

BIG QUESTION #1  
Central City - 10/12/09

FOCUS AREA	VALUE	DOTS
Community	Higher density to support mixed use, downtown, transit	12
Community	Only city in the valley working to create an urban core	11
Community	Cultural diversity (foods, language, etc.)	11
Community	Phoenix was a city of neighborhoods	9
Community	All economic levels/income diversity	7
Community	Arts of all kinds are available	6
Community	Openness	4
Community	Diversity of housing (historic, modern)	4
Community	Melting pot of people working for a better future	4
Community	Cultural richness of community than can be enhanced	3
Community	Organizations working together to tackle problems	3
Community	Political hierarchy is open and informal	3
Community	Newness of city	3
Community	Well run government, investing in future (light rail, older neighborhoods)	2
Community	Charter form of government	1
Community	Relaxed attitude	1
Community	District system - easy access, non-partisan	0
Community	Opportunity	0
Community	People and ideas welcome	0
Community	Baseball and sports downtown involving the youth and community	0
Community	Native American heritage/arts images	0
Community	Small town past	0
Community	Small place in a big place	0
Community	It's home (welcoming)	0
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Economy	Working to create an urban core	23
Economy	Opportunity and openness (unpretentious)	14
Economy	One of the best cities for small businesses to start a business	14
Economy	Newness of city compared to other large cities	10
Economy	Looking to be competitive (diversity, arts, looks inward for resources)	9
Economy	"New" educational structure (tween years)	6
Economy	Sports	4
Economy	Good government regulation/friendly to small businesses	3
Economy	Good jobs	1
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Environment	Mountains, parks, trails, lands (South Mountain Park) - sense of place	18
Environment	Outdoor activities, hiking, Rio Salado	15
Environment	Major Sonoran desert city (full of life)	12
Environment	Space for new, sensitive growth	11
Environment	Access to other great places and recreational opportunities	10
Environment	Ability to generate power "off-grid"	7
Environment	Newness of city	5
Environment	Sunsets	3
Environment	Weather, no snow	2
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Infrastructure	City is unfinished - opportunities for good development	11
Infrastructure	Parks and landscape (South Mountain Park, etc.)	10
Infrastructure	Investment in future/revitalization	8
Infrastructure	Working to create an urban core	7
Infrastructure	Transportation, light rail transit, bus rapid transit	7
Infrastructure	Access to District council members	6
Infrastructure	Government is friendly to business	6
Infrastructure	Community engagement structure	6
Infrastructure	Planning to stay ahead of development	6
Infrastructure	New educational structure	4
Infrastructure	Incorporation of arts into public projects	3
Infrastructure	Newness of the city	2

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Infrastructure	Sports	1
Infrastructure	Airport success, proximity, access to gateway	1
Infrastructure	Charter form of government	1
Infrastructure	Rio Salado	1
Infrastructure	Non-partisan representation in government	1
Infrastructure	Availability of services near residences	1
Infrastructure	Open political hierachy	0