vehicular Movement	3
Infrastructure	On-going Tax Funding	1