

# Values are Changing



“There will likely be fewer McMansions with four-car garages and more well-insulated homes, fewer Hummers and more Chevy Volts, less proprietary trading and more productivity-enhancing software, less debt and more capital, more exported goods and less imported energy. Most significant, there will be new commercial infrastructures and industrial ecosystems that incubate and propel growth – much like the Internet did in the 1990s.”

- *Newsweek, April 19, 2010*

# Values are Changing



Signs of Success / Accomplishment	Early 90s	2003	2009
Being satisfied with my life	63%	80%	85%
Being in control of life	57	76	77
Having a good marriage	62	70	73
Having a balance between work and family life	not asked	57	69
Being able to take the day off	42	51	52
Owning an expensive car	38	23	17
Having a large, expensive home	25	19	15

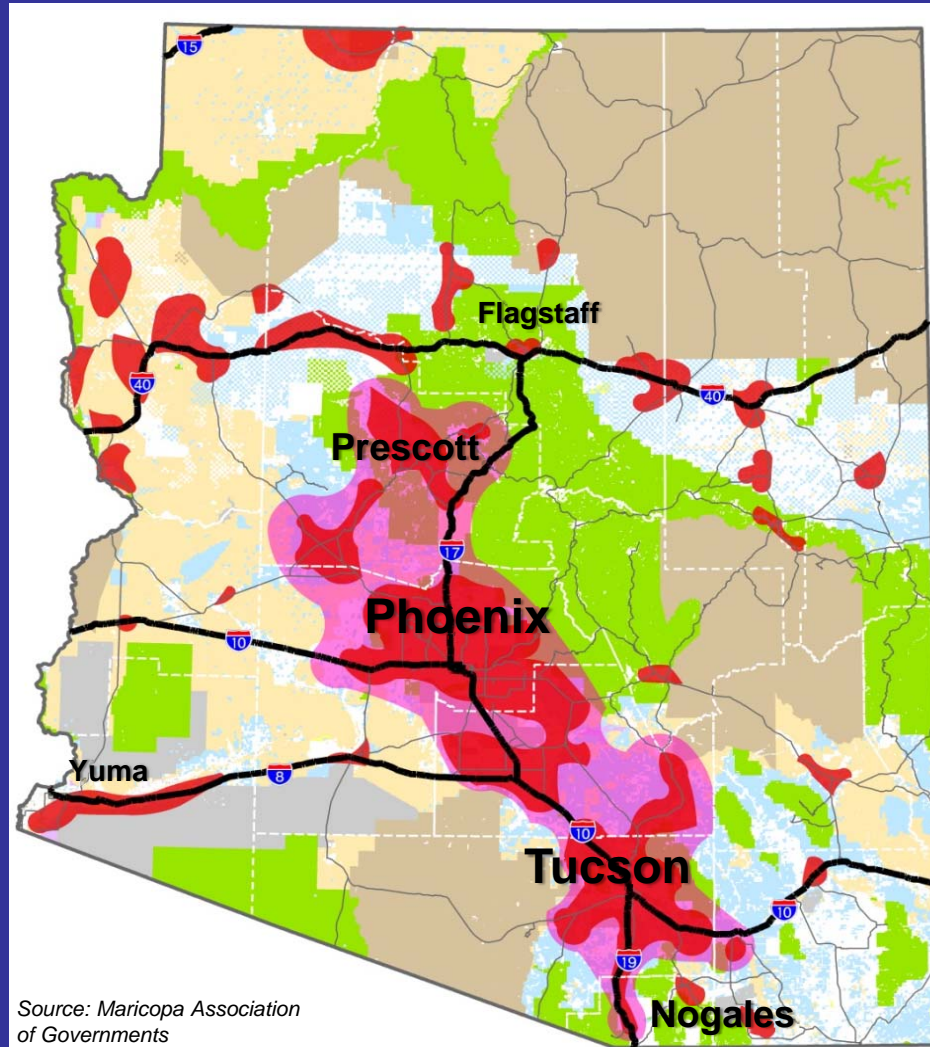
Source: 2010 The Futures Company / Yankelovich MONITOR

# Sun Corridor Mega-Region



Sun Corridor will include 85% of state population by 2050 (estimated at 12.75 million of 15 million)

- Two-thirds of housing units yet to be built
- Half of the transportation infrastructure to be built
- Opportunity for new sustainable growth and development paradigm



Source: Maricopa Association of Governments

# Planning for Livability in AZ



- Use **transportation as a tool** to focus growth
- Promote **context-sensitive solutions** that relate to the built and natural environments
- Encourage **infill development and revitalization** that support existing communities



# Planning for Livability in AZ



- Support **mixed-use development** to maximize trip purpose and reduce number of trips
- Plan for more sustainable built communities that incorporate **all transportation modes**
- Develop a multimodal transportation system that **connects population and employment centers**



**Thank You**



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