

Sustainable Cities Network Statewide Conference

Arizona State University

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

September 23, 2014



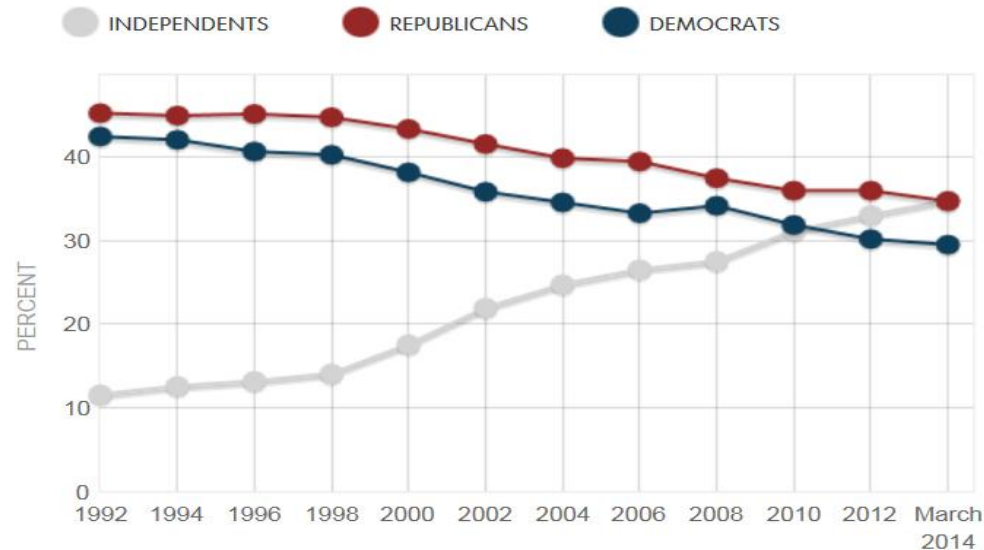
We have no clear blueprint
for our future...

Traditional means
of setting an agenda
are not working.

Political change is re-shaping Arizona.

VOTER REGISTRATION TRENDS

The percentage of registered voters identifying themselves as independents has risen steadily over the past two decades, while those say they are Republicans or Democrats have declined.



Arizona Secretary of State
Ginger Rough/The Republic

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.

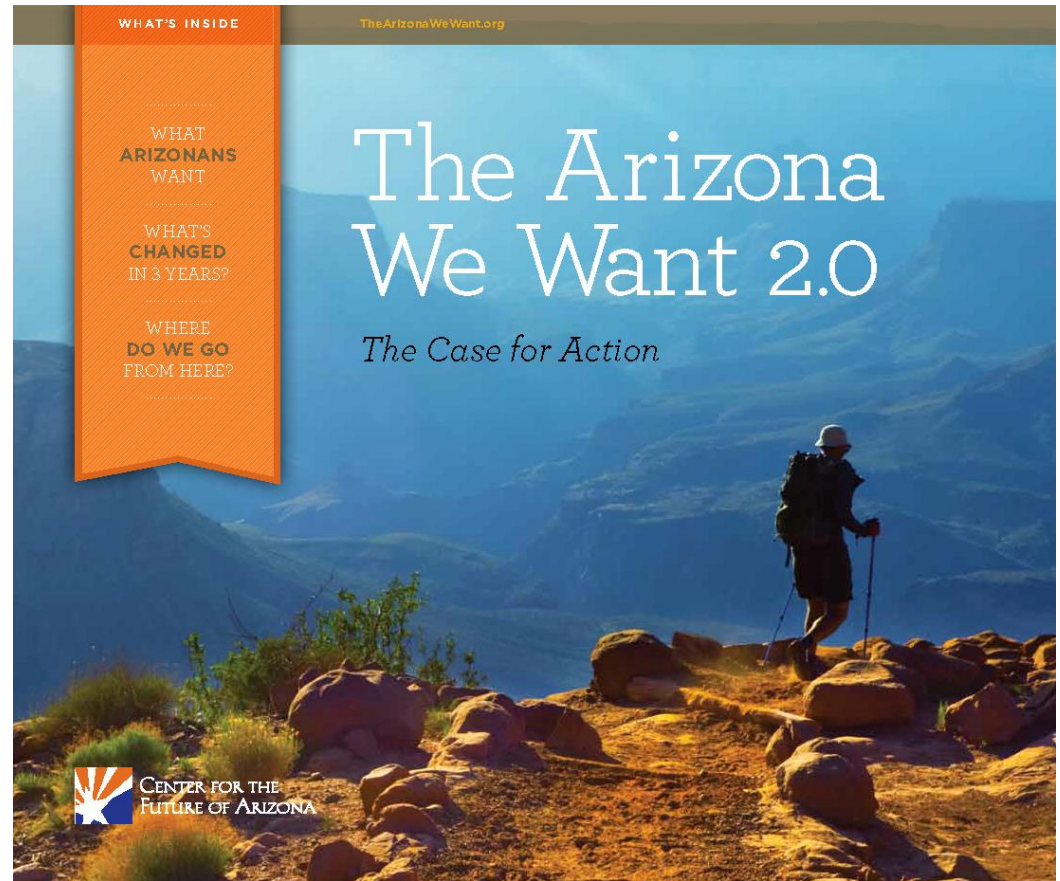
2012 VOTER TURNOUT – General Election

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 Arizonaans...

Two Disconnects:

1. High attachment to place but low sense of connection to community.
 - 12% of Arizonaans believe the people in their community care about one another.
2. High consensus on issues but lack of trust in elected officials.
 - 10% of Arizonaans 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: Arizonans 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



Transformative Impact:

“We hope to fundamentally change the way Arizona approaches economic development.”

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.”



International Sonoran Desert Alliance



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.”

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.”



Phoenix Mountain Preserves



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.”

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.”



YWCA Tucson: Lider de mi vida



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."



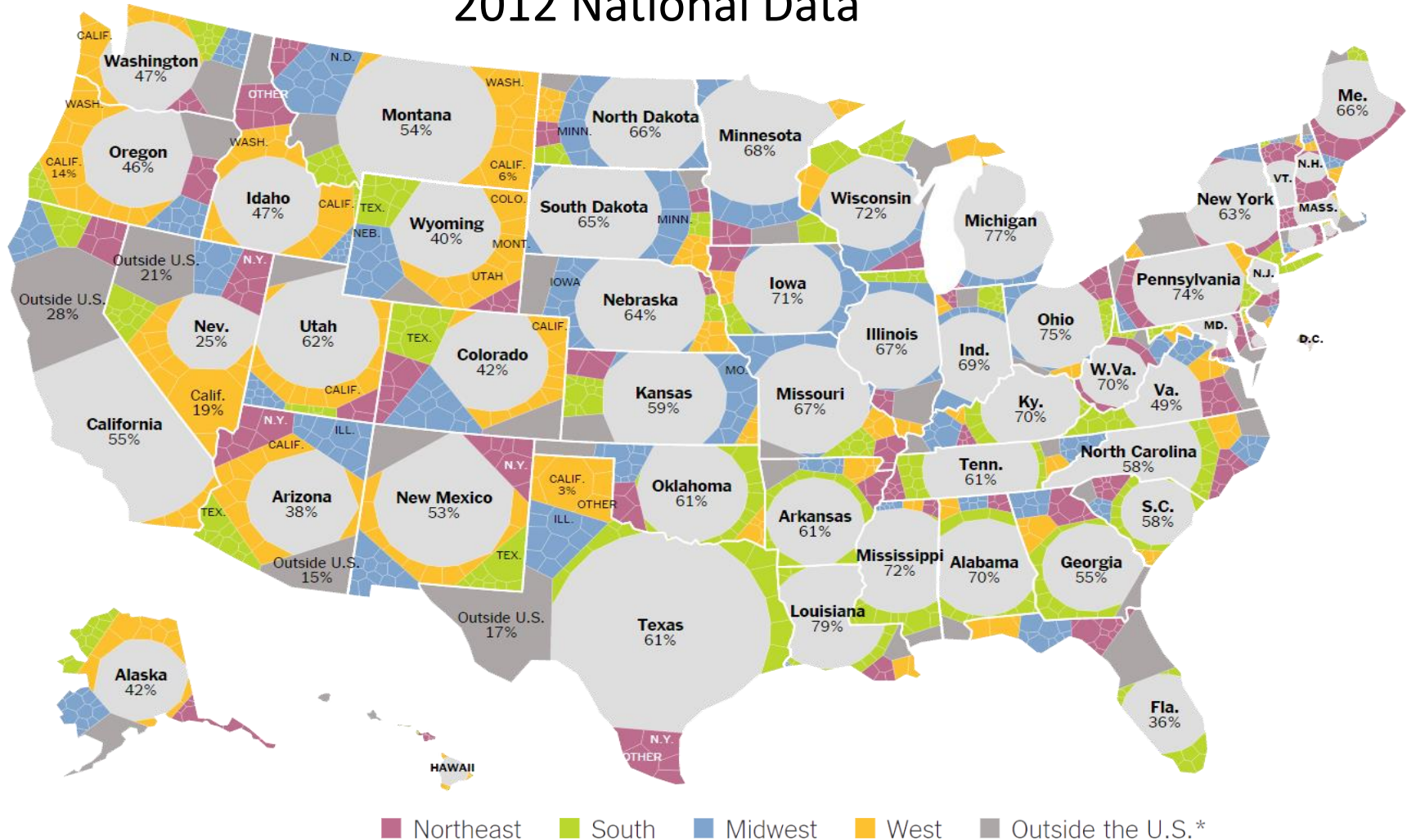
What can you do?

- 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.



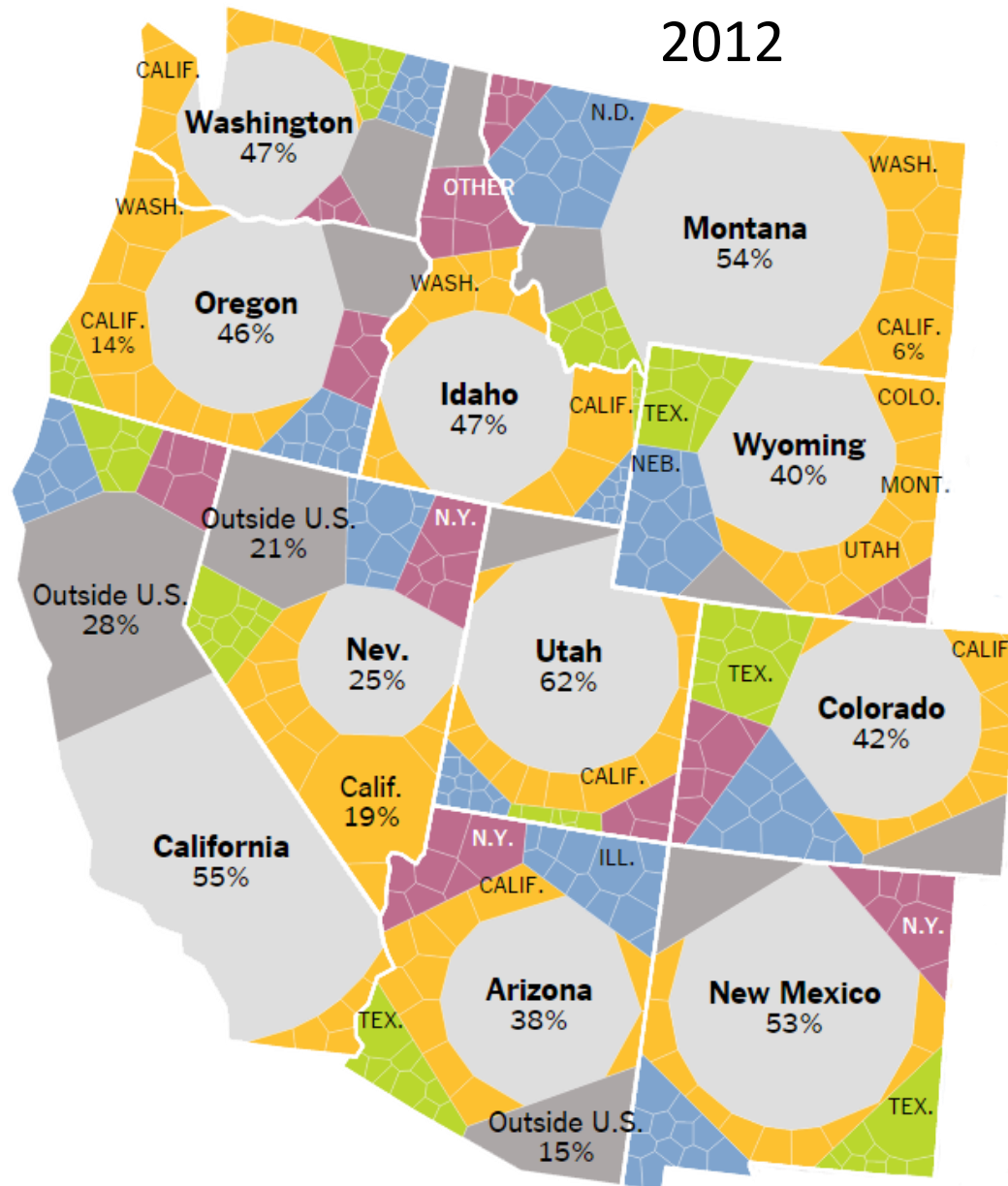
The majority of Arizonans were not born here.

2012 National Data



New York Times, August 2014

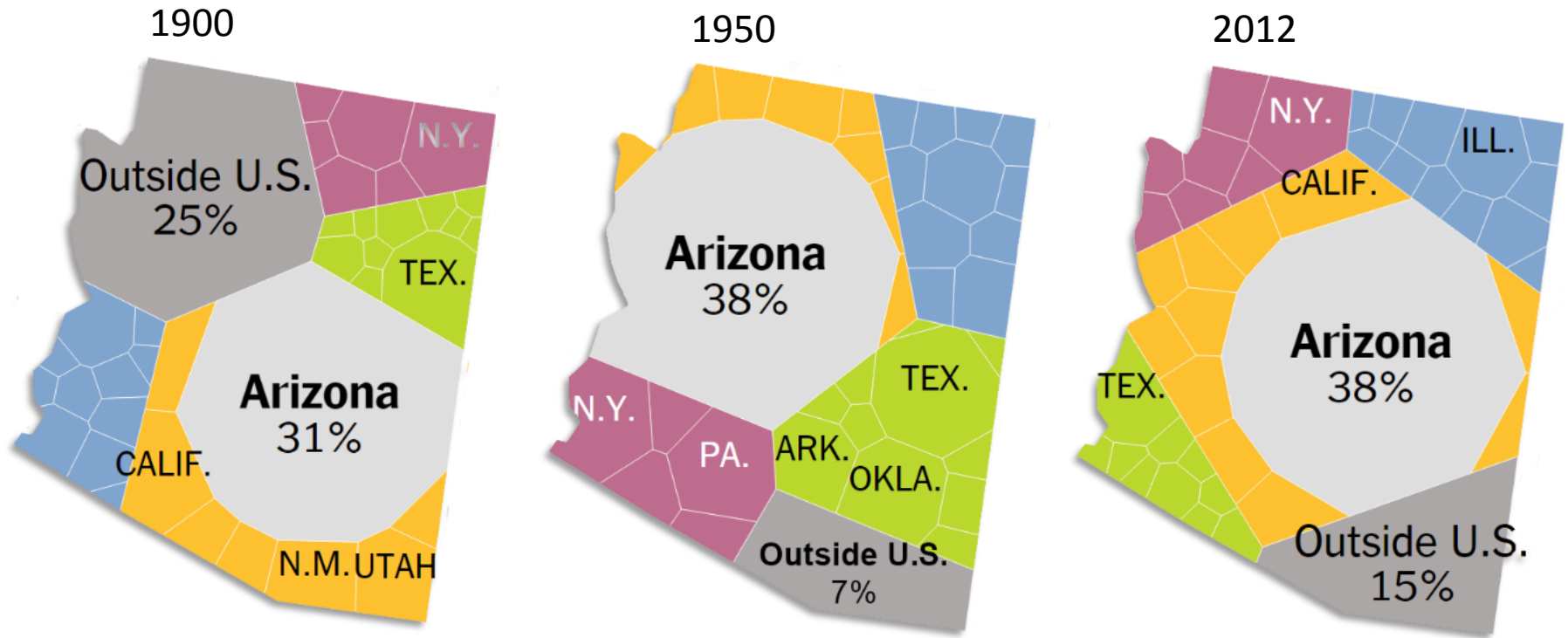
2012



■ Northeast ■ South ■ Midwest ■ West ■ Outside the U.S.*

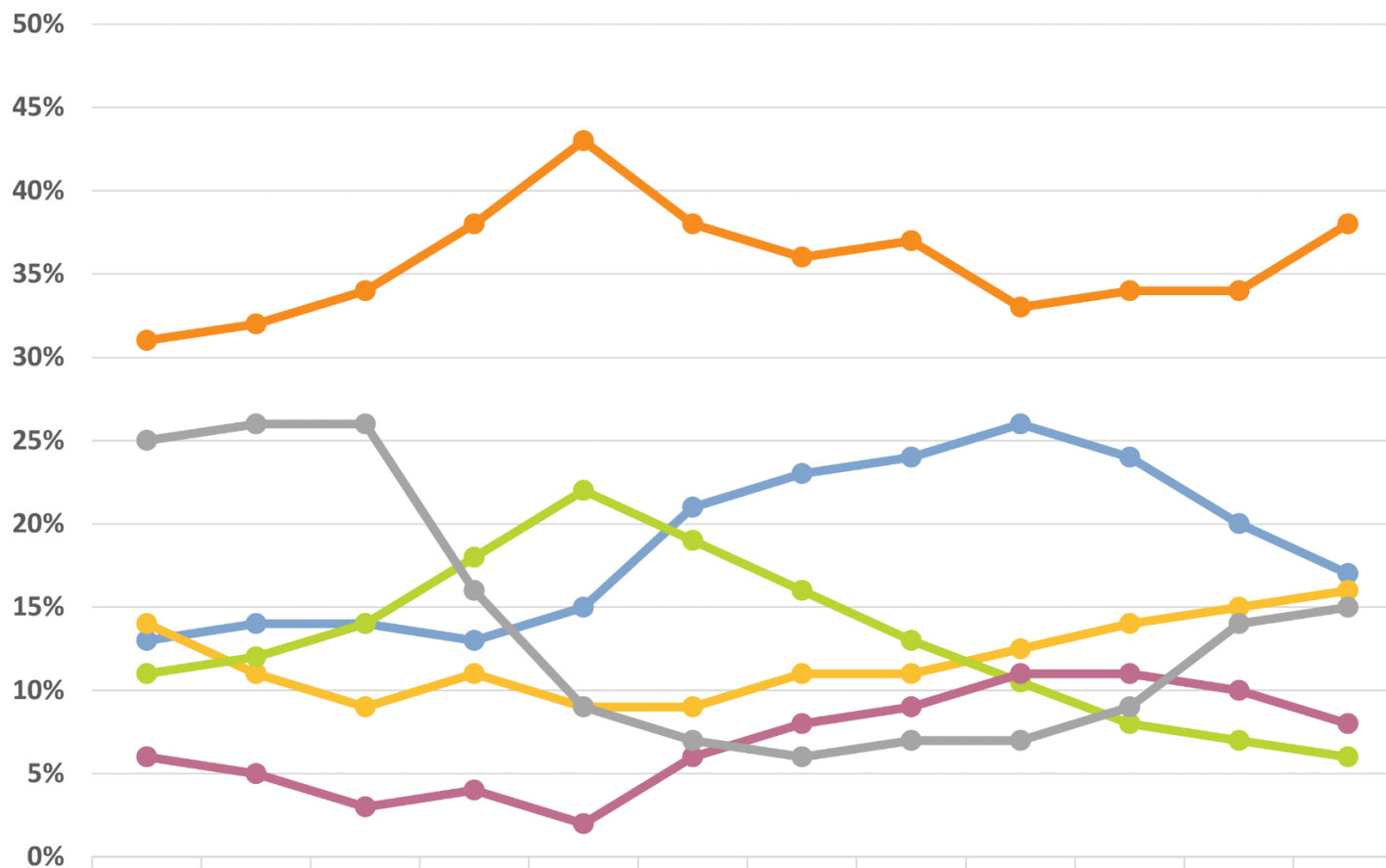
New York Times, August 2014

112 years – Same Migration Pattern



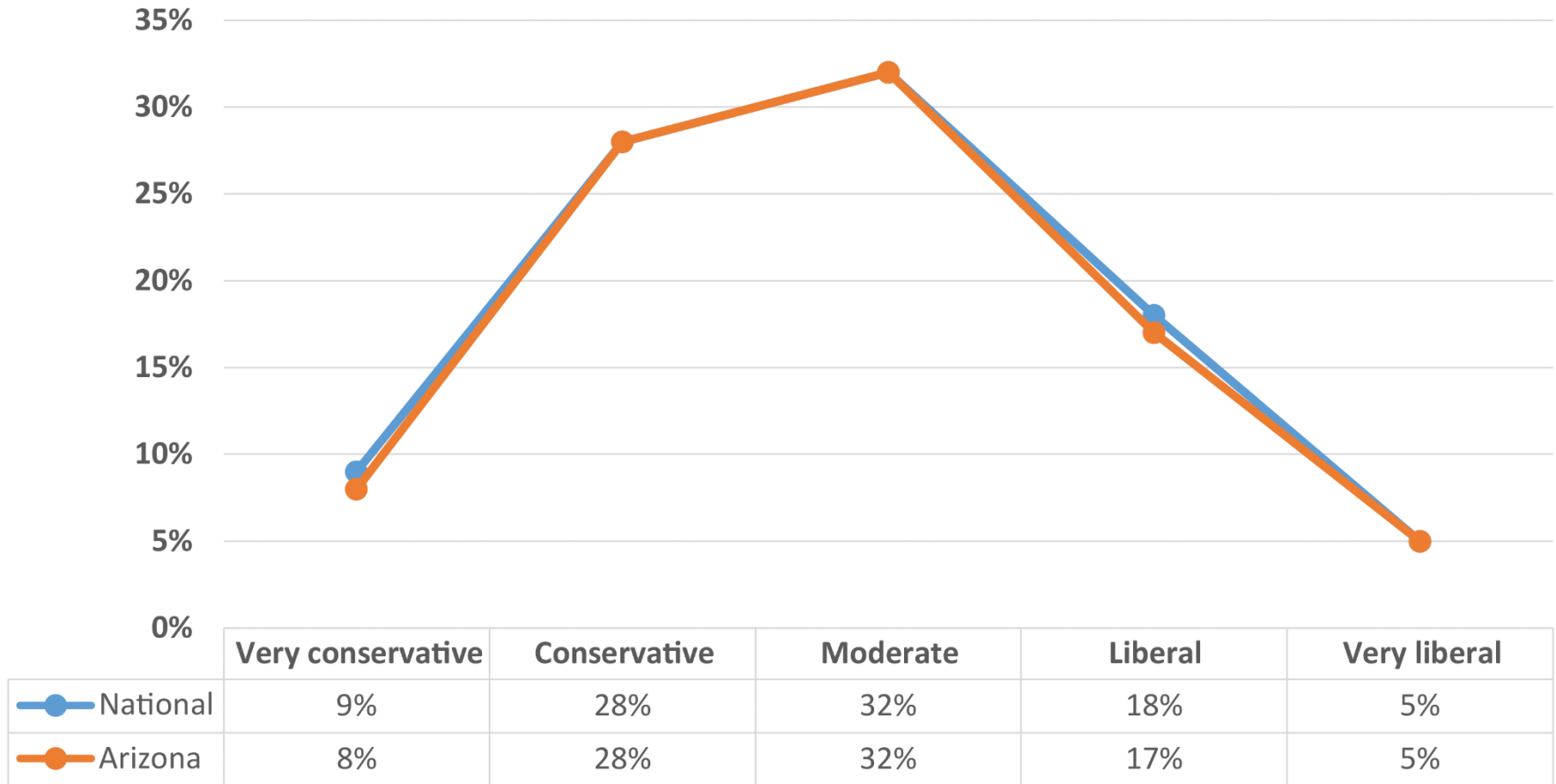
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Where People Living in Arizona Were Born?



People come to Arizona with existing attitudes.

Describe Your Political Views





the
ARIZONA
WE WANT

TheArizonaWeWant.org