

The Superstition Ho Hotel

Reflection on Survey Results

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Arizona State University
HST 485 Introduction to Digital History

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Executive Summary

Objective

The purpose of our study is to complete a place-based history for our community partner, the City of Apache Junction, which explores what it means to live in this part of America. The Superstition Ho Hotel and its other iterations duly characterized the rural and “Old West” themes of Apache Junction in the late 20th century, including the influence of celebrities and fame in the area, and the development of new businesses from the hotel’s facilities.

Process

The process used to conduct our research was a hybrid scholarly and participatory approach. Scholarly research was conducted over two months. It was designed to be compatible with the participatory research, which was conducted over two weeks. Community place-based values data was collect from the Maptionnaire online mapping survey. The data was collected from survey respondents living in Pinal County, AZ and Maricopa County, AZ.

Participation

Many members of the Apache Junction community respond to the Maptionnaire community values mapping survey. Demographics show that 33.66% of the population, near the former location of the Superstition Ho Hotel, consisted of people less than 45 years old. This demographic gives a sense of who we reached in our survey. The surrounding areas of both Flatiron Park and Goldfield Ghost Town had the greatest density of survey respondents.

Results

There were many who responded to the survey. However, something that was noticed was a lack of diversity amongst the respondents. Invitations for the survey sent out via social media of the Superstition Mountain Museum Facebook did not yield many respondents. Some members of the population may have been missed due to a lack of computer literacy. Several of our group feel that, in a way, the survey failed. Instead of reaching out to members of the community who had never been heard previously, it looks as though only the same group as in previous tests took the survey.

Recommendations

Our group proposes that a plaque for not only the Superstition Ho Hotel, but for other areas of historical significance, could be a beneficial way to commemorate history within Apache Junction. Plaques could not only attract more visitors, but also help to explain a part the history

that built the town. While many locations related to the Lost Dutchman are significant in Apache Junction, there is also a large amount of history in the establishment of the town from its center, the “Y” junction. Due to the Superstition Ho Hotel’s former location at that junction, it would be a great place for Positively Apache Junction to encourage community interaction in the future.

Introduction

Our group researched the history of the Superstition Ho Hotel, a.k.a. the Superstition Inn or Grand Hotel. We originally chose this place to explore the various accommodations in Apache Junction, from its beginning. Something we hoped to uncover is the cultural impact which this site had on residents and visitors. Our research has shown that the Superstition Ho Hotel, and its other iterations, was a central hub in the city. Under different ownership, the business saw varied financial success. It was a usual place for people to gather, due to celebrity appearances in the 1960s, the speakeasy Jake's Saloon in the 1970s, the Grand Old Cars Museum in the 1980s, and the several small businesses facilitated at the property in the 1990s. The legacy of the hotel lives on via the businesses which began in the hotel's facilities, such as Mickey D's Cafe and Central Arizona College - Superstition Campus. The legacy and generosity of the hotel's last owners continues today as well, via donations made to the community from the estate of Art and Betsey Grandlich. When the hotel was demolished in 2006, the *East Valley Tribune* estimated redevelopment to take place by 2020. We believe the hotel's history will benefit Positively Apache Junction as city planners look to the future development of the vacant lot where the hotel once stood. The new Flatiron Community Park, that is just down the road from this vacant lot, has been a recent hotspot in Apache Junction. We think this location--the missing heart of Apache Junction--could be as well.

In addition to conducting traditional scholarly research, our group gained important data of community values through an online Maptionnaire survey. Participants were prompted to place markers on locations of value, on an interactive map of Apache Junction. Compiled data combined with the demographics of the participants and the area give us a larger view of what matters to this community.

The purpose of our study was to complete a place-based history for our community partner, the City of Apache Junction, which explores what it means to live in this part of America.

Ultimately, the survey results showed a lack of diversity amongst the respondents, so we may not have seen a clear picture of all community values in the area. Based on the survey data and our scholarly study of the former location of the Superstition Ho Hotel, we believe that plaques commemorating this valued establishment could not only attract more visitors, but also help to explain a part the history that built the city.

Methods

Interpretative methods were used to conduct scholarly as well as participatory research, as we focused on understanding the meaning-making practices of the people associated with the hotel from the 1950s to present day. These methods allow us to recognize the connection of the current community in Apache Junction to the focus of our study, the place-based history of Superstition Ho Hotel.

Our data was gathered from historical photos, aerial photos, assessor's plots, physical reading of the landscape, deeds, and archived newspapers. Each of the five members of our group focused on researching a different source, to bring all the data together for a well-rounded approach.

Photos were attained on the internet, from Flickr and Facebook. These photos provide images that represent the state of the hotel over time, celebrity guests, and problems like the shade over the original swimming pool. Aerial photos were gathered from the Maricopa County's Historical Aerial Photography website. These showed the unique spoke design of the building as well as the demolition process in the 2000s.

Assessor's plots were gathered from the Pinal County Assessor's Office website. The plot from 2018 identifies the current owner of the parcel and shows that it is just down the road from the city of Apache Junction's new development, Flatiron Community Park.

Deeds and other legal documents were gathered from the Pinal County Recorder's Office website. These show the history of ownership of the parcel and its sale prices. While the Recorder's Office quickly assisted our group in viewing the documents which were on microfilm, we were still limited in this search because they did not have records for the parcel prior to 1980. If records for the parcel prior to 1980 had been available, we may have gained more information about ownership when it was the Superstition Inn, from 1964 to 1979.

A physical reading of the landscape was done by one group member local to the Phoenix Valley, Holly Jones. Photos taken of the parcel in April 2018 allow our group a view of what is currently at the parcel, which was observed to be even more clear of structures and vegetation than the last aerial photo showed.

Archived newspaper articles were found in online archives as well as on microfilm at the Apache Junction public library. Our group was limited by the free trial for archived newspapers online. When we did not have the funding to continue using those online sources, we turned to finding sources on microfilm at the library.

Brief interviews with locals in Apache Junction—Matt McNulty and Trish Pelletier—helped our group form a cohesive narrative of the hotel’s history. We chose to speak with McNulty and Pelletier as they have each lived in or around Apache Junction for many years. Pelletier, who has lived in Apache Junction over three decades, remembered going to the hotel restaurant as well as attending a class from Central Arizona College when it was housed in the hotel’s facilities.

The Maptionnaire survey was conducted partly in person and online. In Phase 1, values were gathered on a paper map, by an ASU Master’s student, at the Lost Dutchman Days Rodeo and the Marathon Expo. Those values were manually entered into Maptionnaire, and thus made up the first 200 respondent values. In Phase 2, the link to the online Maptionnaire survey was published on Twitter and other social media, to followers of Apache Junction social media pages. The link was also distributed to city employees via email and shared on the Superstition Mountain Museum’s Facebook page. Approximately 800 more respondents’ values were gathered in Phase 2.

The scholarly research and the data from Maptionnaire combined are intended to illustrate a better picture of what the Superstition Ho Hotel meant to the community in its prime and what value the community has on the vacant lot of which it stood, today. Positively Apache Junction may use this combined of scholarly and participatory approach to see that this vacant lot right at the junction is indeed valued by the community presently.

Literature

To better understand the overall research and conclusion of our groups data, it is important to include a basic overview of different types of history and historical methods used over the course of the project.

The first is “place history”, wherein a place or location is studied in depth. For our purposes, the “place” pertains to the Superstition Ho Hotel (along with its many iterations); by looking at a place or location over time, our group was able to piece together not only its local history, but its effects on the overall area of Apache Junction. The next methodology used was that of “digital history”. Digital history makes use of different digital medias to aid the analysis and presentation of research. Over the course of this project, our group not only used digital media to provide the basis of a historical investigation, but also programs that allowed for the analysis of different gathered data, and for a logical and linear-driven presentation of said data. Finally, our group used concepts of “public history.” Public history relates to the use of historical methods for government, museums, corporations, and the private sector; in effect, almost any type of arena outside the world of academia. Public history lies at the core of our project, as the importance of a place in time and space has driven all our research to this point.

To further the understanding of modern areas, it is also important to be familiar with concepts of urban poverty and urban revitalization. Urban poverty relates to a relative standard that is often based on a national standard of living (i.e. the “poverty line”). This means that, based on indicators such as cost of living, relative age, and employment rates, an absolute minimum of income needed to sustain a minimally comfortable life can be calculated. Individuals who have incomes above that calculation are considered middle to upper class, while those beneath are deemed to live in poverty. A growth of urban poverty, wherein a high number of residents live under the poverty line, often triggers what is called urban decay, wherein the portion of a city or town where said population lives falls into disrepair, desolation, and often crime.

To combat this urban poverty and decay, communities often attempt to institute programs that seek to reinvent and revitalize the affected areas, aptly dubbed urban revitalization. This process often involves the demolition of largely afflicted buildings and the relocation of the urban impoverished. However, this process can also often lead to a more negative process known as gentrification. Gentrification occurs when the areas of urban decay are abruptly destroyed and rebuilt to establish more quality buildings, enhancing the overall quality and safety of a particular neighborhood. This in turn entices affluent society to move in, pushing the pre-existing poor further out, furthering the problem without solving the root issue. Although our chosen “place” in history, The Superstition Ho Hotel, did not appear to fall into a category of urban poverty or decay, the history of the structure can be viewed as showing signs of falling into the problem (i.e. consistent changes in property ownership, overall business plan changes, etc.). However, before these factors took hold, the last ownership group opted to cash in on the value of the land over the value of the structure and summarily demolished it.

It is also useful to grasp the concepts of “place attachment” and “participatory mapping”. The concept of place attachment relates to the real or perceived emotional bond between a person, or group of people, and a place or location. These attachments can help historians to determine the context of a group or personal history, as a history of a place or location tends to influence the spaces around it. Place attachment is a useful tool when exploring the concept of participatory mapping, as well. Because participatory mapping is generally defined as the creation of a map or series of maps by a community, many personal histories are displayed, most of which are influenced by place attachment (for example: A participatory map of New York City would most likely include the World Trade Center Memorial as a place of importance to local history). In the context of our project, participatory mapping and place attachment showed that the Superstition Ho Hotel’s location was not as meaningful as we had anticipated, though it is also possible that the sample size of responses does not include an adequate number of local full-time residents.

Comparing locations in the past and present

A portion of the Maptionnaire survey participants remembered the history of the former Grand Hotel, and marked the place it once stood as having historical value. One respondent even shared their memories of celebrities visiting the location. While some mentioned the former hotel specifically, a handful of participants identified the area only as “the junction”. The aesthetic and recreational value of the location of the former hotel is not held in as high a regard as other locations, namely the nearby, new Flat Iron Park.

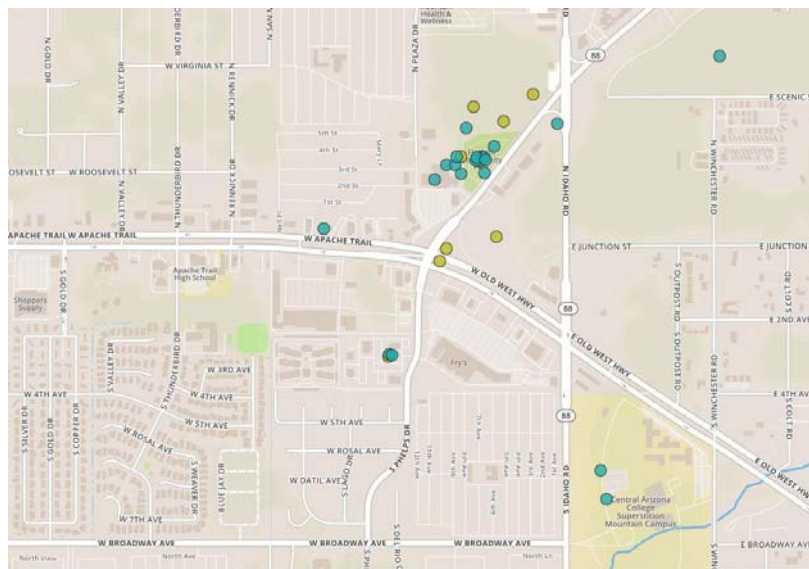


Figure 1. Blue and green community place value points at the “Y” junction illustrate that while the former location of the Grand Hotel has aesthetic value to a few, it pales in comparison with the community’s aesthetic and recreational value of Flat Iron Park.

"Points Map." Maptionnaire. Accessed April 23, 2018. <https://maptionnaire.com/>.

The museum had significant historical value for at least seven participants who offered additional information about the site. The Superstition Mountain Museum opened in January 1990 in a rented building at Goldfield Ghost Town, and was moved to its own building in October 2003. The museum is a 4,900-square foot hall with numerous structures attached, including the Apacheland Barn and Elvis Chapel (surviving structures from the Apacheland Movie Ranch). The museum was founded by the Superstition Mountain Historical Society in 1980, with the mission to “collect and preserve the history, legends, and lore of Arizona’s Superstition Mountains, to support research, education, and publication involving the region, and to develop a historical museum and research library devoted to these endeavors.” One respondent seems to want to connect the Junction to the Superstition Mountain Museum.



Figure 2. One respondent drew a dotted line with points along Highway 88 – the road between the Junction and the Superstition Mountain Museum. He also dropped a pin at the back of the junction itself, indicating that he thought it should have more recreational facilities such as walking trails, splash pads, etc. at that location. "Points Map." Maptionnaire. Accessed April 23, 2018. <https://maptionnaire.com/>.

Visualizing Location

Maps of the Area

The former Superstition Ho Hotel sat at the junction of the two highways, the very point that gave the city its name. The blog our group created is appropriately named “The Missing Heart of Apache Junction”, referring to the hotel’s former location being at the center, or “heart” of the town.



Figure 3. A map from the public website landsat.com illustrates the heart of Apache Junction is located at the Y junction of highways 60 and 88.

“Aerial Photography Map of Apache Junction, AZ Arizona.” GIS Data – Aerial Photography, USGS Topo Maps, & Air Photo Maps. Accessed April 11, 2018. <http://www.landsat.com/apache-junction-arizona-aerial-photography-map.html>.

In 1982, a structure we know to be the former Grand Hotel was shown at the "Y" junction on county maps suggesting that it was significant to the town's layout. County maps often overlay previous maps with updated structures. In this case, the 1956 map was overlaid in 1982.

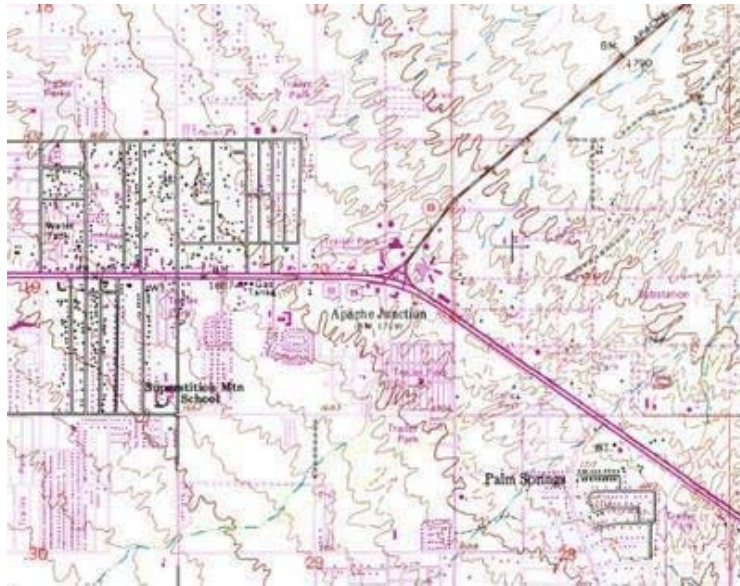


Figure 4. A map from 1982 showing the structure of the hotel at the intersection or “junction.”

The legal description of the parcel of land on which the hotel once stood is “The East half of Township 1 North, Range 8 East, Section 20”, In 2005, Betsy Grandlich sold the parcel to AJ Town Square, LLC. The sale price was over \$3 million dollars.

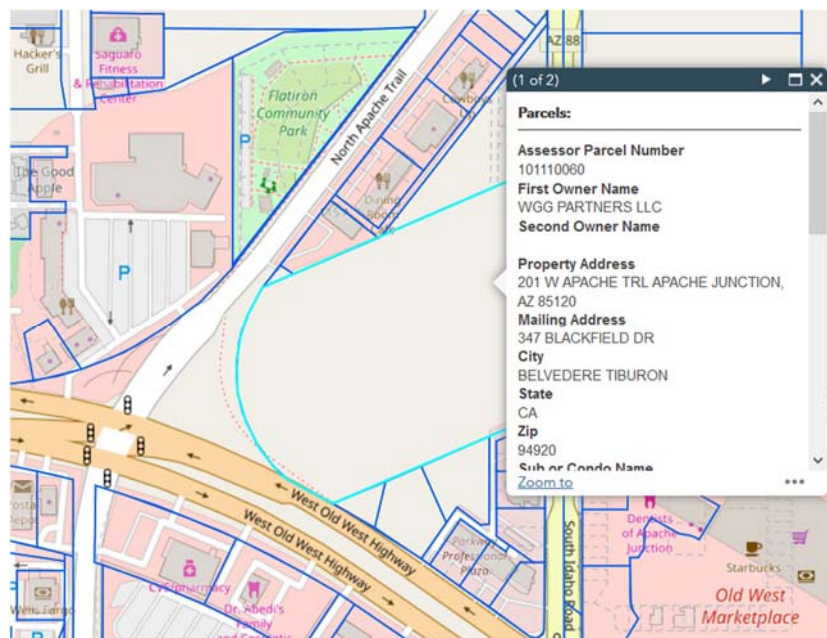


Figure 5. County Assessor Plot with parcel information shown in the dialogue box "Parcel Inquiry." Pinal County Online. Accessed April 17, 2018.
<http://www.pinalcountyaz.gov/Pages/Home.aspx.Parcel #101110060>

The Superstition Mountain – Lost Dutchman Museum can be seen on this map. One of the participants of the Maptionnaire survey recommended the junction be connected to these historical and educational location, perhaps by way of signs on the road, for tourists and townspeople to easily find.

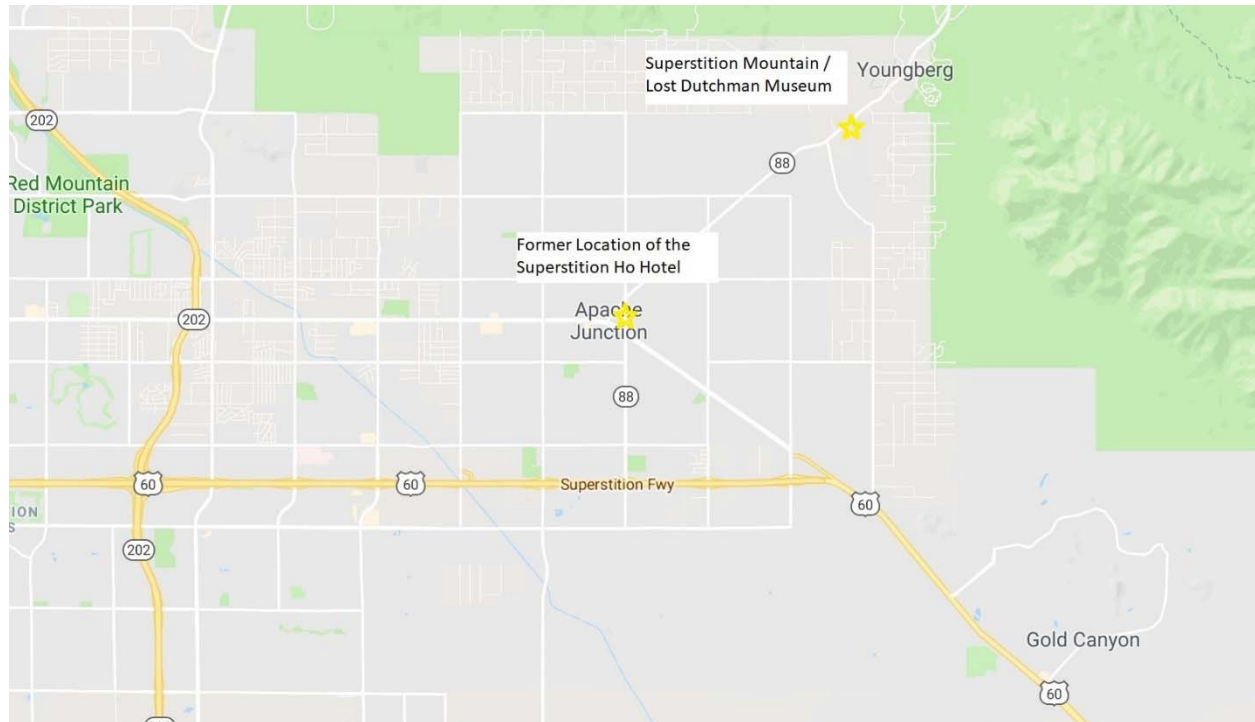


Figure 6. A map showing the distance between the location of the former hotel and the Superstition Mountain – Lost Dutchman museum.

"Map of Apache Junction." Google Maps. Accessed April 26, 2018.

[https://www.google.com/maps/place/Apache+Junction,+AZ/@33.4003986,-](https://www.google.com/maps/place/Apache+Junction,+AZ/@33.4003986,-111.6006687,12z/data=!3m1!4b1!4m5!3m4!1s0x872bb6f168df69c1:0x702c0500cea34b0!8m2!3d33.4150485!4d-111.5495777)

[111.6006687,12z/data=!3m1!4b1!4m5!3m4!1s0x872bb6f168df69c1:0x702c0500cea34b0!8m2!3d33.4150485!4d-111.5495777.](https://www.google.com/maps/place/Apache+Junction,+AZ/@33.4003986,-111.6006687,12z/data=!3m1!4b1!4m5!3m4!1s0x872bb6f168df69c1:0x702c0500cea34b0!8m2!3d33.4150485!4d-111.5495777)

Historical Photographs

In the late 1950s, John B. Mills had a dream for the eastern part of the valley. Having found success with the first two “ho” hotels in the Westward Ho Hotel in Phoenix and the Valley Ho in Scottsdale, he wanted to create the third link in the chain of hotels at the base of the Superstition Mountains. Here we can see an advertisement from the hotel’s early days.



Figure 7. An original 1960 ad for the Superstition Ho. Westward Ho Time Capsule gives a brief tour of the interesting aspects of the hotel on Facebook.

"Westward Ho Time Capsule." *Facebook*. Accessed April 17, 2018.

<https://www.facebook.com/238634772978701/photos/pcb.259397480902430/259397287569116/>.

The Superstition Ho Hotel was established in a prime location, at the junction, alongside other businesses like Dirtwater Springs restaurant.

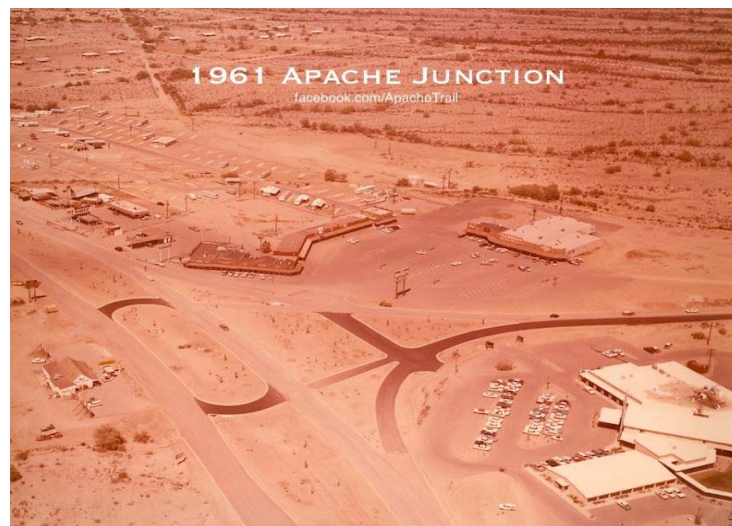


Figure 8. A photograph showing the hotel sitting in the junction of the two highways.

"1961 APACHE JUNCTION." *Facebook*. Accessed April 20, 2018.

<https://www.facebook.com/ApacheTrail/photos/pb.158178910930539.-2207520000.1524211175./1568374576577625/?type=3&theater>.

John B. Mills and Associated Federal Hotels found a spot at the junction of Routes 60-70 and 88 with a beautiful view of the Superstition Mountains and easy access to Theodore Roosevelt Lake. They hoped that this location would be far enough from the heat of downtown Phoenix for it to become a summer vacation spot for those trying to enjoy the natural beauty that Arizona and the Salt River Valley have to offer.

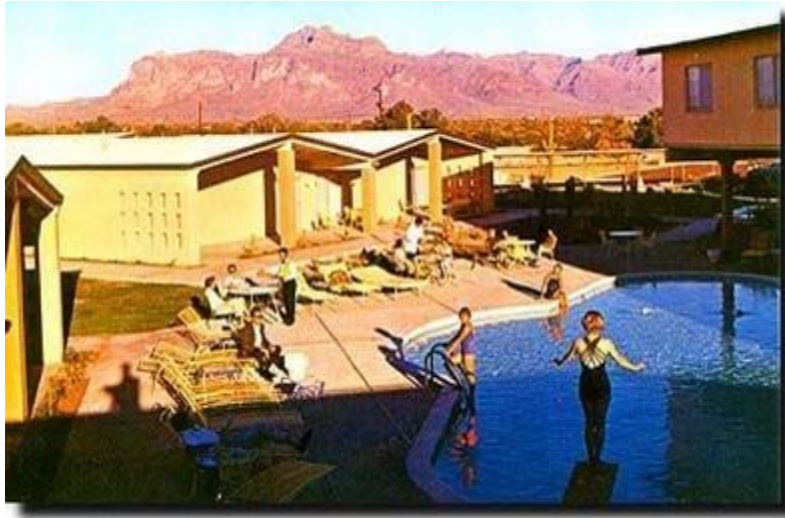


Figure 9. This color photo was an attempt to market the Superstition Ho as a welcoming, glamorous hotel with beautiful views.

“Related Works – Apache Junction.” *Tale of the Lost Dutchman: Bibliography, Notes and Chronology*. Accessed April 12, 2018. <http://www.lost-dutchman.com/dutchman/entries/apachej.html>.

As the western genre became popular in cinemas, the American southwest became a hotspot for Hollywood to film on location. Built in the same year as the Superstition Ho Hotel, Apacheland was a “Old West Town” studio lot where movies and TV were frequently filmed. For those who filmed their movies at Apacheland, the Superstition Ho Hotel would be the place these stars and film crew called home. Elvis Presley, Lisa Lu, future president Ronald Reagan, and many others temporarily took refuge at the Superstition.

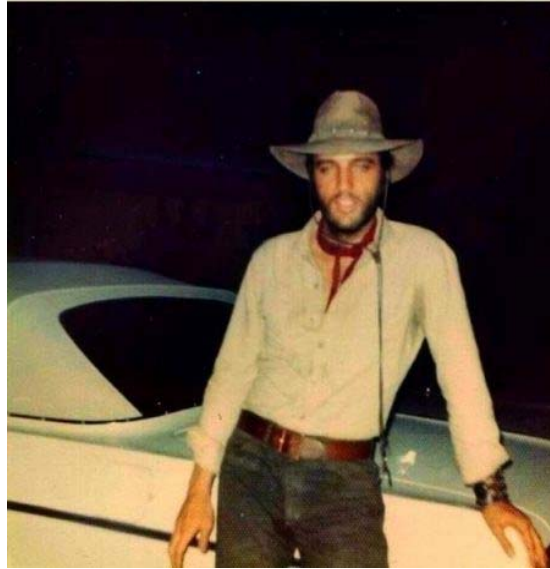


Figure 10. Elvis Presley stands in the parking lot of the Superstition Inn, after filming “Charro!” in August 1968. He called it his “home away from home” while filming.
 King, Anthony. "Elvis at The Superstition Inn parking lot, 1968." Pinterest. n.d. Charro!. Accessed April 20, 2018. <https://www.pinterest.com/pin/483433341241179667/>.

The Western film boom was over by the late 60s, and directors were soon traveling to other locations to shoot their pictures. The Superstition Ho Hotel, meanwhile, underwent a change in ownership, and a change in name. The newly christened Superstition Inn would remain, apart from the name, much the same from 1964-1978 with little financial success. The Superstition Inn had lost the welcoming “Westward Ho” theme in its change of name, and now catered to a different crowd. In the following photos, we can see the hotel featured a saloon reminiscent of speakeasies from the “Gay Nineties” (1890s).



Figure 12. A 1970s postcard advertises Jake’s Saloon at the Superstition Inn.
 "Postcard of Jake's Saloon at Superstition Inn. Apache Junction, early '70s." Facebook/ArizonaMemories. 2017. Accessed April 20, 2018. <https://www.facebook.com/ArizonaMemories/photos/a.220951128100014.1073741830.220934901434970/686606731534449/>.



Figure 13. Customers fill Jake's Saloon in the 1970s. Both visitors and locals alike came for the food and entertainment.

"Westward Ho Time Capsule." Facebook. Accessed April 17, 2018.

<https://www.facebook.com/238634772978701/photos/pcb.259397480902430/259397287569116/>.

When Arthur Grandlich bought the Superstition Inn, the heart of Apache Junction was in pretty bad shape. The buildings seemed run down from lackluster years and still sat heavily damaged from a fire which was deemed arson. It was clear it would need a complete overhaul to bring it back to its former glory.



Figure 14. The *Arizona Republic* reported the hotel's remodeled, featuring the hotel manager's statement, "At one time, this was the center of Apache Junction and if anything happened, it took place here. That's what I'm trying to get back to."

Snover, Doug. "Grand design." *The Arizona Republic* (Phoenix), August 23, 1990, 5.

<https://www.newspapers.com/newspage/122437426/#>.

Once again, the Superstition Inn transformed. Now, the Grand Hotel – a modern name to fit a remodeled hotel. In this photograph, you can see the new name on the remodeled and modernized hotel.



Figure 15. The renovated Grand Hotel boldly displayed its new name on the front of the structure.

"Grand Hotel, Apache Junction." rvingsolo. 2010. Accessed April 20, 2018.
<http://www.rvingsolo.com/galleryplaces/arizona.html#nogo>.

By the new millennium, the hotel had transitioned into a senior living center, but after the death of owner, Arthur Grandlich in 2002, the Grand Hotel was shut down. In 2004, The furniture, art, and subsequent collections were auctioned off. According to [J Craig Anderson of the East Valley Tribune](#), "Bidders could buy anything that wasn't nailed down – and even some things that were."



Figure 16. Betsy Grandlich and others took one final look at artwork and photographs at the Grand Hotel, before an auction of all the hotel's contents.

Anderson, Craig J. "Grand Hotel says goodbye in Apache Junction." East Valley Tribune. Accessed April 20, 2018.
http://www.eastvalleytribune.com/local/grand-hotel-says-goodbye-in-apache-junction/article_70a16f31-c378-5b02-b43e-7d2db4d4033f.html.

The new owners felt it would be best to tear the building down, due in some part to the asbestos that filled the walls. The unique wagon wheel shape of the hotel can be seen in the following vintage advertisement.

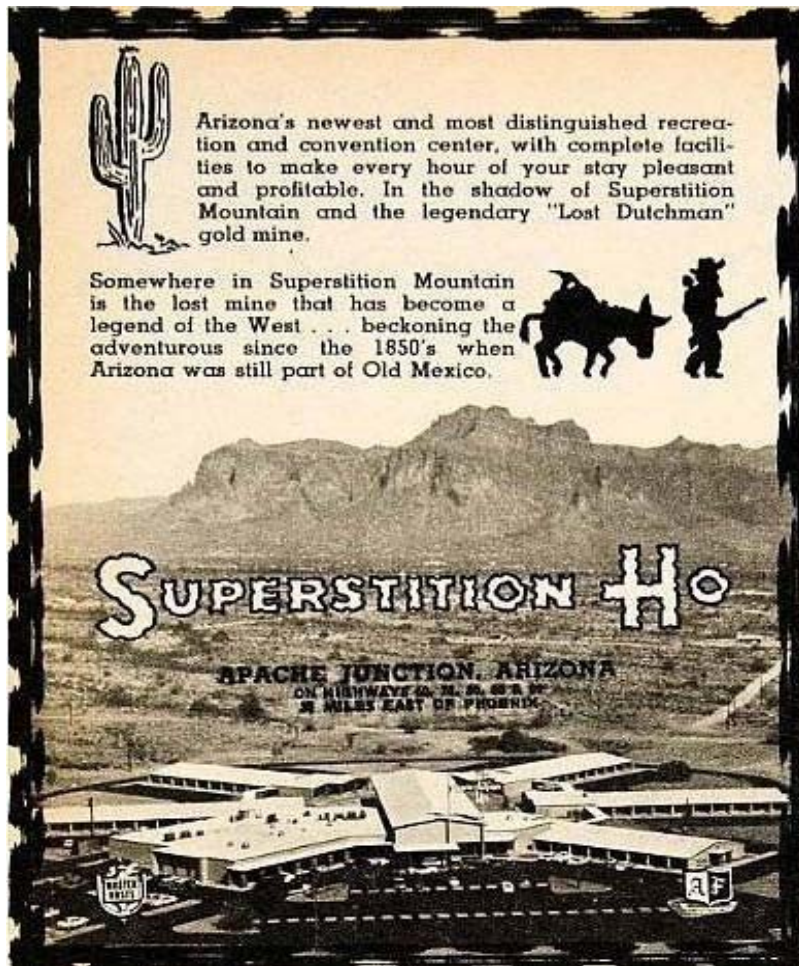


Figure 17. This ad shows off the wagon-wheel shape of the hotel. One of the many features that gave this hotel resort-quality status was the 133 air-conditioned rooms.

"The Mystery of the "Superstition Ho" Hotel." Hotel Valley Ho Blog. 2014. Accessed April 20, 2018. <http://hotelvalleyhoblog.com/the-mystery-of-the-superstition-ho-hotel/>.

This interesting wheel shape, which remained even until the last incarnation of the building, can be seen imprinted into the ground after the site's demolition. This set of photographs provided by the Maricopa County website give an almost eerie time-lapse of the hotel's end.

In the aerial photos dated October 2006- November 2006, the structure appeared to be intact.



Figure 18. Maricopa aerial imagery, Oct. 2006 to Nov. 2006.

Maricopa County Office of GIS. "Historical Aerial Photography." Accessed April 17, 2018. <https://gis.maricopa.gov/GIO/HistoricalAerial/index.html>.

Seven months later, the building is appeared to be partially demolished.



Figure 19. Maricopa aerial imagery, Jun. 2007 to Jul. 2007.

Maricopa County Office of GIS. "Historical Aerial Photography." Accessed April 17, 2018. <https://gis.maricopa.gov/GIO/HistoricalAerial/index.html>.

By the end of 2007, the structure's demolition was finished.



Figure 20. Maricopa aerial imagery, Oct. 2007 to Jan. 2008. Maricopa County Office of GIS.

"Historical Aerial Photography." Accessed April 17, 2018.
<https://gis.maricopa.gov/GIO/HistoricalAerial/index.html>.

The only part of the legacy to survive the demolition was the Grand Hotel sign.



Figure 21. Tourists like Bob and KC snapped shots of the sign and blogged about it or posted photos on social media and flickr.

"Apache Junction – Just waiting." Bob and KC's Travels (blog). June 10, 2010.
<http://www.lapoco.com/blog/archives/1663>.

Photos taken in April 2018 show that the lot has been cleared even more. Just a few palo verde, mesquite, and palm trees, scattered saguaro and prickly pear cacti, and handfuls of sage bushes stand on the edges of the parcel now. The center of the parcel is dirt with a little gravel, and the imprint of the spoke structure seen in the aerial photos is no longer visible. Some poles and paint/chalk markings on the ground appeared to be outlines for parking spaces, perhaps suggesting that the parcel may be built on again in the near future.



Figure 22. 2018 Photos taken when project contributor, Holly Jones, went to the vacant lot where the hotel once stood to conduct a reading of the landscape.

Jones, Holly. *Vacant lot where the hotel once stood*. April, 2018. Apache Junction, AZ.

Here is a photograph which shows a long shot of the Superstition Mountain / The Lost Dutchman Museum, a hotspot on the Maptionnaire survey and another of our areas of focus today.



Figure 23. A long shot of the Superstition Mountain / Lost Dutchman Museum. "Superstition Mountain Museum." Facebook. Last modified June 24, 2012. <https://www.facebook.com/SuperstitionMountainMuseum/>.

Along with the history of Western settlers to the Superstition Mountain area, the museum offers wonderful displays of Native American art and culture. In the following photograph traditional Native American blankets hang on display.



Figure 24. A display of Native American blankets at the Superstition Mountain / Lost Dutchman museum. "Superstition Mountain Museum - Blankets." Facebook. Last modified March 7, 2018. <https://www.facebook.com/SuperstitionMountainMuseum/photos/a.389345624463293.93947.273722766025580/1766844406713401/?type=3&theater>.

Much like the neighboring Goldfield Ghost Town living museum, which was also a popular historical spot on the Maptionnaire survey, the Superstition Mountain/Lost Dutchman Museum offers live action

history in the form of re-enactments. Below is a photograph of one of the visits from the “Pony Express Riders”.



Figure 25. Pony Express Riders re-enactment outside the Superstition Mountain / Lost Dutchman Museum.

"Pony Express Riders Visit the Museum." Facebook. Last modified April 23, 2016.

<https://www.facebook.com/SuperstitionMountainMuseum/photos/a.1101123446618837.1073741840.273722766025580/1101123963285452/?type=3&theater>

Visualizing Values

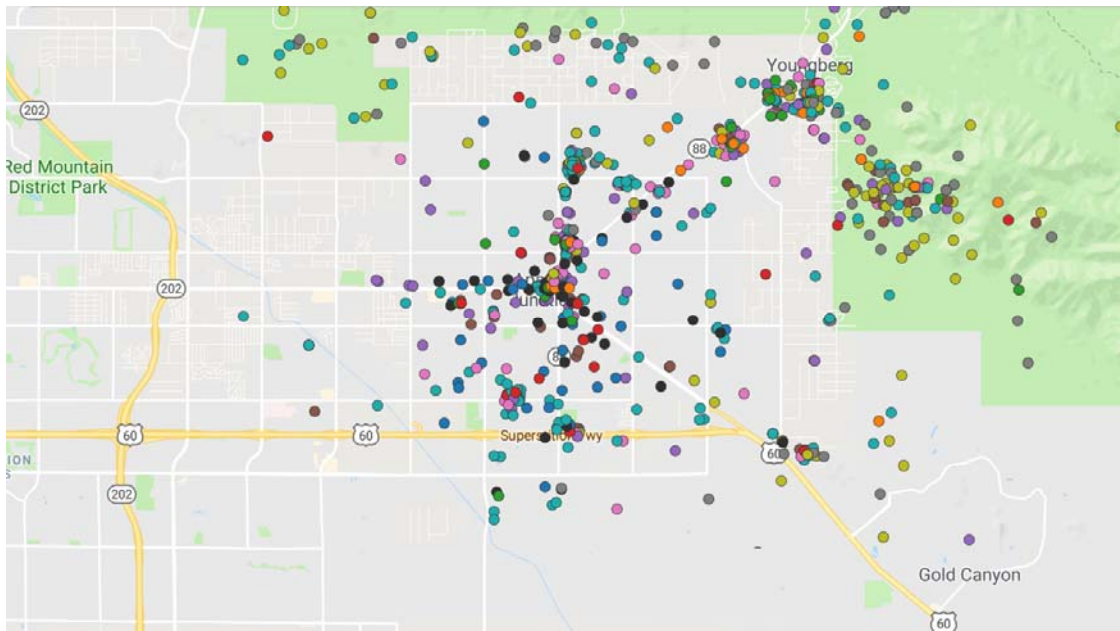


Figure 26. Maptionnaire depiction of the values in and around Apache Junction

This map depicts Maptionnaire results. It is important to note the major clusters near the former Superstition Ho Hotel (aka Grand Hotel), as well as the Superstition Mountain Museum.

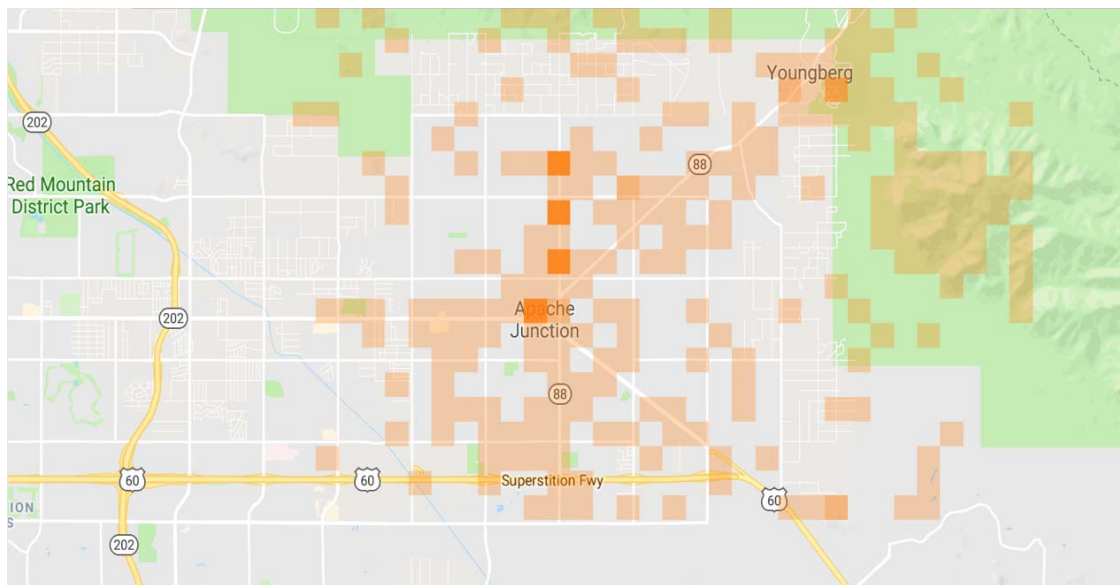


Figure 27. Maptionnaire depiction of density values in and around Apache Junction

It is important to note in this map the most dense areas highlight the “Y” junction, as well as three locations moving north along Idaho Rd.

The aesthetic and recreational value listed near the sites of the former Superstition Ho Hotel and the Superstition Mountain Museum are not as high as other locations in Apache Junction (namely, Flat Iron Park); however, many participants do note that the areas do carry high historical significance. One participant in the survey chose to share memories of “celebrities visiting the location”; overall, the area of the former Superstition Ho Hotel was referred to as simply “The Junction”.

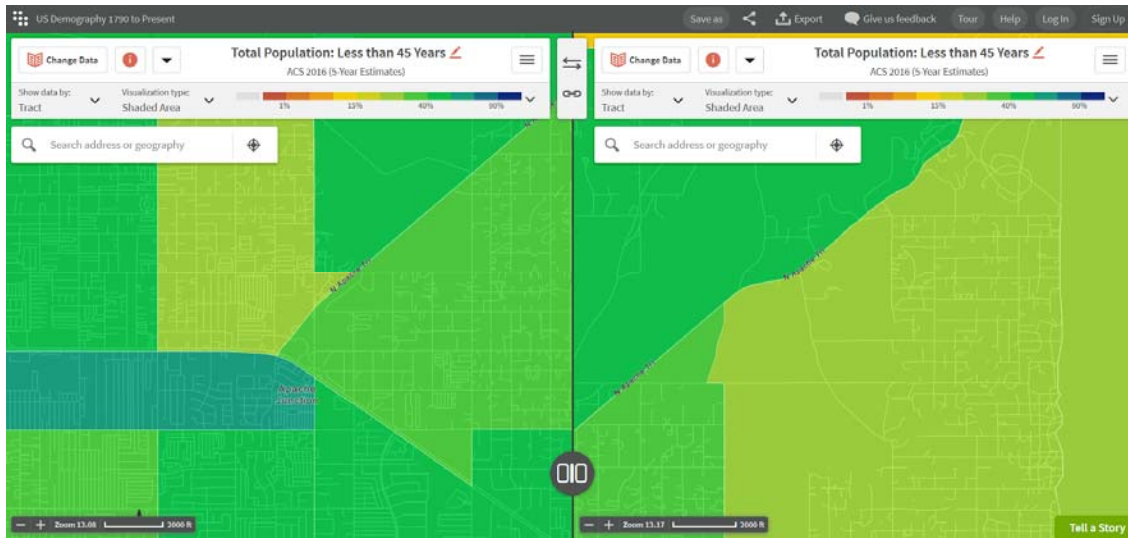


Figure 28. Social Explore map depiction of the 2016 census tract near the former Superstition Ho Hotel [left] and the Superstition Mountain Museum [right].

Due to the location of the former Superstition Ho, or Grand Hotel, sitting in the center of “the junction”, the area around it had a very high density value. This spot seems to hold many points of interest aside from the specific location where the hotel once stood. While the density of the area around the Superstition Mountain Museum was lower, the pins dropped were more likely to be in reference to the museum itself, and therefore more relevant.

The demographics for the former Superstition Ho Hotel area state that 33.66% of said population is 45 years-old or younger, while demographics for the Superstition Mountain Museum area state that 26.19% of said population is 45 years-old or younger. This data suggests that the population near the hotel site (7.47% more people) contributed more to the overall percentage of respondents to the survey within the 45 year-old or younger demographic range.

The aesthetic and recreational value listed near the sites of the former Superstition Ho Hotel and the Superstition Mountain Museum are not as high as other locations in Apache Junction (namely, Flat Iron Park); however, many participants do note that the areas do carry high historical significance. One participant in the survey chose to share memories of “celebrities visiting the location”; overall, the area of the former Superstition Ho Hotel was referred to as

simply “The Junction”. Another participant marked the area near the lot as needing more recreational facilities in the future.

Respondent #168 marked the vacant lot where the hotel once was as a Community History value. He noted that the hotel was once there and that movie stars stayed there. This man has lived in AJ for 45 years. However, he did not comment on anything else in the hotel's history, like the 1979 arson, the Old Cars Museum, etc. Other values placed on the lot referenced the "Y" junction. Without more commentary, the vacant lot was also marked as Cultural, Aesthetic, Special Place, Arizona/US History.

One of the earliest predictions our group made was that The Grand Hotel at the “Y” used to be the Heart of Apache Junction. We were surprised, however, by the fact that most respondents didn't seem to value the history of the former Grand Hotel area. Most respondents who dropped a pin in the vacant lot simply identified it as “The Junction”.

While there is a lot to be proud of and the fast start of our survey has given us a lot of data to compile and to analyze, the relatively small sample size of the population could be skewing the results. Many of the initial respondents seemed to have a direct connection to the city of Apache Junction, either as employees, or contracted for city services. The inclusion of videos of Goldfield Ghost Town and the Superstition Mountain Museum seem to have influenced the participants' responses, as those two locations have more density than others. Diversity of participants seems to be an issue with this survey, but this won't be fully reflected until we have a larger data set to work with.

The concern for how far of a reach an online mapping survey can have is an important one. One challenge to the digital survey could be the lack of internet access. Possible workarounds to this would be having an on-ground team, or send surveys in the mail, advertise, ect. In *Public History Meets the Digital Divide*, Hurley noted that the Restoration Group's "Virtual City" failed and going back to an on-ground, one-on-one or group questionnaires were more successful (83). In addition to respondents not having access to internet or electricity, older people in the community may not have the computer literacy to complete the survey without assistance. Another way to address this challenge would be for the community to advertise for the survey at the Public Library so the voices of community members in this situation could be heard. Our group has no knowledge of whether these challenges were addressed.

Just as election results are far less accurate when there is only one or two precincts reporting, preliminary results of the Maptionnaire survey may not yet be giving an accurate picture of the full community's values. Time and a broad sampling of data are what is needed for the value of these digital tools to be most effective in helping to identify what is Apache Junction.

As Dr. MacFadyen explained, this survey was rolled out in multiple phases: "The first version of the survey was conducted on a paper map by our Master's student, Andres. He then entered the values from the paper map into Maptionnaire manually. So the first 200 values or so, are from those surveys conducted at the Lost Dutchman Days Rodeo and the Marathon Expo."

Our group believes that conducting an on-ground survey first and then following up with a digital survey is a wise move. However, we would input the points from the on-ground survey into Maptionnaire immediately, so that we could begin analyzing the data right away. Then we would open the survey to the public at the start of our project timeline, so that we could gather and analyze data in the weeks leading up to our project deadline. We believe that one essential question for the survey would be, "How did you hear about this survey?"

As responses accumulated, our group would compare the data points of the on-ground survey to those being gathered digitally. We would note the demographics of both sets of respondents to help us get a feel for the sample reach. We would also analyze the content of the respondents, noting community hotspots of past, present, and future values. Based on that analysis, our group would team up with other groups to create meaningful place histories linked back to our survey. Because these place histories would be based on locations already identified as important to the community, our hypothesis is that presenting those place histories digitally – through blogs and social media outlets – could broaden the sample reach even more. We would also advertise the survey locally, in newspapers, activity guides, and free classifieds. This would in turn allow us to study which digital tools and local resources are most effective for promoting the survey, and also whether the place histories influence the survey responses.

At the end of our project timeline, our group would design a new Maptionnaire survey based on our findings and evaluation. This survey could potentially become the on-ground survey for future Project Cities partners.

Recommendations

Public historians would be prudent to create plaques for locations of community value, such as the Superstition Ho Hotel. While there are several plaques already around the city referencing the Lost Dutchman, more could be placed to recognize more of the local history in town.

Sustainability planners could encourage development of more sustainable initiatives in Apache Junction. Respondents to our survey recognized the special space called Think Water, at Flatiron Park, which encourages water conservation.

Positively Apache Junction can utilize the central location of the former location of the Grand Hotel to connect with the community in Apache Junction. Living in this part of America in the 20th century included the celebrity glitz, suspect enterprises, and new ventures which took place at the Superstition Ho Hotel.

Conclusions

The hotel and the lot it stood on offered an opportunity and central location not only to connect with the residents of Apache Junction and Arizona as a whole, but also help build our future - giving something to remember us by. The Superstition Ho Hotel, and its other iterations, was for Apache Junction much like the saguaro cactus with its long tap root and spread out shallow roots. Even though the hotel itself is nothing but a memory, its roots have spread out into the surrounding area and lives on in the community.

The results of the survey identified the vacant lot, where the Superstition Ho Hotel once stood, as a place of cultural, aesthetic, and special value in Arizona/US History. Indeed, one of the greatest hotspots was right at the “Y” Junction.

The promise of “reading a landscape” through our hybrid scholarly and participatory approach is that we could explore the values of the community today in addition to traditional research; we were able to hear short oral histories from participants which aided our scholarly research.

While there is a lot to be proud of and the fast start of our survey has given us a lot of data to compile and to analyze, the relatively small sample size of the population could be skewing the results. But this won't be fully reflected until we have a larger data set to work with. Just as election results are far less accurate when there is only one or two precincts reporting, preliminary results of the Maptionnaire survey may not yet be giving an accurate picture of the full community's values. Time and a broad sampling of data are what is needed for the value of these digital tools to be most effective in helping to identify what is Apache Junction.

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Apache Junction Value Mapping Survey

Mapping Our Past, Present and Future



Group 2 - Courtney Gordon, Simone Kjolsrud,
Rob Murphy and Randall Smith

Spring 2018

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Mapping Survey Reflections

Executive Summary

The survey “Apache Junction: Past, Present and Future” was designed to identify which places are most valued by residents. Because our place history project focused on water, we decided to present the results of the survey as they pertain to water supplies, recreational use of



water reservoirs, and the relationship between water infrastructure and economic development.

The class survey was created by combining different elements from our individual surveys. We utilized Maptionnaire.com, an online GIS mapping survey platform, to build the place values survey. Residents were asked to drop pins on the map in places they valued most and explain the reasons for their decisions. They were also given the option to contribute personal stories about those places. The survey was sent to city staff, social media followers of Apache Junction and the Superstition Mountain Museum. Survey results were analyzed to better understand which places are most meaningful to Apache Junction residents.

The survey results identified the most highly valued places, like the Superstition Mountains, Lost Dutchman State Park, Superstition Mountain Museum, the Library, City Hall, Veterans Park, Flat Iron Park, Goldfield Ghost Town and Canyon Lake Marina. The survey results made it clear that recreational and historical locations are important to residents. Apache Junction can continue to improve perceptions by improving these locations and preserving them for future residents. We hope this project will help Apache Junction with land use planning and historic preservation.

Introduction

Our place history project was “Water in Apache Junction: Past, Present and Future.” We focused on the unique history of the water reservoirs just outside of Apache Junction, water recreation opportunities, water management practices and the city water plan for the future. The goal of our place history project was to engage residents and provide a new source of water education for the community.

Community values mapping is the practice of using maps to identify places that are important to a particular community. This can be done using paper maps or using online GIS spatial analysis tools like Maptionnaire. The objective of our place values survey was to study landscape values and learn more about what makes places environmentally meaningful to individuals. The Positively Apache Junction community values mapping survey was designed to engage the community in participatory planning by asking them to identify what they value most in their environment. Traditional land use planning generally focuses on the future. In this case, we used a past, present and future theme, because we wanted to learn about which places are most used and most valued from the past as well.

Our place values mapping survey was distributed to residents by our community partner and our group analyzed the results. We used heat maps and density squares to identify the most highly valued places and analyze the individual survey responses for patterns and trends. Our recommendations to Apache Junction included utilizing the survey data to make more informed decisions about land use planning and historic preservation projects.

Methods

Place histories provide more than just historical background on a location or building. They include information on the geography of the place and strive to understand how the geography impacted the early history of that location. The impact of geography on Apache Junction is one of the reasons we chose to focus on water in Apache Junction. The arid climate of the region has made water distribution a crucial factor in its development. After choosing our topic, the group began to delve into the actual historical portion of our place history.

Because our group members are located across the country, accessing historical information remotely was crucial to creating our place history. With the help of several different digital tools, we researched the water reservoirs and water infrastructure, for the place based history portion of our project. We used photography archives to gather historical photos and the Maricopa County and USGS Map Store historical aerial photography websites for our maps. Recognizing and evaluating how the place has changed over time is another important part of doing a place history. Historical databases were important to this portion of our place history because we could see how and why the region developed. One example of how this impacted our

project was the study of Canyon Lake. Canyon Lake was developed as part of the Newlands Reclamation Act of 1902. Canyon Lake is the closest lake to Apache Junction and serves as one of Arizona's hot spots for water recreation.

Water recreation is just one of the ways water is used in Apache Junction. Water management strategies to support a growing population became one of the focal points of our project. Our research relied heavily on oral interviews with Frank Blanco and Matt McNulty, our community partners. Our communications representative also interviewed the Vice President of Central Arizona Project, but we didn't use much of that content because it was less specific to Apache Junction. Digital research included the CAP website, the Bureau of Reclamation website and the Apache Junction Water District website. We also used maps and images provided by the Apache Junction Water District.

The community values mapping survey used data provided by visitors and residents of Apache Junction to identify which places are most valued by the community. The primary tool used to conduct this survey was Maptionnaire, an online GIS Spatial analysis tool which includes a survey platform to conduct map based surveys. The survey platform is flexible enough to design traditional multiple choice or short answers questions, but can also be utilized as a mapping survey tool for spatial analysis. Maptionnaire includes drag and drop map points, as well as drawing tools to draw lines or "select" specific areas on map. One of the most helpful features for analyzing results was the heat maps and density squares to help identify hot spots. The purpose of tools like Maptionnaire is to survey community members and help city planners better understand their residents place attachments. Another important feature of Maptionnaire is that the surveys can be shared easily via the internet and the survey itself is engaging and easy to complete.

Literature

To formulate a place history, historians study the different features of the location. There are features that are inherent to the location like its architecture or geography and there are features that are given to a location by people. These features, or values, can range from personal memories to national historic significance.

Digital history is a discipline within the larger category of digital humanities. These fields utilize technology to retrieve, sort, and analyze big data and then publish their findings in digital formats like blogs. At its core, digital history is still history and requires critical historical thinking to make sense of the data and share it with others in a meaningful way.

Public history is traditionally understood as history outside of an academic setting. Public history is more than a school subject, it is the ways the general public engages with historical

places and objects in visits to museums or studying a family heritage.¹ In this course students engaged in public history with Apache Junction. Students utilized digital history to study place histories and then published that information in digital formats for use by the community in Apache Junction.

Public historians have been utilizing digital history to enhance community involvement in urban revitalization projects. In the journal *Chasing the Frontiers of Digital Technology*, Andrew Hurley writes about the ways that Virtual City Project partnered with Old North St. Louis Restoration Group in areas of urban poverty to invite the community into a revitalization project. The partnership hoped that using digital tools could help make sense of the complex data that is involved in urban renewal projects regarding the ways that geography and architecture influences racial and class diversity.² Their goal was to revitalize while preventing gentrification. Hurley draws the conclusion that digital tools had their limitations but were ultimately useful in forwarding this project.³

Place attachment is the idea that geographic locations have value to people beyond strictly utilitarian purposes.⁴ For example, a person can go to any restaurant to satisfy the need to eat. However, they might choose a particular restaurant because they prefer the menu, the aesthetics, or have fond memories there. By inviting individuals of a community to complete participatory mapping surveys like those offered by Maptionnaire, historians can gain an understanding of a population's place attachment. Trends may indicate that a community values recreational areas more than they do historically significant areas.

Locations, Past and Present

The two locations we selected for the values mapping analysis were Canyon Lake and Goldfield Ghost Town. We selected Canyon Lake because it is one of the water reservoirs we researched in our place history project and it was one of the only locations we studied that received a significant number of map points in the survey. We decided to compare Canyon Lake with Goldfield Ghost Town because it represented a "hot spot" with a high density of value place map points in the square mile surrounding it. It also worked out well that each of these locations were selected by survey respondents in different categories of values mapping. For example,

¹ "About the Field." National Council on Public History. Accessed April 27, 2018. <http://ncph.org/what-is-public-history/about-the-field/>.

² Hurley, A. "Chasing the Frontiers of Digital Technology: Public History Meets the Digital Divide." *The Public Historian* 38, no. 1 (2016): 76. Accessed April 26, 2018. doi:10.1525/tph.2016.38.1.69.

³ Ibid. 88

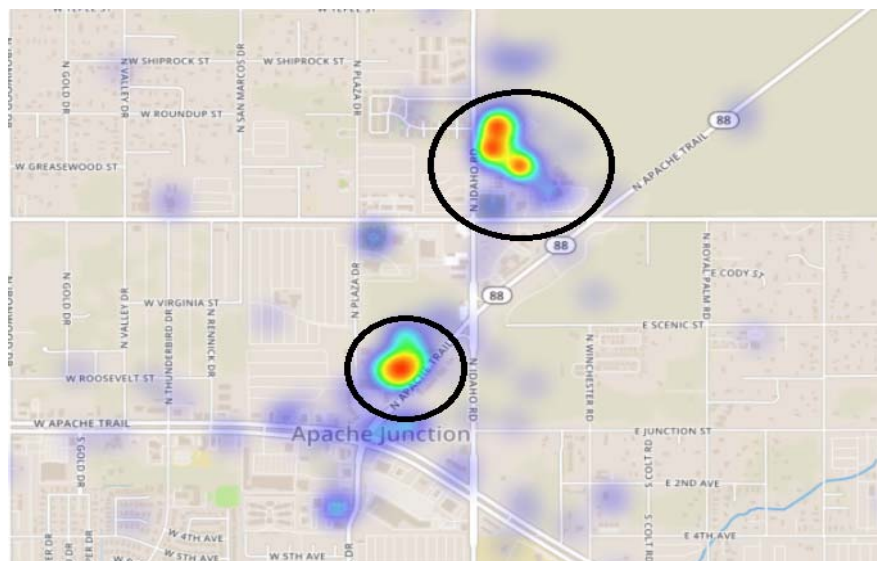
⁴ Brown, Greg, Christopher M. Raymond, and Jonathan Corcoran. "Mapping and Measuring Place Attachment." *Applied Geography* 57 (2015): 42. Accessed April 26, 2018. doi:10.1016/j.apgeog.2014.12.011.

Canyon Lake was chosen as a valued place primarily for its recreational and aesthetic value. However, Goldfield Ghost Town was selected for its historical and cultural value to residents. The two locations offered a nice comparison demonstrating that residents value places for different reasons.

Visualizing Locations

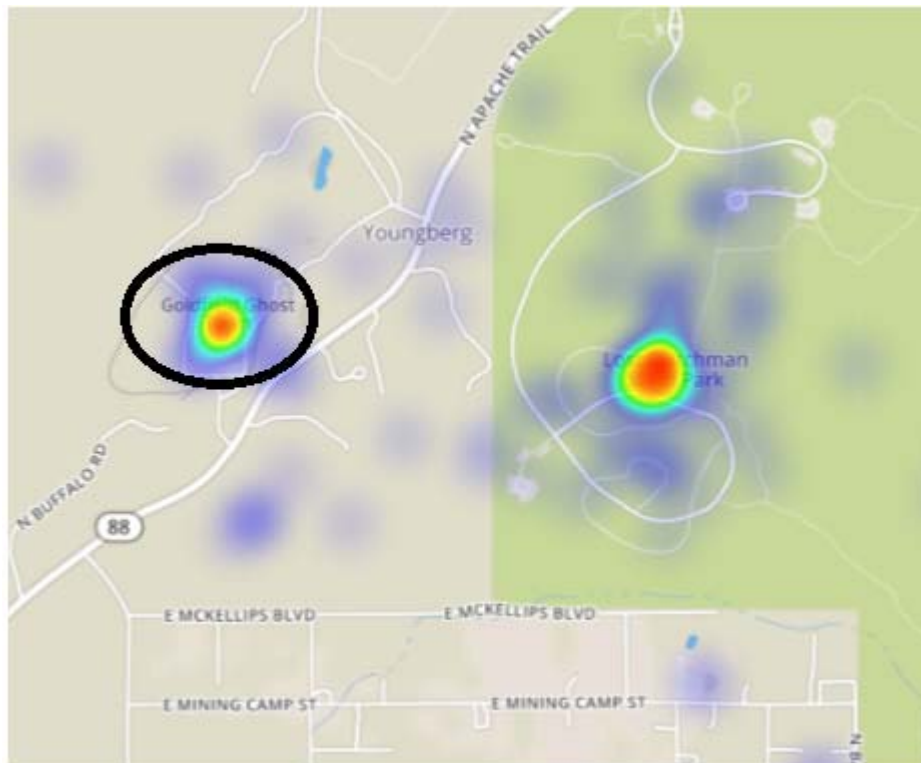
Density mapping is an important component of the analysis tools in Maptionnaire, because it reveals the data points that received the highest number of value points. When looking at the density values from our project, several characteristics are revealed. The most noticeable density values have the darkest colors. Not surprisingly, the highest densities are in the heart of Apache Junction. Some of the locations included in these high-density fields include Apache Junction's Prospector Park, Veteran Park, public library, and city hall.

Apache Junction Density Heat Map



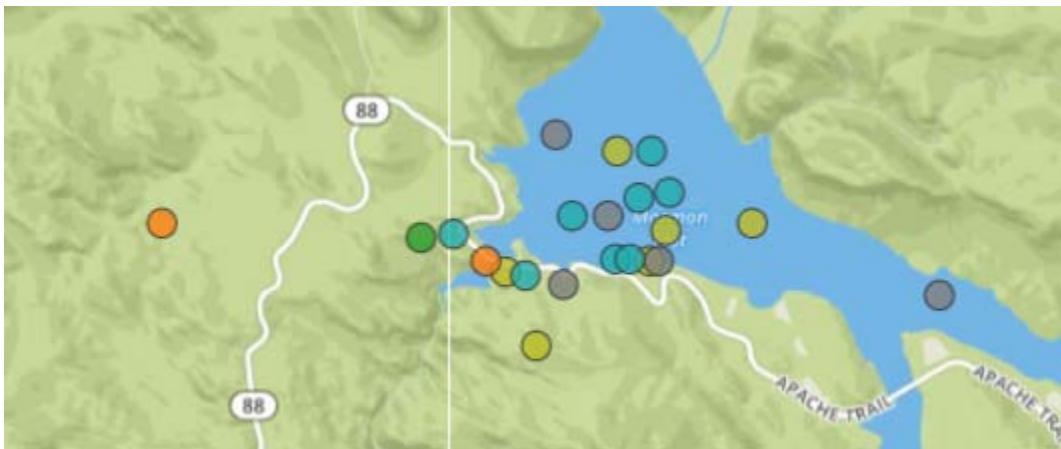
One of the most interesting things revealed by the heat map was the high density along the Apache Trail. Despite being on the outskirts of town, Goldfield Ghost Town was clearly a hot spot, receiving a high density of value map points. Located adjacent to Lost Dutchman State Park, the data points at Goldfield Ghost Town showed that the community highly values both of these locations. Particularly, the data points indicate that it is very significant to the community, culture, and history of the area. It also shows that Goldfield's Historic Museum and the Goldfield Mine Tours being two of the most popular attractions. Also worth noting is the presence of Special place values. These values are centrally located as opposed to indicating a specific attraction.

Goldfield Ghost Town and Lost Dutchman State Park Heat Map



Our other location, Canyon Lake has data that values are spread along the shore in addition to many values being in the middle of the lake. While the historical and cultural values of Canyon Lake are exclusively located on land, there were data points showing the value of the aesthetic and natural beauty on both land and water. Also located on the water were values for recreation. This combination of aesthetic, natural, and recreational values confirms Canyon Lake as a destination for scenic views and water recreation.

Canyon Lake Value Map Points



The photograph of Goldfield Ghost Town shows Main Street. Main Street is surrounded by different attractions such as shops, museums, and even a saloon, attracting both visitors and residents. Goldfield Ghost Town is significant for the history of Apache Junction because it recreates the nascent days of the town and celebrates the culture that helped create the Southwest we know today.

Goldfield Ghost Town - Main Street



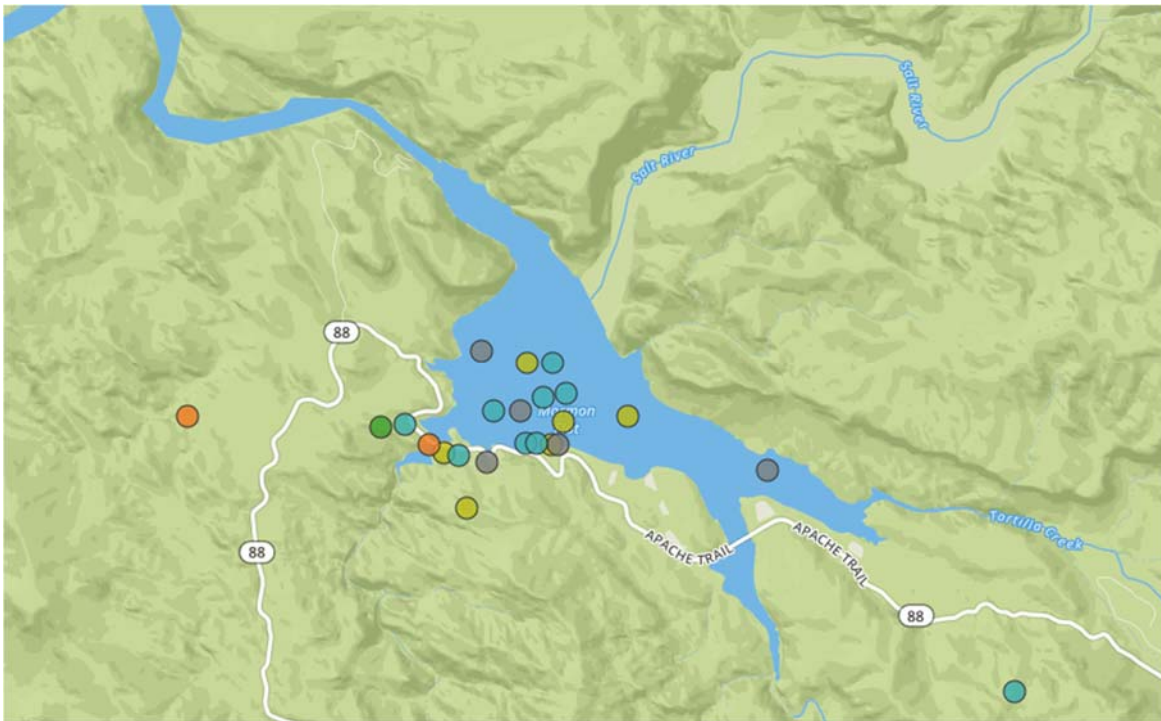
Canyon Lake is one of the premier scenic destinations in Arizona and it is just a short drive from Apache Junction. With a variety of scenery, wild-life, and water recreational activities, Canyon Lake has is great for all ages and is a popular destination for individuals and families



Canyon Lake

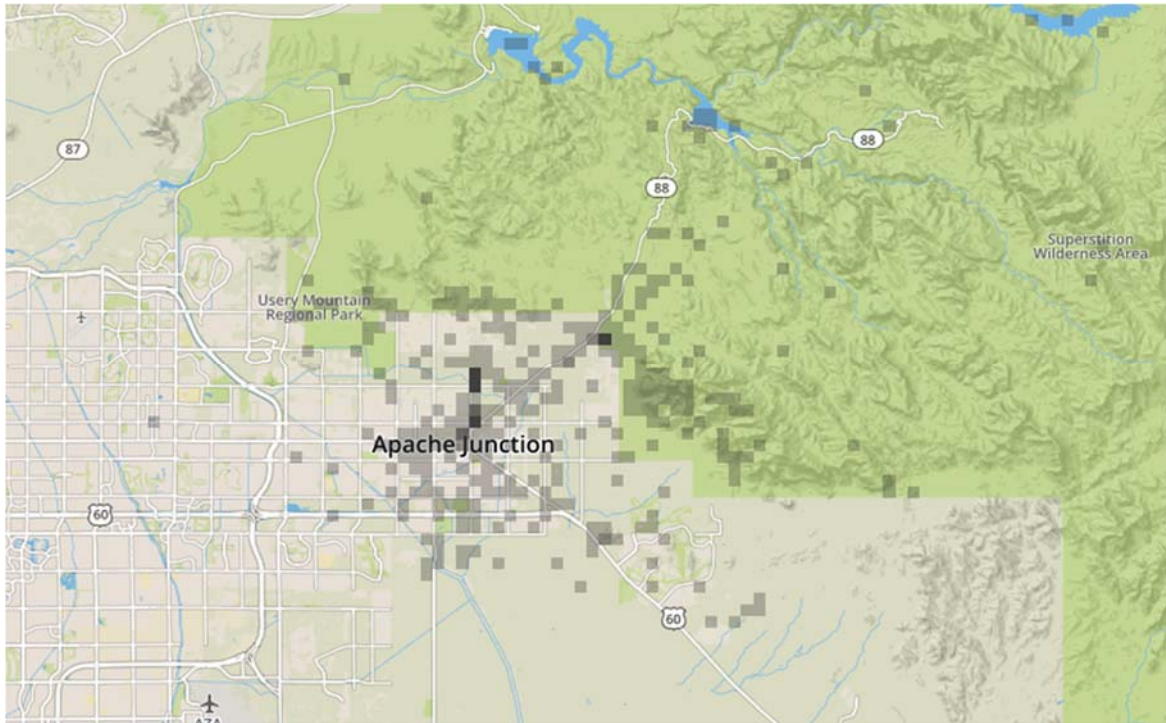
Visualizing Values

Our place history project focused on water, so we compared survey results from Canyon Lake to other high density areas. We were happy to see that one of the reservoirs appeared as an important place in the survey results. While we didn't expect people to report place attachment to the water purification plant, we did expect to see some place attachment at some of the lakes. Canyon Lake was rated as highly valued for Recreation, Aesthetic, and Natural value. The area also contained a couple past values such as Community and Arizona History, but these were low in comparison.



Canyon Lake Place Values

Type of Value	Values Placed	Percentage
Recreational (Blue)	8	38%
Aesthetic (Yellow)	6	28%
Natural (Gray)	5	24%
Arizona/US History (Orange)	1	5%
Community History (Green)	1	5%



Apache Junction Density Values

The highest density values are located near the center of the city. The areas include the junction of Highway 88 and the Old West Highway. The values represented include both past values regarding history and culture as well as present values regarding recreation and aesthetic. North of the Junction are City Hall, Parks and Rec, and Four Peaks Elementary School. This whole area received a higher density of place values. Another high-density location is Lost Dutchman State Park located right outside of the city. Values in this area are primarily recreational, however it was also recognized for its historical significance.

The survey-wide demographics show that the survey participants were primarily residents of Apache Junction and/or the East Valley. There were participants from each age group but the majority of participants were between the ages of 22-65. There were slightly more female participants than there were males. When comparing the survey results of different locations, the demographic data is largely consistent with the survey-wide demographics. Our group compared two areas that received a similar amount of values: Canyon Lake and Goldfield Ghost Town. The demographics of the values placed were consistent with the survey-wide demographics as most values placed in these two areas were placed by residents between the ages of 22-65 and slightly more participants were female.

In this survey, present values were best represented in the categories of recreation and aesthetics. Recreation was the highest single value on the map with 272 values and Aesthetic was the second highest with 164 values. This may be an indication that present values of recreation and aesthetics are the most important features of the area to survey participants. Past values regarding cultural, local and national historical significance, as well as personal history also received many place values. This indicates that many of those who took the survey are aware of the historic points of interest and believe they are valuable to the area. When it comes to future values, many participants indicated that they want to see more green space, recreational facilities, and access to food throughout the city.

There were many place history values that included short notes or stories of why the place was important. People shared about family memories at the rodeo grounds and the old mining camp near Goldfield. Others shared about places they have worked and gone to church. One person shared that that she and her husband had fulfilled their dream of owning a home in the Superstition Foothills.

Our group expected to see higher ratings in present values like recreation and aesthetics in general and hoped to see participants place historic values as well. The survey-wide results were generally consistent with these predictions. However, we expected to see higher densities of values in the different reservoir areas like Canyon Lake and Roosevelt Dam. These areas did rank highest in recreation and aesthetics, but did not receive as many values as other locations like Lost Dutchman State Park. Also, seemingly low for these areas were values related to history. In our project, our group discovered the historical significance of the reclamation projects for the area. Because of this, our group expected to see higher historical ratings in these areas.

It could be argued that since most of the participants were from Apache Junction or the East Valley, there was bias regarding the values placed. If there would have been equal representation from non-residents, this might have had a different result. There may have been even more focus on recreational or tourist areas than areas that have local significance. Regarding representation, the demographic data shows that the survey participants were primarily people under the age of 65. It is possible that the digital survey format that was used was not as effective in reaching this demographic as it was for younger participants.

The survey would be more effective if there was more time for it to be shared around the community and attract more participation. This would likely paint a fuller picture of place values. To reach demographics that were not represented due to lack of technological skill or access, paper maps could be used and those values could be entered into the survey manually.

Results & Recommendations

From the data gathered by the survey, we found that places of historical significance, such as the Goldfield Ghost Town and mine are of great importance to the people of Apache Junction. Based on the survey results, we would encourage historic preservation specialists to review these results to determine which locations need more attention for preservation projects. Canyon Lake Marina was marked as an important place to those who responded to the survey, and would be a good starting point for engaging Apache Junction residents and visitors in learning more about water's role in the community. We recommend Apache Junction consider hosting semi-annual community events near Canyon Lake and include water conservation education. Positively Apache Junction should also consider repeating this survey annually to see how these results change. The Positively Apache Junction might also consider creating some promotional materials about the most highly valued places and distributing it via social media.

Conclusion

The place based history project and community values mapping survey, conducted in partnership with the City of Apache Junction, was an invaluable learning experience for our entire group. Initially, it was a challenge to make sure our topic was well aligned with the goals of our community partner. However, we shifted our focus a few times to make sure our research would be useful to Apache Junction. The end result was a decision to study both water recreation and water management. We were surprised to learn just how important water planning is for the city's economic development goals. The blog we created can be used to educate Apache Junction residents on the importance of water management and the need for water conservation efforts. We have high hopes that some day, another community values mapping survey will show density maps which glow bright red over the new the Superstition Area Water Plant.

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GROUP 3

Parks and Recreation

Reflection on Survey Results

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4/27/2018

Apache Junction is home to a host of parks and recreational facilities designed for people of all ages. For a young city, its history of parks development is rich in creativity and community partnerships.

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EXECUTIVE SUMMARY

The objective of the Parks and Recreation presentation was to reveal the results and analysis of the community values mapping survey conducted in Apache Junction, combine those results with gained knowledge from the Apache Junction Parks and Trails place history project, and make recommendations to community partners. Following receipt of survey results, two locations were identified for more detailed analysis. First, it was noted that Prospector Park received the greatest number of mapped values among the locations highlighted in the place history project; therefore, it was selected for further review. Additionally, the Apache Junction City Complex received a high volume of mapped values. Since this location also contained a highlighted location from the place history project, and the values identified by the community fell outside of expectations, this location was selected to compare with results from the first.⁵

Given the limited timeframe, participation in the mapping survey was wonderful. However, the final numbers equated to less than one percent of the total population of Apache Junction and do not represent an adequate sampling of the community.⁶ Further, the methods used to distribute the survey may have produced homogenized results. The paper map method employed at local events mainly reached city employees and volunteers within the community while the most successful digital outreach methods also included city employees and citizens already invested in Apache Junction through the city Facebook page. Therefore, the resulting analysis of the survey responses may not represent the majority opinion within the community.

Evidenced by the survey respondents' marked placement values, Prospector Park is one of the most treasured recreational facilities maintained by the Apache Junction Department of Parks and Recreation. The park received 44 percent of the recreational values placements among the locations highlighted by the Parks and Trails place history project with a distant second place going to Flatiron Park at 14 percent.⁷ Surprisingly, the award winning Multi-Generational Center only received six percent of the recreational values despite being described as an active facility by Liz Langenbach, Director of Parks and Recreation.⁸ Other survey results were equally surprising, such as the dearth of cultural or historical values placed on Prospector Park and the large number of recreational and historical values placed on the Apache Junction Public Library.⁹

Most notable in the survey results were the absence of cultural values and personal histories attached to Prospector Park given the volume of activity taking place in this location throughout the year. In order to strengthen these attachments, Positively Apache Junction and the Department of Parks and Recreation should consider implementing activities in Prospector Park

⁵ Joshua MacFadyen, "Apache Junction: Mapping our Past, Present & Future," April 2018, Maptionnaire, <https://app.maptionnaire.com/en/4009>.

⁶ "Quick Facts: Apache Junction city, Arizona," 2018, United States Census Bureau, <https://www.census.gov/quickfacts/fact/table/apachejunctioncityarizona/PST045216>.

⁷ Joshua MacFadyen, "Apache Junction: Mapping our Past, Present & Future," April 2018, Maptionnaire, <https://app.maptionnaire.com/en/4009>.

⁸ Liz Langenbach, Interview by the author, Katheryn Dieckhaus, Apache Junction, AZ, March 30, 2018.

⁹ Joshua MacFadyen, "Apache Junction: Mapping our Past, Present & Future," April 2018, Maptionnaire, <https://app.maptionnaire.com/en/4009>.

which incorporate the history of the location. Further, demographic data show the median age of Apache Junction has increased 6.9 years in the last six years. Should this trend continue, the median age of Apache Junction could reach 50 by the year 2022.¹⁰ Modifications in recreational facilities and programming could be implemented to support the rapidly changing demographic, or the city could promote the current slate of family-oriented facilities and activities to neighboring communities and potential new residents.

¹⁰ “ACS 2010 and 2016 Supplemental Estimates: Median Age; Total Population,” 2018, Social Explorer, <https://www.socialexplorer.com/a9676d974c/explore>.

INTRODUCTION

The parks and trails of Apache Junction have transformed the land from harsh, arid desert into inviting recreational spaces that have fostered community development, growth, and tourism.¹¹ Apache Junction is home to a host of parks and recreational facilities designed for people of all ages. For a young city, its history of parks development is rich in creativity and community partnerships. Our Place History Project focused on seven of Apache Junction's Parks and Trails. We had hoped the research would reveal a deeper cultural connection to these recreational facilities that would help positively Apache Junction in the continued development of Flatiron Park and future projects or promotions for the city. We were pleasantly surprised by the unique and interesting history of parks development within Apache Junction stretching well beyond the founding of the city. We feel the community may not be aware of these rich stories, so they serve as an opportunity to strengthen place attachments.

The HST 485 aided in the development of the Maptionnaire Survey "Apache Junction: Mapping our Past, Present & Future" that went live on April the 13th. The survey was conducted in two phases. Phase one was conducted by our Master's student Andres using a paper map during the Lost Dutchman Days Rodeo and Marathon Expo. Afterward, he inputted roughly 200 gathered values, given primarily from the Rodeo and Marathon Expo staff and volunteers, into Maptionnaire manually. Phase two, the Maptionnaire survey, was made available to Apache Junction's social media followers first and then was emailed to city employees a few days later. It was then shared by Superstition Mountain Museum Facebook page with followers on the 19th of April but had very few respondents.¹²

Our hope, as a class, was to gather enough information from the residents of Apache Junction concerning the places they value most and to share what they think attracts tourism and why they feel Apache Junction and the East Valley are a great place to live. While there were not many shared stories, we were able to view the values chosen, study hotspots, and compare the survey results to our separate group studies.

¹¹ Katheryn Dieckhaus et al., "Apache Junction," *Apache Junction Parks and Trails*(blog), March 20, 2018, Accessed April 27, 2018, <https://ajparkstrails.com>.

¹² Joshua MacFadyen, "How Representative Is the Community Values Mapping Survey?" HST 485, April 23, 2018, Accessed April 23, 2018, https://myasucourses.asu.edu/webapps/blackboard/execute/announcement?method=search&context=course_entry&course_id=369023_1&handle=announcements_entry&mode=view.

Methodology

Place history is the compilation of historical, geographical, and biographical research concerning a particular place. Conducting a place history through digital history methods can include online databases of historical photography, newspapers or maps; county plat maps; GIS mapping tools; and digital presentation software. The parks and trails of Apache Junction were chosen as the focus of the group's place history from a belief that strong community attachment to recreational facilities can foster individual well-being and community growth. The specific locations were selected based on recommendations from the Apache Junction Department of Parks and Recreation. At the start of the project, the group had hoped their research would produce strong historiographies of the development of each facility which Positively Apache Junction could incorporate into the cultivation of a city identity and promotional activities for residents and tourists alike.

The community values mapping exercise began as a paper map survey conducted during the Apache Junction Lost Dutchman Days and the Marathon Expo by Andres, a graduate student from Arizona State University (ASU). Andres asked community members to place a star on a paper map of Apache Junction identifying locations that were of value to them. This method produced the first 200 place values of the exercise. To create an online version of this method, undergraduate students from ASU generated survey questions using the GIS mapping tool, Maptionnaire. The questions were compiled into one survey entitled, "Apache Junction: Mapping our Past, Present & Future." The survey began with a series of demographic questions prior to asking respondents to place value-based markers on a digital map of the area. This method was intended to engage residents and visitors of Apache Junction by promoting participation through the community Facebook page. It generated another 800 place values to analyze in only ten days.¹³

¹³ Joshua MacFadyen, "Apache Junction: Mapping our Past, Present & Future," April 2018, Maptionnaire, <https://app.maptionnaire.com/en/4009>.

LITERATURE

Place history is a great way to help us understand why a particular area holds such value or place attachment to people within a particular community. What about the history of Apache Junction for example makes this a place where people want to be a part of and call home or visit regularly? This is what public history can help answer. Public historians are able to gain knowledge about specific places through areas such as oral traditions or in today's digital world through digital history. Through our use of the digital tool maptionnaire we were able to ask questions as public historians regarding place history within the community. Through this information we were able to discover what areas of the community held the most value and why. Just as a public historian can use oral histories to discover how the history of a place has changed over we can use digital tools to collect the same data, but through a platform that is more readily available, and provides the opportunity to gather data from multiple people at one time.

In the broadest sense of the definition Urban Poverty is living without certain basic and essential necessities. And urban revitalization refers to redeveloping certain areas of cities that have begun to decay such as you would see in urban poverty areas. In terms of how both are affected by digital history we explored how the Old North St. Louis restoration group partnered with the University of Missouri St. Louis to use the newest digital technology to revitalize some of the more impoverished areas of St. Louis' inner city. Since the goal was not re-gentrification but the preservation of historic homes and creating an historic district "Understanding how the evolving configuration of streets, buildings, and green spaces influenced ethnic, racial, and class diversity in the past better attuned local planners to the social implications of their preservation decisions." So the central premise of the collaboration between the restoration group and the university was that historical research would translate into a more socially conscious historic preservation strategy.¹⁴ In hopes to obtain community feedback about the project the group set up a digital platform for community discussion. However, they received virtually no community feedback due to the lack of access the community had to digital technology.

This is also something that we had experienced in our group project for Apache Junction. While we got great responses on our maptionnaire survey there was not a lot of response from more impoverished areas because we used a media based platform that required access to a computer and internet. This means that from our areas the 8.29% who live in poverty may not have contributed to the survey.¹⁵ A more successful way to have conducted the survey would have been door to door or creating accessible booklets. This is what we saw being a more successful tool for the Restoration group since it did not require unavailable digital technology nor did it require that the community travel to someplace they may not have had transportation

¹⁴ A. Hurley, "Chasing the Frontiers of Digital Technology: Public History Meets the Digital Divide," *The Public Historian* 38, no. 1 (February 01, 2016): 69-88.

¹⁵ Joshua MacFadyen, "Apache Junction: Mapping our Past, Present & Future," April 2018, Maptionnaire, <https://app.maptionnaire.com/en/4009>.

to. Although doing our class project we really did not have the ability to go door to door it is important to understand how urban poverty can greatly limit urban revitalization when approached from a strictly digital perspective.

Place attachment is a concept that allows us as historians, or researchers of any discipline, to understand how a person can have a personal connection to a particular place. And of the many studies done to help understand how or why people have created these attachments, participatory mapping has been a great research tool for gathering information. Participatory mapping allows individuals to place certain values on areas of particular importance to them and why these are important areas. As a class and through the help of maptionnaire we were able to deploy this method of mapping to help our community partners understand where their resident held the most value. The results of over a thousand placed values gave us along with our community partners a greater understanding of the place attachment within their community.

PAST AND PRESENT

Of the locations highlighted in the place history project, Prospector Park received the most value placements in the community values mapping survey. Therefore, the location was chosen for closer evaluation. Prospector Park is a 276-acre community park which opened to the public in 1985 under a Recreation and Public Purposes Act Lease from the United States Bureau of Land Management.¹⁶ The community uses the park for private sporting events and parties, as well the seasonal recreation programs and annual Easter Egg hunt organized by the Apache Junction Department of Parks and Recreation.¹⁷

The City Complex was a hot spot of value placement in the community values mapping survey as well. It was also selected for analysis because the area encompasses the Multi-Generational Center, highlighted in the place history, and the marked values were slightly unexpected. The LEED-certified Multi-Generational Center, one of the most utilized recreational facilities in Apache Junction, opened to the public in 2006 earning awards and acclaim for its design¹⁸. Also located in the reviewed portion of the City Complex grounds are the Apache Junction Public Library, City Complex Park, Veteran’s Memorial Park, and some city administrative buildings.

History is very important to upkeep and the styles of history-keeping in past, present, and future are all vital to digital history’s success. With the future of computers surrounding us, it almost seems that this futuristic history was tailor-made for history. Written history was a thing of the past, where history only existed if it was written down. Now that history is easily recorded and kept track of, it makes history more detailed and fluent. With the future of history, it makes it easier for important details to be kept forever without fear of certain parts being “erased”. All forms of the values of history are important, but the future of history lies in digital keeping of it. Computers hold a healthy influence on history, as recording points in history are made quickly and so precise. The future of history keeping is only going to get sharper and more detailed, thanks to digital history.

¹⁶ Apache Junction Parks and Recreation, *City of Apache Junction: Prospector Park*.

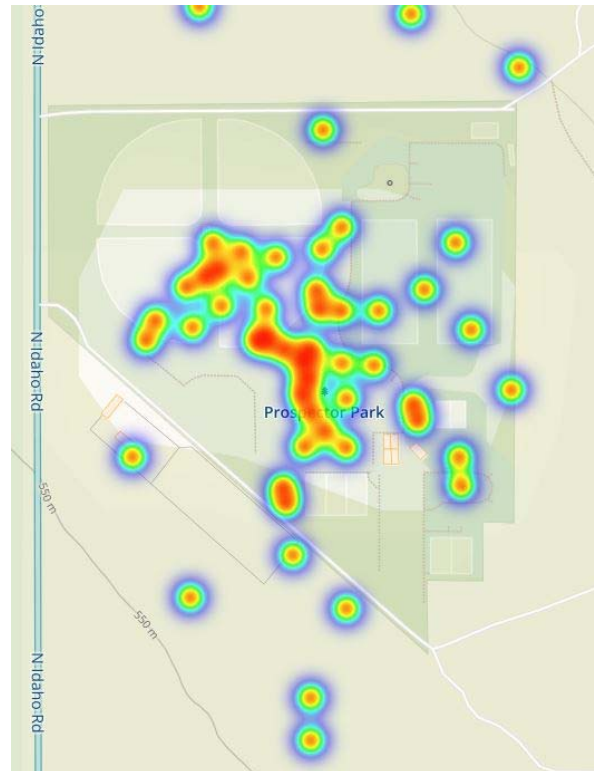
¹⁷ Apache Junction Parks and Recreation, *City of Apache Junction: Prospector Park*.

¹⁸ AZ Cities @ Work League Staff, “35 Years in the Making – Parks Director Jeff Bell Leaves Legacy,” May 9, 2016, *AZ Cities @ Work*, <http://azcitieswork.com/men-women-that-make-az-cities-work/35-years-in-the-making-parks-director-jeff-bell-leaves-legacy/>.

VISUALIZING LOCATIONS

Apache Junction Hotspots

- Prospector Park

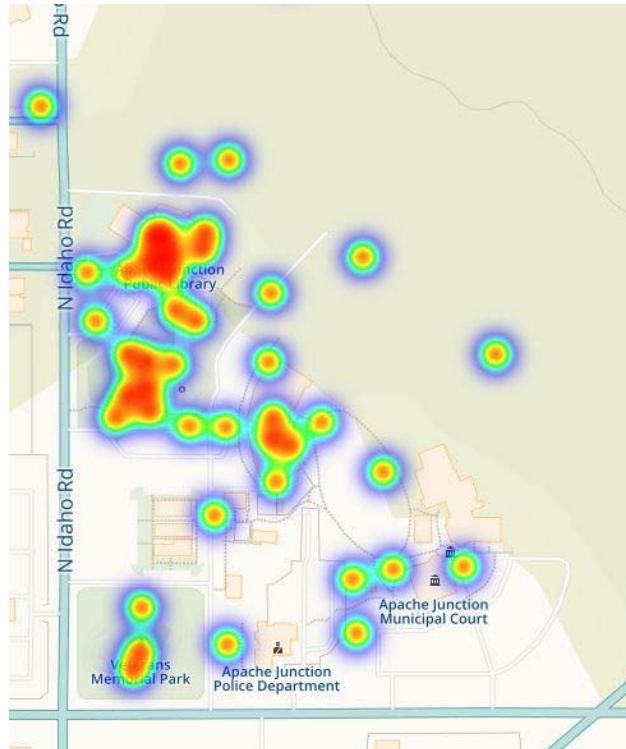


Prospector Park is a 276-acre community park which boasts a great seasonal recreation program and an annual Easter Egg hunt administered by the Apache Junction Department of Parks and Recreation. The park is also host to many private sporting events and parties¹⁹. Our survey generated a high number of values selected for this spot. The primary value chosen was ‘Recreation’. This value is representative of our project study. The next highest value chosen was ‘Aesthetic’ followed by ‘This place should have more recreational facilities’²⁰.

- City Complex

¹⁹ Katheryn Dieckhaus, et al., "Apache Junction," *Apache Junction Parks and Trails*(blog), March 20, 2018, Accessed April 27, 2018, <https://ajparkstrails.com>.

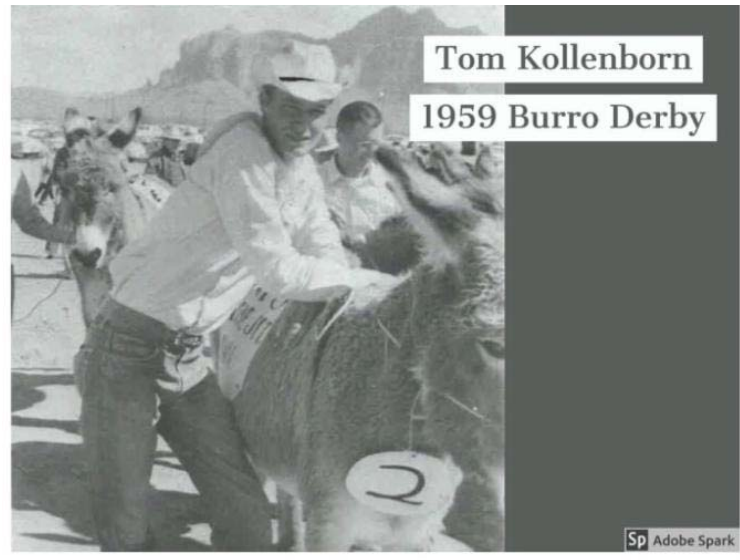
²⁰ MacFadyen, Joshua, “Apache Junction: Mapping our Past, Present & Future,” April 2018, Maptionnaire, <https://app.maptionnaire.com/en/4009>.



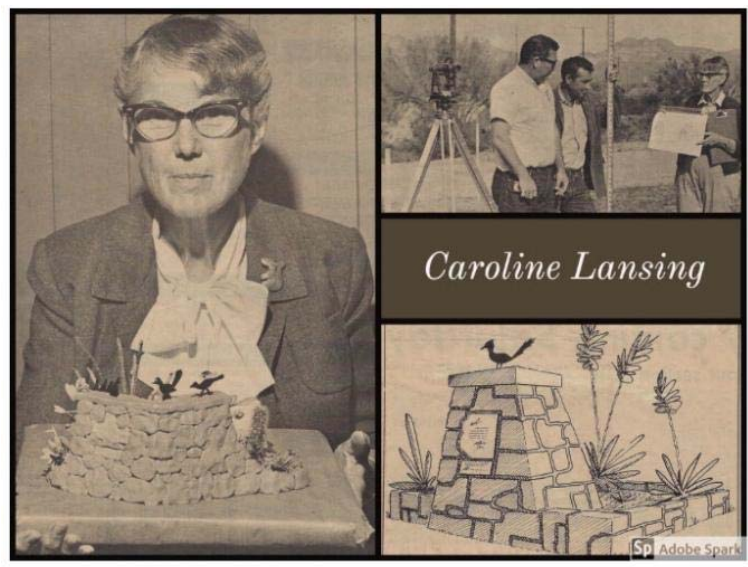
The City complex consists of the Multi-Generational Center, the Apache Junction Public Library, Municipal Court House, City Hall and more. Studying the hotspots located at these locations, we narrowed the values to recreational and aesthetic. In doing so, we were surprised to see there were more recreational values on the public library than on the Multi-Generational Center. Upon further review, we found these were marked by women between the ages of 22-45. This phenomenon may be due to children's or adult programming which is resonating with this demographic²¹.

²¹ MacFadyen, Joshua, "Apache Junction: Mapping our Past, Present & Future," April 2018, Maptionnaire, <https://app.maptionnaire.com/en/4009>.

Photos: Historic and People



Thomas J. Kollenborn and James A. Swanson, *In the Shadow of the Superstitions: The History of Apache Junction, Arizona*, (Apache Junction, Goldfield Press, 1990), 67.



(L)“Carol Lansing completes pylon model,” Apache Sentinel, February 1, 1968.

Source: “Woman’s Club designs gates,” Apache Sentinel, January 18, 1968; “Okay park gate plans,” Apache Sentinel, January 25, 1968.

(TR)Carol Lansing discusses her design with two employees of the Pinal County Department of Parks and Recreation, 1968

Source: “Woman’s Club designs gates,” Apache Sentinel, January 18, 1968

(BR)Carol Lansing’s original sketched design for the Superstition Park entrance gate pylon, 1968 Source: “Okay park gate plans,” Apache Sentinel, January 25, 1968.

- **Jeff Bell**



Daniel Dullum, "Jeff Bell 'Graduating' From City Department He Started," Apache Junction and Gold Canyon News, May 2-6, 2016.

- **Liz Langenbach**



Admin. "SAGE Support Staff Travel Grant Recipient Reports." ALCTS Newsletter Online (ANO). April 05, 2016. Accessed April 28, 2018. <http://www.ala.org/alcts/ano/v17/n4/evnt/sage>.

Trish Pelletier



Admin. "SAGE Support Staff Travel Grant Recipient Reports." ALCTS Newsletter Online (ANO). April 05, 2016. Accessed April 28, 2018. <http://www.ala.org/alcts/ano/v17/n4/evnt/sage>.

Multi-Generational Center



Apache Junction Parks and Recreation, *City of Apache Junction: Prospector Park.*

Prospector Park



Apache Junction Parks and Recreation, *City of Apache Junction: Prospector Park.*



Google Earth Pro 7.3.1.4507. (April 16, 2018). Prospector Park, Apache Junction, Arizona. 33°26'32.72"N, 111°32'45.42"W, Eye alt 4917 feet. U.S. Geological Survey. [Google Earth](#). [November 1992]



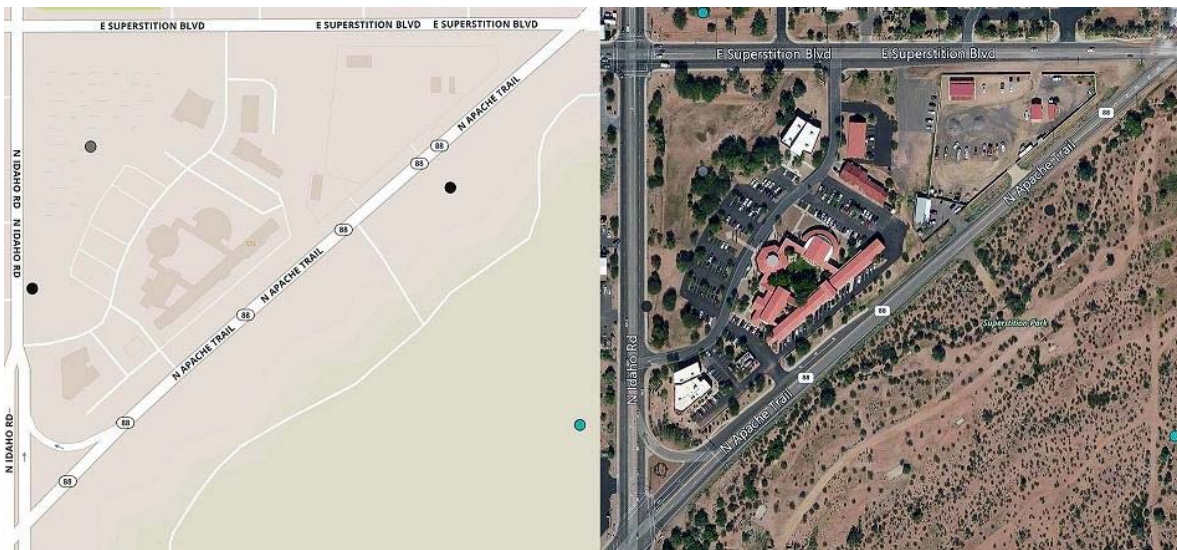
Apache Junction Parks and Recreation, *City of Apache Junction: Prospector Park.*

VISUALIZING VALUES

Flatiron Park



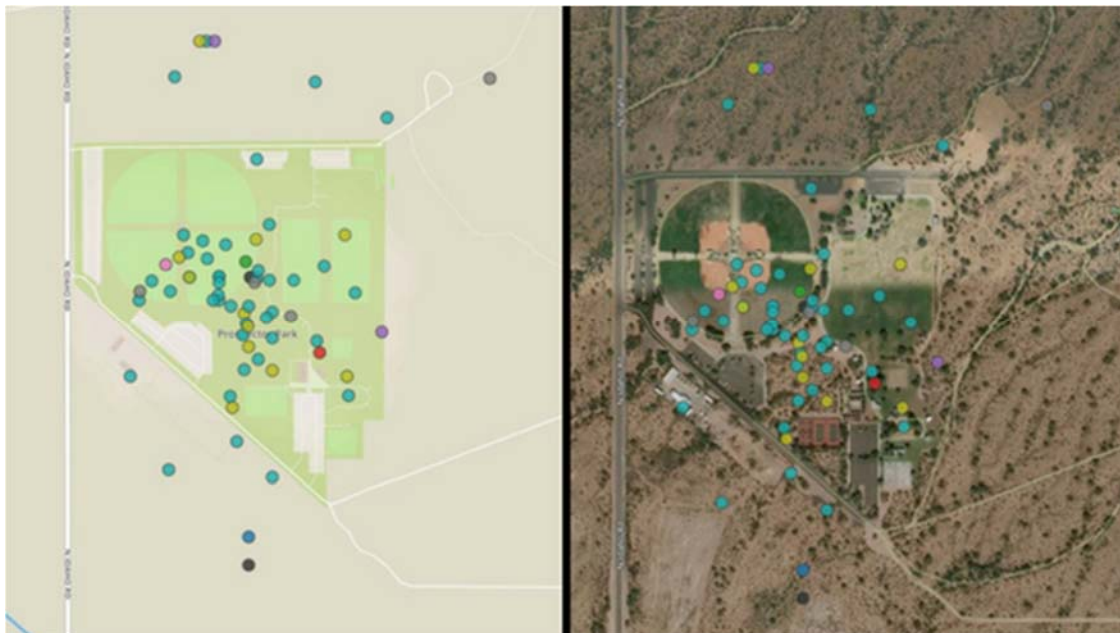
Superstition Park



Multi-Generational Center



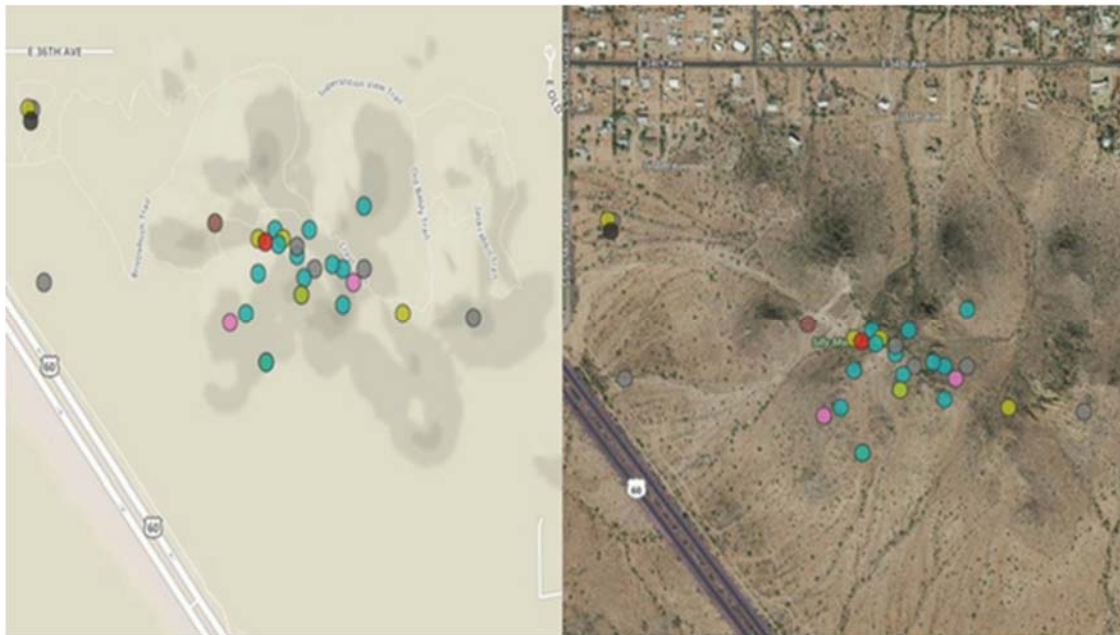
Prospector Park



Rodeo Park



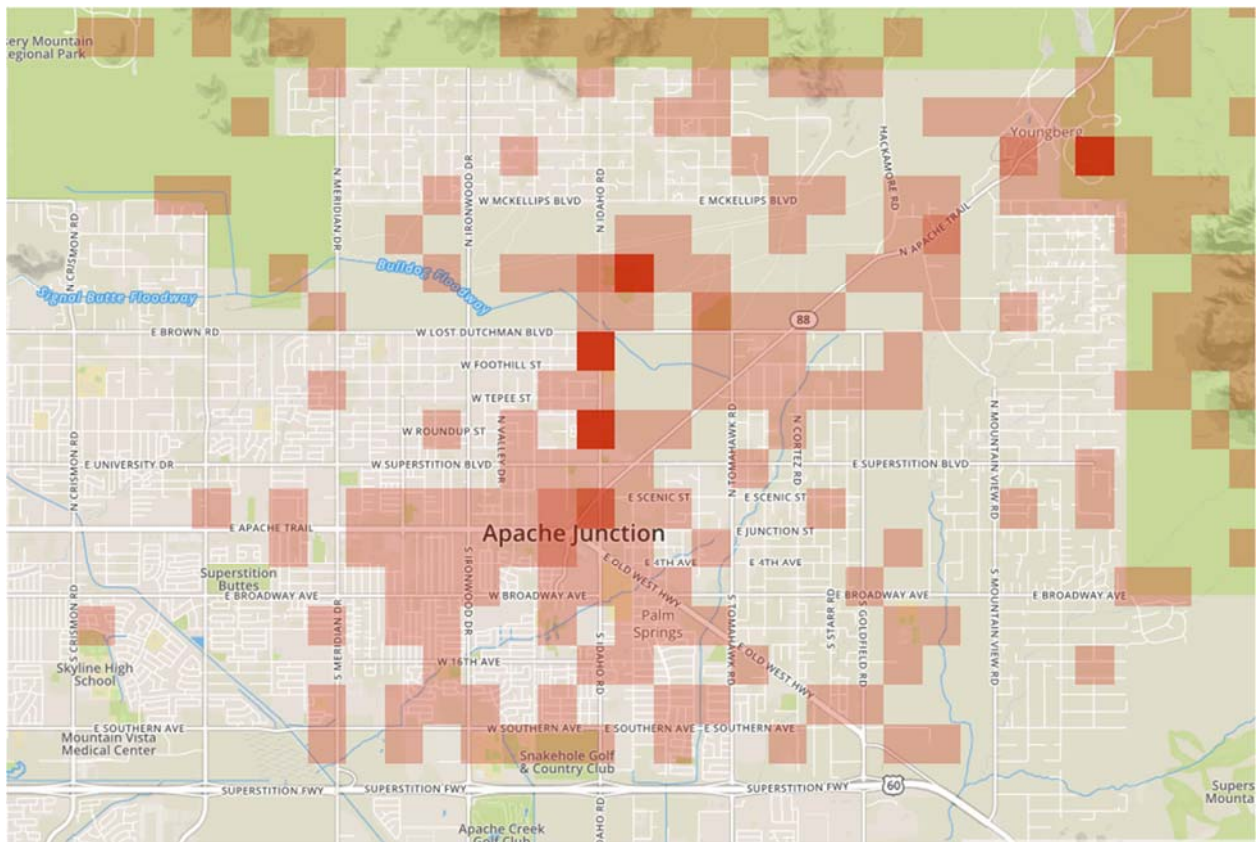
Silly Mountain Park



Superstition Shadows Park



Density Values



High density areas include the City Complex, Prospecto Park, Flatiron Park, Lost Dutchman State Park/Goldfield Ghost town.

When choosing historic location values, respondents predominantly chose the Apache Junction Public Library followed closely by the Superstition Mountain Museum. The community

showed a greater appreciation for the preservation of history than for the historical locations themselves. The values mapping survey results reveal many respondents are not aware of the historical or cultural value of these locations. While it is evident Prospector Park and the Rodeo Park Event Center are valued as recreational facilities, the mapping shows Superstition Park, now abandoned, is almost forgotten completely having received only one value for recreation. The geographic areas receiving the most values points are located around Prospector Park, the bike trails, the City Complex, the Y intersection of the Apache Trail, and Lost Dutchman State Park.

“Special Places” and Historical Values Stories

- Special Place: Lost Dutchman Mining Camp

(optional) What is this place and why is it significant to your personal or family history?	I miss the Mining Camp. Lot's of good family memories there.
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- AZ/US History: Lost Dutchman State Park

(optional) What is this place and why is it significant to the state or nation?	Knowing how and why the area was settled is important to understanding the people who continue to live here.
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Issues of bias, representativeness, and problems in the data and methods

One issue that can arise when producing and analysing these surveys is the fact that not all demographics and people partake in them. Depending on where they are shared, you can have accidental bias in the data. Considering everyone doesn't have access to a computer and Internet, there should be other ways to allow the community to have a say in future community projects and outlooks. It was actually shown in the surveys that the areas that are stricken with urban poverty had a low response rate to the surveys. Also, data collection can be limited by the people doing the surveys due to the questions that they choose to ask and not ask. Data can also be limited by people not answering the questions correctly and not sharing personal stories that really help answer much needed questions.

Conducting Future Surveys

We feel the the method of combining the paper map survey conducted by Andres paired with the online maptionnaire survey is an effective way of data gathering. In order to gather a better demographic representation of the study area we could improve upon the above method by conducting paper map survey's in different areas of the town and at different events.

Early on in our research we were skeptical on what we might find. We didn't have a ton of information in our heads on Arizona history, especially Apache Junction. We were all ready to learn new information and history. What we didn't expect was how much rich history and culture was hidden deep in the hills and mountains of Apache Junction. We got to experience a culture

of people that we never had really touched upon before. We predicted that the history would be rather easy to find and research after we learned some of the rich history, but looking up the famous parks was a lot harder than we imagined. We figured that the parks would have a simple history that was easy to find on their websites or somewhere else but the only way we could really find all the details was through workers at the parks. We had lengthy interviews with them in order to get all the information that was necessary, and we certainly weren't expecting all of that. We were glad to speak to the workers and researchers from the parks we were studying, but we weren't expecting that all the park's history wouldn't be easily accessible. We had to do a lot of digging through newspaper articles and websites in order to find all of the resources we needed to properly complete our projects and reports.

Recommendations

- Our advice to other public historians interested in preservation or creating/participating in a project:

The library is significantly valued in this survey under multiple categories including all historical options. It is easy to understand why the community feels such an attachment to the facility as the library and its staff were instrumental in providing the majority of historical information utilized in our research. We would suggest public historians advocate for investment in archival projects to preserve the city's growing history and library services and to continue to support the community interest.

- Our advice to sustainability planners interested in advancing human and non-human well-being in East Valley:

Demographic data show the community is aging with the median age increasing from 36.4 in 2010 to 43.3 in 2016. If this trend continues, the city may want to ensure their facilities and programming support the change. However, if the city goal is to sustain or lower the current demographic, we advise sustainability planners promote family focused recreational facilities.

- Our advice to Positively Apache Junction:

Through values mapping, the community has shown their attachment to recreational facilities; however, they did not mark these locations as culturally significant or as special places in large numbers. In order to strengthen these attachments, we recommend Positively Apache Junction utilize the history and personal stories associated with these locations.

CONCLUSIONS

Reading a landscape through a hybrid of place history and values mapping offers an opportunity to combine historical analysis with present day community building. The promising technique gives voice to a community, but is limited by the use of certain control methods. Combining place history research with community surveys allows historians to help with present day problems more important to the community. The survey is an easy method to gain feedback from all demographics; however, the methods used to obtain this information can alter the results.

For our analysis of the value mapping survey, we chose to focus on Prospector Park, pictured on the right, because it received the most value placements among the locations of our place history. To compare, we chose the City Complex area. A former employee of the City of Apache Junction shared their personal history and appreciation for the City Complex, stating, “Worked many years with some great people in Apache Junction. The Apache Junction Police Department has strong ties with the community and guest(s) of Apache Junction offering various programs and classes in addition to safety, patrol, and the handling of criminal investigations within the city. Over the years have developed many great friends within the community in our neighborhoods, schools, and fellow city employees.” One survey user marked Prospector Park as an important location in the community’s history because “a lot of children use it for multiple reasons.” Another respondent stated that their family “visited the library weekly” since they moved to Apache Junction in 2003; thus, the location is valuable to their personal history.

We anticipated Prospector Park would receive many value points for recreation given the information we received from the Department of Parks & Recreation, but we were surprised the same wasn’t true of the Multi-Generational Center since both were described as active recreational sites. It was also surprising not to see more cultural or personal histories related to Prospector Park. Overall, we are thrilled with the community response to the survey in such a short timeframe, we recognize the results are a very small, homogeneous sampling of Apache Junction. With greater distribution, better accessibility, and bilingual capabilities, the results would offer a more substantial representation of community values.

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The Apache Trail: Exploring the Road that Shaped the Landscape

History 485: History in the Wild

Group 4

Brian Simons, Kristin Keckler-Alexander, Clint Jones, Melissa Deal, and Gurpareet Rai

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Executive summary

Our group set out to examine the Apache Trail, how its creation related to the town of Apache Junction and how it continues to impact the community. As a student of history, the Apache Trail holds a long and rich history which truly explores how transportation needs shaped the growth of communities and even created communities. Our researchers began by breaking the tasks into sections, Kristin Keckler-Alexander would research the early Trail and the construction of the official road, Melissa Deal examined the more recent history of growth and expansions, Brian Simons compiled the literature review, and Gurpareet Rai worked on the analysis of road needs by examining Arizona Department of Transportation reports and the needs of Apache junction. A place history examines how a place has changed through time, the factors, the decisions, and how that place impacts the places surrounding it. In the case of the Apache Trail, the changes over time, with the exception of the construction, are less dramatic than one might find in another topic. The majority of the trail remains unpaved, with narrow lanes and tight curves to this day. Despite this, the Apache Trail has dramatically altered the landscape connected to it.

The results of our examination indicate that while sections of the Apache Trail are currently valued by the community, there is little data to indicate whether or not the community views the Trail as a whole as a valuable community asset, or if they feel a connection to the road as an integral part of the foundation of their community. The methods used to examine the community values surrounding the Apache Trail were not sufficient to capture the data necessary for such conclusions. Further data could be gathered using alternative, on-ground methods. Our group recommends that if the community wishes to explore this issue further, that the methods used should be designed to allow for a holistic view of the Apache Trail. We also recommend showcasing the trail as an example of how things and places that are not traditionally associated with historic connotation can, in fact, be driving forces within a landscape's history. Too often history is thought of as the actors, the people making decisions, taking

actions, and we forget that the setting of history can play just as a pivotal role in understanding the events. Places have history, and they have value, and as the history of the Apache Trail demonstrates, locations can be actors too. We believe that our project demonstrates not only the intrinsic value of the Apache Trail but its deep importance to both the foundations of Apache Junction and its continuing future. We hope that this project will encourage the people of Apache Junction to embrace this special road which has helped to shape the landscape of the region and will likely continue to feed tourism for many years to come.

Introduction

The original selected topic for the project was roads and transportation. In order to scale the project to a manageable level, the Apache Trail was selected for the project. We chose the Apache Trail as we began to learn about its interesting history and its importance in the formation of the town of Apache Junction. The town of Apache Junction began with a mercantile place on a remote highway junction that was a popular tourist drive. This junction is formed by AZ 60 and the Apache Trail. In 1922, an enterprising and savvy businessman named George Curtis established his roadside mercantile, from which grew the town of Apache Junction. Were it not for this former footpath, turned wagon trail, turned government supply road, turned tourist destination, George Curtis would likely have established his business in another location. In many ways, the town of Apache Junction began because of the Apache Trail.

The Apache trail has brought its history forward over the years as times and the town of Apache Junction has progressed. The Peralta family of Mexico discovered gold near Apache Junction in the 1840s, it is said that the family was ambushed by Apaches while on a gold expedition resulting in one or two family members left for dead. The Lost Dutchman was named after a German/ Dutch immigrant miner who discovered the mine in the 19th century, and the exact location has been kept a secret even to his passing. The trail has taken on this legend as many have come in search of the lost mine. The

Apache Trail is classified as one of the most scenic and adventurous routes in the American Southwest. The Apache Trail was used as a migration route by the Apache Indians and named after them. Raids were the main reasoning the Apaches used the trail against other native groups in the region. The trail became known as the Yavapai or the Tonto trail after the arrival of Anglos in the 1850's. Interest grew in the region after the Apaches were defeated by the military in the 1860's which made interest grow in the region. This is a brief analysis of the Apache Trail in the past and how tourist since 1960 have been visited this historic mountain highway and have seen remarkable scenery.

The Apache trail has changed so much over time as it is a tourist hotspot with amazing views along the way. Travelers get to explore the natural beauty and the history of the Superstition Mountains and the Tonto National Forest. Within Apache Junction, future values they hope to contribute to the trail would be focusing more on transportation needs. There is a set of plans and goals they hope to accomplish for the future. With the addition of bike paths as well as potentially adding pedi cabs it would be a significant change and a huge contribution to improving the Apache Junction.

The biggest surprise for the team in the research was how much important history was linked to the Apache Trail. When you think about the Apache Junction and the Apache Trail the first thing that might come to the mind of someone who doesn't know much about it, would be the beautiful scenery and different activities to do. There is so much important history linked behind the Apache Trail and after researching more you get to put the history in your mind to add depth as you evaluate photos of the iconic scenery and the trail.

The intent of this project was a place history of a historic location connected to Apache Junction. A place history examines how a place has changed through time and how that place impacts the landscape it resides within. In the case of the Apache Trail, the physical changes over time, with the exception of road construction and maintenance, are less dramatic than one might find in another topic. Despite this

seeming lack of change, the Apache Trail has dramatically altered the landscape connected to it for more than a century.

To assess the current community values of Apache Junction, Arizona State utilized Maptionnaire, a website survey which utilizes crowdsourcing methods to collect community value data. This tool provided a great deal of information for researchers examining the community of Apache Junction and allowed for smarter recommendations and suggestions to be formulated. The goal of any public history/community partnership project must always be to develop products that hold a value for the community. This method of survey allowed students to gain deeper insight into the modern values and priorities of the community.

Our objective was to explore how the Apache Trail has shaped the landscape and how it impacts the modern communities. Our results clearly indicate that the Trail has had a significant impact on the landscape and continues to impact the community as it serves as the primary route for access to several key historic, cultural, and recreational locations in the region.

Literature

The literature relating to digital history is optimistic about the future and possibilities while being skeptical, or fully critical, of contributions to date in terms of potential and scope. Paul Bennett captured the broader use of internet tools to gather, collaborate, and disseminate historical information and documents online. Bennett defines digital history as the “use of digital media and tools for historical practice, presentation, analysis, and research”.²² There is a difference between the early uses of computers and the online collaboration available to historians today and critiques were plentiful in the 1990’s. Contemporary students, as digital natives, and teachers are moving towards digital history

²² Paul Bennett, “Historians and Digital History: Why Do Academics Shy Away from Digital History?” . <http://activehistory.ca/2013/06/historians-and-digital-history-why-do-academics-shy-away-from-digital-history/>, (June 6, 2013).

tools because the generational culture is taking them there. Still Bennett claims that “academics remain remarkably reticent to engage in digital history, just as many are openly disdainful of the social media”.²³ Sean Kheraj wrote an article focusing specifically on virtual reality (VR) and used literature dating back to 1992 to make his claims. He posits that VR is an exceptional tool for teaching and research. Historians and students can use the tools to “experience a sense of presence” in not only using contemporary images and graphics but 19th and 20th century images that can be adapted.²⁴ This can be a powerful ‘primary source’ that may enhance the experience of the user.

Kheraj’s bullishness is not universal, far from it. Timothy Brennan openly declares that after much “investment and hype” that the returns to digital humanities practitioners and students is negligible.²⁵ Brennan admits there have been contributions in terms of solving more complex problems and better delivery systems (i.e., smart texts, big data, etc.).²⁶ At issue for Brennan is diligence and integrity. He agrees that aggregating data and presenting it beautifully is enabled by digital tools but classic processes like assessing data and interrogating facts give way to bigger data schemes that don’t deliver as much value. Another criticism is “distant reading” which uses computers to skim texts rather than a human pouring over journals and books. Brennan makes strong points but all he summarily accomplishes is arguing that digital tools cannot be the only tool and yet there is still value in subscribing to them in the humanities disciplines. As usually happens, the question is not binary in terms of whether to use digital tools or not. The solution is to find when and how to use the tools to extend research and teaching to a more valuable, higher level.

²³ Ibid.

²⁴ Sean Kheraj, “The Presence of the Past: The Possibilities of Virtual Reality for History.” <http://activehistory.ca/2017/02/the-presence-of-the-past-the-possibilities-of-virtual-reality-for-history/>, (February 21, 2017).

²⁵ Timothy Brennan, “The Digital-Humanities Bust.” <https://www.chronicle.com/article/The-Digital-Humanities-Bust/241424>, (October 15, 2017).

²⁶ Ibid.

Daniel Cohen and Roy Rosenzweig offer the most objective view in recognizing that there is promise and peril in digital tools being used.²⁷ They correctly posit that the tools make it tougher to discern true from false and might be ahead of behavior and procedural capability in the classroom. At the same time, some argued that these tools would free students, teachers, and researchers to collaborate and achieve new levels of productivity and effectiveness. Cohen and Rosenzweig declare both sides to have been wrong. They list the strengths of digital tools as “capacity, accessibility, flexibility, diversity, manipulability, interactivity, and hyper textuality (or nonlinearity)”.²⁸ Their balanced view also posits the risks or weaknesses as “quality, durability, readability, passivity, and inaccessibility”.²⁹ This is the best summary of what could happen (strengths) and what might go wrong (weaknesses).

It is worth noting a few examples in literature when digital tools have gone “right”. Tina Adcock et al., articulated how blogging has changed the approach and outcome of Canadian historians. They argue that blogging “has encouraged new forms of historical storytelling and the inclusion of underrepresented and marginalized voices in public discussions”.³⁰ Adcock et al., caution that there are still challenges but as faculty and others shift their styles toward more digital tool sets, the inclusion of these approaches will become more practical and accepted on campus and beyond. Josh MacFadyen and Andrew Watson show a project in action using the tools and their utility. In their project focused on energy shifts in agriculture, digital tools offer a deeper experience to the reader to enhance the effect of the data presented.³¹ Images of landscapes and graphics show the flow of energy through ownership

²⁷ Daniel Cohen and Roy Rosenzweig, "Digital History: A Guide to Gathering, Preserving, and Presenting the Past on the Web." Center for History and New Media. <http://chnm.gmu.edu/digitalhistory/introduction/>.

²⁸ Ibid.

²⁹ Ibid.

³⁰ Tina Adcock, Stacy Grant, Beth Robertson, and Corey Slumkoski, "Canadian History Blogging: Reflections at the Intersection of Digital Storytelling, Academic Research, and Public Outreach – Journal of the Canadian Historical Association." <https://www.erudit.org/fr/revues/jcha/2016-v27-n2-jcha03136/1040560ar/>, (July 20, 2017).

³¹ Josh MacFadyen and Andrew Watson, "Go Big or Go Spruce." <http://niche-canada.org/2018/04/02/go-big-or-go-spruce/>, (April 02, 2018).

transitions of a farm, a historic picture offers historical depth, aerial photos show landscape changes over time, and so on. The digital tools don't make the story, but they certainly make the story more accessible (via blog) and more interesting for the reader. Lisa Lane discusses how she has used digital tools to make her classroom experience better for students and as a teacher. She claims that "primary sources are easy to find online" and that she uses "discussion boards as workspaces for constructivist activity, rather like history labs".³² She uses the online forum as a depository for student theses, sources, and more. The collaborative approach for the students and the visibility for her make this an effective approach. This example is interesting because it doesn't depict a new activity per se (i.e., writing theses and turning them in) but rather using digital tools in the classroom to enhance the experience within a similar structure. Summarily, the literature suggests that currently digital tools are not guaranteed to add value but to extend existing processes and tools it appears to add value and will only continue to gain momentum over time.

Translating digital tools to Apache Junction is and to the local history itself is interesting and leaves room for additional writing and research. Catherine Ellis and D.L. Turner wrote about a historic "pathfinder" named A.L. Westgard.³³ He was a writer in the first quarter of the 20th century with a focus on "pioneers" in the western U.S. who were opening "the country for habitation" in the late 19th century.³⁴ Although Westgard writes about the broader southwest, Ellis and Turner use his contributions to establish "automobile tourism in Arizona".³⁵ Westgard took his first road trip, a transnational one, in 1910 taking 49 days to go from New York City to Los Angeles in a 40 horsepower Premier automobile.³⁶ He described some of the Arizona roads as being rough but continued forward

³² Lisa Lane, "Constructing the past online: Discussion board as history lab." *The History Teacher* 47, no. 2 (2014): 197.

³³ Catherine Ellis and D. L. Turner, "" The Trail to Sunset": Anthon L. Westgard and the Dawn of Automobile Tourism in Arizona." *The Journal of Arizona History* 54, no. 2 (2013): 111.

³⁴ Ibid.

³⁵ Ibid.

³⁶ Ibid, 114.

writing articles and notes along the way. This experience is important because it establishes the adventurous mentality of traveling by car in the southwest and, more specifically, in Arizona. Westgard wrote about his good experience at the ruins at Tonto National Monument in 1920. That location is five miles east of the Roosevelt Dam and he took the Apache Trail to get there as the ruins are a mile south of the trail.

Nearly 100 years later, the blog entitled "Roadtrippers" anointed the Apache Trail as "Arizona's most epic scenic drive".³⁷ The blog lists many scenic and interesting places along the trail, one of which is the Lost Dutchman State Park in Apache Junction. Tom Kollenborn, a historian who has dedicated decades of writing to Apache Junction, declares that the Apache Trail is "one of the most adventurous and scenic routes in the American Southwest". Kollenborn dates the route of the trail back to 900 CE and was used by native Americans while the first stagecoach and automobile used the trail in June and August of 1905 respectively shortly after construction was complete to become a drivable road.³⁸ The Apache Trail was "dedicated as Arizona's first historic highway on February 25, 1987, at Lost Dutchman State Park".³⁹ The trail is a distinct piece of American and Arizona history. One of the most famous travelers on the trail was Teddy Roosevelt in 1911. An avid supporter of Arizona and a passionate outdoorsman, Roosevelt drove the trail en-route to dedicating the dam named in his honor and compared the beauty to other more famous wonders of the world which we will discuss later in this paper. Roosevelt originated his journey in a parade in Apache Junction (see Appendix B to mark the location of the parade and a corresponding picture) and then drove the distance in the left seat (see Appendix G). To contrast the historical view and the contemporary view see Appendix H. The first image is a supply train passing the trail circa 1915 and the second image is a tourist view in April of 2018.

³⁷ "Conquer the Apache Trail: A 120-mile White-knuckle Scenic Drive through the Superstition Mountains." Roadtrippers. <https://roadtrippers.com/trips/19485131>.

³⁸ Tom Kollenborn, "THE APACHE TRAIL." Apache Junction Public Library, <https://www.ajpl.org/wp/wp-content/uploads/2017/02/History-of-Apache-Trail.pdf> (1980).

³⁹ Ibid.

The underlying attributes of the trail are largely the same, but the vehicles have certainly changed! The Apache Trail now originates from Apache Junction and the history and attraction of the trail is tied to the city and in this way the two share one of the under discovered, beautiful experiences in Arizona and the broader Southwest U.S.

To bring this depth into focus with the data that will be presented in this paper, place attachment and landscape values are crucial to the connection between the survey results and why the Apache Trail is important. Gregory Brown and Christopher Raymond have written about “the values people associate with places or landscapes”.⁴⁰ They argue that the connection between a landscape and people is real and it doesn’t have to be social in nature, it may be emotional or spiritual or some other connection. They advocate the use of scales to measure attachment and they advocate the use of surveys where users can identify locations or areas as “special places” as an effective way to gather and assess place attachment.⁴¹ This is the approach used in the survey we will discuss later in this paper. Summarily, by gathering quantifiable feedback, researchers can aggregate data to discern points of interest that present value to the community and its visitors. As discussed previously, the Apache Trail doesn’t get identified as a point of interest because it is a road but the aggregation of data to be discussed shows that the trail (including its extension beyond Apache Junction) is, in fact, a deeply important ‘point’ in Apache Junction.

⁴⁰ Gregory Brown and Christopher Raymond, "The relationship between place attachment and landscape values: Toward mapping place attachment." *Applied geography* 27, no. 2 (2007): 90.

⁴¹ *Ibid.*

Locations Examined

The team initially focused on two locations in Apache Junction: The start of the Apache Trail (around Flatiron Park) and the part of the trail as it exits Apache Junction which includes the Lost Dutchman Museum and the Goldfield Ghost Town. If you refer to Exhibit C, you will see the heat density in the middle of the map which is the start of the trail and the density in the far upper right of the map which are the museum and ghost town. The respondents were pointing out these locations but it is clear that the trail is the central connector to these locations. To broaden the view (see Appendix A), the respondents identified points from Apache Junction all the way to Roosevelt Lake and multiple locations in between. This may appear to be desperate points on a map but the common theme to most of those points is the Apache Trail. As mentioned earlier, the trail isn't explicitly identified but it is clearly a part of the community values within and beyond Apache Junction.

To compare the trail with another location in the study, the team selected Prospector Park. You can see the focus in the respondent data in the point just north of central Apache Junction (see Appendix C). A closer look reveals a more detailed set of data (see Appendix D) for these two locations specifically. Finally, a density map at close range shows the data being clustered in the general vicinity of these two points (see Appendix F). In terms of recreation and aesthetic value, Prospector Park scored highly among respondents. Prospector Park was highly valued for its recreation as it is functionally designed to serve that purpose in the community. Aesthetics was also important here since it was an area that was very well kept and beautiful with powerful views of the Superstition Mountains. However, it was noticed more for the recreational value. Even people who were not full-time residents claimed it as a place for recreational activities. Comparatively, the Apache Trail is highly recreational as it is a hot spot that features miles of scenic beauty and beautiful desert wilderness. Before it became the Apache Trail, it was the Native American footpaths (which is how the trail got its name) and crossed the

Superstition Mountains. This trail gives an experience of a lifetime as one gets to follow the footsteps that Native Americans once walked over 100 years ago. It is highly regarded for its recreation as it gives tourist and local residents an amazing view and numerous amounts of fun activities as well.

If we compare the two in terms of natural and cultural values to the community, the feedback favors the Apache Trail. When it comes to the natural and cultural values at Prospector Park they seem to be less important as recreational and aesthetic. Since Prospector Park is a park in Apache Junction, it does make sense to have natural values within it because of nature, but it still does not seem as important as other values. The cultural part seems to be set on the softball fields which brings a sporting culture to the park. The Apache Trail is highly recognized for its natural and cultural values as the Apache Trail was named after the Apache Indians who used these routes historically and were previously referred to as the Native American footpaths. The Apache Trail received the honor of being the only recognized historic and scenic highway in Arizona which took place on February 25, 1987. So, the natural and cultural values favor the Apache Trail because of its history, connection to the environment, and natural elements. Summarily, both locations hold high value for the respondents, but the Apache Trail clearly holds more value in a historical and cultural context.

The demographics of respondents in the data discussed in this paper includes 40% male and 60% female. Respondents that marked Prospector Park as a place of value were more balanced with 51% female and 49% male (see Appendix E). Specific ages were not collected but well over half of respondents were older than 44 years of age and 52.1 was the median age for the Apache Junction as whole in 2016.⁴²

⁴² "Apache Junction, Arizona Demographics Data," Apache Junction AZ Demographics Data (2016), www.towncharts.com/Arizona/Demographics/Apache-Junction-city-AZ-Demographics-data.html.

Recommendations

These results have provided much food for thought. In regard to future work for public historians interested in preservation or projects, we advise that the work in conjunction with community partners to identify areas in the community which hold significant value for the community in order to develop projects that will benefit Apache Junction. However, we also advise that, like our project, that areas which are not easily identified by certain methods not be discounted or overlooked. These projects could increase and improve the visibility of areas which might hold significant value if properly explored and documented. Our group recommends that if researchers seek to explore this issue further, that the methods used should be designed to allow for topics such as the Apache Trail to be more accurately analyzed.

We strongly encourage the sustainability planners to examine the Maptionnaire data regarding the community values. There are high levels throughout Apache Junction, of value placed on greenspace, access to nature, and aesthetics. This is a community which regards their location and wilderness areas and valuable and integral to their community. Therefore, in order to advance growth and retain those areas, planners must develop close connections to the community and respect their values.

Finally, to Positively Apache Junction, we recommend they continue to seek out, explore and promote the incredibly rich and deep history of their community. For a relatively young community, they are wealthy in historic, natural and cultural history. We urge the community partners to continue to engage the public, to keep the residents of Apache Junction connected to their history and community. This will allow for public support of preservation and protection efforts as well as provide community backing for responsible development and growth.

Conclusions

The data discussed in this paper suggest that the respondents in Apache Junction value various points in and near Apache Junction but the trail itself may not be valued as a community asset. A majority of the trail is outside of Apache Junction and that may explain this. As discussed earlier in this paper, people tend to value people and actions over history as valuable. The data from the survey suggests that people value the places where they may be active and build experiences as well. The Apache Trail is something bigger than the road that carries the name. It represents a passage to a rich history in the area. It represents a gateway to the places of value to the residents and visitors of Apache Junction. This research shows that the trail carries value for the community even without the direct recognition that places like parks and museums get in the survey. Other places have thrived with concepts like this. Williams Arizona is a location with a history and ambition like that of Apache Junction. Williams has embraced a location that is viewed as a global treasure, the Grand Canyon. The canyon is not located in the town, but Williams serves as the gateway to the Grand Canyon and benefits from the location and the association. This research shows the same opportunity for Apache Junction. There are many locations of value within Apache Junction but the values of the town and its visitors go beyond town borders and the Apache Trail takes them there. The Apache Trail is an integral part of the Apache Junction community, history, and future.

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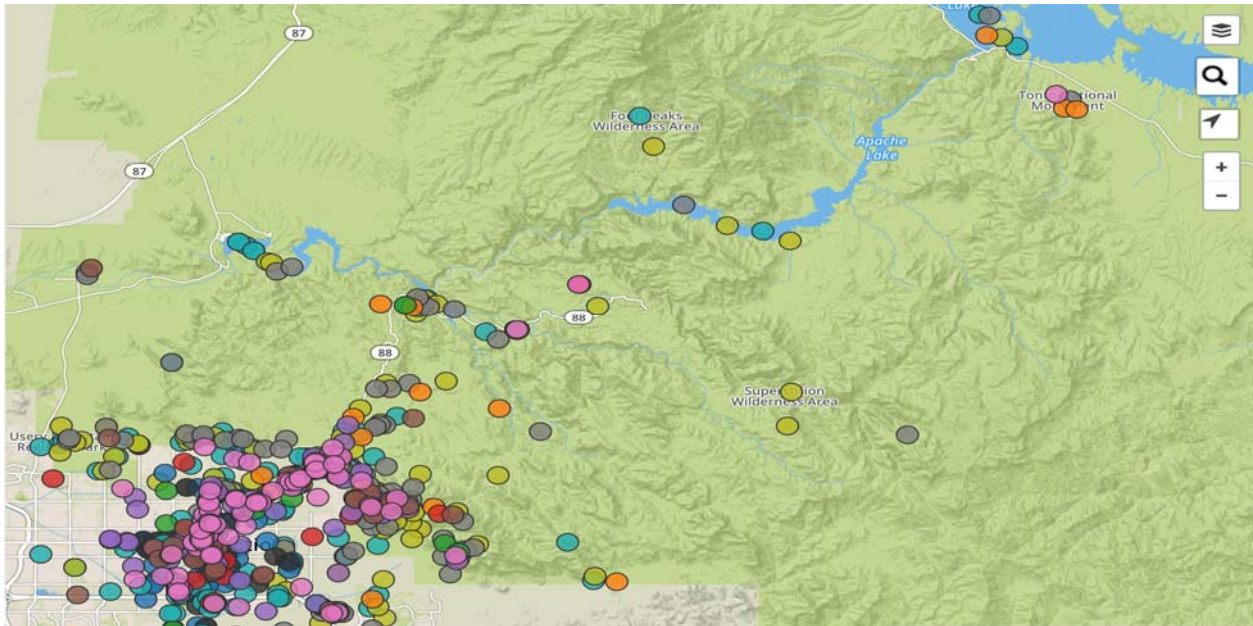
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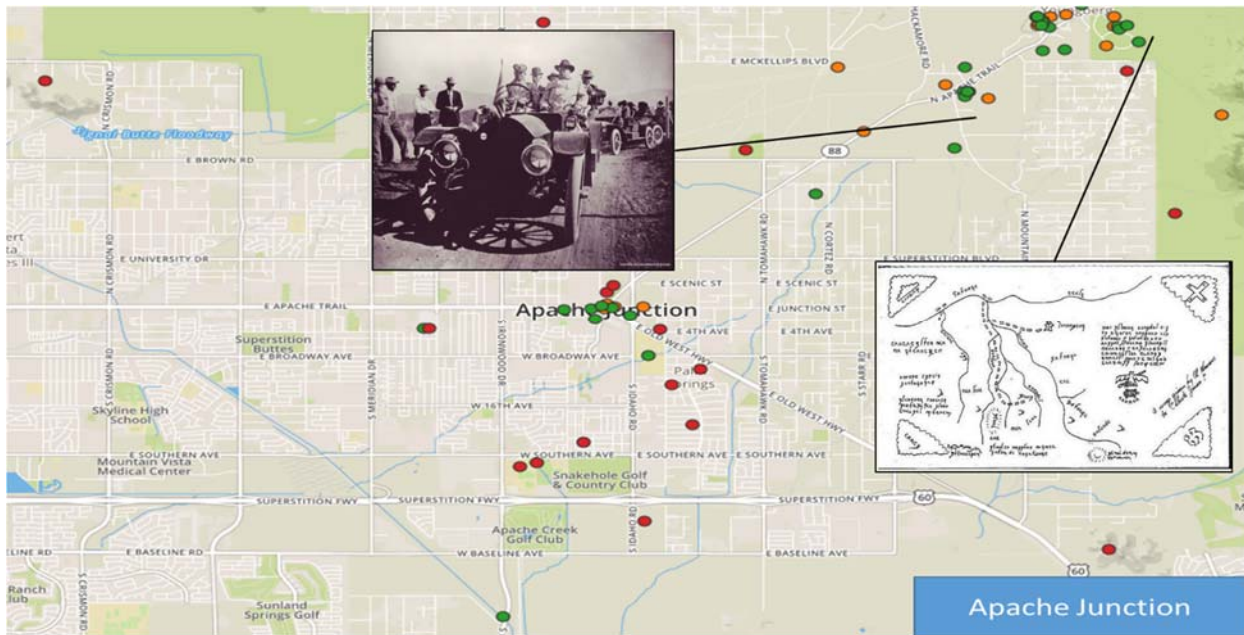
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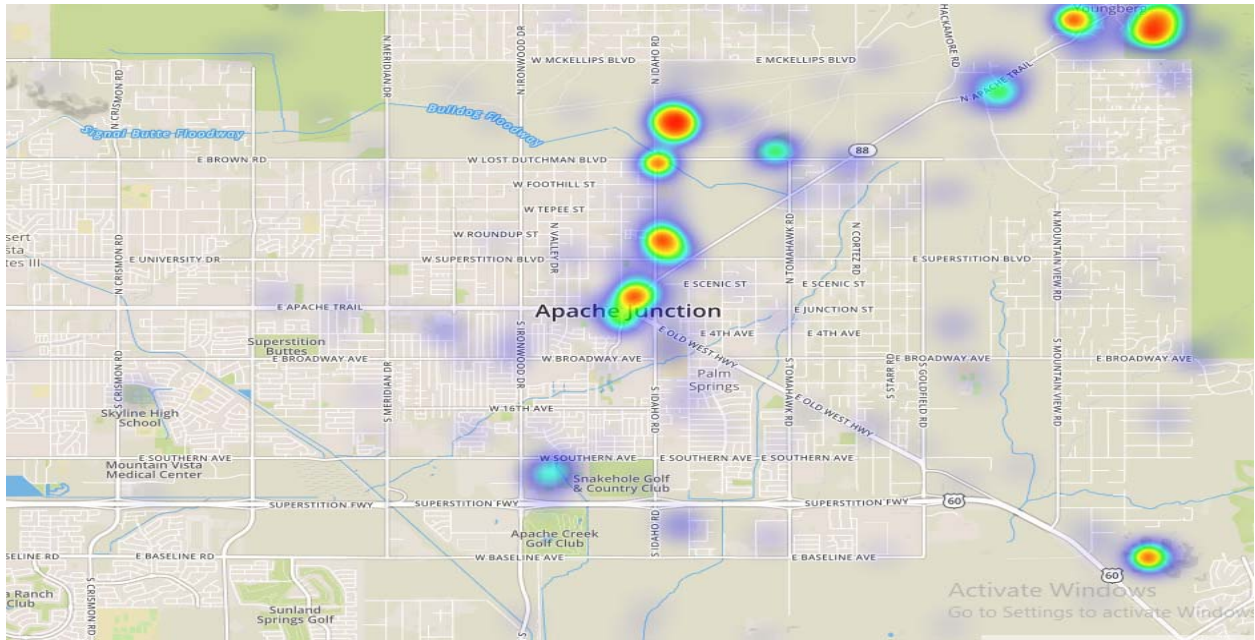
Appendix A – Points of Interest



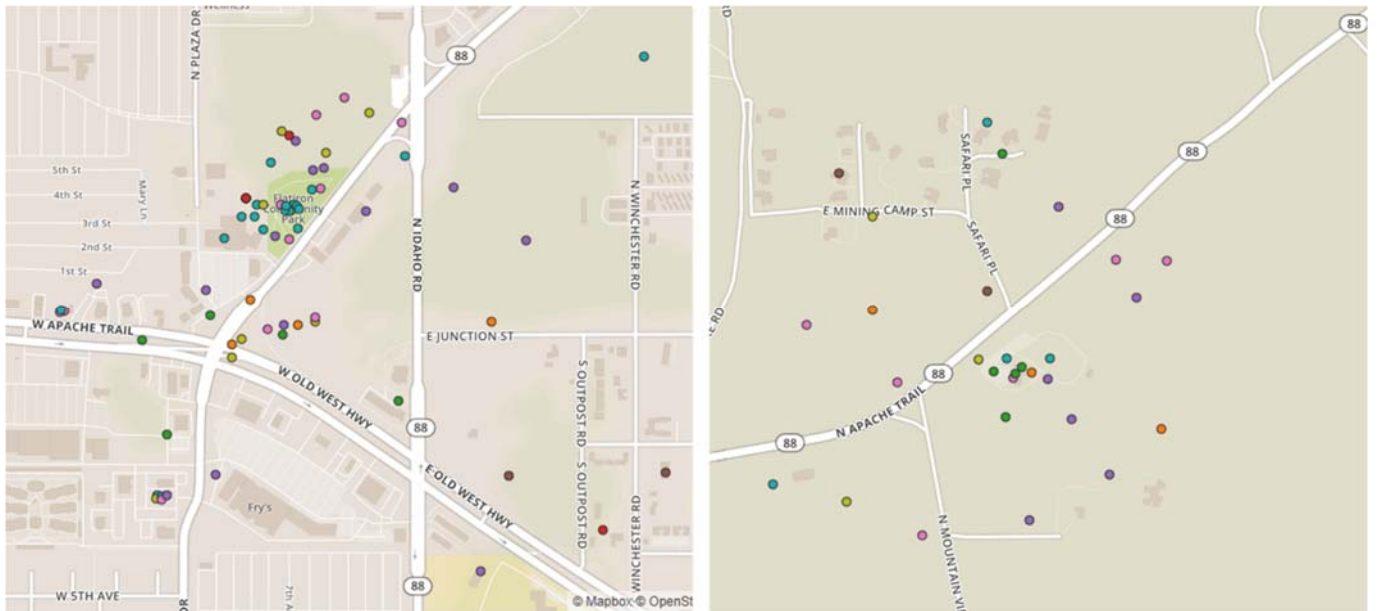
Appendix B – Historical Points



Appendix C – Density Mapping

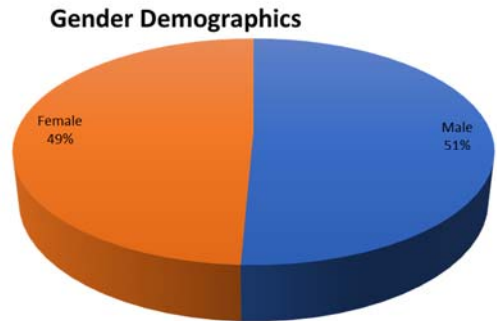
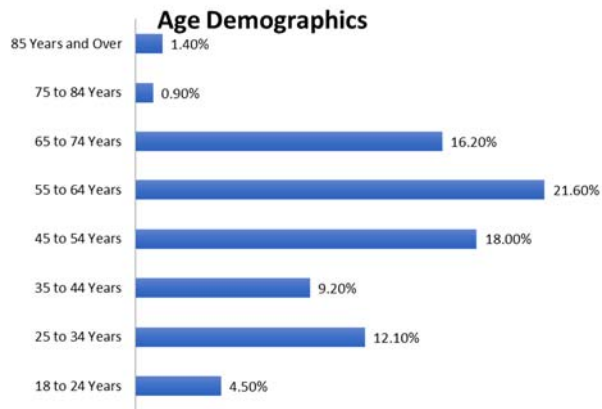


Appendix D – A Closer Look

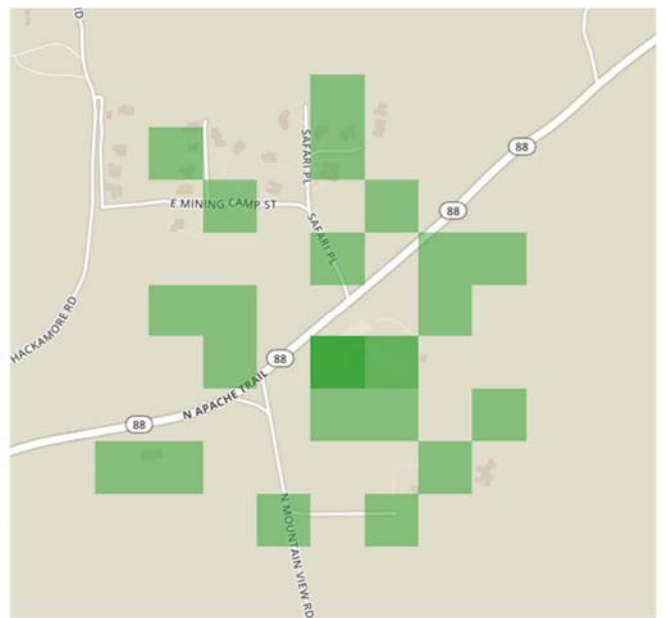
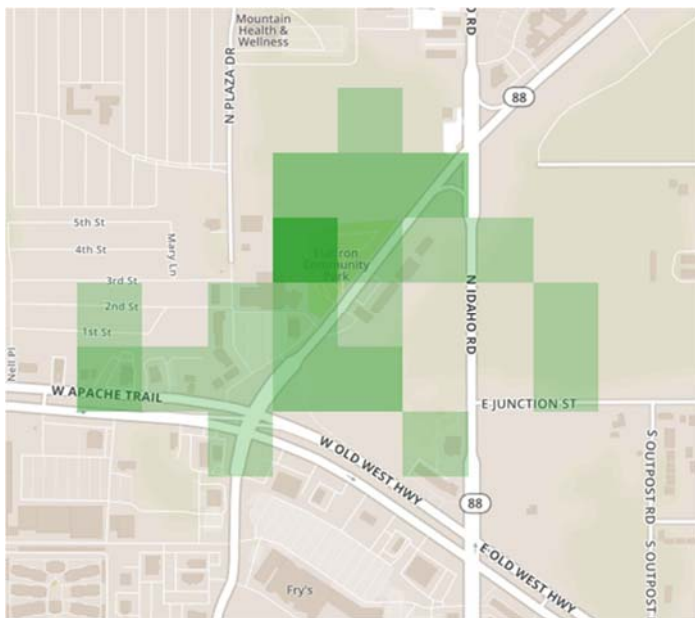


Appendix E – Demographics

Prospector Park



Appendix F – Density Maps



Appendix G – Roosevelt



Source: Photographs, Records of the Bureau of Reclamation, 1889 – 2008, Photograph albums, 1903 – 1972, National Archives, College Park, MD.

Appendix H – Past and Present



Source: Photographs, Records of the Bureau of Reclamation, 1889 – 2008, Photograph albums, 1903 – 1972, National Archives, College Park, MD.



Source: <https://media-cdn.tripadvisor.com/media/photo-s/07/0f/7b/cb/apache-trail-scenic-drive.jpg>



[DOCUMENT TITLE]



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Executive Summary

The purpose of this project was to gather information about Apache Junction and the resident's perceptions of the area. We sought to use place-values to best understand what parts of the area the residents and visitors enjoyed the most, as well as what areas they felt less positive about and what ways they felt the area could be improved. The focus of our blog was bring awareness to the wealth of history in the area as well as the role some of the recreational trails played in helping this burgeoning city to expand and grow over the past few decades. The blog contains information about the area to increase the general knowledge of the residents or visitors and then to pique the interest of potential visitors. We used a Maptionnaire survey to collect place-value data relevant to the area in order to form a place-history of the Apache Trail and the Lost Dutchman Marathon trail. The survey yielded ample results: over a thousand place-values on the map placed by over a hundred participants of varying socioeconomic niches.

Introduction

Our group, Group V, sought to learn about how the residents felt about the recreational opportunities offered within the community, specifically focusing on the ample trails in the area like the Apache Trail and the trails in the Lost Dutchman State Park. We used a blog to share information about the area and a Maptionnaire survey to gather data. The Community Values Mapping Exercise was designed to address from several angles different aspects of the community's development and sustainability. Partnering with different community leaders, the survey was disseminated to a wide audience to invite them to take part in Positively Apache Junction's participatory mapping project in order to gather as many place-values as possible. Using the Maptionnaire survey, we discovered that Apache Junction's proximity to the vast wilderness seems to have instilled an abiding love for nature in the residents. We recommend to other historians seeking to gather similar data that they undertake a similar process of identifying key members and organizations in the community and coordinating with them to reach residents. We also feel that Maptionnaire's intuitive design makes gathering place-value data simple and informative.

Methodology

A place-history is a method of gathering historical information about a specific location in order to determine historical and community values in the area. Some of the ways historians have of forming place-histories is via the use of GIS software and geo-spatial mapping. Viewing aerial photos of the same area over several different years is another excellent way of gather place-history data.

Our project methods consisted of researching and gathering primary resources and reliable secondary sources. We focused on our defined research problem to show the changes of a specified area in Apache Junction through time. For our place history we narrowed down the physical area to the Superstition Mountain and Apache Trail. Apart from research-based information we also gathered images of our specified place from as early as we could find to present time. We were able to gather

images from the same location at different periods of time. When placed side by side this created a rephotography.

Maptionnaire proved to be an invaluable tool for the purposes of the Positively Apache Junction Project, and we can see that the resource can prove indispensable for historians hoping to gather information related to residents in any particular area of interest. Maptionnaire allows the data-gatherer to input questions and value-judgments in various formats in order to conduct a survey of individuals in relation to a specific location. The example used by the company is that of urban planners utilizing Maptionnaire to gather opinions of the residents to determine the best way to proceed with urbanization and community improvements. The software is somewhat costly and could prove prohibitive to individuals looking to pay out-of-pocket to use the software, but for organizations and groups, the cost is really not exorbitant.

Literature

The literature which we found to be the most useful were the resources provided in the Apache Junction resources. Specifically, the Tom Kollenborn Chronicles provided the bulk of the historical research. Over the last ten years, Mr. Kollenborn has written a weekly article focusing on various aspects of Apache Junction, the Superstition Mountains, the surrounding area, and the history associated with it all. Other sources of useful literature and photos were the Bureau of Land Management and the US Geological Survey.

Digital history is the use of digital technology to utilize large amounts of data, such as a collection of letters or court records, or a writer's corpus. There is a wealth of tools available to scholars to comb and mine Big Data to reach conclusions and conduct studies that would otherwise be too tedious or time-consuming to be effective. Some examples of the tools available to scholars (and some are even available to the public for free) are Voyant Tools (an excellent way of compiling large bodies of text in a simplified format and is free and available to the public), Web Scraper (a free Chrome plugin used to mine data from Web sites), and Maptionnaire, which has already been discussed above.

One of the ways community values mapping and participatory mapping is so useful is its role in fighting urban poverty and assisting urban revitalization. Urban poverty is a widespread issue that affects approximately 43.1 million people in the US and 3 billion people to some degree worldwide. People living in poverty do not have access to the same or equal resources that others do, such as job opportunities, adequate housing, safe neighborhoods, and a plethora of other challenges these people face daily. Participatory mapping (which can be conducted in ways other than via Maptionnaire, which can be moderately exclusive due to computer and internet requirements) is a valid and viable method of combatting urban poverty by letting residents voice their opinions and grievances so that city planners involved in urban revitalization can take these factors into account and address these issues. Place attachments also play a part in these activities. By gathering personal stories from residents via participatory mapping and community values mapping, areas of high interest can be easily marked and studied, and people in charge of community planning will have this data available to them and can preserve areas of popular interest that may not immediately seem valuable from a resource or historical perspective.

Comparing Locations in the Past and Present

We looked at locations that were related to recreation within and around Apache Junction. These included the Superstition Mountains, Goldfield Ghost Town, Lost Dutchman State Park and Prospector Park. These are 4 of the primary locations within the City that have values on the survey for recreation. They also have some other values that makes these locations interesting to as part of the survey.

Within the survey results, there were 271 different plots on the map that made up recreational locations for the respondents. This was by far the largest number of results compared with all of the other options that the respondents could have plotted.

One of the locations our group focused on during the project was Lost Dutchman Park. This is a very important location for Apache Junction as it is used for many different types of recreation and also brings residents and visitors into the area. The history behind this area is also very vast as it is one of the gateways into the Superstition Mountains.

You name the plot point category and Lost Dutchman Park is filled with it. One history comment states “Knowing how and why the area was settled is important to understanding the people who continue to live here”. This is a very important comment to the history of the area. Nature and recreational plots fill up the area with all of the other plots also scattered around the area.

Another location in Apache Junction that we did not focus on, but which is filled with present and past recreation plots is the square mile which encompasses both Prospector Park and Rodeo Park. Prospector park is a family park where families gather for activities, the Lost Dutchman Marathon comes to conclusion and sporting events take place. Rodeo Park is best known as the location where visitors can experience the “Wild West” of the past and present. The Lost Dutchman Rodeo also takes place in this location.

Both locations are vast with recreational plots by our respondents. Along with these plots, we find many other plots including a very important one to include special places. These are the memories that people have which will have them coming back to visit. They also have some cultural plot points which show us that people find the history of these places important to them as well.

Visualizing Locations

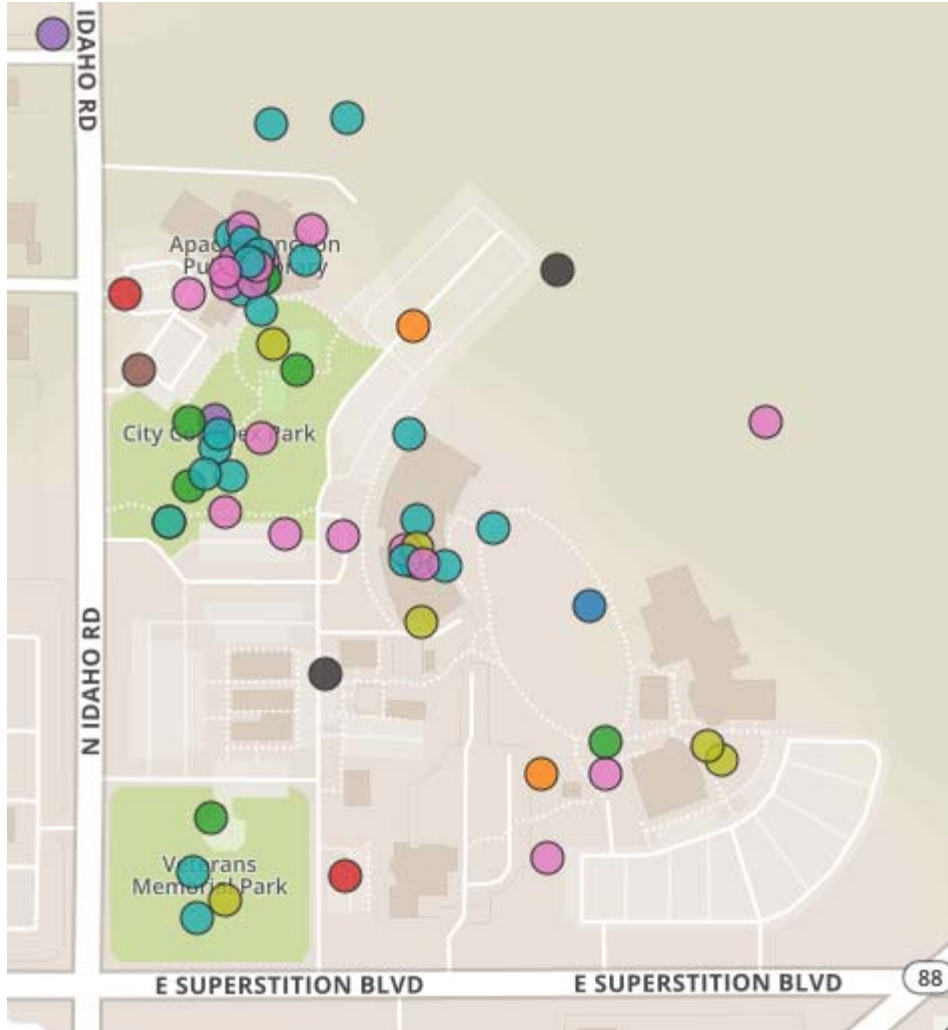


Figure 1

This screenshot of the Maptionnaire survey shows the City of Apache Junction Government complex as well as the city Library. At the south end of the photograph is the Veterans Memorial Park. As seen in the photograph, the overwhelming amount of plot points here show us that people think of this area as a cultural site, especially when it comes to the library. What this means to me, reading this survey, is that the library is an important part of the history and lives of the people of Apache Junction. Second to that, the area shows to be an important recreational area. We have seen that throughout this project, recreation is an important part of the lifestyle and identity of Apache Junction.



Figure 2

Apache Trail and Old West Highway, the intersection where two main roads meet. The history of these two roads are how people from both the northern Apache Trail and the western Old West Highway found their way into the area of today's Apache Junction. We can see from the map that, though it is not littered with plots, it is full of a variety of plot points. The quote above was a historical point placed in by one of our respondents. To the residents of Apache Junction, this intersection appears to have some significance to them.

In the photograph below we can see the two roads coming to a "Y" where they intersect inside of Apache Junction. The historical significance of these roads to the city and the State of Arizona. The migration from both the north and the east to this part of the "Valley" is significant to where we are as a city and state now. The second photo shows the full loops and path of the roads. The last photograph is the current "Y" intersection as it looks today in an aerial photograph.

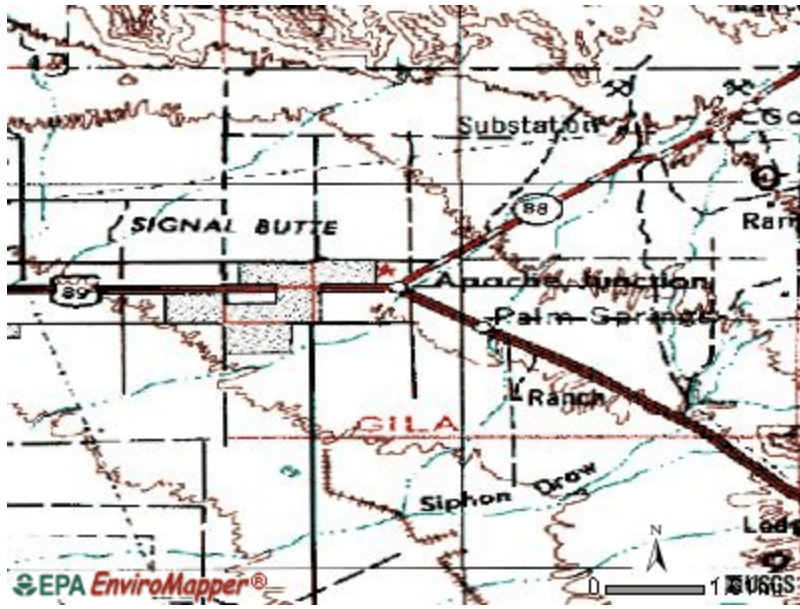


Figure 3

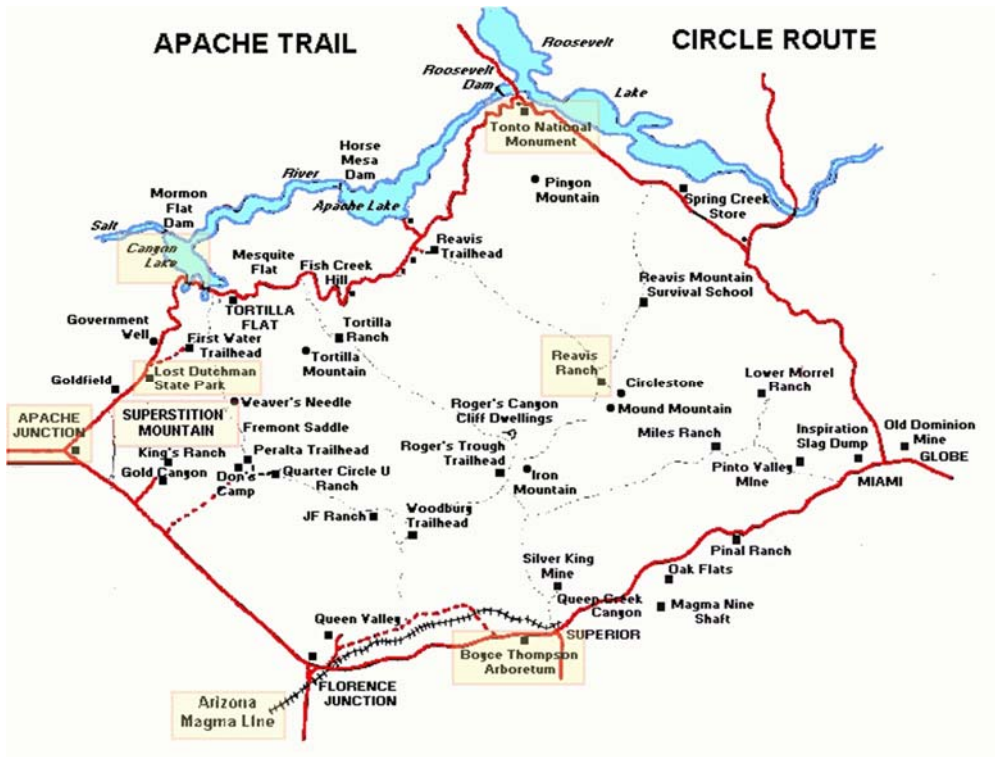


Figure 4

Visualizing Values

We hoped to learn from the visualizing values the explored the history and current usage of the Superstition Mountains and other recreational sites within Apache Junction. The plotted points of values were color coded depending on the meaning of the value. The values respondents were asked to identify included natural, cultural, spiritual, special places, personal history, community history, Arizona history, and recommendations. The image below depicts all values.

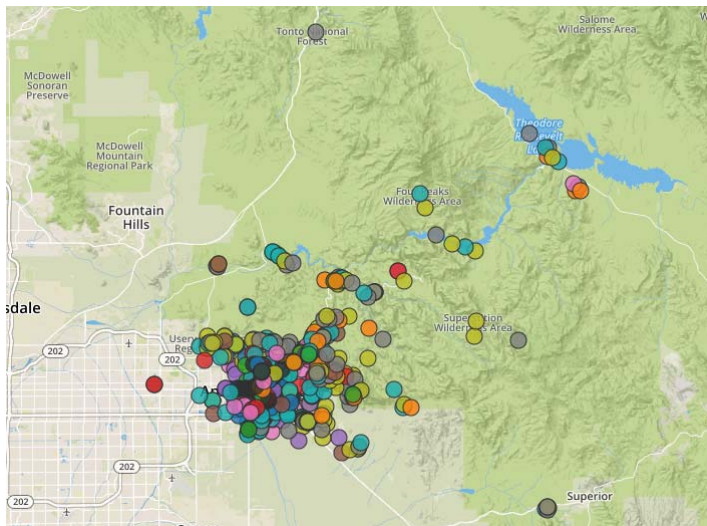


Figure 5

The blue dots represent recreational values that were plotted during the survey. Recreation had the highest percentage of overall plotting at twenty seven percent. This informs us the area is rich with memories and recreation has a strong value for the community. The Lost Dutchman showed high density values for recreation.

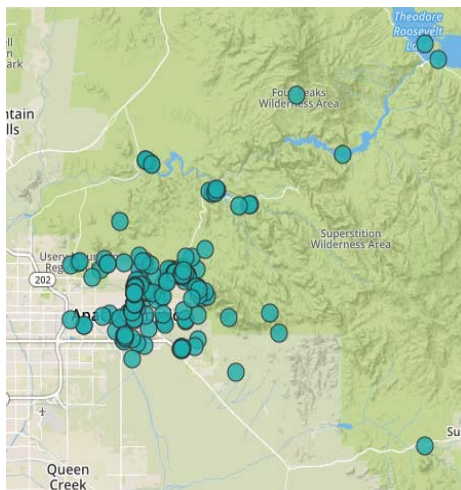


Figure 6

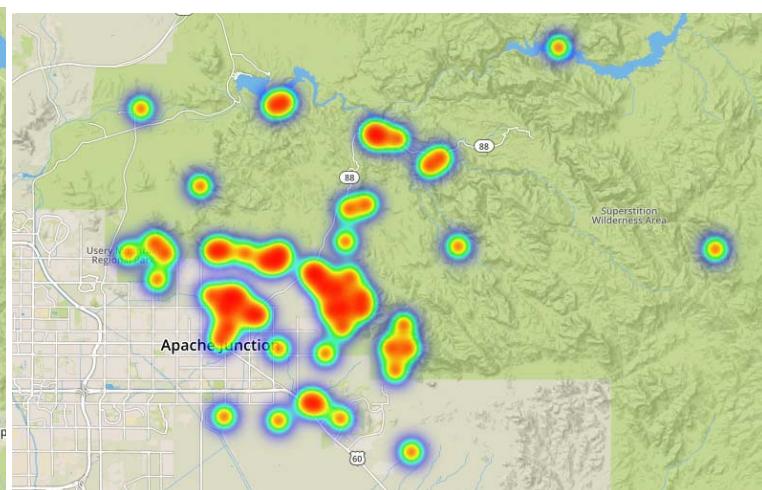


Figure 7

The superstition mountains itself received plots from the survey respondents for recreation (blue), special places (purple), and history (orange). We expected more plots for history since the area is rich in history. For instance, the Apache Indians considered it a scared special place. Ironically, it received many plots for special places today.

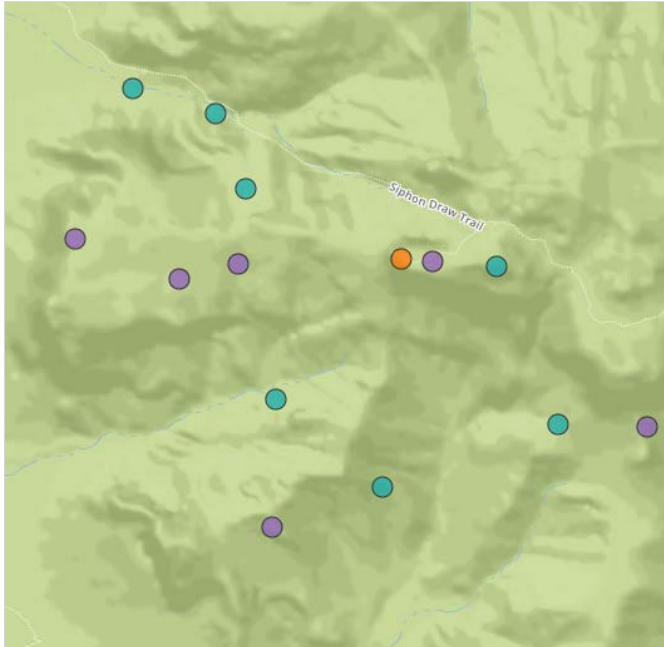


Figure 8

The Lost Dutchman State Park received similar plot values, while scoring higher than the superstition mountains in history.

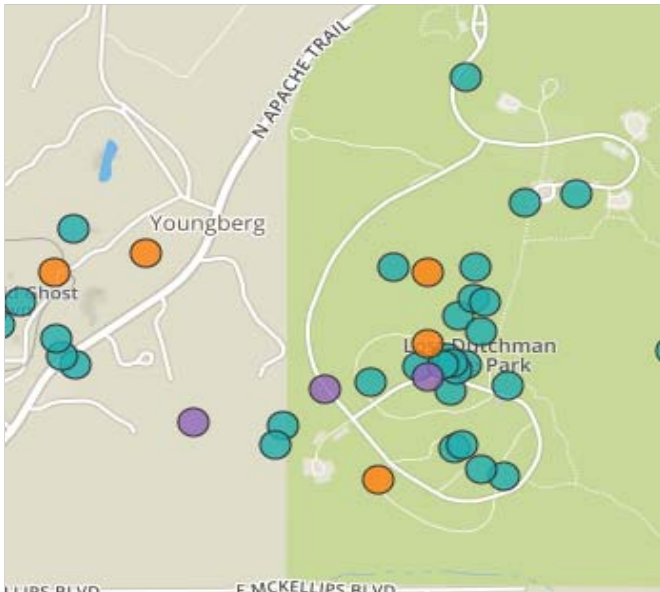


Figure 9

The survey allowed for comparison of meaningfulness of certain locations in the area. Almost 45 percent of respondents reported having high meaningfulness about Lost Dutchman State Park. A similar result was seen for Goldfield Ghost town.

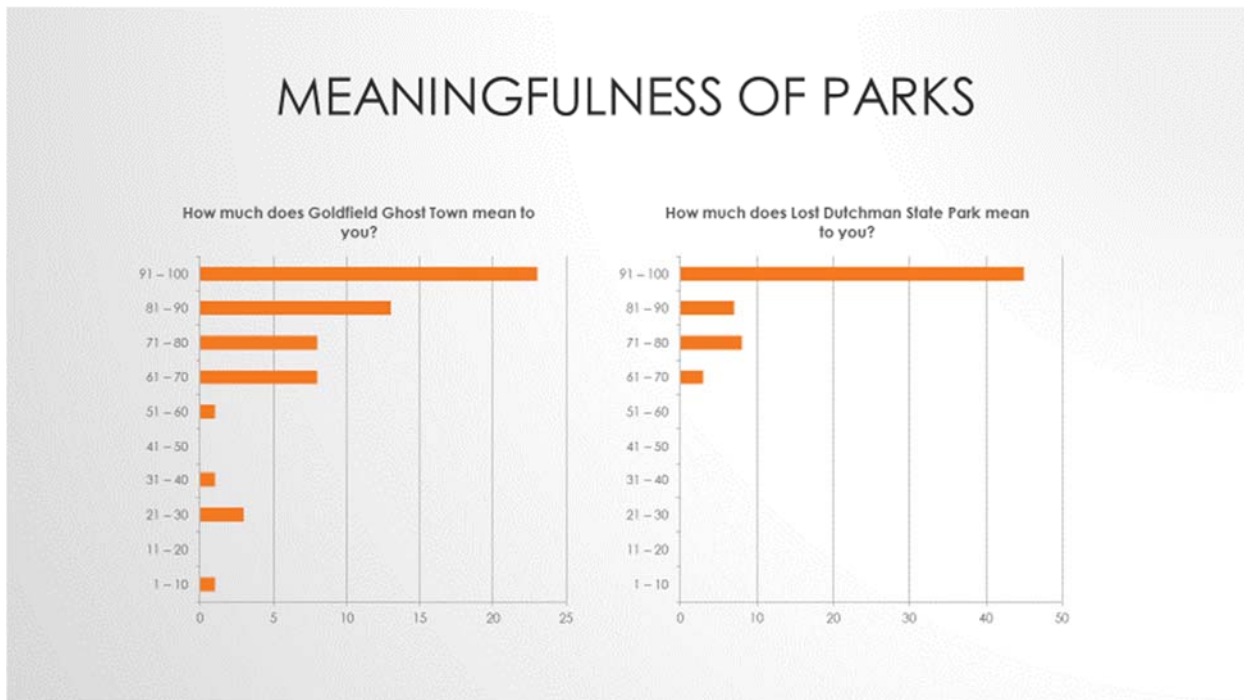


Figure 10

We made another comparison between Lost Dutchman Park and Prospector Park. Both had high recreational value. Only Lost Dutchman had history plots while Prospector Park had a personal history story plot. As we can see both parks are very meaningful but for different reasons. This can be seen more clearly in the second image below comparing all values at both parks.

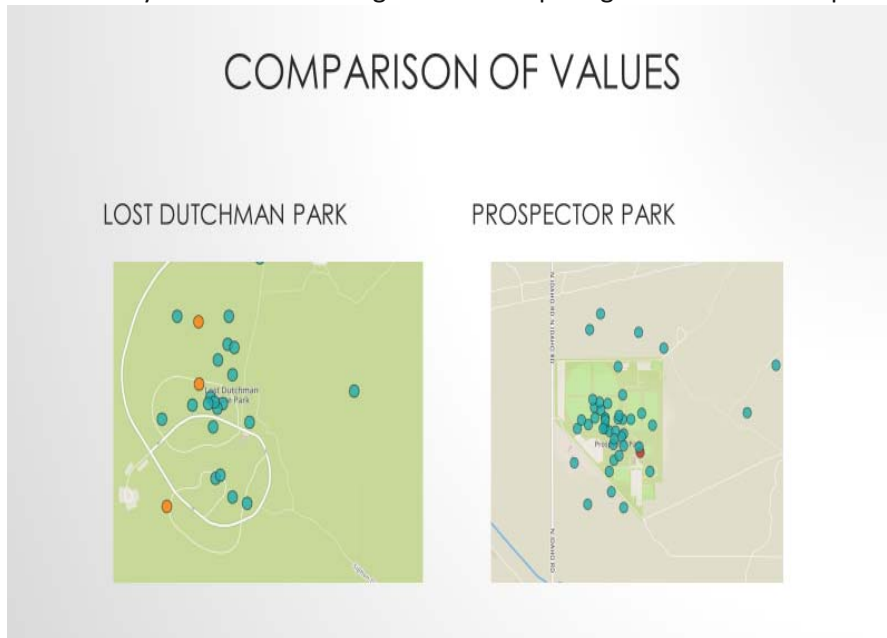


Figure 11

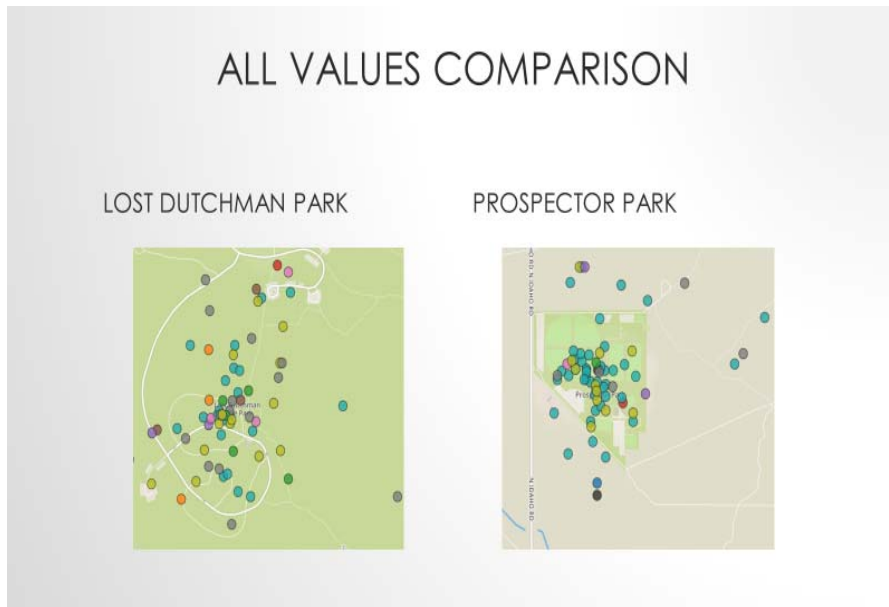


Figure 12

We learned almost all our respondents were full time residents as oppose to seasonal. The majority were in the ages between 22-45. We also had considerably more females than males that responded in the survey. These demographics may not necessarily represent all Apache Junction, just respondents to this survey. A comparison to a census check can help better determine the greater demographics and where our respondents fall within.

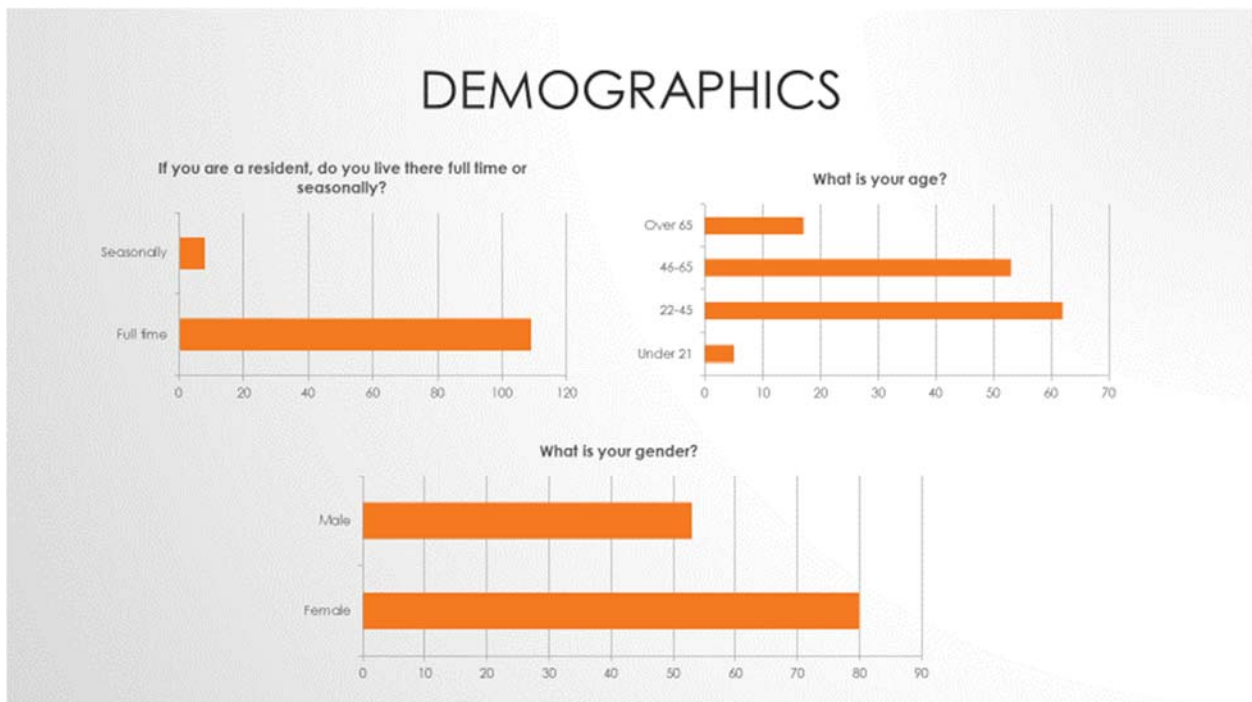


Figure 13

Although we received a vast amount of plotting, nearly a thousand plots. The values were limited to under 120 respondents, in a town of nearly 40,000 residents. However, the survey was only available for a short period of time, so it is still quite impressive. If we could make an improvement for the survey the next time, it would be to leave it assessable for a longer period of time.

Recommendations

Recreation is very important to the residents and visitors of Apache Junction. The history behind the parks and trails is also very important to those who are seeking recreation within the city. That being said, historians and government must do everything they can to secure the preservation of these parks and historical sites. While doing so, they must also continue to allow the public use for enjoyment of these same locations.

The east valley is still growing, and in a rapid pace. As part of this growth, the planners must be reminded of the beautiful sites that must remain as such. Though we all want to live within the nature preserves and beauty they possess, they must remain pristine for all future generations. The same can be said specifically for the City of Apache Junction. The pristine desert views and wildlife within must be maintained while moving the city into the next decade and beyond.

Conclusions

Reading a landscape can have various interpretations depending on the specific inputs that are entered. We found that there are many special locations within Apache Junction where residents and visitors come for recreation. One comment on the Superstition Mountain trails mentioned the family hikes which were taken in the area. These are the important types of values that should be strived for as a community to build a greater society.

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Photo Credits:

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<http://donationmovers.com/service/apache-junction-movers/>

<http://www.watsonswander.com/2013/driving-the-apache-trail/>

Appendices

- Fig. 1 – Screenshot of the Maptionnaire survey showing the City of Apache Junction Government complex as well as the City Library.
- Fig. 2 – Screenshot of Maptionnaire survey showing the “junction” of Apache Trail and Old West Highway.
- Fig. 3 – Aerial view of Apache Junction via EPA’s EnviroMapper
- Fig. 4 – Circle route of Apache Trail
- Fig. 5- A cluster of all values
- Fig. 6- Plot values for recreation
- Fig 7- Density map of values for recreation
- Fig 8- Image of plot values on Superstition Mountains
- Fig 9- Plot values at Lost Dutchman State Park
- Fig 10- Chart on meaningfulness of Parks
- Fig 11- Charts on Comparison values of Lost Dutchman Park and Prospector Park
- Fig 12- Chart on Comparison values of Lost Dutchman Park and Prospector Park, all values
- Fig 13- Chart on demographics of survey takers

LEGACY OF THE SONORAN DESERT

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HST 485: Intro to Digital History

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April 27, 2018

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Executive Summary

The legacy of the Hohokam people is found throughout Arizona's Sonoran Desert and our goal is to provide insight into two of the Native American cultures that were established in the region beginning 200 CE. Hohokam is translated to mean "those who have vanished". These North American Indians lacked a written language; however, historians and archaeologists have gathered considerable information about their civilization from the carvings known as petroglyphs that they left behind. Crop irrigation was possible through the water sources of the Gila and Salt Rivers as well as rainfall streams from Superstition Mountain.⁴³ The Salado culture emerged between 1250 CE and 1450 CE from a combination of the migrant Anasazi population, the Mogollon, and the Ancient Sonoran Desert Hohokam. The term Salado comes from the Spanish name, Rio Salado or Salt River. An initial small community was identified that included the construction of shallow caves overlooking the portion of Salt River that is now Roosevelt Lake.⁴⁴ One of the important aspects of our Positively Apache Junction project was to analyze the culture identity of Apache Junction, the city that is in the center of this unique cultural wealth.

In addition, we were challenged to present a brief marketing plan to the city based on the idea of "sense of place". After reviewing the city's Chamber of Commerce and Visitor Center site and Apache Junction's official website, we have suggested an electronic marketing strategy including harvesting leads and promotional campaigns. Our hope is that the city of Apache Junction identifies some useful tools within the campaign strategies.

For communities it is a "sense of place" that can enrich the lives of its citizens as they are empowered to appreciate and embrace the unique history of their town as well as the history of their surroundings; in this instance, it is the Sonoran Desert.

⁴³ "Hohokam culture." Editors of Encyclopedia Britannica. <https://www.britannica.com/topic/Hohokam-culture>

⁴⁴ "Salado Culture." Wikipedia. March 29, 2018. https://en.wikipedia.org/wiki/Salado_culture

Introduction

Our team members chose the topic of “The Legacy of the Sonoran Desert” to explore the history around Apache Junction, Arizona; specifically, the Hohokam people and the more modern trails that are interwoven through the remnants of their culture in the area. We were drawn to this topic after the realization that a small city in Arizona was home to an historical culture that had built a celestial observatory structure called CircleStone that is compared to the Stonehenge of England and carved petroglyphs similar to those found in the desert of Egypt.⁴⁵ The multiple trails throughout the Sonoran Desert are brimming with remnants left behind by the Hohokam and Salado cultures and have given the residents and visitors to Apache Junction a fantastic way to connect to the amazing historical landmarks forged by the Hohokam and Salado people. Through our research we hoped to find an accessible, affordable, and historically significant way for both residents and visitors alike to enrich their connection between their past and present.

Our project examines the potential of incorporating the culture identity and cultural wealth of the ancient Native American Indians and bringing that knowledge to the city of Apache Junction to add to the community’s **Sense of Place**. For this community, it is a sense of place that will enrich the lives of its citizens as they are empowered to appreciate and adopt the history of the Sonoran Desert. The environmental psychology of sense of place was realized in the analysis of surveys taken by the people of Apache Junction through quotes such as, “I live here and have a great view of the mountains. It's what made me buy here”. A visitor spoke to the beauty of Superstition Mountain, “The entirety of the Apache Trail is a special place due to the natural beauty of the trip from Apache Junction to Roosevelt. In my opinion, some of the views rival those of the Grand Canyon”.⁴⁶ Our goal is to provide ideas to embrace their personal experiences and integrate them into the city’s existing tourist attractions such as their annual Lost Dutchman Days.

⁴⁵ “2006 GIS Project Maps.” Digital image. The Circlestone Ruin.

<http://www.mesacc.edu/~bruwn09481/circlestone/maps.htm>

⁴⁶ “Gather Local Insight for Smarter Urban Planning.” Maptionnaire. <https://maptionnaire.com/>.

Methods

Putting it simply, “Place History” is the study of a specific area and the people, culture, events, and landmarks that make up its story. It is the data, stories, and facts gleaned from an in depth look at a specific place, learned through various historical methods. For this class, various digital history methods were used to achieve a better understanding of the topic and area we selected. Big data, the study of massive amounts of data – aided by the automated and programmed processes of computers – is one of those methods. The ability to quickly and efficiently mine through enormous amounts of information that would otherwise take countless man hours is invaluable. Another method that is useful in digital history is text mining, or using large amounts of text to search for patterns or interesting parts of an otherwise massive amount of text.⁴⁷

The community values mapping exercise took that connection a step further by allowing us to tailor questions specifically to various subsets of people in Apache Junction, in order to gain valuable data. This information could then not only be used to come to better conclusions on other research, but also raise better and more specific questions about how to complete our original goal.

To gain this integral information for the community values mapping exercise – as well as for various other parts of our group project – we used a variety of tools. For the mapping exercise we used Maptionnaire, a tool created with the intent to be used for urban planning and research. But for our use, we used it as a conduit for gathering specific as well as “big” data on people living in or visiting Apache Junction. Another tool we used was a word cloud through the website Wordle, which allowed us to dig into large amounts of data to visualize the main topic or focus of a source.⁴⁸ One other great tool we used to gain better insight into our project was AntConc. This software allowed us to input dozens of newspaper articles on a specific topic and then search through the huge amounts of text to find sources that are more relevant to our topic at hand.

⁴⁷ Shawn, Graham, Ian, Milligan, Scott, Weingart. The Historian's Macroscopic. Under contract with Imperial College Press. Open Draft Version, 2013. <http://themascope.org>

⁴⁸ "Www.worldle.net." Wwww.worldle.net. <http://www.worldle.net/>.

Literature

The City of Phoenix provided a significant amount of information regarding the archaeologists who have studied the Sonoran Desert, especially Dr. Todd Bostwick who served for 21 years as the City Archaeologist for the City of Phoenix. The written documentation and videos that were produced were extremely helpful. The stories from Tom Kollenborn and the Chronicles he published in AJ News added a personal tone to the history of Superstition Mountain, Phoenix, and Apache Junction because they were mixed with personal stories of his life in the Sonoran Desert. The National Park Service sites and All-Trails were instrumental in providing information about the difficulty or rules of the trails we wanted to emphasize to our readers and the pictures provided were great. The scholarly document, "Applied Geography, Mapping and measuring place attachment" by Greg Brown, Christopher M. Raymond, and Jonathan Corcoran proved to be immensely valuable as we discussed ideals of "sense of place".⁴⁹

Urban poverty is defined as an absolute standard based on a minimum amount of income needed to sustain a healthy and minimally comfortable life, and as a relative standard that is set based on average the standard of living in a nation. The inability to make choices for oneself, low standard of living, and limited mobility are typical challenges of people living in urban poverty. Urban revitalization movement is a deliberate, organized, and conscious effort by members of a society to construct or a more satisfying culture. In America, it is a program of land redevelopment in areas of moderate to high density urban land use.⁵⁰

Place attachment is the emotional bond between person and place. It is a main concept in environmental psychology that is highly influenced by an individual and his/her personal experiences. Some emphasize connections between multiple people as in beginning familiar with one's neighbor or social group. Connections can also be made with the physical setting of your environment such as the surrounding nature. Participatory mapping defines a set of approaches and techniques that combines the tools of modern cartography with individuals' participation to represent the spatial knowledge of local communities. These maps provide a visible representation of what a community perceives as the significant features that should be included in its surroundings. It helps to engage participants to be involved in land related issues and to provide opinions, priorities, and ideas.⁵¹

⁴⁹ Place Attachment." Applied Geography 57 (February 2015): 42-53.

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⁵⁰ Gini, Li. "Urban Poverty and Geographically Concentrated Low-Income Communities." Urban Economics. April 20, 2013 <https://sites.duke.edu/urbaneconomics/?p=719>

⁵¹ Michael, Gunder. "Sustainability: Planning's Redemption or Curse?" Planetizen. February 8, 2007. <https://www.planetizen.com/node/22812>

Comparing the Past and Present

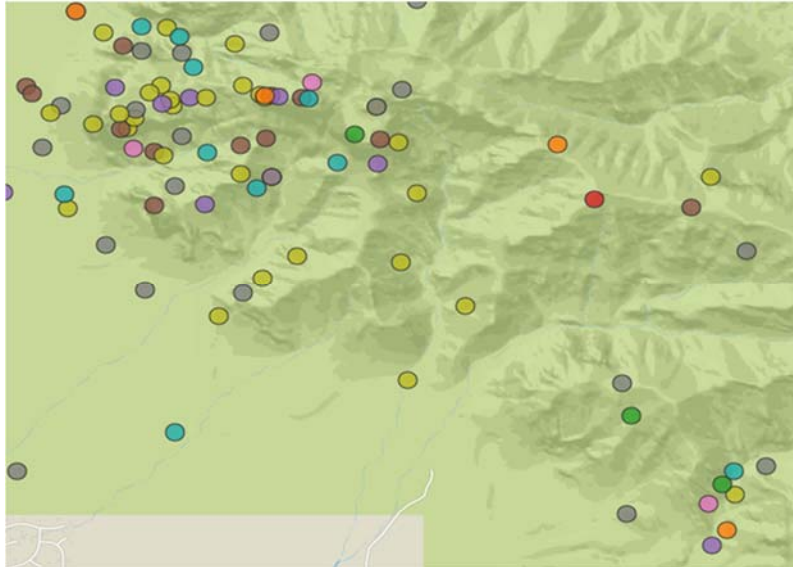


Figure 5 Trails of Superstition Mountain

The Superstition Mountain has maintain a rich past beginning with the Hohokam and then the Salado cultures. The Roosevelt Dam and the recreational activities such fishing, camping, boating, and rafting have brought new value to the present and future generations.⁵² Historical locations such as the Apache Trail, Tonto National Park, Canyon Lake, and the Tortilla Flat have helped to sustain the cultural wealth of this area. The environment of the entire mountain should be maintained and protect for future generations.

The Lost Dutchman State Park and Goldfield Ghost Town have provided a close recreational area and a reoccurring connection to the Old West and mining history of this area. The present residents of Apache Junction look to these locations with fondness just as they do the Lost Dutchman Museum and the historical monument of Jacob Waltz, the German immigration who is their very own Lost Dutchman. All of these connections are unique to the City of Apache Junction and should be cherished.⁵³

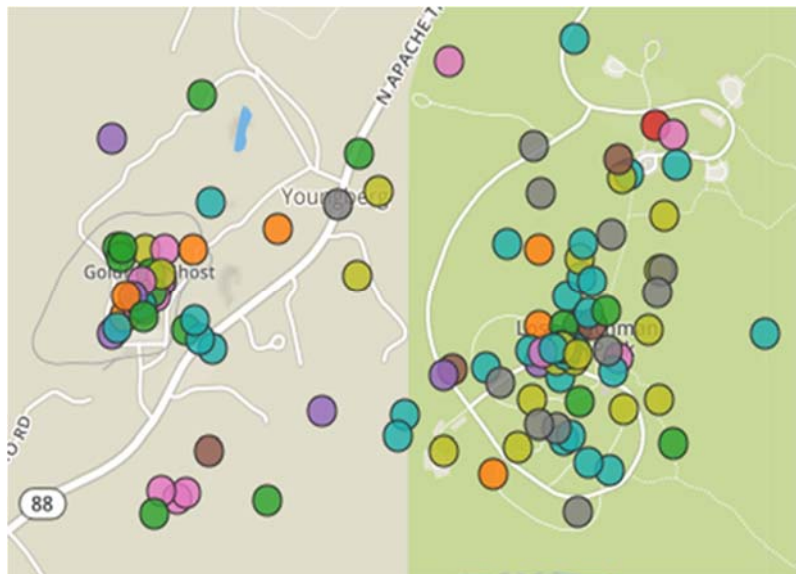


Figure 2 Lost Dutchman Park/Goldfield Ghost Town

⁵² "The Hohokam." Arizona Museum of Natural History. <http://arizonamuseumofnaturalhistory.org/plan-a-visit/mesa-grande/the-hohokam>

⁵³ "Legend of the Lost Dutchman." Lost Dutchman State Park. <https://azstateparks.com/lost-dutchman/explore/the-dutchman>

Visualizing Location

Trails of Superstition Mountain (Red Rectangle)

The Trails of Superstition Mountain can lead visitors to the historic Petroglyphs and CircleStone that was created by the Native American Hohokam and Salado cultures.

Lost Dutchman State Park/Goldfield Ghost Town (Black Oval)

The Lost Dutchman State Park is named after Jacob Waltz a German immigrant who lived in the 19th century, who claimed to have found gold in the Superstition Mountain. The Goldfield Ghost Town is a history museum and other attractions including a Wild West reenactments.

Center City of Apache Junction (White Triangle)

Apache Junction Public Library, Apache Junction City Hall, Lost Dutchman Monument, Flatiron Park, City Complex Park, and Veterans Memorial Park

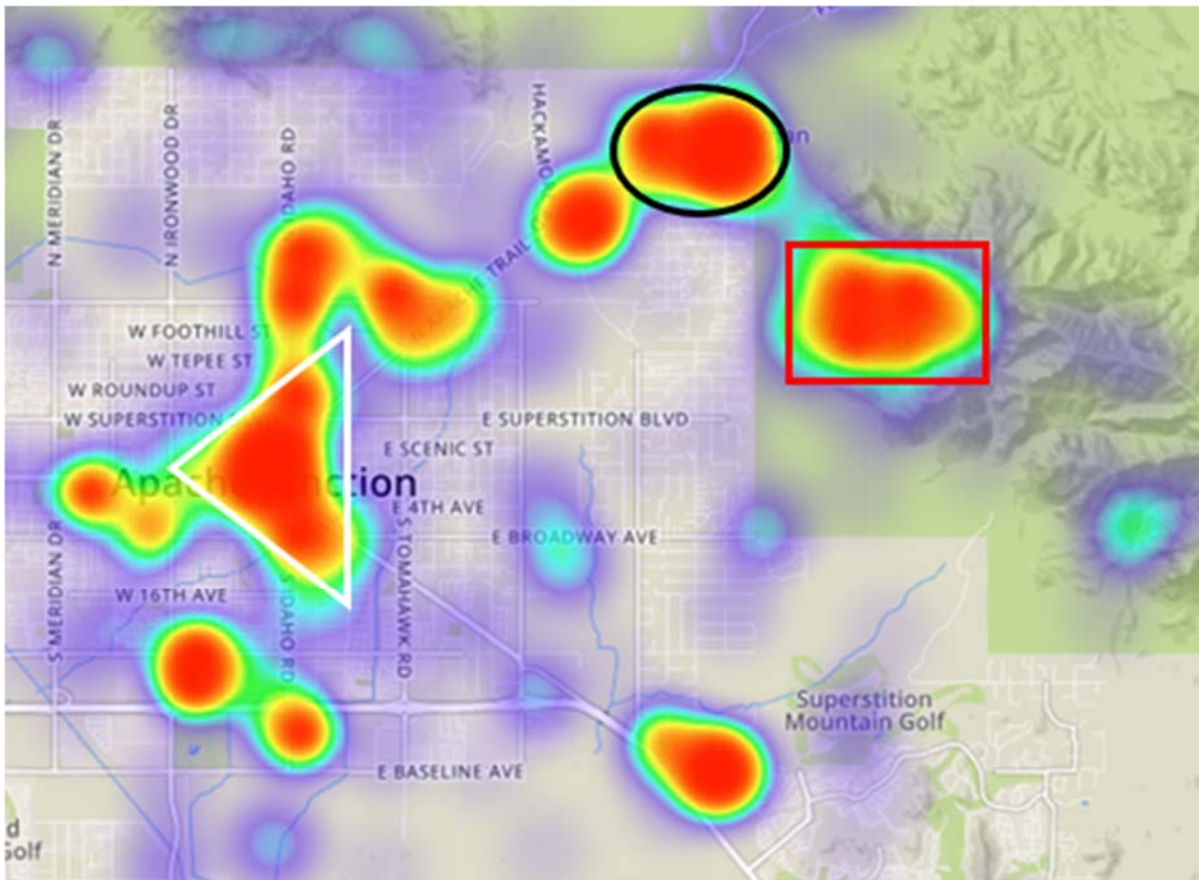


Figure 3 Maptionnaire Heatmap of Apache Junction



Petroglyphs are images formulated by removing part of a rock surface by incising, picking, or abrading; a darker layer of stone is removed to expose the lighter-colored stone beneath. For thousands of years the Hohokam Indians carved mysterious images, pictures, and diagrams into the basalt rock formed throughout the mountain areas within the Sonoran Desert communities to preserve their dreams and mythologies. Designs included geometric patterns such as spirals, circles, crosses, and curved lines⁵⁴



The Roger's Canyon Cliff Dwelling is one of the most outstanding preserved structures built by the Salado people that is located along Rogers Trough Trail. This ancient residential structure is a two-room cliff dwelling that is in exception condition. Tom Kollenborn had visited this dwelling in 1948 and today most of the damage has been by the hands of modern visitors. The structure has never been repaired or reconstructed and is one of the finest original structures built by the Salado in the Southwest.⁵⁵

Figure 5 Roger's Canyon Cliff Dwelling of the Salado Native Americans



The Salado people created a tool to mark the seasons just as the Skywatcher Sun Chiefs did for the Hohokam. Circlestone is a stone structure of circular design that is 420 feet in circumference and is located at an elevation of 6010 feet. The entire site is aligned with Polaris due north. Constellations visible year-round from CircleStone include Polaris, Ursa Minor, Ursa Major, Draco, Cepheus, and Cassiopeia. Ursa Major must have been quite important to the Salado culture as there is a petroglyph on a wall nearby depicting it alongside the sun.⁵⁶

Figure 6 Circlestone of the Salado Native Americans

⁵⁴ Thomas J, Kollenborn. "History Shown by Petroglyphs." Tom Kollenborn Chronicles. September 10, 2012. <http://superstitionmountaintomkollenborn.blogspot.com/2012/09/history-shown-by-petroglyphs.html>

⁵⁵ Thomas J, Kollenborn. "Cliff Dwelling at Angel Springs." Tom Kollenborn Chronicles. January 14, 2013. <http://superstitionmountaintomkollenborn.blogspot.com/2013/01/cliff-dwelling-at-angel-springs.html>

⁵⁶ "Gather Local Insight for Smarter Urban Planning." Maptionnaire. <https://maptionnaire.com/>.

Visualizing Values

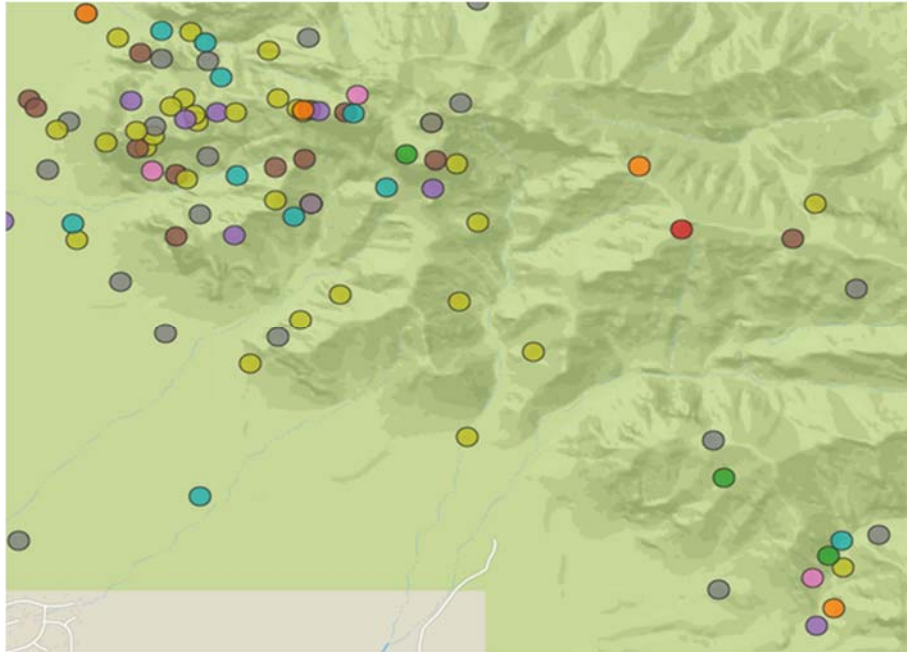


Figure 7 Maptionnaire map showing the values of the place history of the Trails of Superstition Mountain.

The value data information was compiled from the Maptionnaire raw data.

Table 1: Total of 37 respondents that made 89 value points.

Button Selection	Count	% of Total
Aesthetic	30	34%
Arizona/US History	4	4%
Community History	2	2%
Cultural	3	3%
Natural	22	25%
Recreational	13	15%
Special Place	6	7%
Spiritual	9	10%
	89	100%

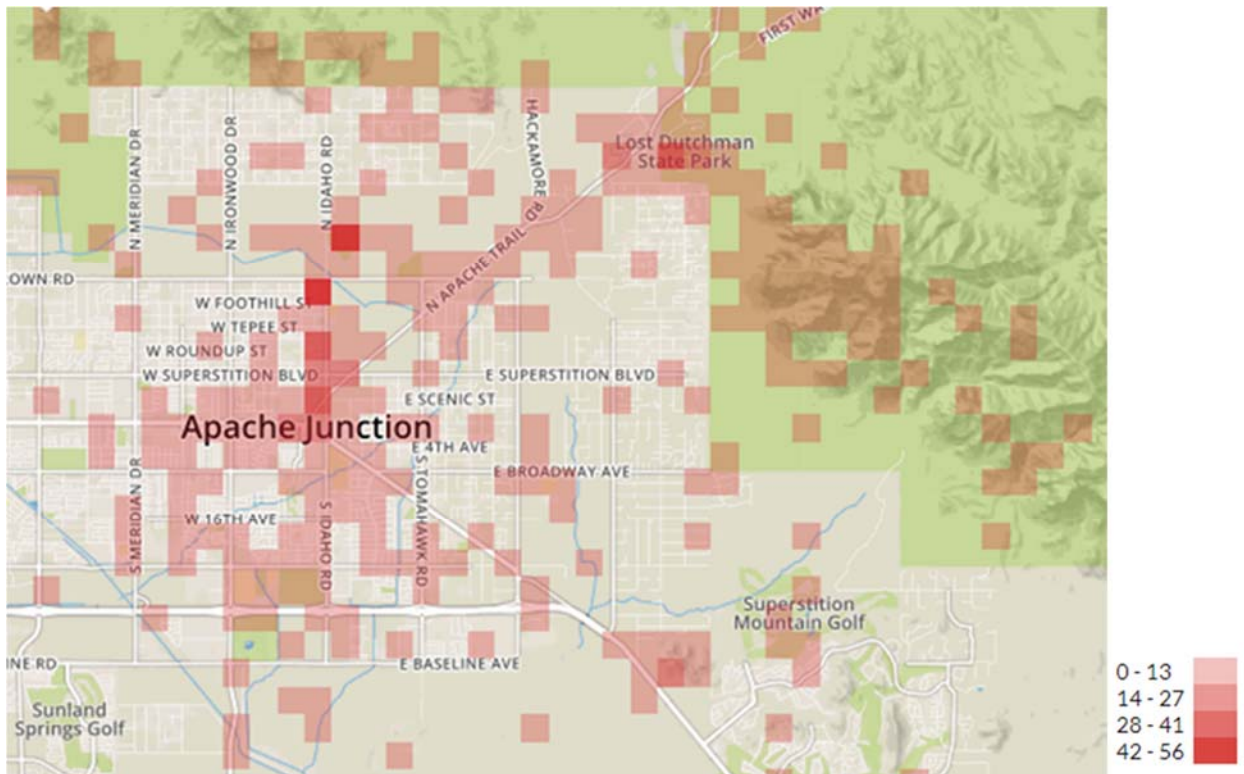


Figure 8 Maptionnaire map of the density values of Apache Junction

The areas with the highest density values are: Apache Junction Public Library, Apache Junction City Hall, Lost Dutchman Monument, Lost Dutchman State Park, Goldfield Ghost Town, Apache Junction High School, Silly Mountain, Prospector Park, and Apache Trail.

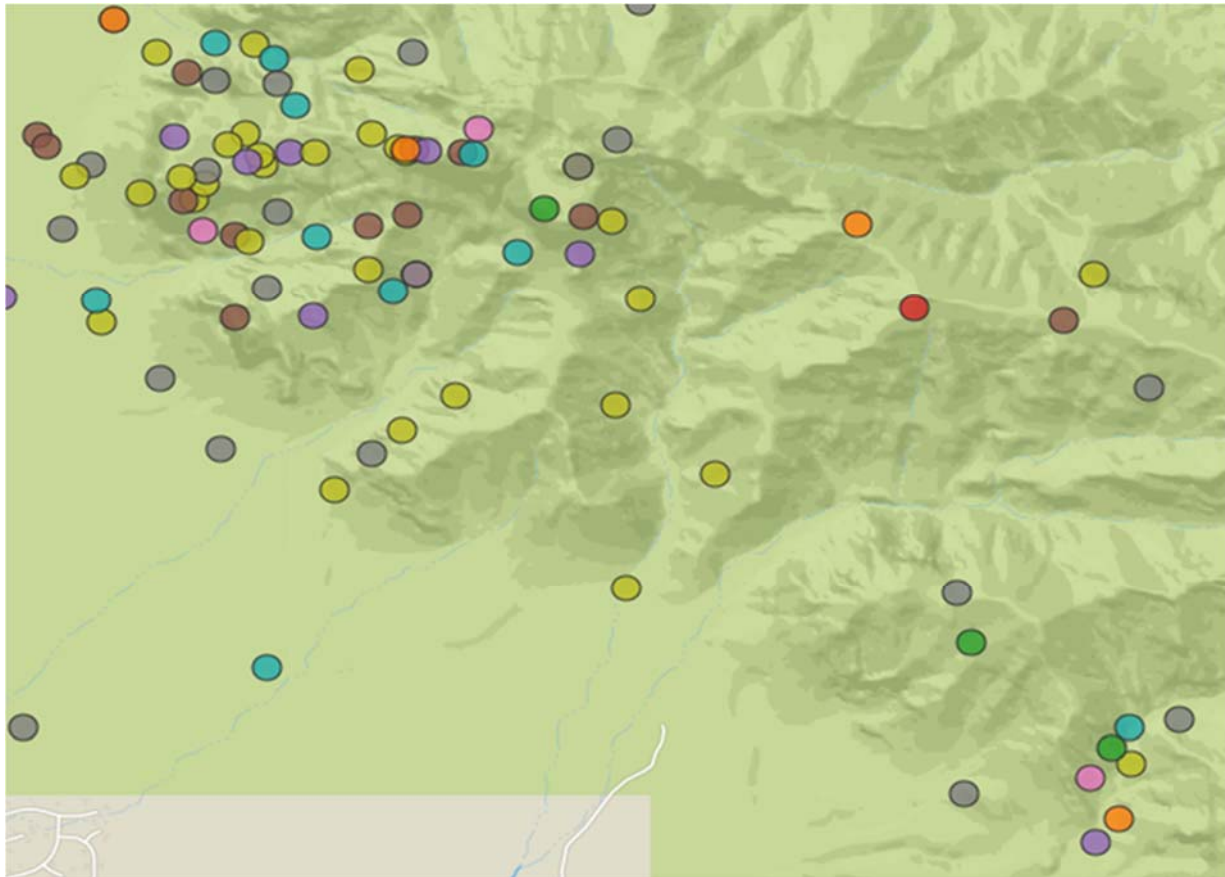


Figure 8 Maptionnaire map showing the values of the place history of the Trails of Superstition Mountain.

The value data information was compiled from the Maptionnaire raw data.

Table 2 & 3: Demographic information on the total of 37 respondents.

Age	Count	% of Total
<21	2	5.4%
22-45	14	37.8%
46-65	18	48.6%
65+	3	8.1%
	37	100.0%

Gender	Count	% of Total
Female	20	54.1%
Male	16	43.2%
No Response	1	2.7%
	37	100.0%

In comparison, here is the demographic for place history of Lost Dutchman State Park/Goldfield Ghost Town.

Table 4 & 5: Demographic information on the total of 42 respondents.

Age	Count	% of Total
<21	2	4.8%
22-45	22	52.4%
46-65	13	31.0%
65+	5	11.9%
	42	100.0%

Gender	Count	% of Total
Female	22	52.4%
Male	19	45.2%
No Response	1	2.4%
	42	100.0%

Past, Present and Future

The past value of Superstition Mountain is enormous if you are considering the historical wealth of cultural identity that surrounds this entity. The U.S. Federal Government and the state of Arizona have expanded on the financial value of this property with the construction of Roosevelt Dam. The dam has brought a number of recreational activities to the communities of Arizona and visitors to their state. In addition, residents have embraced the aesthetic and spiritual aspects of Superstition Mountain. The present and future values should only increase if the appropriate steps are taken place to maintain the environmental structure of the mountain and the historical locations of interest such as Hieroglyphic Trail, Ranger Canyon Cliff Dwelling, and CircleStone.⁵⁷

The future value of the Apache Junction area is where there is potential for growth. Modern amenities such as air conditioning make this a welcoming area for new residents. Existing facilities that allow activities for senior citizens, adults, and children within a comfortable environment will continue to be needed. Hopefully Apache Junction will continue to include the history of the Native Americans and the rich Wild West and mining adventures in their expanding ideas for growth.

Special Places

⁵⁷ "Gather Local Insight for Smarter Urban Planning." Maptionnaire. <https://maptionnaire.com/>.

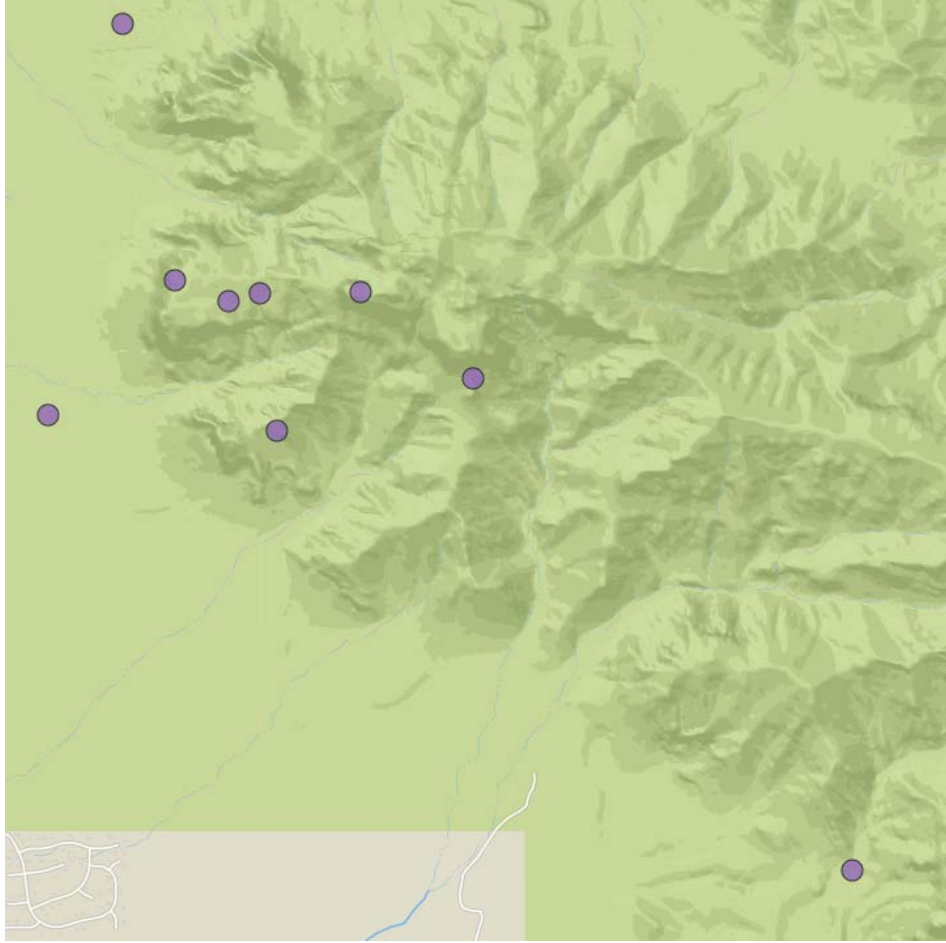


Figure 9 Maptionnaire map showing the Trails of Superstition Mountain respondents with "Special Places" values

One Superstition Mountain admirer (respondent 278, a female resident) did leave an aspiring quote: "Anyone who has ever lived in Apache Junction will call this their mountain. No matter how far away you move, home will always be here and these mountains symbolize this".

One Superstition Mountain admirer (respondent 154, a male resident) "Love the mountains!"

One Superstition Mountain admirer (respondent 298, a female resident) "Best sunsets."

Surprises and Predictions

Trails of the Superstition Mountain were treasured by 37 respondents because of its aesthetics and natural beauty; 10% even believed this area is spiritual. Over 90% of the respondents were residents of Apache Junction, therefore, it was intriguing to uncover that only 3% viewed Superstition Mountain as cultural and only 2% connected the trails to history.

Residents appreciated Lost Dutchman State Park and the Goldfield Ghost Town because of the natural beauty of the environment; 41% of the 42 respondents viewed the activities of the state park and the ghost town as their recreational time. Again, over 90% of the respondents were residents of Apache Junction, so it is unclear how many visitors would feel the connection to nature and make this area part of their recreational time. Apache Junction residents also did not view the park or ghost town as connecting with their history or the history of their city or state. They also did not view the area as spiritual; this was a recreational location they were drawn to because of the natural environment.

In our opinion, the gathering of demographic information should be comprehensive but not too interrogative. The best practices appear to mimic or be similar to other common surveys with demographic questions and information, i.e., U.S. Census Bureau or compiled database company's surveys so you can easily overlay or append your information. Instead of the optimal number of pages/questions, we believe that the demographic portion of the survey should be one of the smaller sections of the overall survey. Taking an approach of being sensitive to targeted questions with narrow selection of answers will invite more fulfilled and accurate responses. Having a complete array of multiple choice answers will help leave the respondent confident of having anonymity and personal privacy.

We suggest the best survey option designs incorporate visual aids that complement the questions, interactive features to promote respondents best thoughts and targeted icon mapping for easy selections. Visual aids can be photos, short videos, or even widgets like what was the weather during their visit. Interactive features like a moving ratings bar for sharing their experience instead of multiple choices answers keeps the respondent engaged and provoking more thought. Other interactive features could be uploading some of their favorite personal photos or videos that created a memorable experience for them. We trust that having the ability on the mapping tool to easily select specific historic locations or enter the name and it automatically can find it for the respondent will result in more accurate data.⁵⁸

⁵⁸ "Gather Local Insight for Smarter Urban Planning." Maptionnaire. <https://maptionnaire.com/>.

Recommendations

After analyzing the data points for the entire project, we concluded that the residents of Apache Junction are more connected to the ideals of the cowboy and past mining residents rather than a connection to the Native Americans and the historical wonders of the petroglyphs or CircleStone.

Public historians should seek ways to embrace the historical identity and community wealth of the Native Americans who lived on this land for over fourteen centuries. The cultural wealth of these Americans is similar to the cultural wealth from historical locations like Stonehenge or the petroglyphs found in the deserts of Egypt.

Public historians should discuss projects that could incorporate all historical aspects of Apache Junction to provide a “sense of place”. It has an amazing past and some historians like Tom Kollenborn should be assisted in gathering and documenting information about the people who lived in the area of Superstition Mountain. From the data we analyzed, Jacob Waltz, the German immigrant is honored in a number of places throughout the city as the Lost Dutchman. It is this type of recognition that invites people to be interested in your place history and to engage in your community.⁵⁹

Sustainability is the avoidance of the depletion of natural resources in order to maintain an ecological balance. This includes the rates of renewable resource harvest, pollution creation, and non-renewable source depletion that can be continued indefinitely. If they cannot be continued indefinitely then they are not sustainable. Sustainability planners analyze the balance of the environment, the economy, and social equity with a goal of helping to save the planet for future generations. Sustainability planners should consult with Tom Kollenborn as he has presented ideas in his “Kollenborn Chronicles” that included removal of debris and measures to be taken to prevent visitors from climbing on the walls and roof collecting insignificant artifacts from the ruins. A key component for Apache Junction leaders would be to develop essential objectives to respect and protect the unique wonders of Superstition Wilderness Area and display these points (possibly in the form of a plaque) throughout your city.⁶⁰

⁵⁹ “Legend of the Lost Dutchman.” Lost Dutchman State Park. <https://azstateparks.com/lost-dutchman/explore/the-dutchman>

⁶⁰ Thomas J, Kollenborn. “Cliff Dwelling at Angel Springs.” Tom Kollenborn Chronicles. January 14, 2013. <http://superstitionmountaintomkollenborn.blogspot.com/2013/01/cliff-dwelling-at-angel-springs.html>

Conclusions

Team members all reside outside of the state of Arizona; therefore, the project itself was initially difficult as we were unfamiliar with the Sonoran Desert and the city of Apache Junction. As we continued with our research, it was astounding to understand the communities of Native American Indians who flourished for over fourteen centuries around and within the Territory of Superstition Mountain and the cultural wealth the Hohokam and Salado people brought to citizens of Arizona.

We are impressed with the amount of new digital tools being presented in just one seven week class and believe the information could easily be presented over two different programs. We realize this class was developed as an introduction to digital history, however, we wish there was more time to delve into these new digital tools as they have a unique and better way to illustrate the story.

Apache Junction has an amazing past and historians such as Tom Kollenborn have spent a lifetime documenting information about the people who lived in the area of Superstition Mountain. From the data we analyzed, Jacob Waltz, the German immigration is honored in a number of places throughout the city as the Lost Dutchman. It is this type of recognition that invites people to be interested in your place history and to engage in your community. Again, our hope is that Apache Junction identifies some useful tools within our marketing campaign strategies.

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Appendices for Images and Tables

Maps	Maptionnaire website
Data for Tables	Raw data on Excel report downloaded from Maptionnaire



Written Reflections on Survey Results

Group Seven

By Katherine Franey, Jonathan Kistemann, Derrick Leggett, and James Walsh

HST 485 – Introduction to Digital History

Professor Josh MacFadyen

April 27, 2018

Written Reflections on Survey Results

Group Seven

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Executive Summary

Objective

As part of HST 485 – Introduction to Digital History, the class conducted a survey of Apache Junction. The purpose of this survey was to understand the past, present and future values of places in, and around, Apache Junction to both its residents and visitors. Group 7 examined the macro-level results of the survey for trends and then focused on two locations at a more granular level. The two locations of the study were the Apache Junction Public Library and the Superstition Mountain Museum.

The objective for the group was to tie place values, particularly of the library, to a historical source: The Apache Junction Women’s Club Scrapbooks. For over 30 years, a Woman’s Club in Apache Junction created scrapbooks that documented the history of their organization and the area around Apache Junction, AZ. This Club was responsible for bringing a library to Apache Junction, and then funding its expansion throughout their long history. Comparing the site to Superstition Mountain Museum gave another historical, and culturally significant, site to compare with the library. The library tied the survey to the Women’s Club, while also providing a valuable set of data to map past, present, and future values of the area to this important community treasure (the library).

By identifying how current residents and visitors of Apache Junction valued an asset, in existence because of the Woman’s Club, Group 7 hoped to create interest in preserving the legacy that this Club created, and also stimulating interest in uncovering and permanently preserving the remainder of their story. The Apache Junction Women’s Club members, and their scrapbooks, represented an important piece of women’s history and our class survey confirmed that their legacy continues is still positively affecting people today.

Process

The survey process was multi-step and utilized several tools. Maptionnaire (www.maptionnaire.com) provided a platform to create an interactive survey with integrated maps. This survey was utilized to gather over 1,000 place values. The place values documented what people value culturally, historically, personally as a special place, and several other important data points. Arizona State University and the Apache Junction municipal government distributed the survey through Twitter, the Apache Junction municipal website, and email. Once the data points were gathered, Group 7 utilized heat maps, filtering of data points by value type, varying map scales, and demographic data to further study the data and arrive at conclusions presented in the final report.

Participation

The survey participants provided over 1,000 “place value” data points for analysis. Over 250 unique individual participated in the study. Within the Group 7 study area, there were 27 residents and 2 non-residents, ranging in age from “under 21” to 65+. The participants also consisted of men, women, and several who did not specify their gender, with women participating at a rate of almost 3:1 over the men.

Results

The results of the Group 7 survey showed a surprisingly even interest between the Superstition Mountain Museum and the Apache Junction Public Library. Both sites were very popular in the overall survey, surpassed only by the outdoor and public park areas of the city and surrounding areas (near the Superstition Mountains in particular). Group 7 focused on recreational, special place, personal history, community history, and Arizona/US history values, due to these being the prevalent values that participants placed on the two locations.

Looking at the individual values, the Public Library collected more values as a recreational area and a place of community history, while the museum had more values received as a special location to people. This set of values indicated that the library remains an important component of the fabric in the Apache Junction community. Multiple residents commented on how valuable the library is as a place of community history, as a community center, and as a place to spend free time that is often preferred above other locations in the area.

Recommendation

Based on the survey results, Group 7 recommends several courses of action.

- Continue collecting data on the library, including data community values in the past, present, and future.
- Utilize collected data to improve present and future public library functionality.
- Continue exploring women’s history in the Apache Junction area, including the Women’s Club and their scrapbooks.
- Utilize the achievements of Apache Junction women to create programs that benefit Apache Junction in the present and future.
 - Maintain an Apache Junction Women’s Club Scrapbooks website.
 - Continue to post historical information about the women’s club achievements through Twitter and other social media platforms.

- Create a historical research club that people can participate in to learn more about the library and the women who made it a reality.
- Explore options to start a new women's club, which can become a source of pride and an engine for change within the community.

Introduction

The community place values survey conducted by the class and the corresponding analyses completed by Group 7 complement each other and provide a valuable long-term asset to Apache Junction. As stated above, the objective was to tie place values, particularly of the library, to a historical source: The Apache Junction Women's Club Scrapbooks. The HST 485 class discovered the scrapbooks as part of the research conducted by the class to discover places of interest in Apache Junction. A combination of the survey results and place history project showed a unique set of women's history in the area, which is worthy of local, regional, state, and even national attention.

Beginning with the place history project, the team started the process of digitizing the Scrapbooks and exploring their historical significance. Within days, the significant role that the women played in the Apache Junction Public Library emerged. It was impossible to explore, discover, and tell all of the stories inside the Scrapbooks, within the few weeks provided by this class. However, the team created a website, providing long-term access to the Scrapbooks and their history. A few of the historical elements were also explored, and are now available for viewing on the site. This place history project lives at www.ajwscrapbooks.com, with a sample shown below.

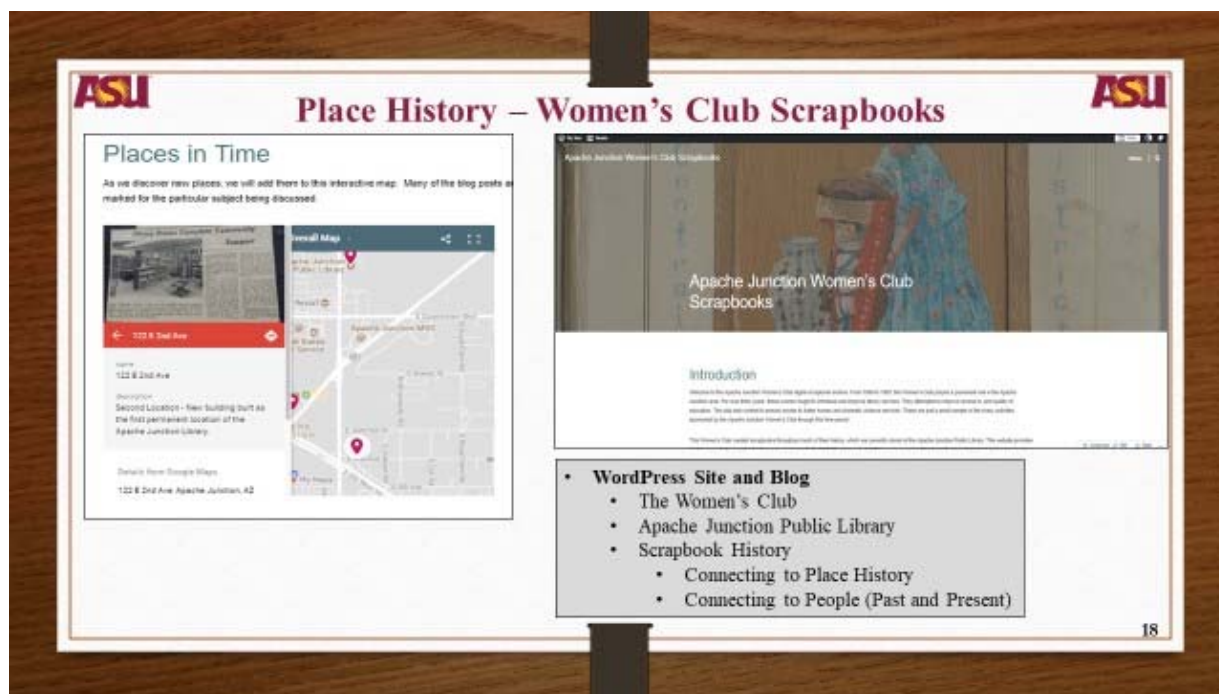
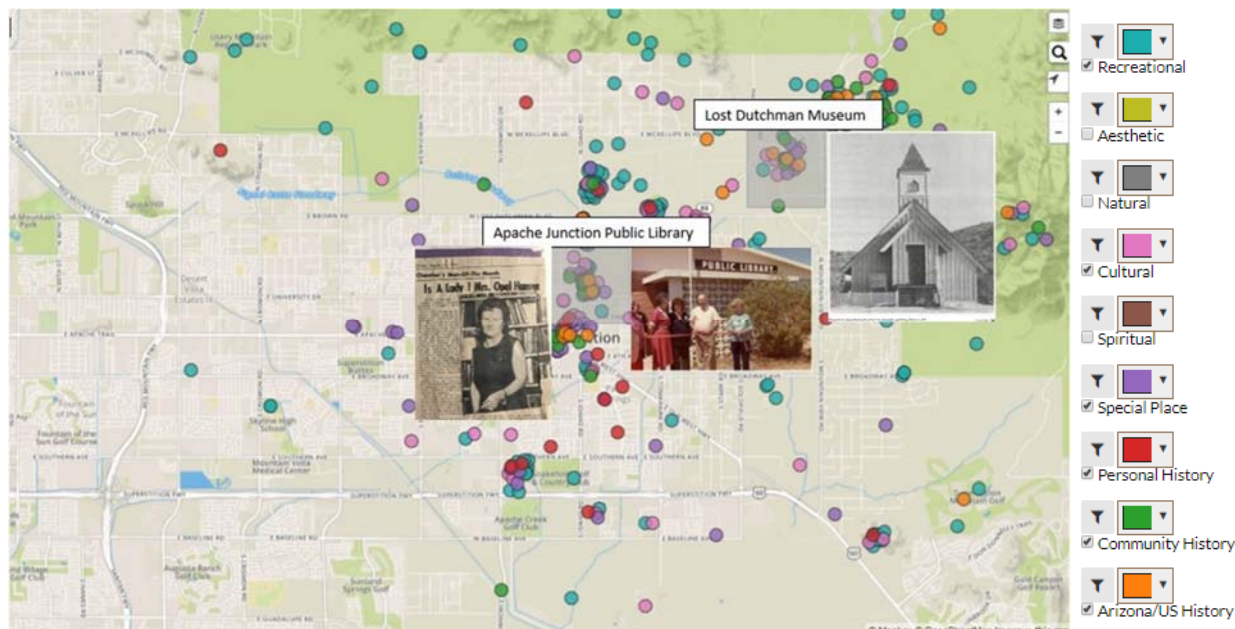


Image 1: PowerPoint Slide – Women's Club Scrapbooks Place History – Utilized for Project Cities presentation (04/25/2018)

As can be seen above, the website utilizes Google Maps. Integrating a mapping tool allows locations integration with photos found within the scrapbooks, creating a unique place history of the Apache Junction region.

The team engaged in a community values mapping exercise as well, which maps how people value various locations within the Apache Junction area. The results are discussed in detail within this report; however, a sample can be seen below:



Map 1: Maptionnaire Survey Map – Values Map – Scale 1 (with historical photos)

As can be seen, the community values mapping exercise can be combined with photos found in the Apache Junction Women's Club Scrapbooks. The resulting visual gives a sense of both historical significance and how the community values the assets that exist today...assets that only exist because of historical events and/or people.

The set of values shown above indicate that the library remains an important component of the fabric in the Apache Junction community. Multiple residents commented on how valuable the library is as a place of community history, as a community center, and as a place to spend free time that is often preferred above other locations in the area. The dream of Mrs. Opal Hansen, pictured above and major sponsor of a library in the region, continues to live on and provide values to the community.

This powerful message is one of the many reasons that the spring 2018 ASU class of HST 485 recommends the following:

- Continue collecting data on the library, including data community values in the past, present, and future.
- Utilize collected data to improve present and future public library functionality.
- Continue exploring women's history in the Apache Junction area, including the Women's Club and their scrapbooks.
- Utilize the achievements of Apache Junction women to create programs that benefit Apache Junction in the present and future.
 - Maintain an Apache Junction Women's Club Scrapbooks website.

- Continue to post historical information about the women's club achievements through Twitter and other social media platforms.
- Create a historical research club that people can participate in to learn more about the library and the women who made it a reality.
- Explore options to start a new women's club, which can become a source of pride and an engine for change within the community.

Methods

Place History and Methods

William Cronon, in his 1991 article titled “A Place for Stories: Nature, History, and Narrative”, states, “In the beginning was the story. Or rather: many stories, of many places, in many voices, pointing toward many ends.”⁶¹ Place history is the discipline, within history, of discovering and telling the stories of these places. When a historian focuses on place history, they give voice to the landscape through what has happened to that landscape over time, through the people that have lived on that landscape, and through the events that have taken place there.

Because place history does focus on a particular geography, GIS tools, general mapping tools, environmental data, census data specific to the place, and other location-specific or –centric data and/or applications are critical components of any research conducted. As an example, when one looks at the Kansas City area, riverboat-shipping records are a valuable piece of data, as the city was founded on river commerce on the Missouri River.

The team, working on the Apache Junction Women’s Club Scrapbooks, chose this project because it uniquely connected women’s history to the “place” of Apache Junction. The Women’s Club, for over 30 years, worked to improve the Apache Junction area. They brought a library to the area, and then actively funded and promoted it throughout their history. They were involved when the first drive-thru bank arrived in Apache Junction. The Women’s Club sponsored foster homes, domestic abuse shelters, and the promotion of better healthcare in the region, at a time when public health was in crisis around Apache Junction.

The stories of what the Women’s Club members accomplished have relevance today. The library continues to be a valued community asset. The people of Apache Junction can be proud of their unique women’s history, and find inspiration to achieve great things in the future. The Scrapbooks contain the history of a place, Apache Junction, through the eyes of women who lived their lives to improve that place and the people who called it home.

Community Values and Methods

As part of exploring Positively Apache Junction, Maptionnaire (an online community engagement mapping tool) was utilized to collect survey data from the residents, and several visitors, of Apache Junction. The city distributed and advertised the survey using Twitter, Facebook, email, and the Apache Junction municipal website. The main purpose of the survey

⁶¹ William Cronon, "A Place for Stories: Nature, History, and Narrative," [Http://www.williamcronon.net](http://www.williamcronon.net), March 1992, 1347, accessed April 28, 2018, http://www.williamcronon.net/writing/cronon_place_for_stories_1991.pdf.

was to discover what people value, or perhaps wish to improve, within Apache Junction and the surrounding Superstition Mountain area.

By making the survey available online, and having easy mapping functionality available within the tool, over 1,000 data points were able to be collected from more than 250 users within less than two weeks. This type of digital tool, and method for data collection, opens the door to effectively tying research to the current values that people place on their community as a whole, or specific places within a community.

Tools – Usage and Audience

Throughout the project, there were several tools utilized.

- **Maptionnaire** – An online and interactive GIS survey tool for mapping community values <http://www.maptionnaire.com>
 - **Usage:** This tool is intended to allow crowdsourcing of information, utilizing interactive maps and surveys. As an example, a map can be created of a particular city. Survey questions can then be created about the map area. The tool has an ability to mark areas of the map and relate them to the questions in the survey. For this project, Maptionnaire was used for people to map areas that held a particular “place value” for them, such as personal history, community history, special place, or other types of values.
 - **Audience:** The tool is very expensive for heavy usage. In the current form, it is designed for customers who need to map out a tightly defined area, and can achieve this without a focused survey versus large numbers of small surveys. If the cost limitation were removed, the tool would see much larger adoption and daily usage.
- **Google Maps** – A free online mapping tool <http://maps.google.com>
 - **Usage:** The team used Google Maps to connect places and people with the Scrapbook history. As an example, a Google Map was created that showed the historical locations of the Apache Junction Library. Photos found, in the Scrapbooks, were added to the Google Map locations, creating an interactive experience between place and history.
 - **Audience:** Google Maps has a large audience. It is mainly used for driving directions; however, the tool also has a large suite of free tools that can be used for historians, software developers, or any other group.
- **WordPress** – A website development site, commonly used for blogs <http://www.wordpress.com>
 - **Usage:** WordPress allows a user to easily create a website. While commonly used for blogs, more powerful sites can also be created. The tools were used to create <http://www.ajwcscrapbooks.com> for this project.
 - **Audience:** Text

- **Sutori** – An online tool for creation of interactive visual stories <http://www.sutori.com>
 - **Usage:** Sutori is used for creating interactive visual stories, which are then available as web parts, Word documents, etc. For this project, Sutori was used to create an interactive timeline of the Apache Junction Public Library, which can be found here: <http://sutori.com/story/the-library-scrapbooks-of-apache-junction>
 - **Audience:** General audience (teachers, web designers, marketing departments, and more)
- **Miscellaneous Digital Assets** – The above is not an extensive list. Multiple websites were utilized to assist with digital history, as this was the team’s first time creating a digital place history. One example is Google Drive, which was used to transfer files between the Public Library and team members, giving a geographically diverse team the ability to coordinate and work closely together throughout the project.

Literature

In digging through the scrapbooks of the Apache Junction, our group began to understand some of the hurdles that a traditional historian may encounter while researching. This included group members (Derrick and Katherine) having to make trips to Apache Junction library to access the Woman's Club scrapbooks, and our inability to find entire publications from the Apache Sentinel (they are not online to our knowledge, and the AJ library only has newspapers dating back to 2001). Aside from this initial roadblock, the available tools of digital history helped give rise to a cohesive, and hopefully easy to understand, example of a living public history project. The use of WordPress and Sutori were helpful in putting our group's research out there, in an easily accessible manner. Additionally, Maptionnaire allowed us to analyze the present ideals of place attachment through participatory mapping. By collecting this data, we learned that the community still places a strong emphasis on the library as a cultural hub within the community.

A few tools of digital history we did not have access to, that could have potentially streamlined some of our research, would be the ability to convert the photos of newspaper pages to rich text files. This could have helped in better analyzing more data. This was one area where (luckily) the amount of data in the scrapbooks was not overly ambitious. In many ways, the scrapbooks were almost like a word cloud - with headlines and common themes laid out in bold newspaper headings. Some of the common topics include:

- City Infrastructure:
 - Public library
 - The various community NGOs, as the city was not incorporated until the 1970s
 - Foster care
 - Fundraising for community projects.
- Public Safety:
 - The Woman's Club of Apache Junction and their relationship with the Highway Patrol (reoccurring highway patrol officers guest speaking at their community events).
 - A community concern, and community response, to a major interstate freeway bisecting a retirement community (in the 1960s)

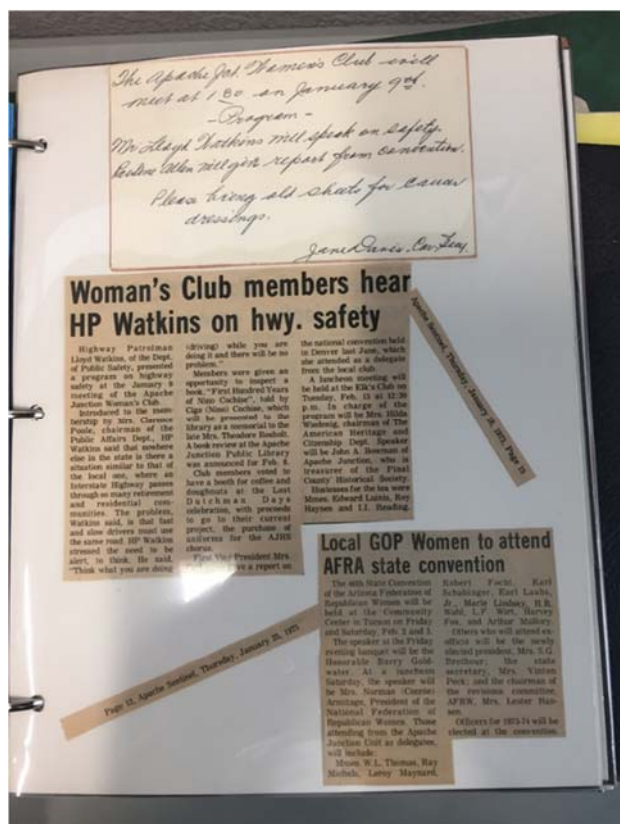


Image 2: Scrapbook: 1972 - 1973. Apache Junction, AZ: Apache Junction Women's Club, 1973. (page unknown)

- Library Projects (Spanning the 1960s-1980s):
 - In closing, the literature helped illustrate the level of community involvement from before the establishment of the city proper. As Andrew Hurly points out in *Chasing the Frontiers of Digital Technology*, access to digital history tools has made “public encounters with the past more meaningful and compelling,” and in our project, the aim was to process as much data as we could and, with our toolset, try our hand at putting this history out “into the public” digitally.⁶²

⁶² Hurley, Andrew. "Public History Meets the Digital Divide." *Chasing the Frontiers of Digital Technology*. February 2016.

Comparing Locations in the Past and Present

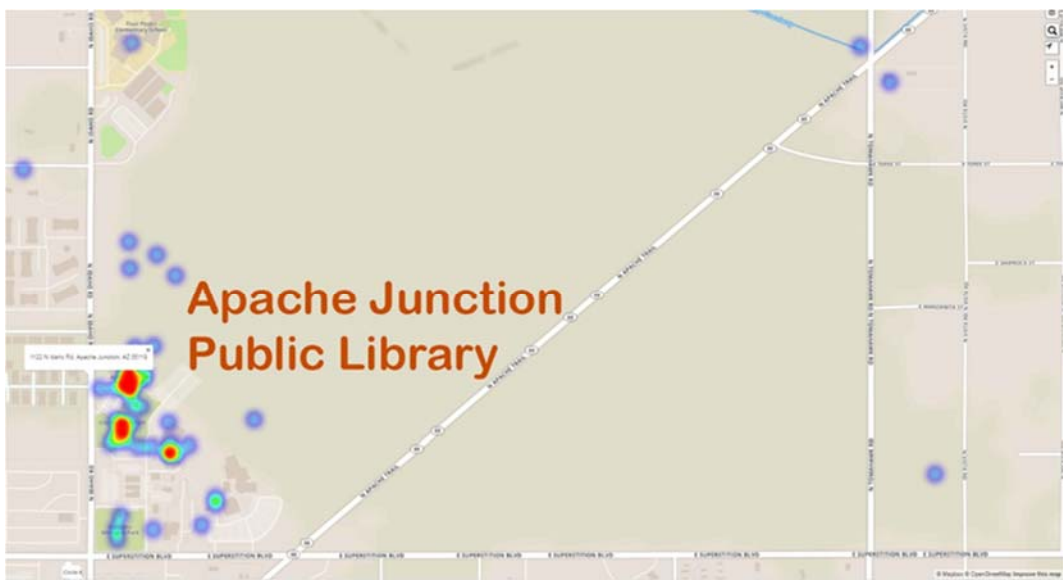
Analysis focused around the current Apache Junction library and one of the city's other cultural hubs, the Lost Dutchman Museum. Both areas were uniquely identified as respective "hotspots" on Maptionnaire, whether for their personal history, community history, or cultural & recreational relevance. While we were not able to pick up any data from former library site locations via Maptionnaire, one easily identifiable trend we were able to come away with was that the library had one of the highest concentrations of place value points pinned. This demonstrates that even today the library is an important community hub.

Another trend was the average age of participants in the survey. For our two locations, the most active survey takers fell into the age range of 22-44, followed by 45-65-year-olds. Furthermore, this younger subset of survey takers identified the current library as a cultural and personal history spot. More analyses are provided in the Visualizing Values section.

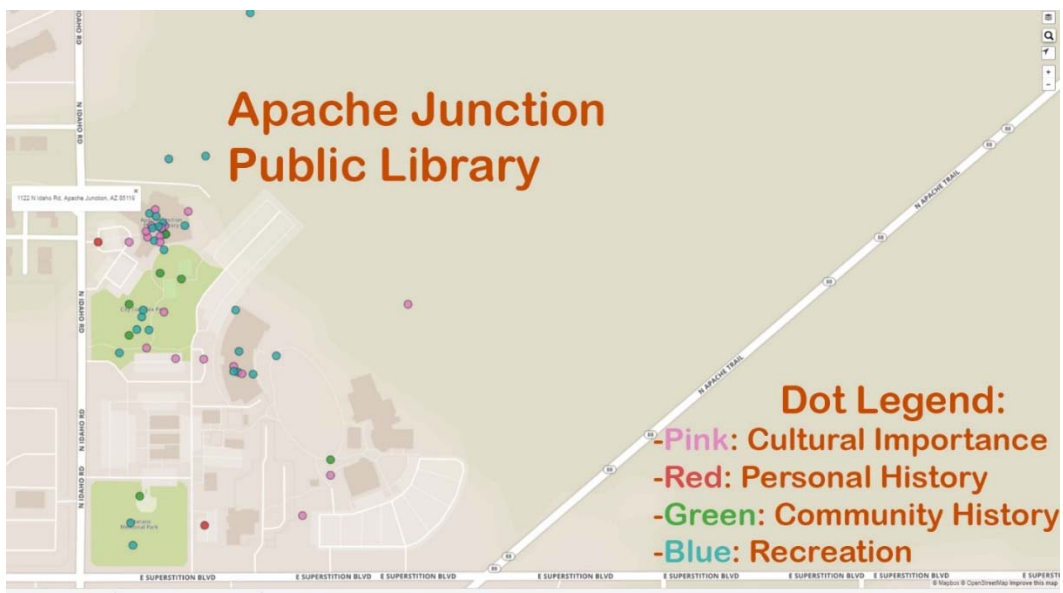
Visualizing Location and Values

(NOTE: Visualizing Location and Visualizing Values sections combined.)

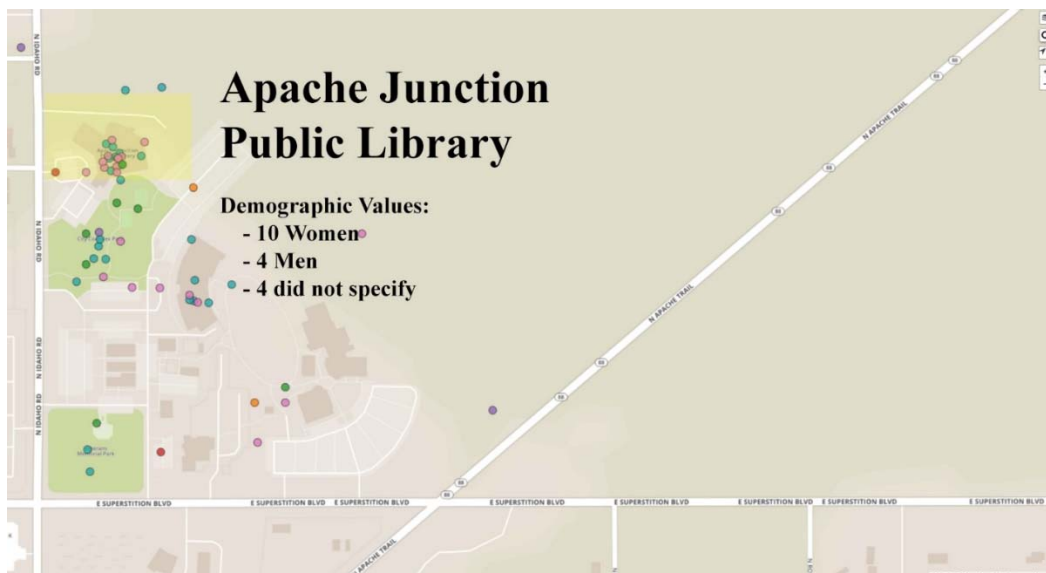
Apache Junction Public Library



Map 2: Maptionnaire Survey Map – Heat Map – Scale 2 – Apache Junction Public Library



Map 3: Maptionnaire Survey Map – Values Map – Scale 2 – Apache Junction Public Library (with legend)



Map 4: Maptionnaire Survey Map – Values Map – Scale 2 – Apache Junction Public Library (with gender demographics)

Map Analysis: AJ Public Library

Red Dots - Personal History

- “Visited the library weekly since we moved to Apache Junction in 2003”
 - jerdody@AJCity.net
 - Under 21, F
 - Full time resident
 - Interesting to see this response today given the sampling in AJ- mirrors some of the sentiment expressed back in the 1960s- the Apache Sentinel Article,

Green Dots - Community History

- “Apache Junction Public Library is significant to the region because it fills the role as a community center and the educational, information and entertainment needs of our diverse community”
 - tcurtis@ajcity.net
 - 46-65. F
 - Full time resident

Pink Dots - Cultural

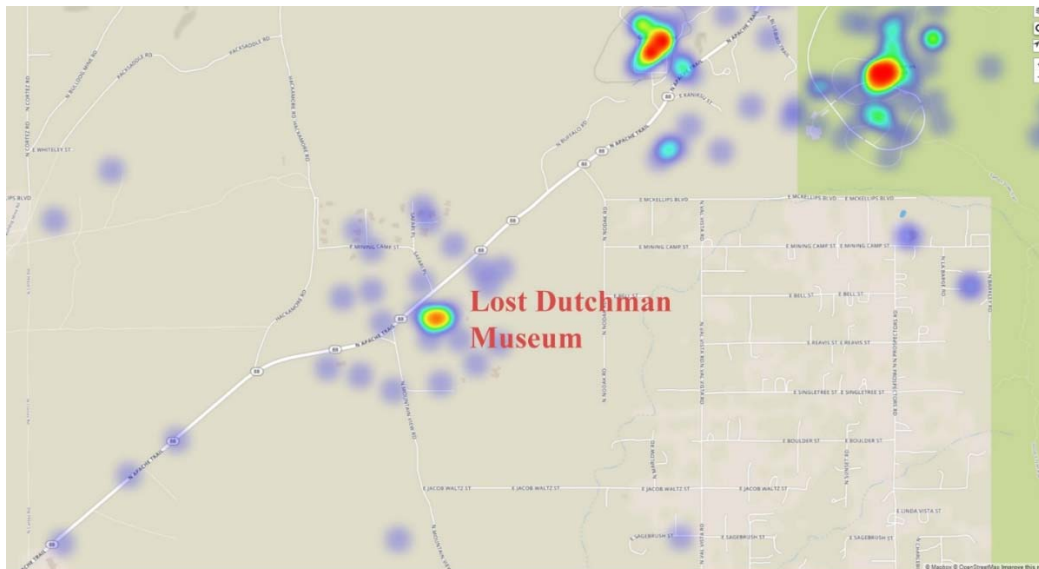
- 22-45, F, full time
- 22-45, M, non-resident
- 44-65, F- tcurtis@ajcity.net, full time
- 22-45, F, full time
- 22-45, full time
- 22-45, F, full time
- 65+, F, full time

- 22-45, M, non-resident

Blue Dots - Recreational

- 22-45 full time
- 22-45 full time
- 22-45, M, full time
- 22-45, F, full time
- 22-45, F, full time
- 22-45, M, full time
- 22-45, F, full time
- 22-45 full time

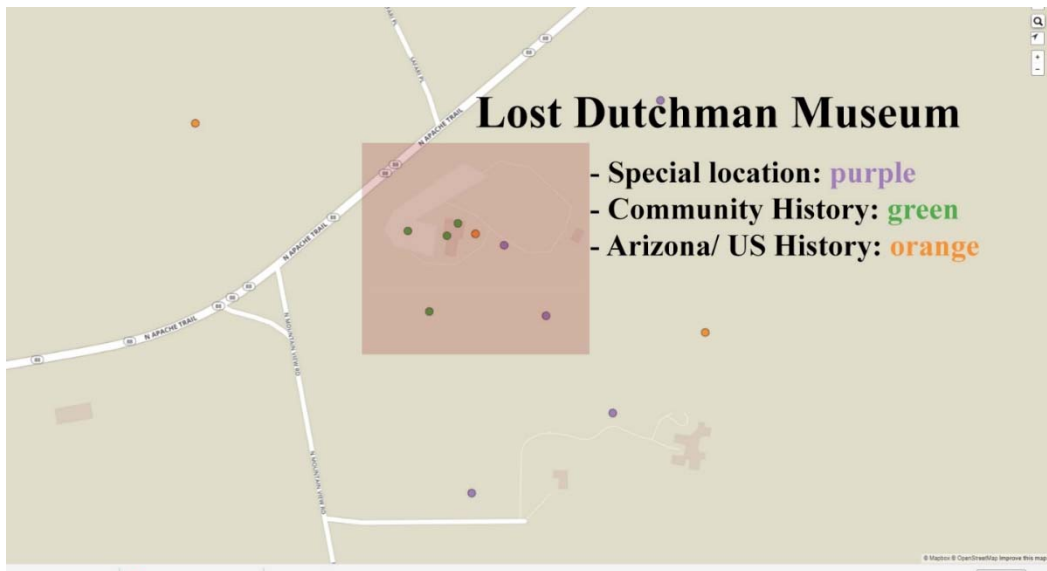
Lost Dutchman Museum



Map 5: Maptionnaire Survey Map – Heat Map – Scale 2 – Lost Dutchman Museum



Map 6: Maptionnaire Survey Map – Values Map – Scale 2 – Lost Dutchman Museum (with gender demographics)



Map 7: Maptionnaire Survey Map – Values Map – Scale 2 – Lost Dutchman Museum (with community values)

Map Analysis: Lost Dutchman Museum

Green Dots - Community History

- Full time, 22-45, female
- Full time, 45-65, female
- Full time, 22-45, female

Pink Dots - Cultural

- Full time, 22-45, male

Blue Dots - Recreational

- Full time, 22-45, female
- Full time, 22-45, female

Purple Dots – Special Place

- Full time, 22-45, dns
- Full time, 22-45, dns

Orange Dots – Arizona / US History

- Full time, 22-45, female
 - Optional Question: What is this place and why is it significant to the state or nation?
 - “The Superstition Mountain museum holds the history of Apache Junction, the Superstition Mountains, Arizona native plants, Movie history and more.”
- Full time, female, 22-45, female
 - Optional Question: What is this place and why is it significant to the state or nation?
 - “Superstition mountain museum tells about arizona and American histort. They offer unique and educational classes along with the monunents they have to help you understand the life people use to live.”

One of the potential biases in the Maptionnaire study is access to a computer, or proficiency in operating social media, as well as general social and political involvement. Two groups largely missing from this survey are senior citizens and the youth, 21 or younger. When looking to conduct a survey in the future, and to help limit these biases, the survey could also be carried out at High Schools and senior centers, as well as have a central polling location. In addition, one of the most interesting aspects of this spatial analysis is the cultural and historical hotspots found throughout the valley, but radiating brightest at the library and museum.

Another bias is the cost of the Maptionnaire survey, as Dr. MacFadyen has talked about throughout the course. Surveying, even on this scale can be an expensive undertaking. This claim is substantiated by the article *Finding Spatial Data* which declares that “publicly funded statistics are generally restricted or... expensive.”⁶³

Overall, the data collected from the Maptionnaire survey provides an interesting juxtaposition of the constituent makeup of the survey takers and our place history research. Those surveyed are predominantly in the 22-44 age range, while the membership of the Apache Junction Woman’s Club from the 1960s-90s, had a large base of retired members and senior citizen constituency.

Some of the surprises, which as outsiders to the community were not entirely shocking, include the relevance of the Apache Junction Public Library today. It remains an important site within the community writ large, and is worth researching further to better understand future values and community needs.

⁶³ MacFadyen, Josh, and Jim Clifford. "Finding Spatial Data." *Geospatial Historian*. July 23, 2015.

Early on, our predictions were largely centered around the Women's Club and our individual survey posed more questions related to the library projects and more general grassroots organizing. The final class survey was surprising in that it demonstrated the value of the library today, particularly in the 22-44 year old group, and how many areas are held in high regard as of historical or cultural importance.

Recommendations

When seeking to start a preservation or public history project, explore as many digital history tools as possible. Many modern tools are not sufficient on their own, and to get a better understanding of the area in question, traditional methods and multiple digital methods used in conjunction, provide a more thorough understanding of place history and values.

One of the many strengths of spatial history, according Richard White's article is that they are more of a scholarly partnership, including many interdisciplinary fields such as geography, history, and statistics; furthermore the projects are built for the future and remain "open ended."⁶⁴ What White is referring to is that digital history tools such as a blog, or database can constantly adapt in different ways, whereas previous methods of inquiry and project presentations may become stale or stagnate in how they convey data.⁶⁵

One takeaway from the Partner City project is the importance of understanding the history and legacy of community development. For our project, we had to understand how the library and many aspects of community development within Apache Junction have evolved over the city's brief official history. Through our analysis of the Woman's Club scrapbooks and the ever-changing methods of historical inquiry, our recommendation is to continue to utilize the resources of the community around you, just as the Apache Junction Woman's club did, and just as we have done throughout the project. By utilizing multiple methods of history, both digital and traditional, we were able to get insights into the evolution of this public project.

⁶⁴ White, Richard. "What Is Spatial History." Spatial History Project. Accessed April 27, 2018. <https://web.stanford.edu/group/spatialhistory/cgi-bin/site/pub.php?id=29>.

⁶⁵ White, Richard. "What Is Spatial History."

Conclusions

The East Valley community of Apache Junction is a unique example of place history, and the effectiveness of community organization. The project has evolved from a case study on grassroots organizing during the 1960s-1990s, into a shining example of the usefulness of the digital history toolset in understanding how the past and present are linked together. As Dr. Josh MacFadyen and Jim Clifford describe in *The Geospatial Historian*, “sharing non-sensitive data about our urban and rural environments allows researchers and technologists to... create new ways of understanding nature and society.”⁶⁶ Dovetailing with these sentiments, the group’s focus has been to understand the past, present, and future values of the community through the case study of the Apache Junction Public library and its thirty-year history.

The crux of this understanding is the Woman’s Club scrapbooks, and the Maptionnaire survey results. The relatively large period of time encompassed by both aspects of this project means that there remain some gaps in understanding, but the fruits of this research are the building blocks to a better understanding of community involvement and development through one public project. By tracing the development of the libraries over time and comparing that data with the results of a modern, grassroots survey, one can glean that there is a legacy in Apache Junction of appreciation for community spaces, and the preservation of the city’s historical legacy. In closing, the project has brought together the old and new, and created a richer understanding of the Apache Junction community.

⁶⁶ MacFadyen, Josh, and Jim Clifford. "Finding Spatial Data." *Geospatial Historian*. July 23, 2015.

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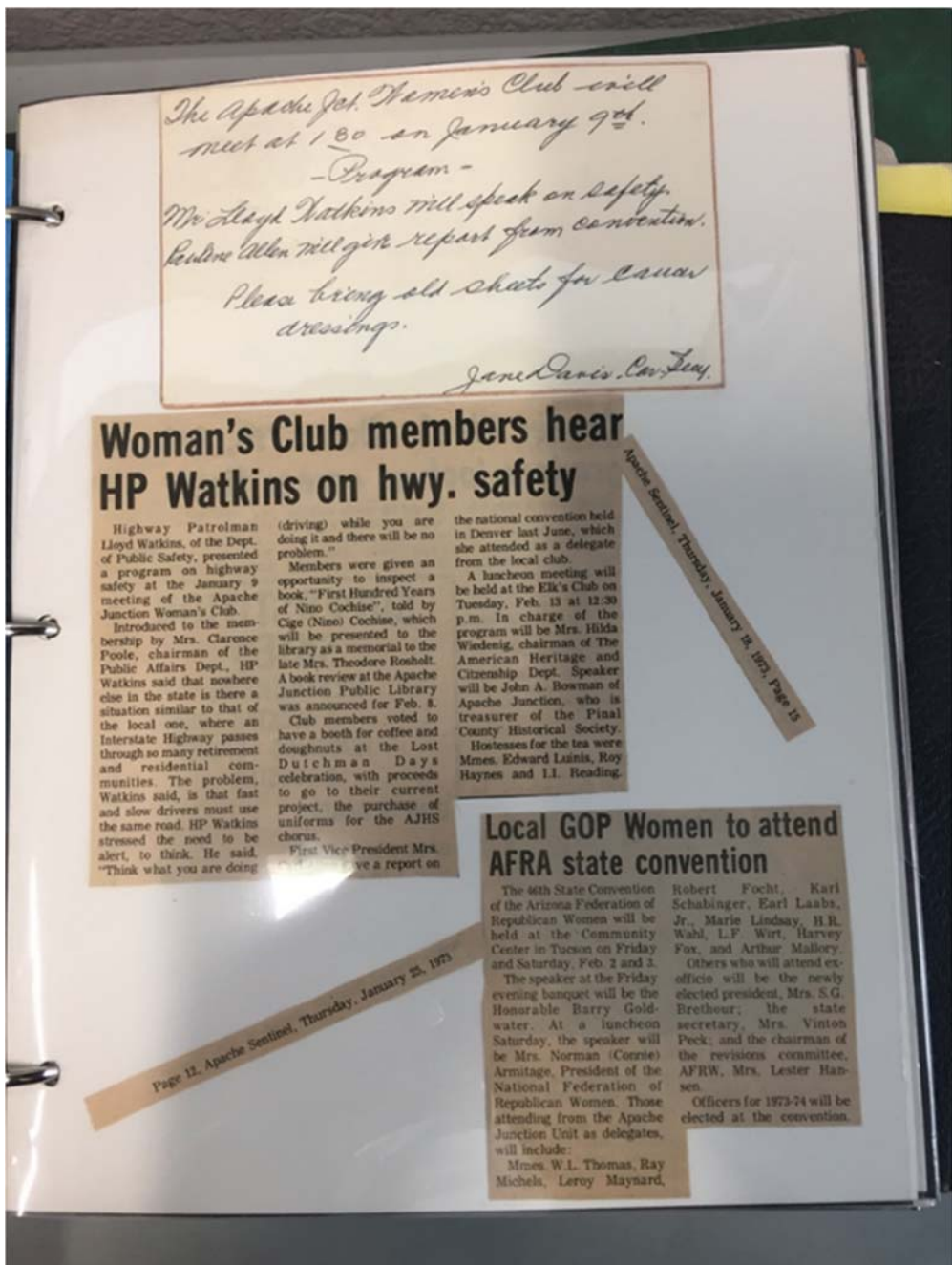
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2018.

Appendix A - Images



Image 1: PowerPoint Slide – Women’s Club Scrapbooks Place History – Utilized for Project Cities presentation (04/25/2018)



The Apache Jct. Women's Club will meet at 1:00 on January 9th.
 -Program -
 Mr. Lloyd Watkins will speak on safety.
 Redene Allen will give report from convention.
 Please bring old shawls for cancer dressings.
 Jane Davis, Co. Secy.

Woman's Club members hear HP Watkins on hwy. safety

Highway Patrolman Lloyd Watkins, of the Dept. of Public Safety, presented a program on highway safety at the January 9 meeting of the Apache Junction Woman's Club. Introduced to the membership by Mrs. Clarence Poole, chairman of the Public Affairs Dept., HP Watkins said that nowhere else in the state is there a situation similar to that of the local one, where an Interstate Highway passes through so many retirement and residential communities. The problem, Watkins said, is that fast and slow drivers must use the same road. HP Watkins stressed the need to be alert, to think. He said, "Think what you are doing

(driving) while you are doing it and there will be no problem."
 Members were given an opportunity to inspect a book, "First Hundred Years of Nino Cochise", told by Cigo (Nino) Cochise, which will be presented to the library as a memorial to the late Mrs. Theodore Rosholt. A book review at the Apache Junction Public Library was announced for Feb. 1. Club members voted to have a booth for coffee and doughnuts at the Lost Dutchman Days celebration, with proceeds to go to their current project, the purchase of uniforms for the AJHS chorus.
 First Vice-President Mrs. [Name] will give a report on

the national convention held in Denver last June, which she attended as a delegate from the local club.
 A luncheon meeting will be held at the Elk's Club on Tuesday, Feb. 13 at 12:30 p.m. In charge of the program will be Mrs. Bilda Wiedenig, chairman of The American Heritage and Citizenship Dept. Speaker will be John A. Bowman of Apache Junction, who is treasurer of the Pinal County Historical Society.
 Hostesses for the tea were Mmes. Edward Linnis, Roy Haynes and I.I. Reading.

Apache Sentinel, Thursday, January 24, 1973, Page 15

Local GOP Women to attend AFRA state convention

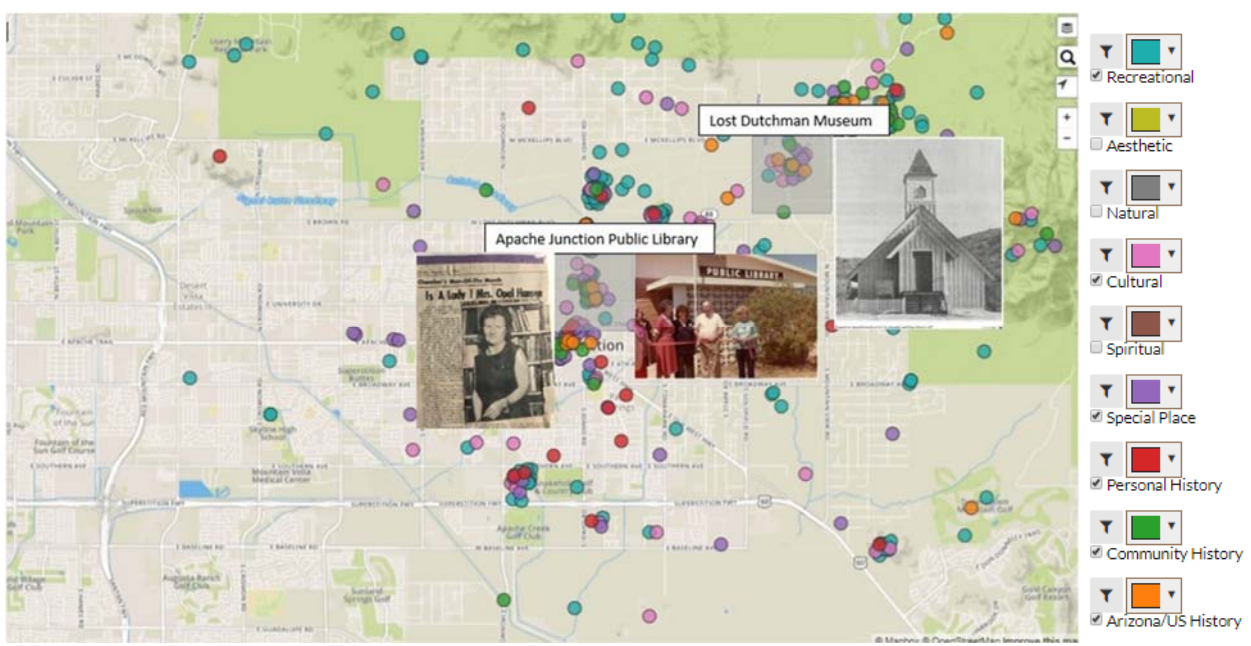
The 6th State Convention of the Arizona Federation of Republican Women will be held at the Community Center in Tucson on Friday and Saturday, Feb. 2 and 3. The speaker at the Friday evening banquet will be the Honorable Barry Goldwater. At a luncheon Saturday, the speaker will be Mrs. Norman (Connie) Armitage, President of the National Federation of Republican Women. Those attending from the Apache Junction Unit as delegates, will include:
 Mmes. W.L. Thomas, Ray Michels, Leroy Maynard,

Robert Focht, Karl Schabinger, Earl Laabs, Jr., Marie Lindsay, H.R. Wabl, L.F. Wirt, Harvey Fox, and Arthur Mallory. Others who will attend ex-officio will be the newly elected president, Mrs. S.G. Brethour; the state secretary, Mrs. Vinton Peck; and the chairman of the revisions committee, AFRW, Mrs. Lester Hansen. Officers for 1973-74 will be elected at the convention.

Page 12, Apache Sentinel, Thursday, January 25, 1973

Image 2: Scrapbook: 1972 - 1973. Apache Junction, AZ: Apache Junction Women's Club, 1973. (page unknown)

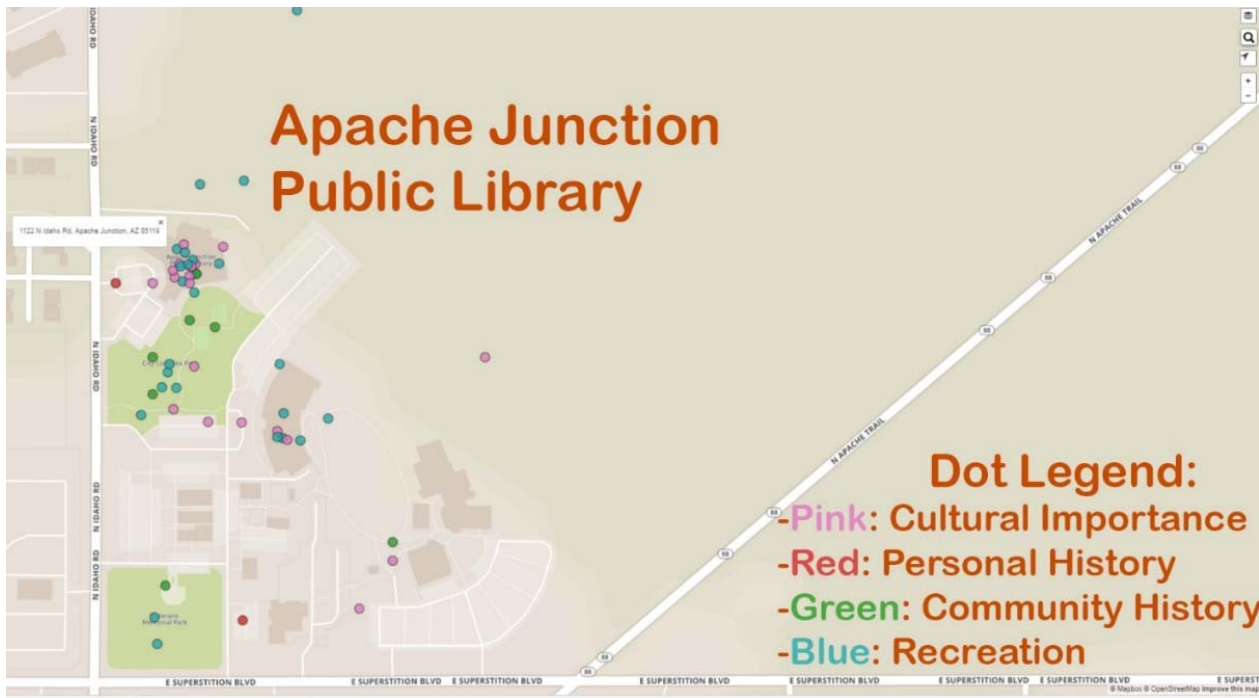
Appendix B - Maps



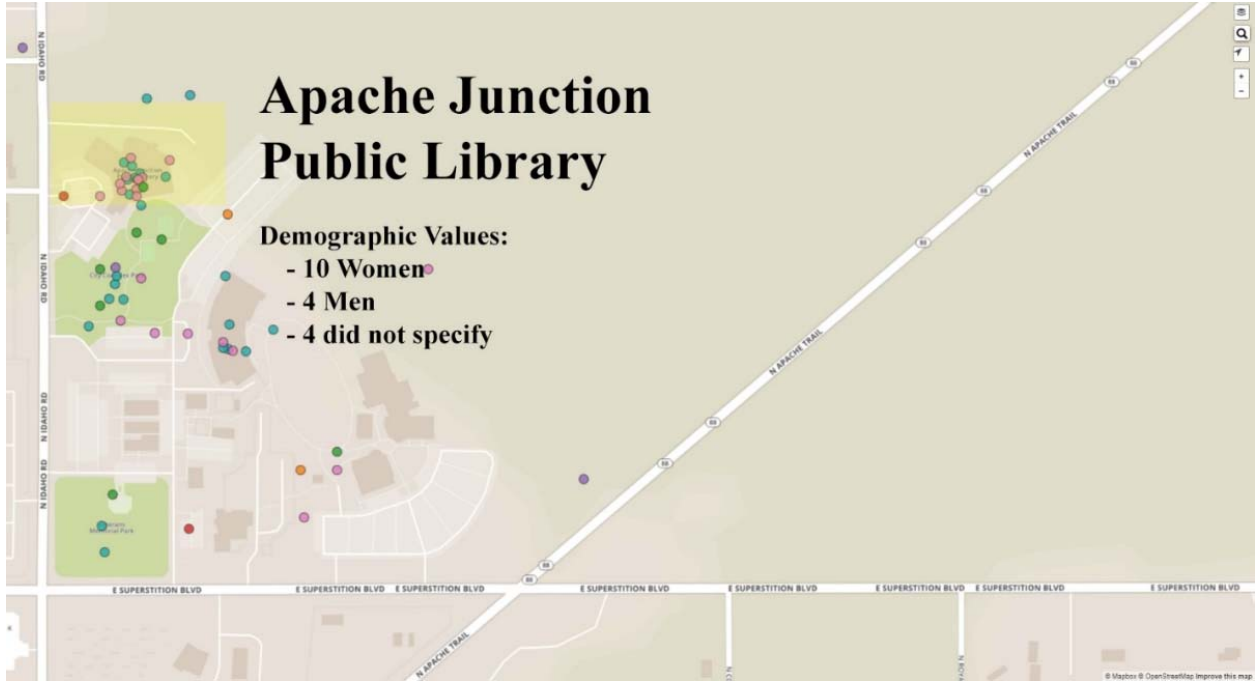
Map 1: Maptionnaire Survey Map – Values Map – Scale 1 (with historical photos)



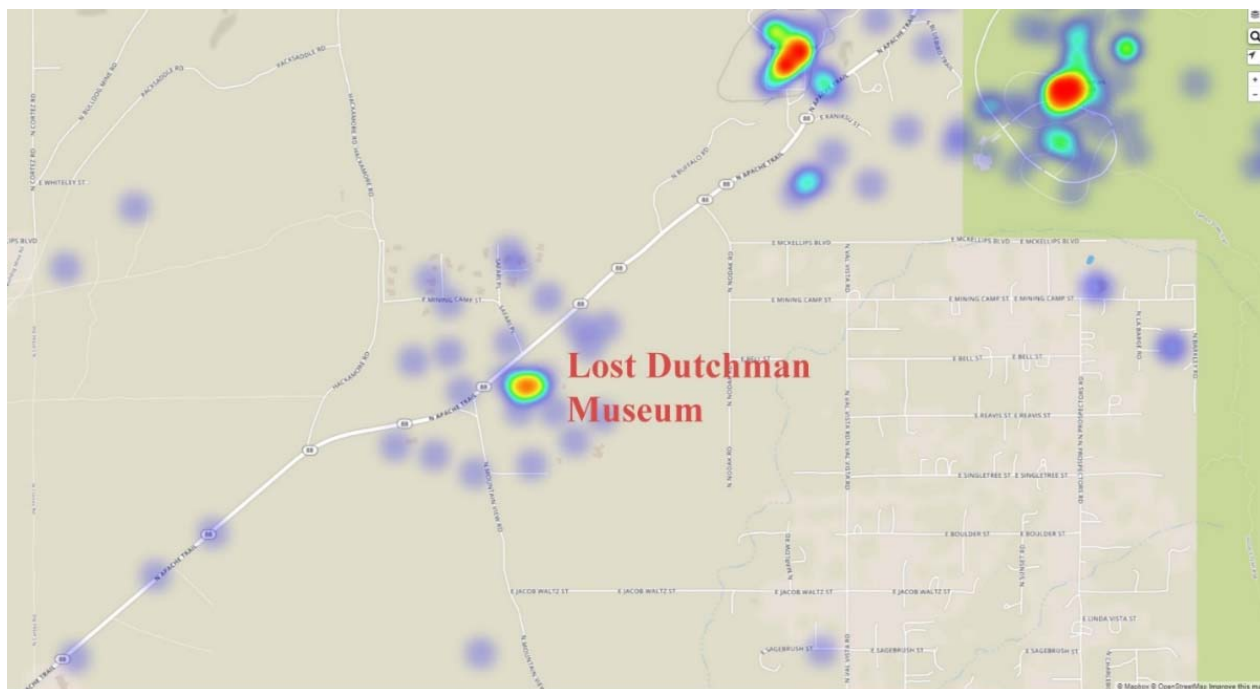
Map 2: Maptionnaire Survey Map – Heat Map – Scale 2 – Apache Junction Public Library



Map 3: Maptionnaire Survey Map – Values Map – Scale 2 – Apache Junction Public Library (with legend)



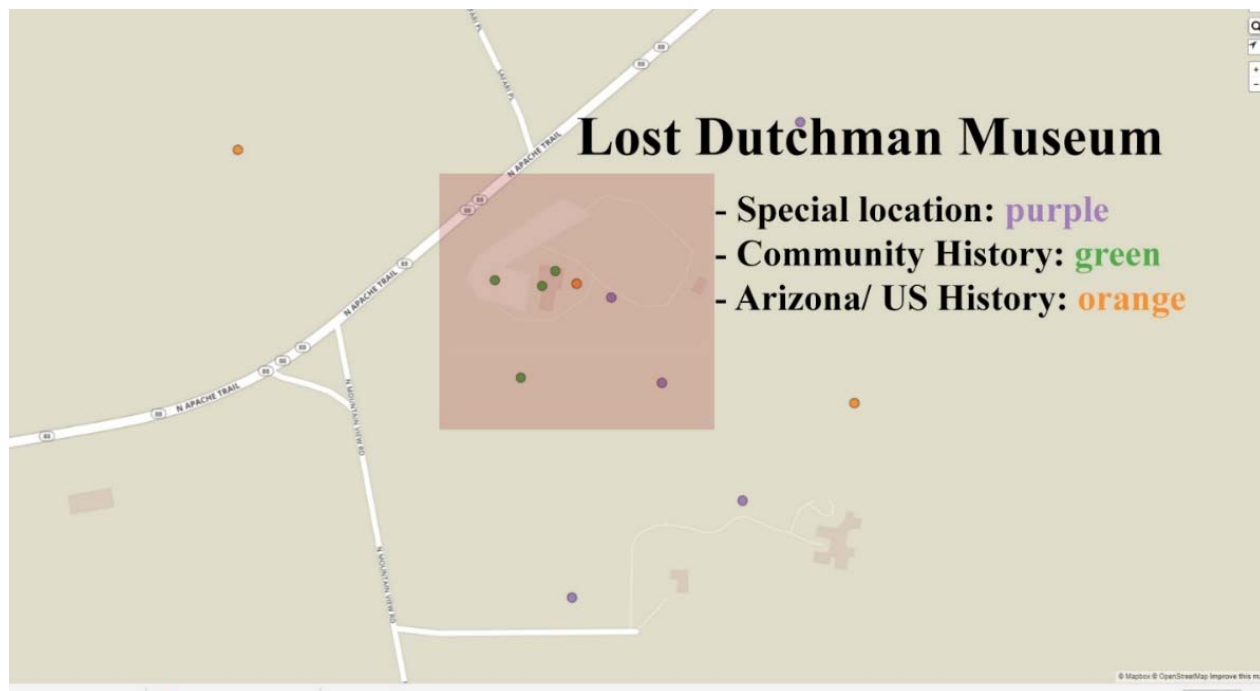
Map 4: Maptionnaire Survey Map – Values Map – Scale 2 – Apache Junction Public Library (with gender demographics)



Map 5: Maptionnaire Survey Map – Heat Map – Scale 2 – Lost Dutchman Museum



Map 6: Maptionnaire Survey Map – Values Map – Scale 2 – Lost Dutchman Museum (with gender demographics)



Map 7: Maptionnaire Survey Map – Values Map – Scale 2 – Lost Dutchman Museum (with community values)

Apache Junction High School: a Place History

April 25, 2018

HST 485

Group 8:

Conor Leonard, Fiona Mallaire, Zach Yonke, Michaela Johnson

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Executive summary

Group 8's objective was to gather information regarding the Apache Junction High School with the goal of helping Apache Junction improve its image and perception. Additionally, this project was intended to shine light on positive aspects of the Apache Junction High School, as well as areas in which the high school might be improved.

After searching through various google search results, which included social media posts, news articles, advertisements for locations in the Apache Junction region, and other digitized sources, Group 8 decided to study the Apache Junction High School. Over time the project grew to include the surrounding area, and the "junction" part of the Apache Junction became an area of interest as well. Research was conducted to gather information about the school's background, the culture of the school, and the surrounding area. Group members scoured the internet for anything related to the high school that was relevant for this project. For instance, information regarding the demographic of Apache Junction High School attendees, and the founding of the school, was critical to build an understanding of how the school functions, and what issues might exist there. After obtaining the relevant information, Group 8 speculated and made educated guesses regarding some of the findings. For instance, group members theorized about why some faculty and staff were leaving the school in high numbers. Group 8 created maptionnaire surveys in order to gather primary source data from individuals in Apache Junction. The results were then analyzed to further understand Group 8's regions of study.

Michaela Johnson was assigned the role of "corresponding author," effectively tasked with submitting the drafts of the research with the professor in charge of the overall project. While participating in general research and writing, she was also assigned to the "historical sources" section. This led a number of places; photos of the city while it was in its beginning stages and photos from older yearbooks, articles saved for posterity on the *Apache Junction Independent* website, and from sources granted to the group by city correspondents. These sources connected to many of the other sections of study in this project, and led to relevant discoveries in the present day and helped place AJHS in the context of the modern-day city. Identifying the city's history finds the narrative amongst the academia.

Zach Yonke was assigned to place description as well as being an integral part of the communication effort with the community. While initially tasked with some basic research related to the physical location of Apache Junction High School, this quickly evolved into a more detailed research effort involving sources such as Tom Kollenborn's blog about Apache Junction. The communications role led to contact with Mr. McNulty, which in turn led to him suggesting contact with a Larry LaPrise, later found to be the principal of Apache Junction High School. When contact was unsuccessful, this led to a few questions, which in turn led to the discovery of the current tumultuous situation at Apache Junction High School, simultaneous with discoveries made by Connor regarding the student walkout. Further details on these matters are in the Additional Sections area.

Conor Leonard was assigned the "present day sources" part of the draft on WordPress, therefore he spent most of his time researching on Apache Junction High School in the present, looking at news articles and social media pages to build a fuller picture of it currently. This is where much of the information was drawn about the student walkout in February which ultimately resulted in a chain of events leading to where the school stands currently with seven faculty members having resigned. Conor was also responsible for operating and maintaining the WordPress because of the fact that he was the only person with experience in using the blogging website. Therefore, the sections of the draft written by the other group members were supplied to him so that he could get everything situated on the actual WordPress website for the group.

Fiona Mallaire was assigned the "Intended Tools" section of the draft on the WordPress. As such, Fiona spent most of her time trying to find different methods of researching and new routes to locate leads on information. This led her to attempt to gain new information through regular means, such as google, and news articles, and other channels, such as the county assessor, and school alumni. Fiona attempted to contact the school on several occasions, believing that interviews were a good "tool" to find new leads on the school's history and culture. Additionally, Fiona attempted to conduct research on the Census Bureau website, and finally managed to interview an alumni by contacting the city of Apache Junction.

Results of research showed the demographic of the population, and revealed much about the influence the school has on the region. (This is discussed at length in sections below). Research led to several interesting conclusions. First, the school is losing students (likely due to

a variety of factors, including alternate high schools creating competition). Second, trouble is brewing at the school (teachers and faculty are leaving and record numbers).

In addition to the results uncovered through normal means of research, the survey results are described in detail below. However, in general, results showed that the Apache Junction High School contains a lot of sentimental value for citizens of Apache Junction. Additionally, the “junction” part of Apache Junction, contains both historic value, financial value (insomuch that it is a tourist hub), and cultural value.

Based on the results that were obtained, Group 8 would advise public historians and those interested in preservation projects to recognize the historical and cultural value of the Apache Junction High School, and to do what they can to maintain the school. Additionally, buildings located in the “junction” part of Apache Junction, such as the Grand Hotel, or the City Hall, have a lot of historical meaning, and should be preserved. Group 8 also recommends that Project Positively Apache Junction recognize the significance of places like the high school. Positively Apache Junction needs to recognize and capitalize on all the positive aspects of places like Apache Junction High School, and also recognize the areas in which it can be improved.

Introduction

Apache Junction High School is located at 2525 S Ironwood Dr, Apache Junction, AZ 85120 in the city of Apache Junction, Arizona. The school has been around since 1956, notably older than the actual city it calls home; Apache Junction wasn't incorporated into the state of Arizona until 1978. AJHS is the only high school in the Apache Junction Unified School District with one junior high and three elementary schools feeding into it.

Apache Junction is often regarded as a part of the Greater Phoenix Metropolis, although sitting on the very outskirts of it. The city is split between two counties. Most of the Phoenix Metropolis sits within Maricopa County. Apache Junction is partially in Maricopa, but most of its people live within Pinal County. Apache Junction brings in a lot of hikers and outdoorsmen because of its proximity to the Superstition Mountains. In fact, the high school itself sits just west of these mountains.

The plan was to create a place history of Apache Junction High School. In order to develop the place history, it was necessary to gather information which will help to describe the

location, discern which tools will be best to use in the project, and determine which present day sources and historical sources will contain relevant information to the location; all with the ultimate goal of placing Apache Junction High School within the context of the greater community around it.

Methods

The goal of creating a place history's is to look at the historic value of locations. It encompasses more than the events that occurred at any given location, and places emphasis on the value individuals give a place (sentimental value, a place being aesthetically pleasing, etc.). This can be achieved through questionnaires and surveys. It can also be done by utilizing data available on certain areas, and then showing this data out on an actual map.

Group 8 chose Apache Junction high school because, out of all the locations that were initially looked at, Apache Junction High School appeared to be the most interesting. A news article showed that events that were important to the community were taking place there. In fact, a protest had just been staged there over the return of the 5 day school week (when school had previously only been 4 days a week). Additionally, Group 8 discovered that the school was built prior to the incorporation of the city itself, which was intriguing as well. Group 8 hoped that researching this site would help give Apache Junction a better understanding of the role Apache Junction High School has, and continues to play, in the community. This location has a lot of meaning to the residents of Apache Junction, and most have some connection to the school.

Part of this place history project was the community values mapping survey. This survey was created via a website called Maptionnaire. Essentially, this site allows online surveys to be created, which can link to other sources, and can display maps that individuals can place "values" on. Test takers answer a variety of questions, related to demographics, and also open ended questions, which allow them to tell personal stories and anecdotes. Finally, they can place marks on a map, displaying which areas have "sentimental value," "spiritual value," etc. This data can then be taken density values maps can be created to show which areas have the most significance to the community. Tools like Maptionnaire are great for working with actual residents, or just the typical lay person. It is a simple and efficient way to collect data and show correlations between locations and values.

In addition to tools like Maptionnaire, research tools were used to research for this project. News articles were of great value. These gave group members an understanding of what was happening, politically and socially, at the school, and the greater impact the school was having on the surrounding area. Articles also tipped off group members to look on social media websites for more information about the tumult that was occurring in the school's faculty. Further tools, such as the assessor's website or the United States Census Bureau, were used to gain data on the land the school was located on, and the demographics of the region it was located in. Additionally, communication with those involved in the school was helpful in researching as well.

Literature

Public history has played a role in most forms of historical research in the past. Even before the introduction of digital history and its many benefits, public history spearheaded some of the most vital forms of historical academia. "Public history" is defined as forms of history that go outside the realm of basic history in a classroom; often this evolves into communities and forums around a people or place, with particular attention placed on a subject not typically studied so closely. Digital history feeds right into that established idea. Digital history, once computers and comprehensive databases were viable resources, became a convenient and time-saving tool to historians. Not only could algorithms and search filters begin to help researchers analyze complex data, but they could also save and preserve older documents and sources on a digital database--one that doesn't age or disappear. The many practical uses for technology in academic study are virtually endless, and allow historians to more easily, quickly, and deeply study their subjects. The combination of digital history and public history leads easily into the concept of a "place history," which is the job we accepted in this group.

Place histories are studies with a focus on a particular location. The location can be broad, such as a city, region, or even a state, or it can be specific like a street, neighborhood, or building. Places histories can be achieved through many routes, but their primary goal is to understand the context and environment in which the places occurs, and how the location plays a part in that broader picture. In Apache Junction, there were any number of locations to choose from because of the town's size, structure, and origin, which opened doors into its community

and culture as a unique place in the United States. Place histories seek to understand the connections between all of these things.

In our place of study, we found an interesting couple of statistics as it relates to the area as a whole. Apache Junction High School had a higher rate of economically disadvantaged students, at a rate of 55%, compared to the general population where 19.5% were living below the poverty line. The school also has a significantly higher Hispanic population than does the surrounding area, which contributes to the theory that wealthier white students may be leaving the public school system in favor of charter schools, and coincidentally there is a charter high school nearby. While urban revitalization can certainly have some positive effects, what we may be seeing here is a negative one.

Participatory mapping is a concept where cartography is combined with the participation of local residents of the area that is being mapped. This can lend both greater depth and accuracy to the project being undertaken by the party creating the map. Place attachment can often go hand in hand with participatory mapping, and is the emotional value that a person has with a given location. These two combined can create a rich and meaningful map full of personal histories and emotional depth, something that technology such as Maptionnaire can help create through map-based surveys with open-ended response possibilities.

For our presentation, our group chose to analyze an area surrounding Apache Junction High School, which was our project place, and a roughly one square mile section around the “Junction” that makes up Apache Junction. The first location, around the high school, luckily for us had a few respondents. We noticed that there were a few “special places” marked around the school, as well as personal histories. The special places had interesting locations, with one being placed directly on a baseball field; unfortunately, there was no comment attached to the place marker, but we all hoped that the placement was intentional, which could indicate a former baseball player for AJHS or even a community member who used the field with their family. A second noteworthy response was a personal history marker placed on the performing arts center at AJHS, and luckily for us they answered an open-ended question, stating that both they and their children have performed there. Our group thought this was really neat, and that it formed a generational connection between the family, the high school, and the community. The other

responses were simply had lived in the area for whatever years they shared, which wasn't too surprising, as areas around schools are often fairly desirable places to live. The downtown area had many more responses, which made sense given the local and personal histories that have taken place at that location. A few of the noteworthy responses were related to Flatiron Park, with residents marking it as a special place, and one resident very dryly stating "I was the designer of Flatiron Park." People also mentioned the Junction, a rodeo that used to be nearby, the police station, the library, the Grand Hotel, and city government buildings. Particular emphasis seemed to be placed on the library, with one resident noting that in addition to being a library, it served as a community center and a bastion of education and entertainment for the diverse city. Another interpretation of what residents could have been meaning by the "junction" is that it is the physical place on the map where one road turns into a Y with one road running northeast to the nearby Idaho & Superstition intersection that was analyzed (because this is where the city hall and library were located) while another road runs southeast. The group witnessed several written responses that were as simple as "The Junction," which signalled the Apache Junction community members saw this location as a source of pride. To them, this was the center of town and it was the literal "junction" that gave the city half of its name.

Visualizing location

The image shown in Figure A.1 is the area in the northeast section of town, and it is home to a couple of big tourist spots that really seemed to have a lot of local value for the residents in terms of place history (see Appendix A, Figure A.1). The Lost Dutchman Park came up a few times and was cross referenced as both personal and historical. The Superstition Mountain Museum did the same. This area of town, according to the survey results, absolutely seems to hold a lot of cultural value for the town.

The location, depicted in Figure A.2, at the center of town, is the "Junction" that lends itself to the city name of Apache Junction (see Appendix A, Figure A.2). As mentioned above, this area has a lot of personal place value to folks, with locations such as Flatiron Park and the library giving a real sense of identity and community to the area. Other locations of note include the old Grand Hotel and original city hall as well as a park commemorating U.S. veterans.

The area shown in Figure A.3, located east of Apache Junction, provided some really cool personal place history stories related to the mountain range just outside of town (see Appendix A, Figure A.3). It more than maybe any other spot that was located on the map provided the citizens a real sense of identity, a place above all others that they truly identified as representing Apache Junction. People remarked on the natural beauty, and how no matter when or where a former resident may have moved to, Superstition Mountain will always be a symbol of their past home.

The photograph of the 1975 Apache Junction High School football team (see Appendix B, Figure B.1), while not a specific photograph of our place, is a historical representation of a team that has consistently held value to the community over time and still does today, with the school board recently considering whether to send the team to California for a game against another team.

The picture from the Facebook page of Apache Junction High School shows the 1977-78 high school basketball team that won the Arizona State Championship (see Appendix B, Figure B.2). An event like this will be a source of historical pride for the residents, and in fact the high school celebrated the 40th anniversary of this team in 2017.

The picture displayed in Figure B.3, showing the performing arts center in the background, is not itself a historical photo; however, the location does have a lot of place history for Apache Junction, as the city hosts a monthly lecture series at the site detailing local and state history (see Appendix b, Figure B.3). While the series initially began as an educational forum for out-of-town visitors, local residents often partake as well and the presentations are routinely sold out in an auditorium that seats upwards of 600.

Visualizing values

The first set of maps is from Scale 1 used by the group. It is helpful in showing the two regions from a zoomed out viewpoint that the group would be looking into further in this evaluation of the survey. One immediately notices the large amount of points located right where the Maptionnaire map of the city says “Apache Junction” in big text. This location is the “junction” spoken of in the sections above. Additionally, the group chose to focus in on more

than just the Y-shaped “junction,” but also looked at the Idaho & Superstition intersection because the northeast corner of this is where the city hall, library and other governmental facilities are located. The group was also interested in Apache Junction High School since this was what was studied for the place history project. A smaller cluster of dots that one can find on the map that isn’t as numerous as by the “Junction” and Idaho & Superstition is right north of the 60 freeway. The red and light purple dots that is being spoken of is the high school. The group speculates that the reason one sees purple “special place” dots spread sporadically all over the map is because individuals are unique and will value a place that is completely different from somebody else’s “special place.” However, if you are looking for more of a pattern in the purple points or any of the other colors, they automatically draw you to the center of town where the “Junction” and close by Idaho & Superstition intersection are located.

The scale 1 map from Appendix B that has all colored points checked (Figure A.5) improves the group’s understanding of Apache Junction because it puts all of the different dot values on to the map. Of course, this doesn’t change much, except to include recreational and cultural dots. These help make the area around the high school darker. This will be explained further in the Scale 2 when the group speaks about demographics surrounding the school, but cultural pink dots and recreational light blue dots helped to populate a lot more around the high school, definitely making it stand out more as a region of significant dot population that isn’t in the center of town, located by or off of the y-shaped “junction.” As identified in the previous section, one can note how the colors of the location in the northeast corner of the map make it easy to identify what it is, even without having a label that tells the survey reviewer what it is. The green and orange are historical dot markers, thus one can realize that this is where the museum for the Superstition Mountains and its surrounding wilderness are located. This area, although out of the regions on the map that the group chose to study, was informative still in that it showed how the community of Apache Junction viewed their tourism and historical landmarks. They gave them orange dots for Arizona/American history, or they would utilize the green dot because it is a source of community history as well as pride for Apache Junction.

When the survey map is switched over to density values (Figure A.6), one finds that the dark versus light is extremely similar to the “eye test” played out with the first image in this section. The viewer is immediately brought to the darkest which would be literally the actual

“junction” point where the road breaks off to the northeast and southeast. The other darkest is that very northeast corner spoken of at Idaho & Superstition where so many individuals identified and spoke of the library and city hall, etc.

One more thing to make note of is the area of Apache Junction High School. Although it is not one of the darkest, it definitely has some color to it and is not left shadeless. One could point out that it is the only shaded portion of the map lying just north of the 60. This makes it clear that people were putting points down on the map where the high school was. These maps from Scale 1 were necessary in giving some direction to the group of where to go next, but they fail to actual locate specific places, just areas of location. It is only after other analysis that one realizes stuff like has been spoken above about the library or the baseball field at Apache Junction which led the group to speculate that this was a former student-athlete at the high school.

The images at Scale 2 break down what is actually where (figures A.7 and A.8). Originally, the group had seen a lot of light blue dots in the area of the high school. This made it appear like the survey takers were answering this way in response to extracurriculars at the school, those being sports as well as other recreational clubs. However, the scale 2 map of the Apache Junction High School region makes it clear that most of these light blue points for recreation were actually located in the park that hugs the high school to its east.

Zooming in on the region of the high school improves the group’s understanding of what is on the grounds of the school and what is not. One recreation point falls on the grounds of the high school, this being up in the northeast corner of the school. It is clear from the map that this appears to be the high school’s football field rung by a track. Strangely, the group noticed two additional blue dots that seemed to fall in a “no man’s land” as far as the Maptionnaire showed. One of these dots almost touches the 60. The thing to understand from this though was that the closer inspection identified the recreational zone as to the east in Superstition Shadows Park. The actual high school was more pink and light purple (therefore, cultural and “special place,” respectively). This is something that seems indicative of a public school. This is a place where children of the community interact with their peers and build friendships. This is their culture, their shared living experience with other kids of the Apache Junction community. Often times,

and especially in a generational location like Apache Junction, these students will maintain those friendships past graduation and carry them through with them in their lifetime and remainder of living in the city of Apache Junction.

Apache Junction High School appears to be a zone of the map that one can visualize as being a community builder in the present, although its roots are based in the past. As long as this community operates and serves its residents, the schools will be utilized in order to educate its young people. The place history project revealed that the Apache Junction School District has had a very hard time as of late, as well as the rest of public education in the state of Arizona as expressed by the group, Arizona Educators United. Teachers of the high school are resigning. The public schools throughout Arizona are currently shut down by teacher walkout, this including the educational facilities of Apache Junction.

When history comes up, the zone of the map that one is drawn to is away from the high school. Clearly, there is a lot of orange and green surrounding the “Junction” and Idaho & Superstition. In a community with a city name as interesting and one of a kind as Apache Junction, the members of this community have a source of pride in their name and what it represents. Therefore, this point on the map, the actual center of town, the literal y-shaped “junction” becomes something that they locate for its significance to symbolizing the city.

On the question of what other colors come up when looking at this region of historical value, there is a lot of light blue (recreation), pink (culture), and light purple (special place) mixed in with the orange and green. On the subject of biases, it was noted by the group that one explanation for the large amount of blue points marked out is that the rodeo takes place at the junction, and one of the original surveys of this type in the Apache Junction community took place during the rodeo. The possibility that the survey takers could have been considering this event when thinking about recreation and where they were currently located make it seem that this could have caused a bias towards the center of town in that this was where it took place.

Pink and green often tend to go together on the map, as pink is expressive of culture while green is expressive of community history. If one is thinking of the past, present and future of Apache Junction, there is obvious intersection between the past and present of the community in representations of cultural value on the map as well as those of community history value on

the map. Thinking of Apache Junction, it is a part of the Phoenix metropolis, but it sits on the outskirts of what is considered the East Valley (something that came across in the survey). The city has a clear connection to its western neighbor, Mesa. In researching for the place history project, the group discovered that schools first opened up in the 50s in Apache Junction because Mesa refused to take them anymore because of the school population numbers in that city. Thus, Apache Junction scrambled to establish their own public educational facilities which would take in their community's students. This still precludes the incorporation of Apache Junction into a city. Dr. MacFadyen told the class in one of his introductory videos on the city that people came there and liked living there because it was on the outskirts of town and did not have the same city life feel of Phoenix and some of its closer metropolitan neighbors like Tempe or Mesa. It has that country life feel and its identity is indicative of this. It sits on the border of two counties. The Phoenix metropolis is almost entirely in Maricopa, but Apache Junction, while having some of its residents on the Maricopa side, is mostly within Pinal County. In discussion of the rodeo above, it is important to note that this part of the Phoenix metropolis has a country identity. The high school mascot is the Prospector. Most high schools have common names, typically an animal, such as a lion or a bear, etc. Apache Junction is right next to the Superstition wilderness, and it understands its role as a community of outdoorsy types. Something expressive of this is reading Tom Kollenborn's blog. One immediately gets that classic "Western type" feel. Add in to that equation that a respondent in the survey talked about John Wayne and Ronald Reagan rolling through Apache Junction while shooting "Westerns" and one sees a picture developed by this survey and what respondents were saying in addition to their dots on the map.

A density map that was screenshots in scale 2 will be available below in Appendix A. It has been zoomed in so that the primary focus of it is the high school. This diminishes the ability to see more of the surrounding region, but it still shows the darkest part of the map, which appears to the eastern part of AJHS as well as Superstition Springs Park and part of the elementary school sitting just east of the park. This makes sense to have it be the darkest part of the map in focus. One thing that happens with the density map is that when one enacts the feature on the survey analysis it only shades light to dark on the region in focus. If one pans and looks at a different part of Apache Junction on the map, it will be entirely light. Therefore, when this screenshot was taken, the primary focus was AJHS and it turned out to come up as the darkest focus point on the part of the map in frame. It shifts to the east because respondents

identified the park as a place of recreation, in addition to respondents identifying the school as a place of culture as well as giving voice to it being a special place for them.

Recommendations

The residents of the city see the downtown area surrounding the “junction,” city hall, the library, etc. as representative of the image that they want outsiders to encounter when they think of Apache Junction. This center of town is a source of community pride. Respondents identified by written response “The Junction!” as well as providing additional information on the surrounding area. If Apache Junction is looking for continued growth, they will need to utilize this center of town to bring people in and get them to spend some time in the city. The city doesn’t want people just passing through on their way to hiking and camping in the Superstition wilderness. They want people to come through and get captivated by Apache Junction, thus causing them to fall in love with the city in addition to the beautiful scenery outdoors by the mountains. As such, these areas of large historic and sentimental value have to be preserved to the best of the city’s ability. Those interested in expanding have to make sure that expansion does not harm the scenic landscape, and the beautiful and memorable architecture.

The Apache Junction High School is similar to the “junction” part of Apache Junction in that it has sentimental value for citizens of Apache Junction, and nearly everyone living there has some form of connection to the school. Since it is an institution meant to teach students, and methods of teaching and needs to students are always changing, the school will inevitably have to change. However, Group 8 encourages that if any alterations need to be done, that the style of architecture and the landscape be kept as close to the original as possible, in order to preserve the original integrity of the school, and to safeguard its value to alumni and students.

Conclusion

Apache Junction High School is a pillar of the community it resides in, despite the fact that discord may be brewing there. The high school is one of only a few in Apache Junction, resulting in a tight-knit, small town, kind of culture existing at the school. The school has been around longer than the city has been incorporated, and has a long history of serving the community. In Group 8’s research, it was uncovered that the community and school are tied

closely together, with the community playing a large role in the establishment of the school. Although there are now issues that have arisen causing tumult at the high school, the school still retains an important role in Apache Junction. Similarly, the “junction” of Apache Junction is a cultural and historic epicenter of the city. A lot of historic buildings reside there, and citizens look upon this area as important to their community. Project Positively Apache Junction should recognize the incredible value these areas have to the residents, and should make efforts to safeguard them as historic, beautiful parts of their community.

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APPENDIX A. MAPS AND IMAGES TAKEN FROM SURVEY

Figure A.1

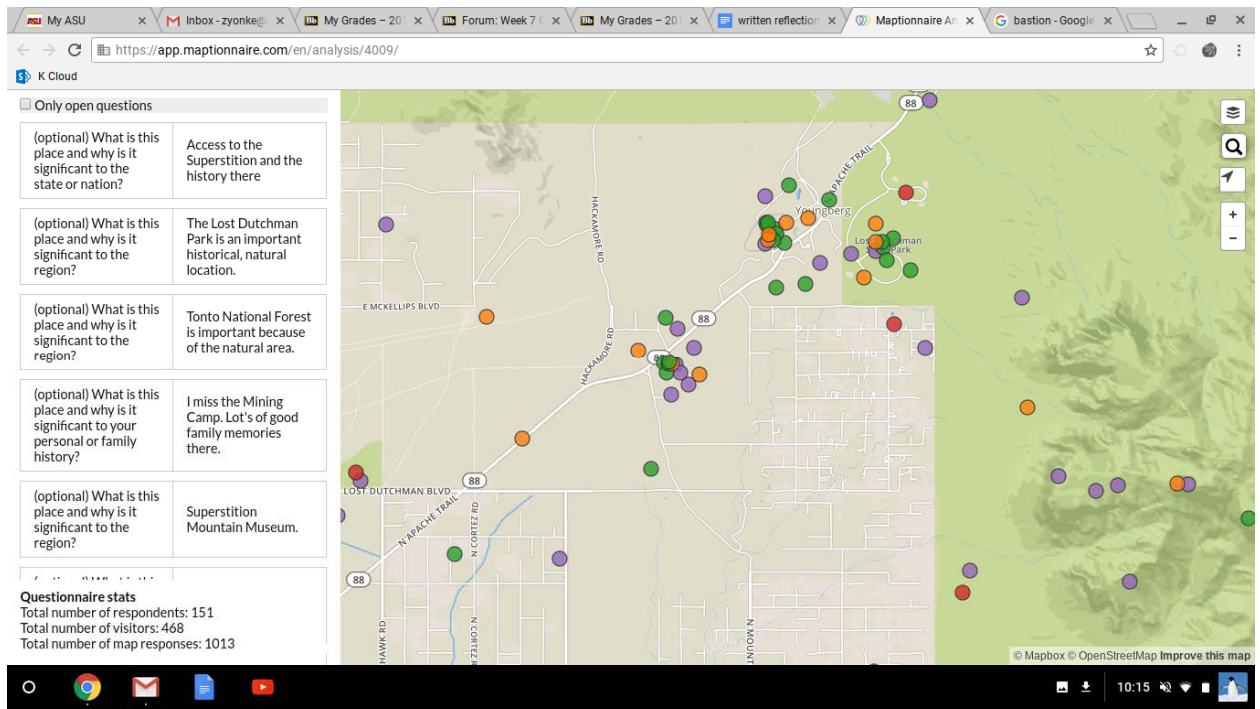


Figure A.2

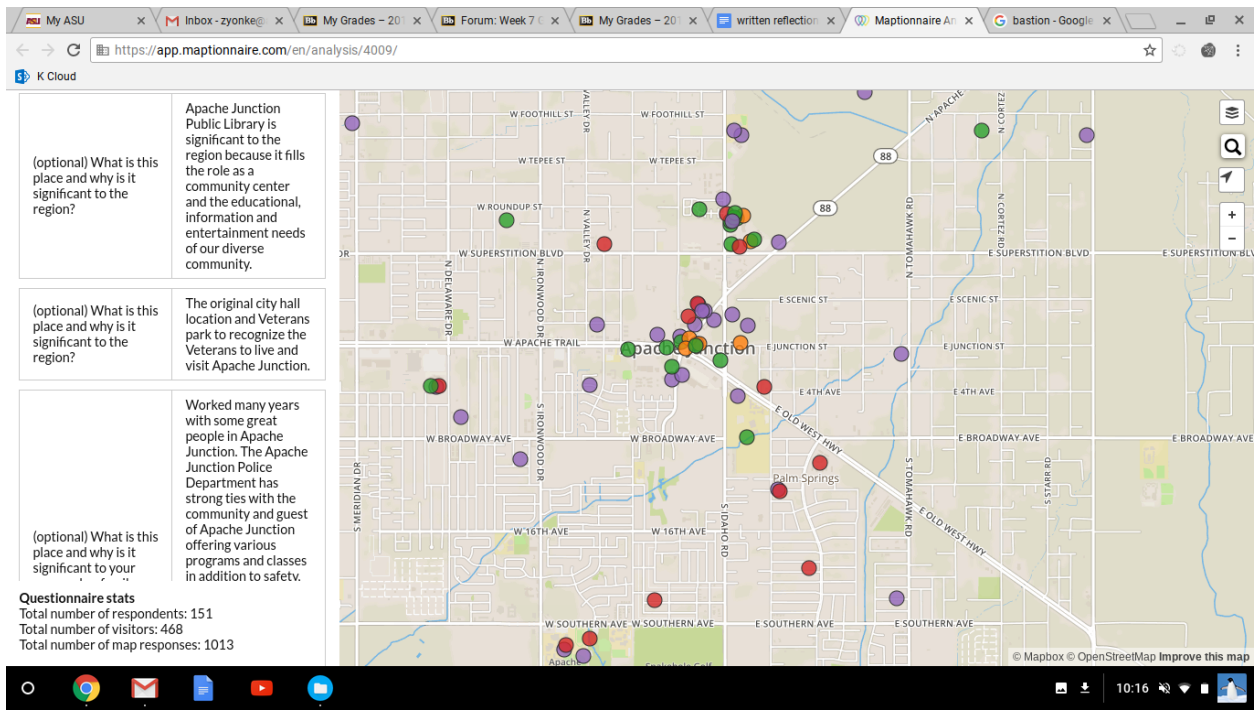


Figure A.3

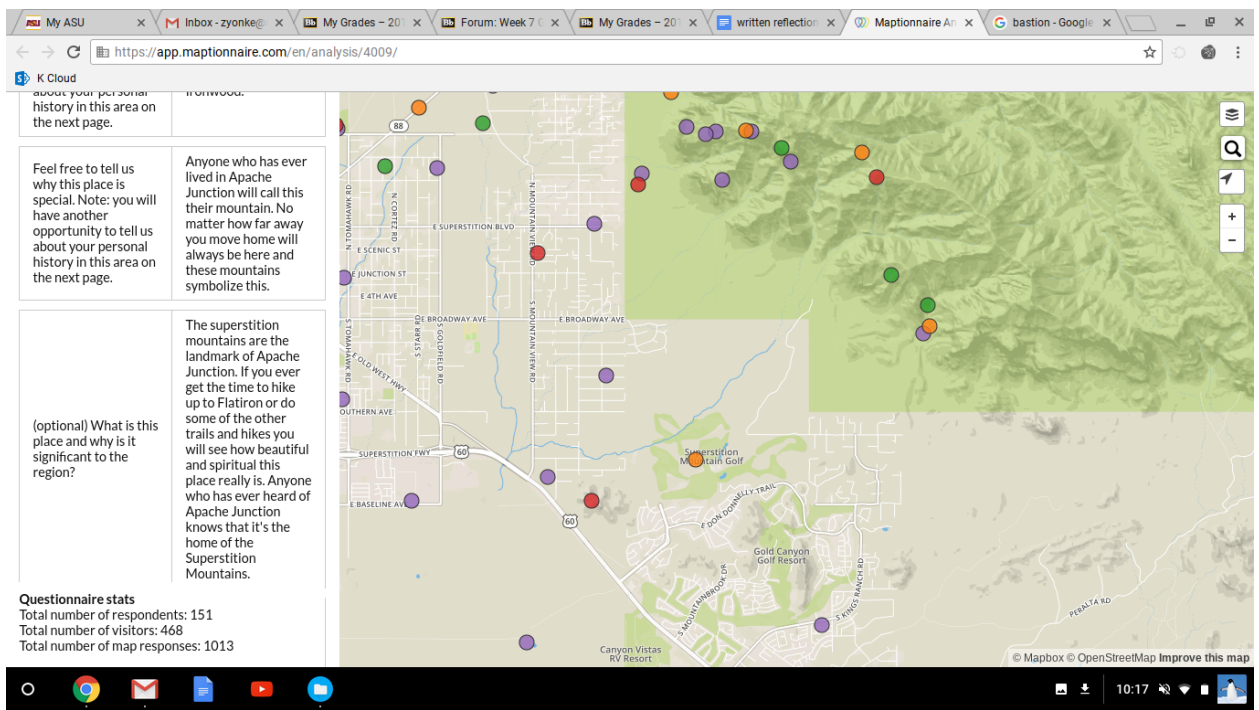


Figure A.4

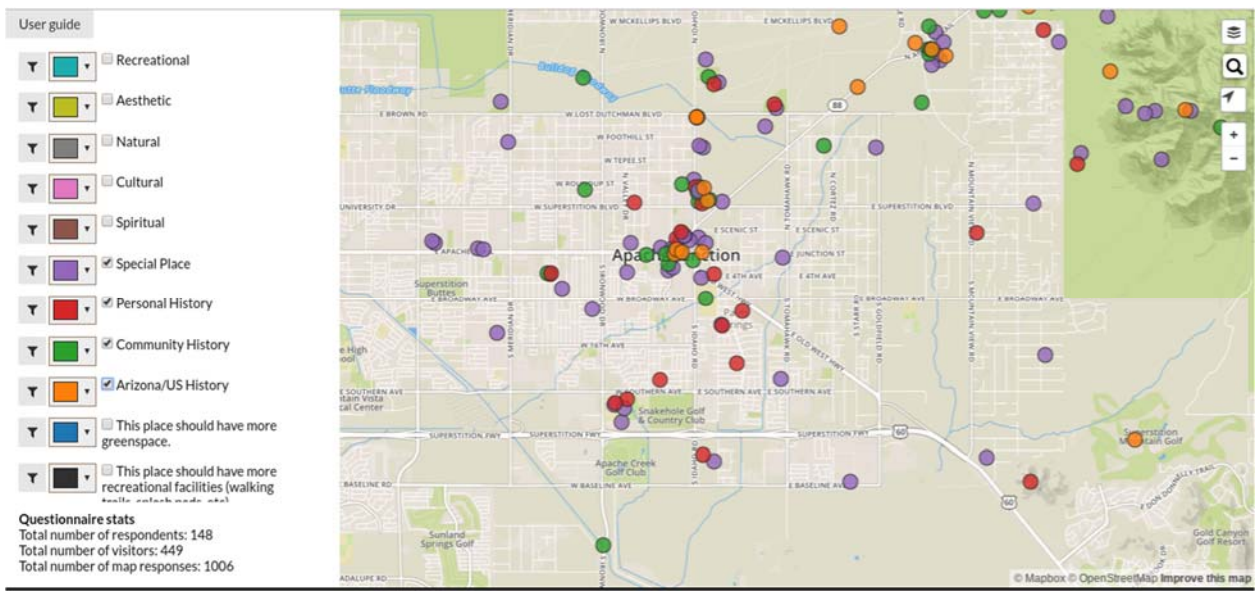


Figure A.5

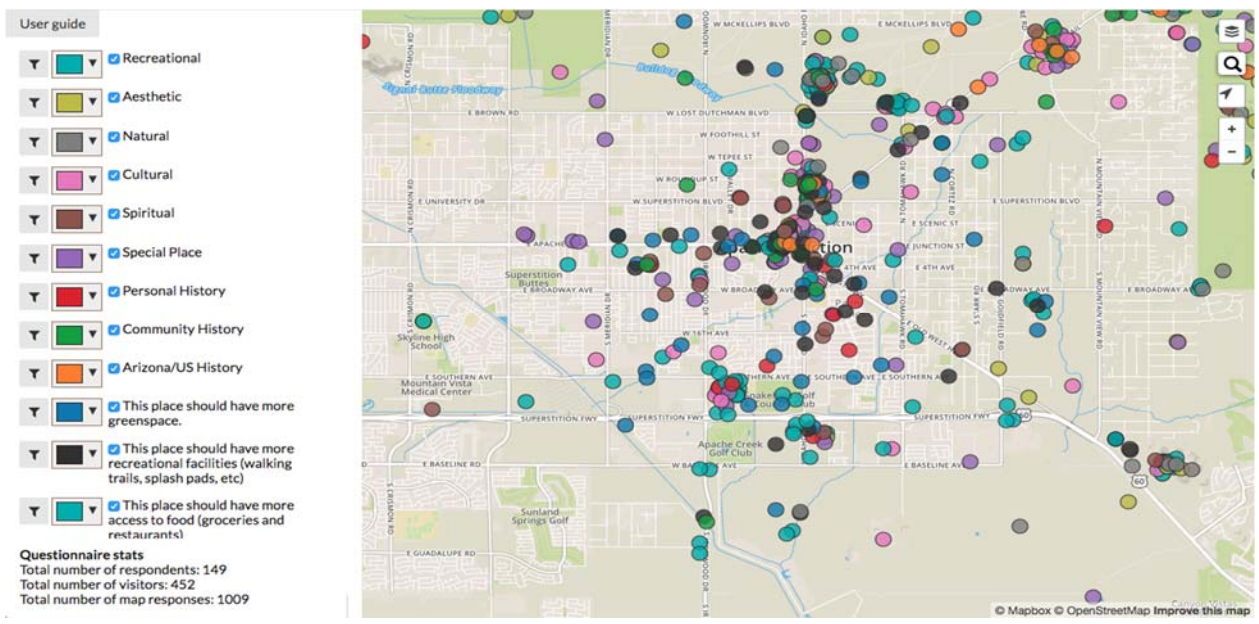


Figure A.6

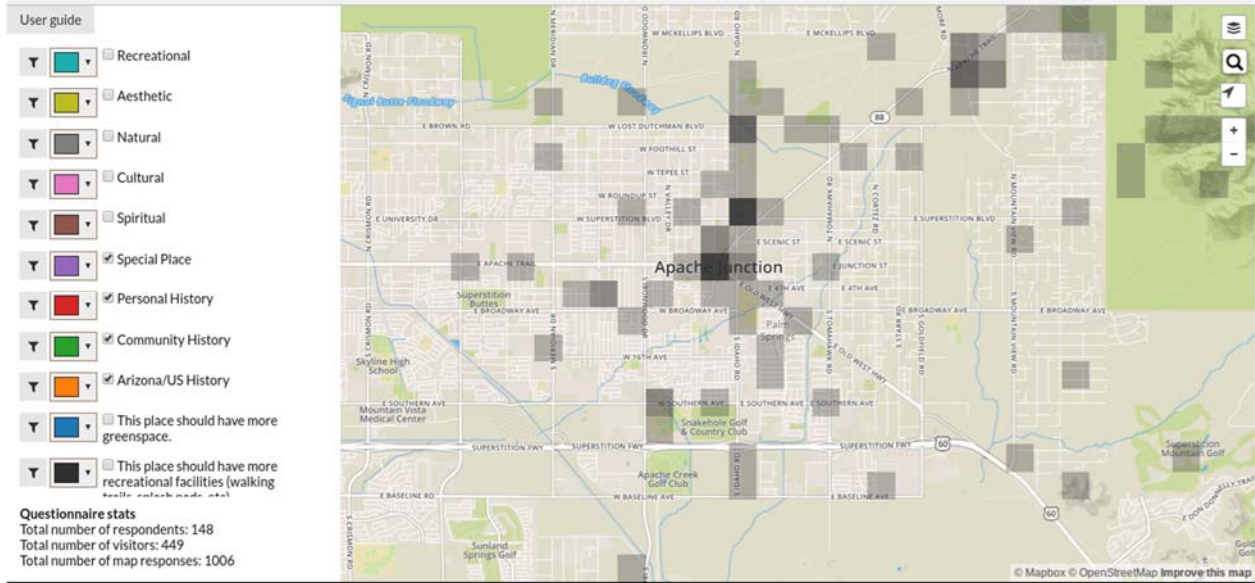


Figure A.7

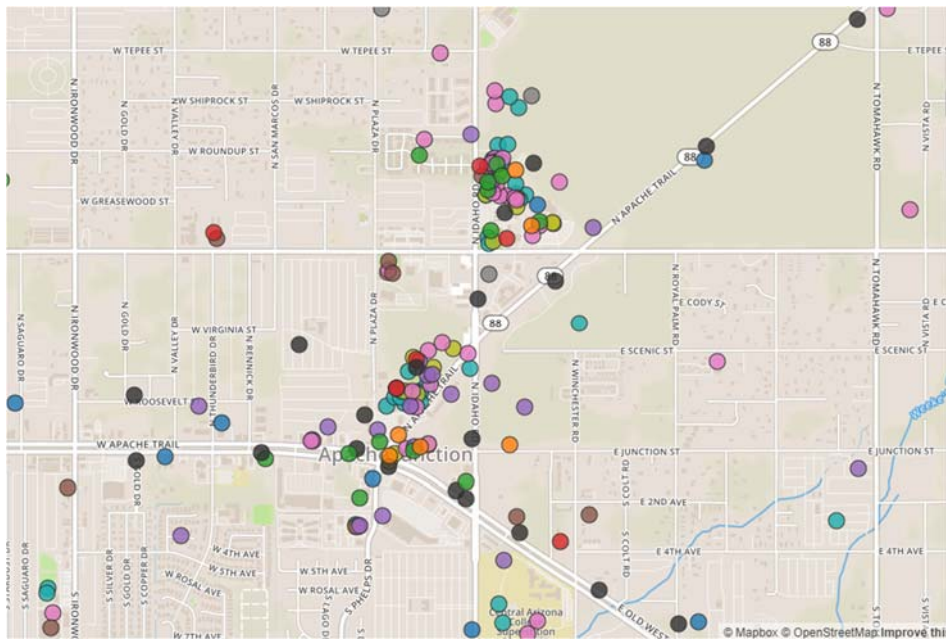


Figure A.8

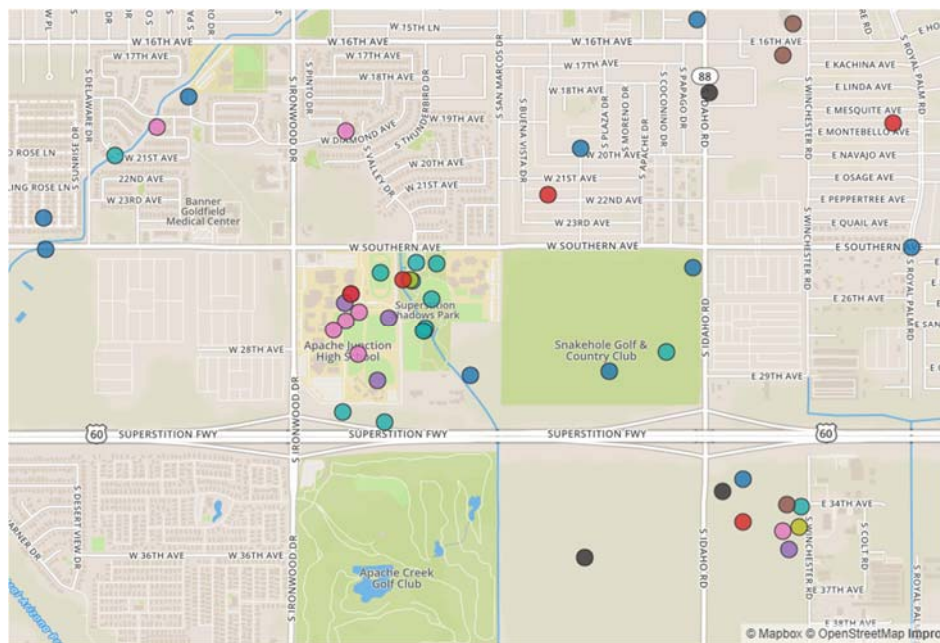


Figure A.9

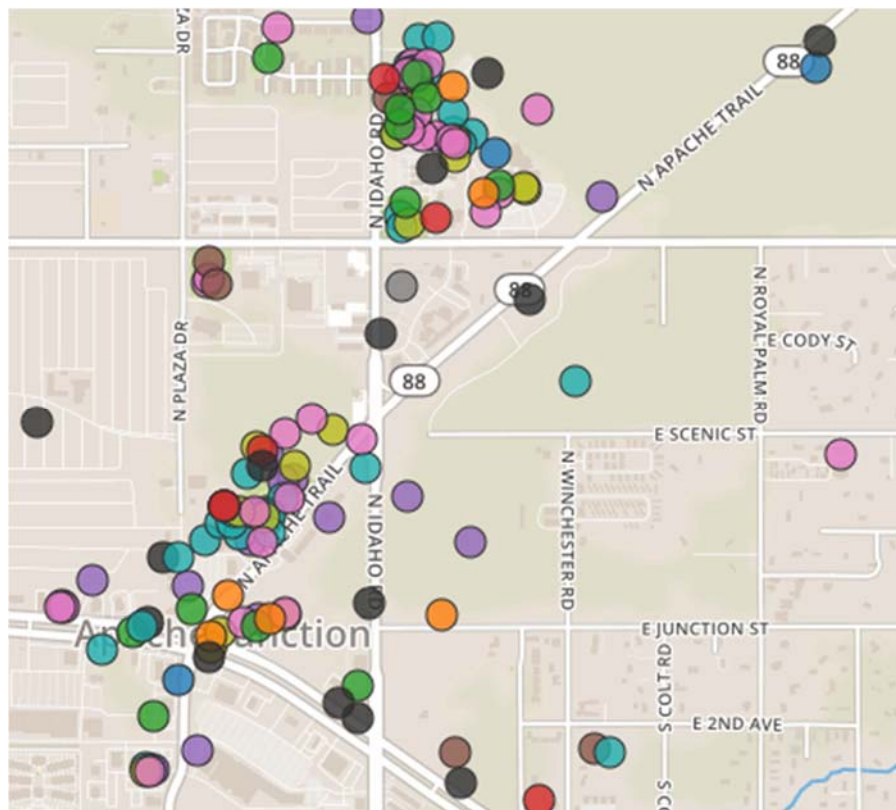


Figure A.10

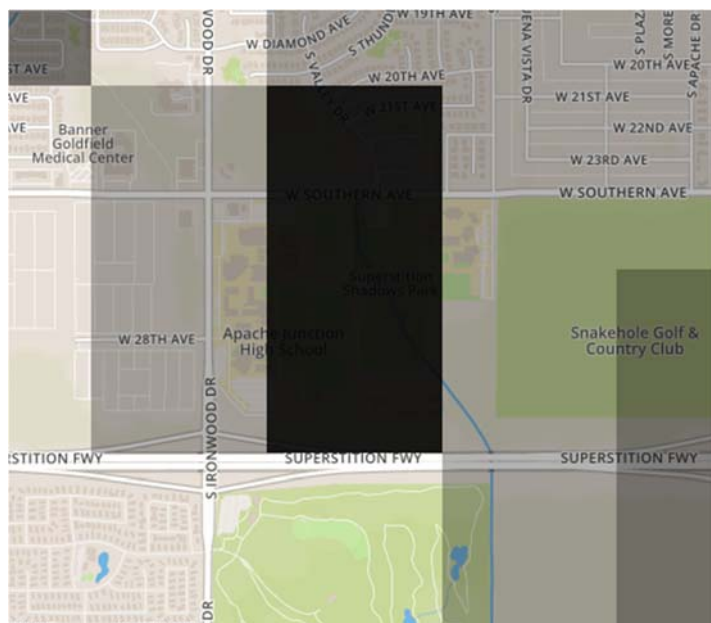
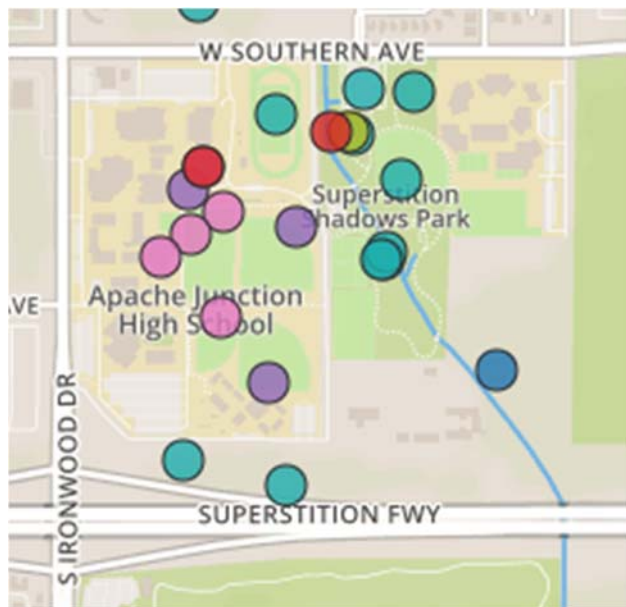


Figure A.11



APPENDIX B. PHOTOGRAPHS

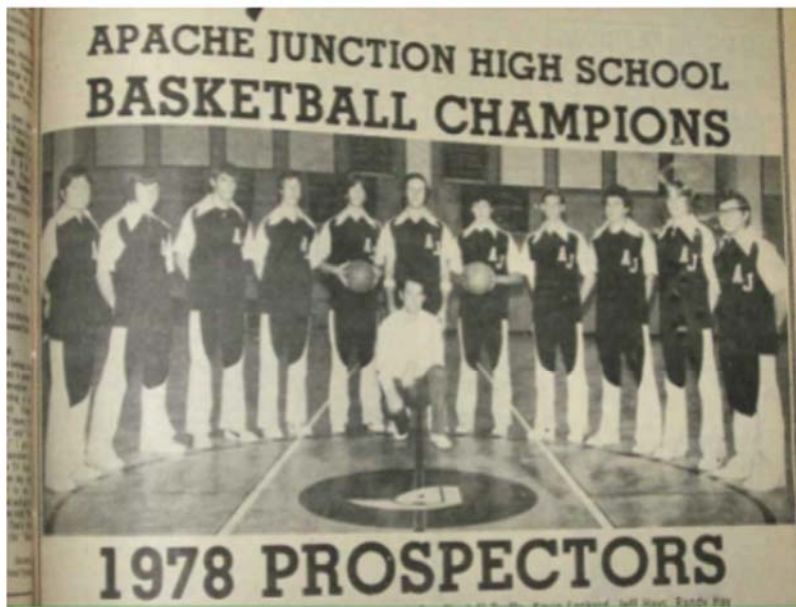
Figure B.1



AJHS Football Team - 1975

<http://www.classmates.com/places/school/Apache-Junction-High-School/8854>

Figure B.2



AJHS 1978 State Champion Basketball Team

Figure B.3



Apache Junction High School

<https://www.ajusd.org/site/default.aspx?PageType=3&ModuleInstanceID=10389&ViewID=82ad4dc1-ff8e-4c91-9428-7a2a172acda0&RenderLoc=0&FlexDataID=17136&PageID=1045>