Sustainable Cities
Network Statewide
Conference
Arizona State University

“Connected Communities are Sustainable Communities: Lessons from The Arizona We Want Project”

September 23, 2014
We have no clear blueprint for our future...

Traditional means of setting an agenda are not working.
Political change is re-shaping Arizona.

As of March 24, 2014:
Independents: 34.9%
Republicans: 34.7%
Democrats: 29.5%

Independents are also the least likely to vote. Only 10% voted in the 2012 Primary election.
Lack of citizen “voice” weakens Arizona.

2012 VOTER TURNOUT – General Election
55.9% -- 45th in nation.

2012 VOTER TURNOUT – Primary Election
28% of registered voters; 17% of eligible voters
How do you change the direction of a state the size of Arizona? Ask citizens.
What we learned from Gallup about Arizonans...

*Two Disconnects:*
1. High attachment to place but low sense of connection to community.
   - 12% of Arizonans believe the people in their community care about one another.
2. High consensus on issues but lack of trust in elected officials.
   - 10% of Arizonans believe elected leaders represent their interests.
In the Gallup Poll, Arizonans identified 8 clear goals.

CARING FOR THE ECONOMY
1. Create quality jobs for all Arizonans.
2. Prepare Arizonans of all ages for the 21st century workforce.

CARING FOR PEOPLE
3. Make Arizona “the place to be” for talented young people.
4. Provide health insurance for all, with payment assistance for those who need it.

CARING FOR COMMUNITIES
5. Protect Arizona’s natural environment, water supplies and open spaces.
6. Build a modern, effective transportation system and infrastructure.
7. Empower citizens and increase civic engagement (especially voting).
8. Foster citizen well-being and sense of connection to one another.
Insights from
The Arizona We Want 2.0

Insight 1: Arizonans have high expectations;
Insight 2: Education is the key driver of Arizona’s economy;
Insight 3: We need to recruit and retain more talented young people who are committed to Arizona’s future;
Insight 4: Arizonan’s believe the strength of the state rests in local communities
The 5 Communities Competition
Arizona Wine Growers Association

Big Idea:
“Transform the rural economies of Cochise, Yavapai and Santa Cruz counties by building on the momentum of the emerging wine industry, creating higher paying jobs in rural Arizona, and expanding the export market base while revitalizing and preserving each region’s farming heritage and quality of life.”

Transformative Impact:
“Instead of rural young people trying to get out, young people from Arizona and beyond will want to get in.”
Gangplank

Big Idea:
“Build an ecosystem for startups and creatives throughout Arizona, including programs for future innovators in area high schools and community colleges. Job growth alone will not sustain an economy.”

Transformative Impact:
“We hope to fundamentally change the way Arizona approaches economic development.”
International Sonoran Desert Alliance

Transformative Impact:
“For the community as a whole to move beyond the expectation that the mine will reopen one day and solve all our problems, and to become involved in the work of creating its own future.”

Big Idea:
“Transform Ajo into a place where people choose to live because the community has decent employment, good health and a town center vibrant with civic life.”
Phoenix Mountain Preserves

Transformative Impact:
“In the same way that visitors to New York “must” visit Central Park, we envision the day when visitors to Phoenix “must” visit South Mountain Park, the largest municipal park in the country.”

Big Idea:
“Improve the mountain park preserves of the Phoenix area and create local, regional and worldwide recognition for them as models that demonstrate how the sustainable use of nature preserves can be achieved within an extensive metropolitan region.”
Big Idea:
*Lider de mi vida*: Hispanic Women’s Leadership Initiative will transform our community by empowering Spanish-speaking, immigrant women to assume powerful roles as informed, actively involved citizens in educational and governmental affairs.”

**Transformative Impact:**
“We will never again accept the lack of civic participation and academic achievement in the Hispanic community as a community norm.”
What can you do?

- Take the Gallup Arizona Poll online at TheArizonaWeWant.org.
- Encourage organizations that you know to take the survey as a group.
- Join the AZ Advocates
- Identify a sustainable project or projects for your community and make it/them happen.
The majority of Arizonans were not born here.

2012 National Data

New York Times, August 2014
112 years – Same Migration Pattern

1900
Outside U.S. 25%
Arizona 31%

1950
Arizona 38%

2012
Arizona 38%
Outside U.S. 15%

Legend:
- Purple: Northeast
- Green: South
- Blue: Midwest
- Orange: West
- Gray: Outside the U.S.*

New York Times, August 2014
People come to Arizona with existing attitudes.

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Gallup Analytics, U.S. Daily Tracking, 2014
TheArizonaWeWant.org