

2023 STAKEHOLDER SURVEY RESULTS

**GREATER NOGALES SANTA CRUZ
COUNTY PORT AUTHORITY**

WEDNESDAY, AUG. 23, 2023

**PREPARED BY RAMIREZ ADVISORS
INTER-NATIONAL**

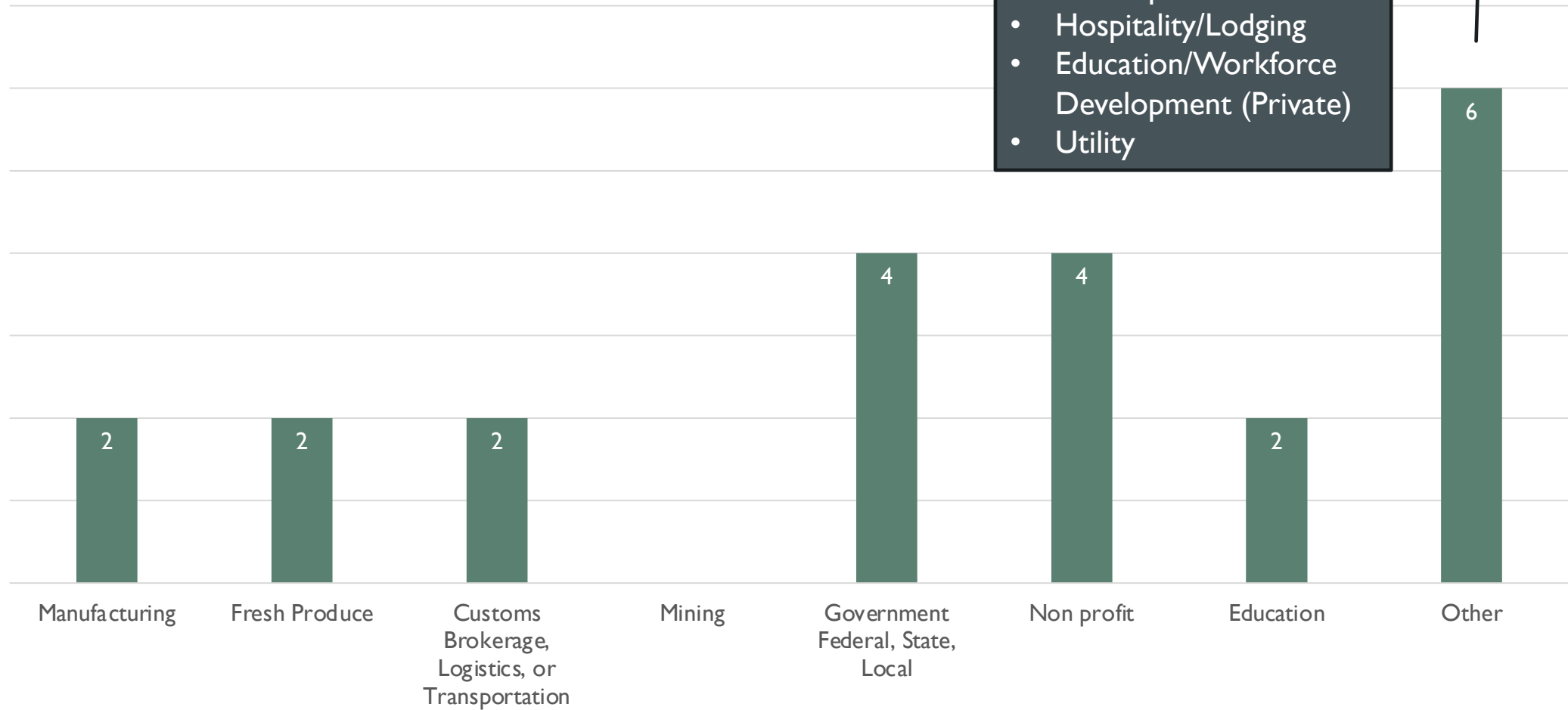


STAKEHOLDER SURVEY RESULTS

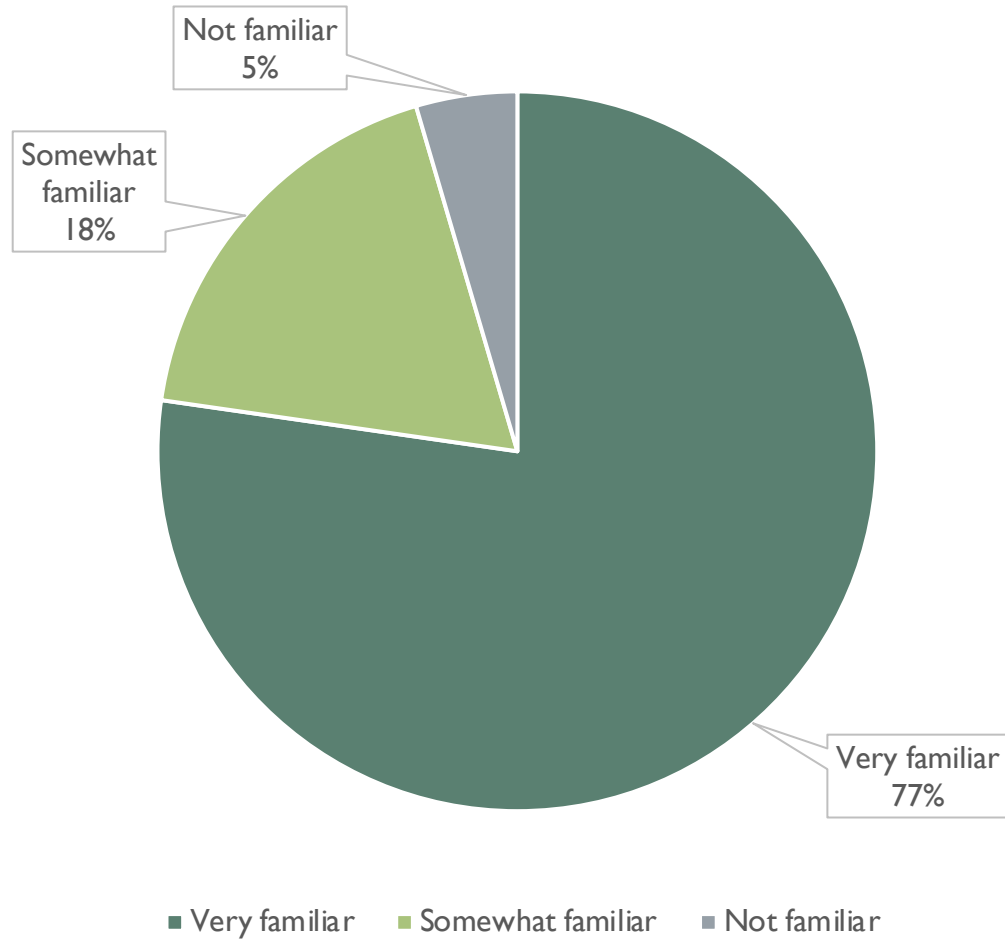
TOTAL RESPONSES: 22

Q1. What industry sector do you represent?

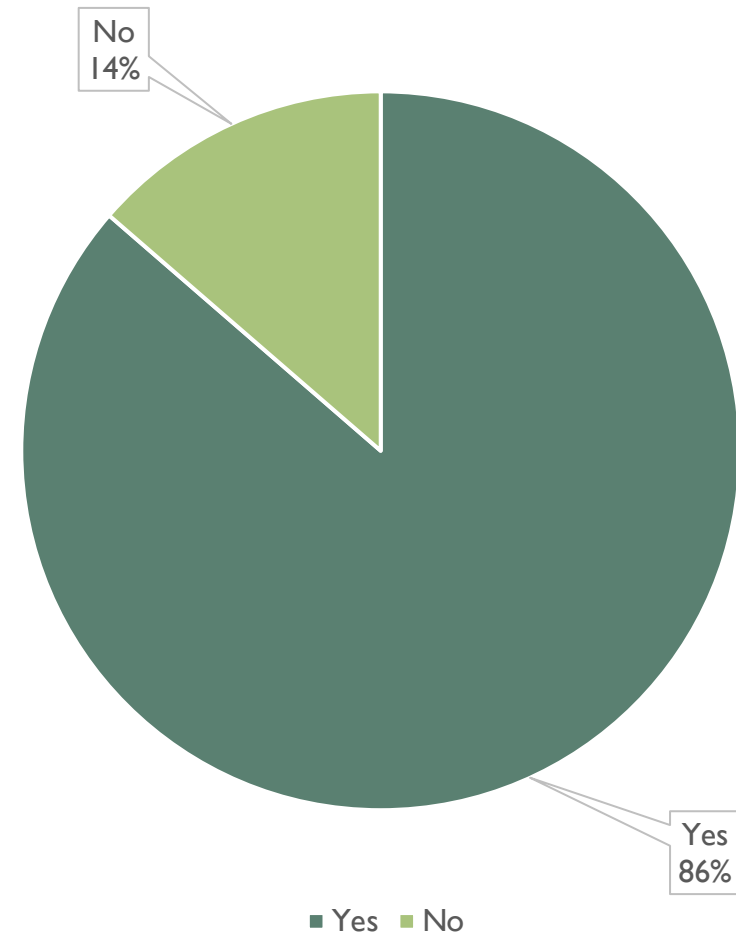
- Consulting
- Technology
- Consulting/Economic Development
- Hospitality/Lodging
- Education/Workforce Development (Private)
- Utility



Q2. How familiar are you with the Port Authority's mission and vision?



Q3. Do you know who are the members of the Port Authority Board of Directors?



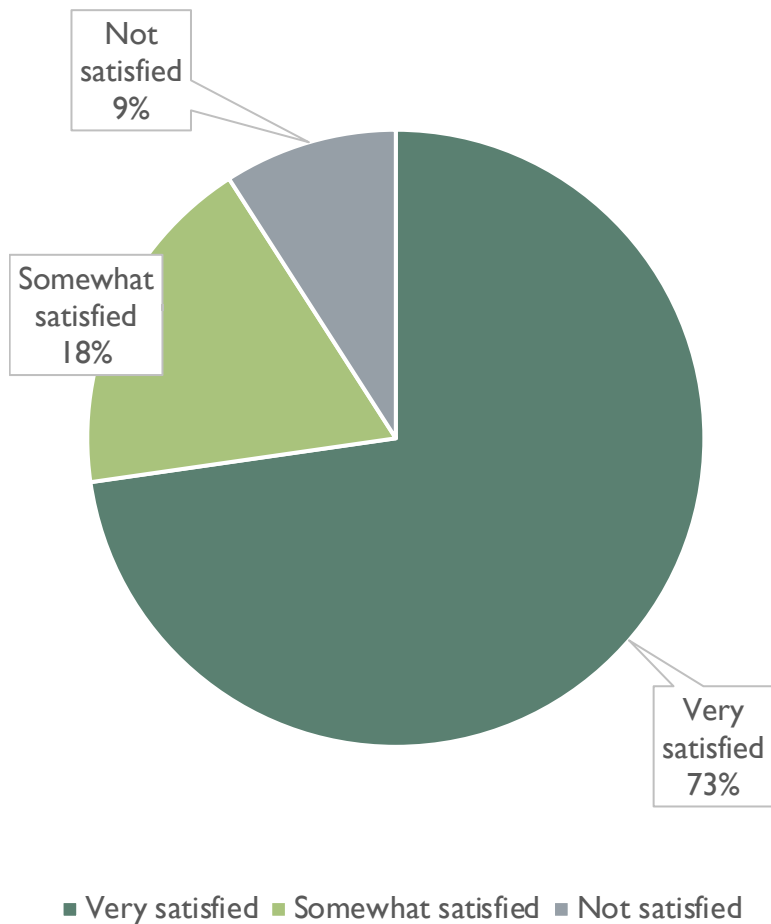
Q4. What areas do you think the Port Authority should prioritize?

1. Ports of entry
2. Transportation Infrastructure
3. Binational Collaboration
4. Economic Development
5. Workforce Development
6. Sustainability, Water, and the Environment

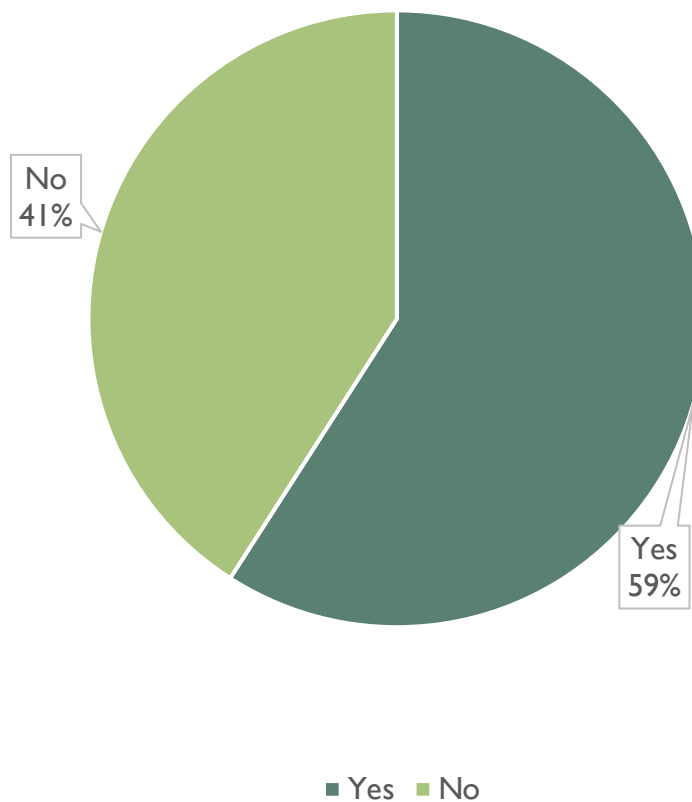
Q5. Is there any area not listed above that should be included? If so, please list the suggested focus areas:

- “Lobbying state, local, and federal government to facilitate business and reduce regulation.”
- “Education, Housing”
- “Ensure equal opportunities & excellent customer experience”
- “Academic/educational collaboration and entrepreneurship”
- “Sustainability”
- “be more inclusive, reinforce teamwork, consider to include a representative of the transportation industry on the board of directors”
- “Infrastructure improvement and expansion”
- “Downtown redevelopment and housing”
- “None at this time”

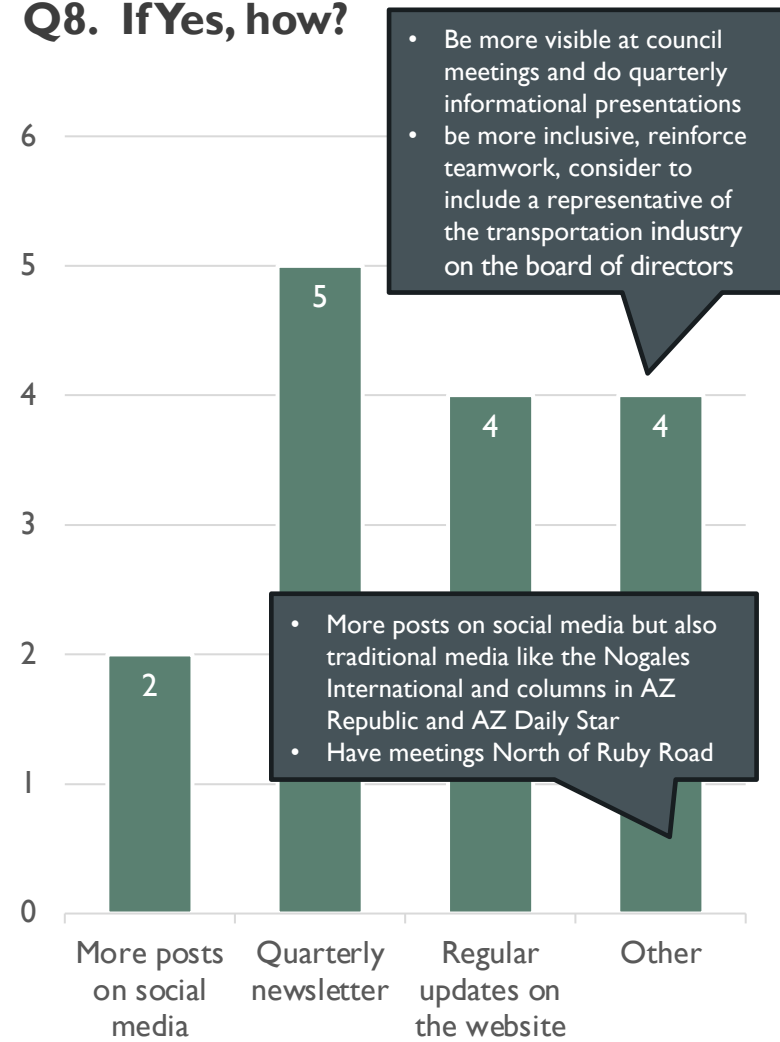
Q6. How satisfied are you with how the Port Authority distributes information to regional stakeholders and the public?



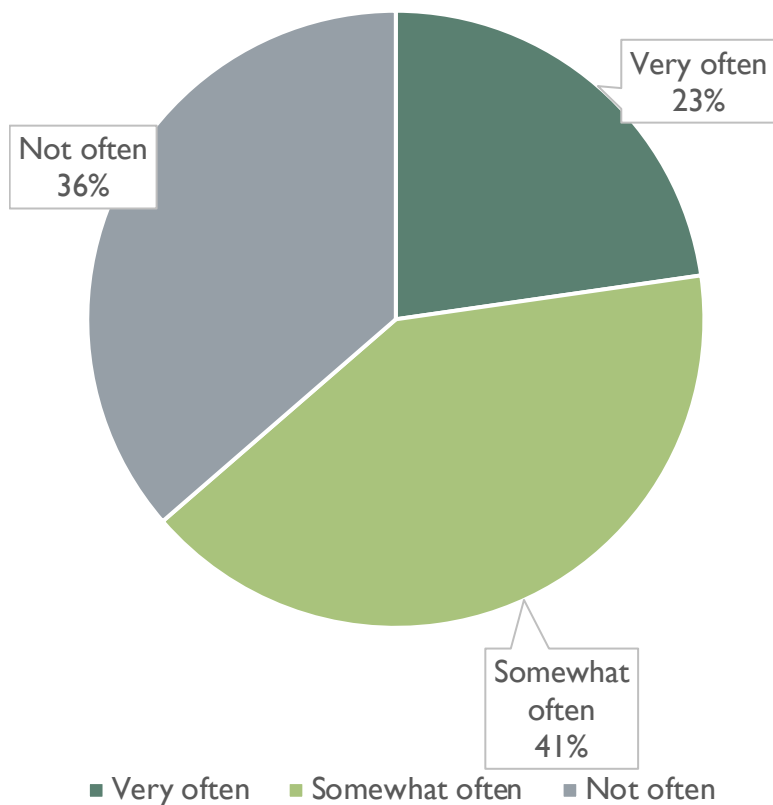
Q7. Is there anything that the Port Authority can do differently to distribute information?



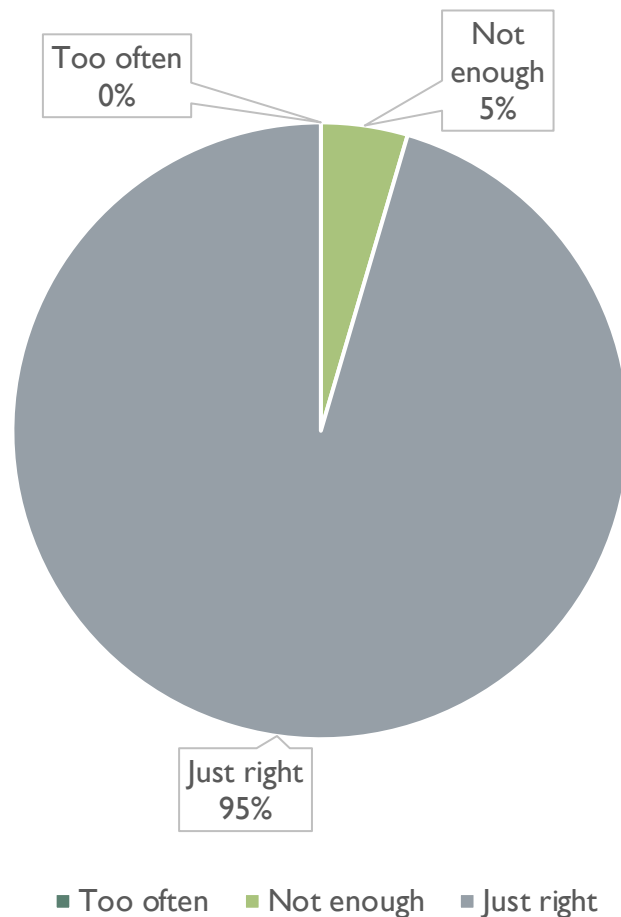
Q8. If Yes, how?



Q9. How often do you visit the Port Authority's social media?



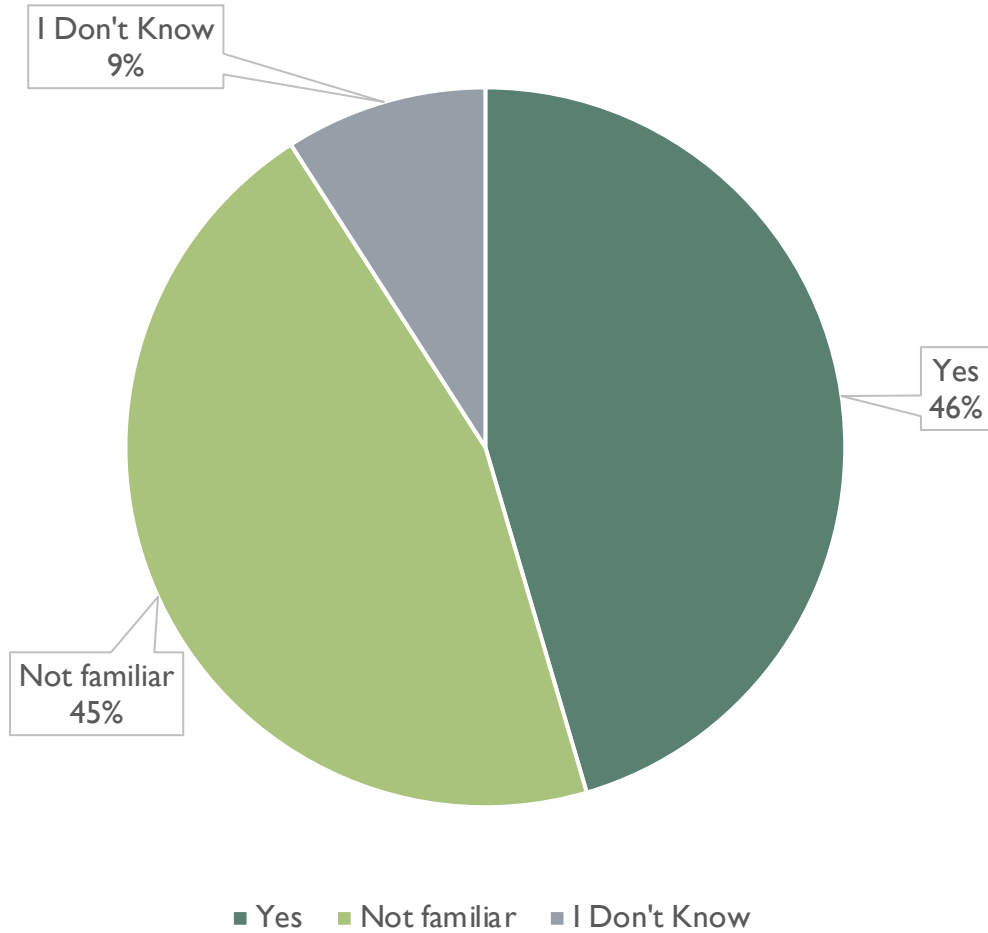
Q10. Frequency of board meetings:



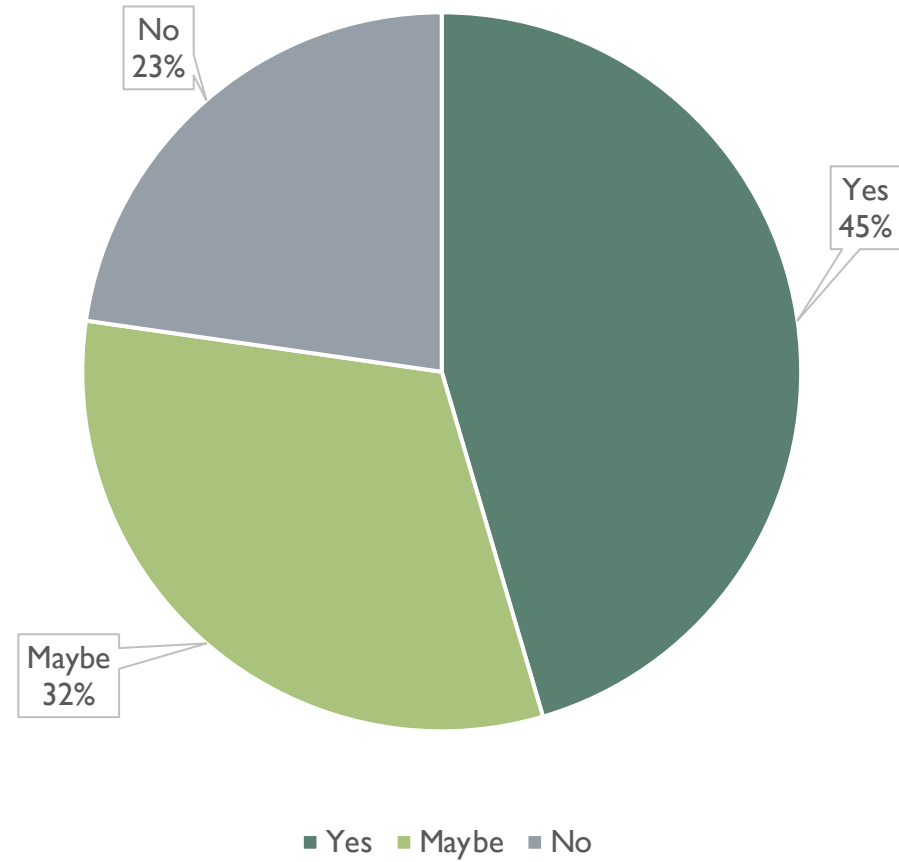
Q11. What would you change or add to the board meetings?

- “Add a random local business owner or manager to each meeting.”
- “Encourage more in-person participation”
- “I would showcase (with a presentation) a prevalent industry or topic”
- “be more inclusive, reinforce teamwork, consider to include a representative of the transportation industry on the board of directors”
- “Is the Public Invited?”
- “Time of the meeting, mornings worked best.”
- "Love to have more people to attend meetings 75 plus would be great”

Q12. Is your organization a sponsor of the Port Authority?



Q13. Would your organization consider becoming a sponsor of the Port Authority?



Q14. Are there specific events/conferences which the Port Authority should consider sponsoring or organizing? If so, please specify:

- No
- Can't think of any more
- Sponsor: P.I.S.A. Conference, "Policia Internacional Sonora Arizona."
- More educational events
- A regional (binational) economic development summit that focuses on attracting new investment to the region
- Nogi Music Fest in October
- Tucson Chamber-Hispanic Market Outlook AZ Technology Council- Tech and Business Expo
- no
- No
- SCHOLARSHIP PROGRAM FOR MAQUILADORA INDUSTRY WORKERS THROUGH ANNUAL GOLF TOURNAMENT.
- More focus on resources to expedite people movement. Work with the Mexican counterpart to improve crossings to avoid the big contamination in downtown Nogales Mexico due to the long waiting lines. People should be accepted or rejected on a quicker way.
- not sure
- Educate/Update the Arizona Commerce Authority on the benefits of Ambos Nogales. Host a site visit by that team so they understand the growth south of the border and know what assets to promote for the area.
- Business/Networking expo with invitations to companies across the state and others who do business or have the potential of doing business here in our community
- no additional come to mind
- Community events

Q15. Opportunity for general comments or questions:

- Build a culture of inclusion by having women on your board of directors
- N/A
- A citizen of the border
- “be more inclusive, reinforce teamwork, consider to include a representative of the transportation industry on the board of directors”
- “There are often comments at meetings that more needs to be done regarding economic development and jobs attraction. Infrastructure and Workforce availability are primary criterion for site selectors. Identifying and expanding available workforce are critical steps to job growth. Enhance efforts with JTED to expand Career Technical Education opportunities in the region.”
- “Perhaps start outreach to the general public, I think this will be more relevant now with the support provided by the city and county. Moreover, on Q#4 in my opinion the 6 factors are highly correlated and not necessarily I is more important than the other”
- Are there any members from Rio Rico that are not involved in Produce that are voting members of your board that may bring a new perspective.
- N/A
- Overall, Port Authority meetings are well organized. But for those of us that have to commute from outside Nogales, morning meetings work best. However, the virtual option has been a reasonable option, but miss the personal interactions.

KEY TAKEAWAYS

- Respondents are familiar with the mission of the organization and approve of the structure and frequency of the monthly board meetings.
- The respondents represent a broad cross-section of the various sectors of significance and impact in the community.
- A greater focus is recommended on social media and general communication efforts, including a possible newsletter to be published by the Port Authority. Several respondents indicated that they would be interested in sponsoring the organization.
- There is great interest in the Port Authority hosting conferences or events to bring attention to the issues and the region.
- The majority of stakeholders indicate that ports of entry need to remain as the principal area of focus, followed by transportation, binational coordination and economic development.
- New areas of focus include the need for housing in the community.



QUESTIONS??
THANK YOU.