



ARIZONA  
FORWARD

# ANNUAL REPORT 2019

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50th Anniversary  
Edition



# INTRODUCTION

**“Nothing in life is more liberating than to fight for a cause larger than yourself, something that encompasses you but is not defined by your existence alone.”**

This quote, so wisely stated by the late Senator John McCain, describes Arizona Forward’s long-standing mission. As we celebrate our 50th anniversary this year, we recognize that Arizona Forward is more than an organization that drives environmental and sustainability initiatives. Arizona Forward is focused on the **people** of this great state and quality of life for generations to come.

Over the years, we have united communities in working toward one goal - a balance between economic vitality and environmental quality. Members of our Board, committees and councils give their time, professional insight and genuine care to our initiatives. For 50 years, every person involved with the organization truly reflects our history. Big or small, our collective contributions have made an impact on Arizona.

## Our History

In 1969, community leaders and organizations in the Valley began thinking about protecting our state’s environment, which led to the formation of Valley Forward. Fundamental environmental issues in the Valley then, are similar to what they are today - mass transportation, air quality, water supplies, growth, economic vitality. Additionally, one key initiative, reclaiming and beautifying the Salt River, became a signature project for Arizona Forward.

In the early years of the organization, the Rio Salado project, championed by our Board member, the late, Jim Elmore, truly changed the footprint of Valley communities along the once dry riverbed. Valley Forward worked to create legislation to form the original Rio Salado Development District, establishing a legislative initiative to fund the development of a project that has today brought recreation, economic vitality, and habitat restoration to many Valley communities.

This project anchored our organization throughout the years and today, this torch continues to be carried forward by Arizona Forward, ASU and many Valley communities.

## A Growing Arizona

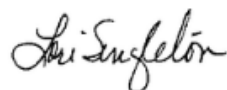
As Arizona Forward executed strategies and completed projects over the past five decades, our state was growing at a rapid pace. In 2013, Valley Forward expanded to a statewide organization to include developing urban and rural communities with a new name: Arizona Forward.

Growth brought economic prosperity to our state along with additional environmental challenges. Maintaining forest health, ensuring long term water supplies, controlling greenhouse gas emissions, and protecting natural resources are all issues of heightened concern.

As you will find in this report, we remain diligent in our efforts to develop collective strategies and to find sustainability solutions for the long term sustainability of Arizona.

## Arizona's Future

As the president and CEO of Arizona Forward, I am fully prepared to work hand-in-hand with the Arizona community, and our valuable members, to address the challenges and opportunities ahead. As we face rising temperatures, drought, forest fires, and other climate change impacts, we will work together to continue to re-evaluate the needs of our state, break down silos, adjust our strategy, and do what Arizona Forward does best - bring people together as one Arizona. I invite you to continue to join us.



President and CEO  
Arizona Forward



# REMEMBERING OUR HISTORY

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One year before the official Earthday celebration on April 22, 1970, Valley Forward Association was developed from a joint meeting of two organizations — Central Phoenix Progress Association and Valley Beautiful Citizens Council.

Valley Forward was created to address anticipated growth in the Greater Phoenix area, and to proactively support environmental issues. As the state grew, the need to expand to a statewide organization was identified. Valley Forward transitioned to Arizona Forward in 2013.

# BRIEF HISTORY OF MILESTONES

**1969**

April 1969 - a merger of the Central Phoenix Progress Association and the Valley Beautiful Citizens Council formed a new organization called **Valley Forward**.

**1974**

Supported funding for the **Federal Highway Administration** promoting ridesharing options.

**1981**

**Inaugural Environmental Excellence Awards** took place to recognize creative environment work completed for the Valley. The **Scottsdale Indian Bend Flood Control Project** won the highest award.

**1984**

Supported a **five-year plan to build as many miles of freeway** as possible – following the passage of a massive freeway construction plan and the unsuccessful **ValTrans proposition** for the elevated high-speed rail.

**1990 - 2000**

Created an inaugural **EarthFest Event** that focused on environmental education.

**2000 - 2012**

Advocated for the Light Rail Transit in the Valley, and partnered with ASU and SRP to sponsor Al Gore's live presentation of "**An Inconvenient Truth**" that was centered on global warming. Focused on **canal beautification**. Produced the **Valley Pedestrian Freeway** - a vision for regional trails and connected systems. Developed a **white paper on energy**.

The **Great Salt River Clean-up** was identified as Arizona's largest volunteer effort, and we published the first **Environment Report Card** for Valley cities.

**2013**

**Valley Forward was renamed Arizona Forward** to reflect its new mission for the state of Arizona. A statewide strategy was implemented for forest health, water conservation/usage, river restoration and transportation.

**2018 -2019**

The **Emerging Sustainability Leaders Program** was established and a **Statewide Sustainability Roadmap** initiated.



# 50TH ANNIVERSARY CELEBRATION EXCLUSIVELY FOR OUR MEMBERS

IN APRIL 2019, NEW AND LONG-TIME MEMBERS ENJOYED A RECEPTION AND PROGRAM HELD AT THE ROB AND MELANI WALTON CAMPUS OF LIBERTY WILDLIFE. IT WAS AN EVENING OF CELEBRATION AND APPRECIATION OF THE PEOPLE WHO SUPPORTED OUR ORGANIZATION OVER THE YEARS.



# 2019 HIGHLIGHTS



## MAYOR AND COUNCIL FORUM

Arizona Forward invited the City of Phoenix Mayoral and Council candidates to participate in a forum with our members. Candidates shared their views and action plans as it related to sustainability and environmental issues.



## DROUGHT CONTINGENCY PLAN (DCP) FORUM

Many Arizona Forward members were involved in the Drought Contingency Planning process for Arizona and were instrumental in the agreement that was ultimately signed by Congress to reduce risks from ongoing drought and protect the single most important water resource in the western United States. Arizona Forward held a forum for expert panelists to provide a statewide perspective to our members on this critical issue for our state and the Lower Colorado River Basin.



## STATEWIDE SUSTAINABILITY SUMMIT

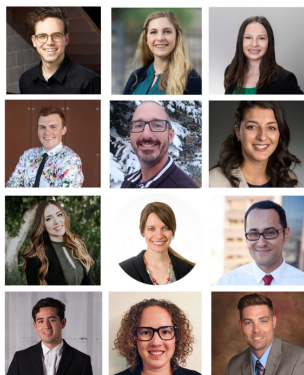
The record-breaking member attendance participated in conversations with leaders and experts to address Arizona issues in water, forest health, transportation and city resiliency. The summit feedback was incorporated into our Issue Committee strategies and guided our efforts to begin to formulate a Statewide Sustainability Roadmap.



## SUSTAINABLE TOURISM LUNCHEON

Arizona Forward hosted a luncheon in Flagstaff that focused on opportunities, challenges and solutions that encourage economic progression, while balancing the impacts an influx of tourism can have in the Northern regions of our state. Sustainable tourism respects both local people and the traveler, cultural heritage and the environment.

### 2019/2020 Emerging Sustainability Leaders Class



## EMERGING SUSTAINABILITY LEADERS PROGRAM

In May, 2019, 14 early to mid-level professionals graduated from the successful inaugural class, and 15 new professionals were selected for the program that began in October 2019. Arizona's future is in the hands of upcoming generations, and this program is designed to develop and engage future leaders for the state.



# 2019 HIGHLIGHTS

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## PROP 105 ADVOCACY

Arizona Forward advocated against the Prop 105 ballot initiative for the City of Phoenix including authoring an op-ed, sharing digital campaigns, and hosting informational meetings and phone banks. We are pleased with the outcome for Phoenix metro light rail system to continue to expand.



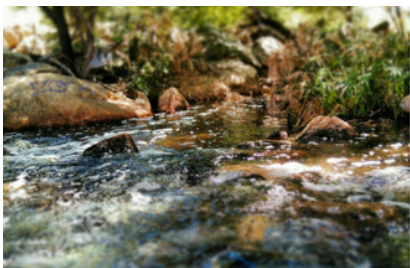
## CLIMATE CHANGE ROUNDTABLES WITH CONGRESS

Our members participated in roundtables with Congressman Stanton and O'Halleran and Senator Kyrsten Sinema's office to address the impacts of climate change in Arizona. These roundtables began a dialogue that will continue in 2020 and is one that will also be expanded to other Arizona congressional leaders.



## STATEWIDE AUTONOMOUS AND CONNECTED (AV/CVs) TRANSPORTATION TOWNHALLS

Members from Arizona Forward's Transportation Committee traveled across the state to collect feedback from communities about AV/CV adoption. The information collected from the townhalls will be provided to the Arizona legislature and statewide policy makers to help them prepare and plan for this transportation shift. A white paper will also be published by year end 2019.



## URBAN WATERWAYS

Arizona Forward's long-time support for the Grand Canalscape project was instrumental in the successful completion of this project in 2019 which will be celebrated in the spring of 2020. A section of a once dry riverbed west of downtown Tucson is now receiving treated effluent to restore the riparian area and help replenish aquifers as part of the Santa Cruz River Heritage Project. And, Arizona Forward continues to advocate for the Rio Reimagined project and the eight communities along the river corridor who are working to create a vibrant urban riverfront for the Valley.

# 39TH ANNUAL ENVIRONMENTAL EXCELLENCE AWARDS & 50TH ANNIVERSARY GALA

THE 2019 GALA WAS A RECORD-BREAKING EVENT WITH MORE THAN 650 REGISTRANTS AND 30 ELECTED OFFICIALS IN ATTENDANCE. A TOTAL OF 93 PROJECTS WERE RECOGNIZED, AND 50TH ANNIVERSARY AWARDS WERE PRESENTED TO ALL THREE STATE UNIVERSITIES.

ARIZONA FORWARD AND THE COMMUNITY CELEBRATED ITS 50-YEAR HISTORY AND REFLECTED ON HOW WE CONTINUE TO MAKE A SIGNIFICANT IMPACT FOR THE NEXT 50 YEARS.





# MEMBER SURVEY



In September 2019, Arizona Forward distributed a survey to its entire membership base. The feedback helped shape the organization's strategy and defined focal areas for 2020. Arizona Forward listened to its members and heard that they are interested in more advocacy efforts and increased involvement in outlying areas – both are a priority for Arizona Forward in 2020. Results of the survey also revealed top reasons why members find value in Arizona Forward.

## Why are you an Arizona Forward Member?



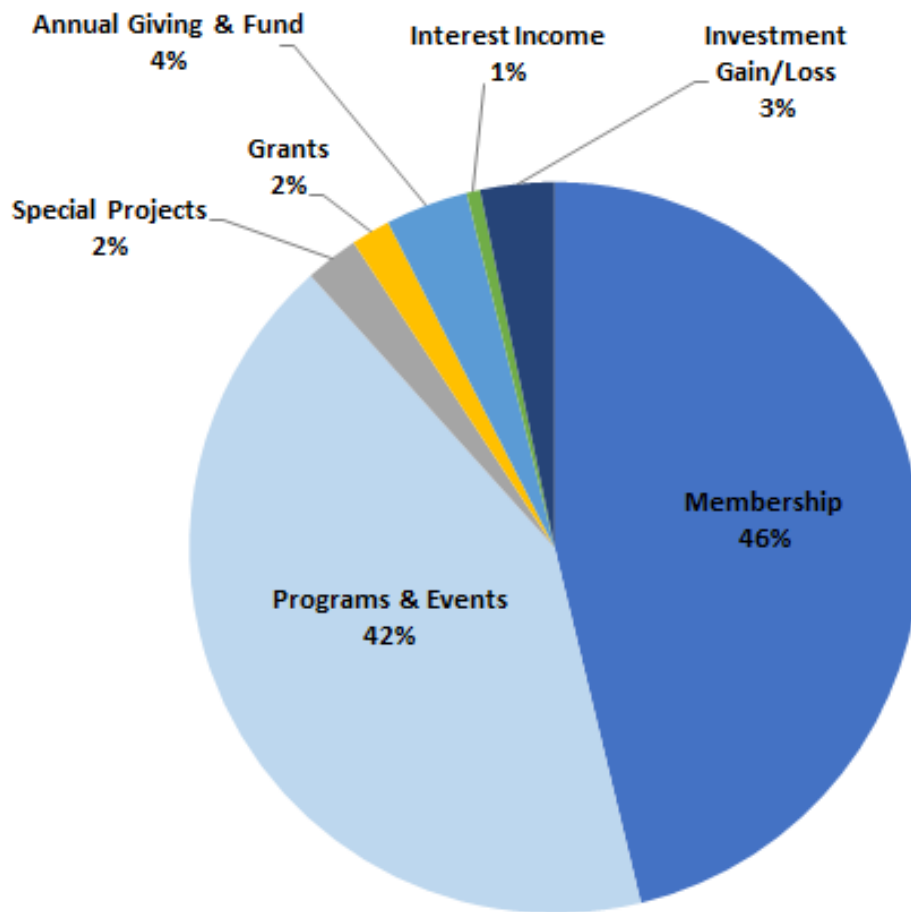
# 2019 REVENUE

Membership	\$265,808
Programs and Events	\$242,460
Special Projects	\$ 13,600
Grants	\$ 10,000
Annual Giving Program	\$ 21,045
Fund For Sustainable Future	
Interest Income	\$ 3,456
Investment Gain/Loss	\$ 18,875

**\$575,244**

Total Revenue

Fund for Sustainable Future as of  
12/31/2019 **\$119,510**



## 2019 EXPENSES

Programs and Events	\$154,639
General and Administrative	\$478,950

**\$633,589**

Total Expenses



# BOARD OF DIRECTORS

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**William Allison**

Of Counsel  
Withey Morris, PLC

**Robert Anderson**

Director  
Fennemore Craig P.C.

**Kelly Barr**

Senior Director of  
Environmental Management  
and Deputy Legal Counsel  
Salt River Project

**Aaron Blawn**

Corporate Services Site  
Manager  
Intel Corporation

**Klindt Breckenridge**

President  
Breckenridge Group  
Architects/Planners

**Kay Brown**

Development Officer,  
Architecture, Planning and  
Landscape Architecture  
University of Arizona

**William Cobb**

Vice President of  
Environmental Services and  
Sustainable Development  
Freeport-McMoRan, Inc.

**Kathy DeBoer**

Senior Vice President  
Westgroup Research

**Albert Elias**

Assistant City Manager  
City of Tuscon

**Anna Esckelson**

Vice President, Senior  
Relationship Manager  
Wells Fargo

**Lisa Estrada**

Economic Efficiency and  
Sustainability Manager  
City of Peoria

**Lauren Evans**

President  
Pinyon Environmental, Inc.

**Hinrich Eylers**

Dean, Colleges of Arts and Sciences  
Apollo Education Group/ University  
of Phoenix

**Jon Ford**

Director of Communications  
Vitalyst Health Foundation

**John Godec**

President  
Godec Randall & Associates

**Albert Guardado**

General Manager  
Republic Services

**Mark Hartman**

Chief Sustainability Officer  
City of Phoenix

**Stephanie Healy**

Director of Public Affairs  
Cox Communications

**Jay Hicks**

Principal Partner  
Dig Studio, Inc.

**Joanne Keene**

Executive Vice President & Chief  
of Staff, Office of the President  
Northern Arizona University

**Timothy Kinney**

President  
Kinney Construction

**William Kircos**

Vice President, Global  
Communications  
Honeywell

**Barbara Lockwood**

Vice President, Regulation  
Arizona Public Service

**Jan Lorant**

Principal  
Gabor Lorant Architects, Inc.

**Michelle Olsen**

President  
Fingerpaint Marketing

**DeEtte Person**

External Communications  
Representative  
Central Arizona Project

**Patricia Reiter**

Executive Director, Walton  
Sustainability Solutions  
Initiatives  
Arizona State University

**Christopher Schmaltz**

Assoc. General Counsel

**Lori Singleton**

President and CEO  
Arizona Forward

**David Skinner**

Senior Vice President and  
Southwest Area Operations  
Manager  
HDR, Inc.

**Glenn Wike**

Philanthropic Advisor  
Arizona Community Foundation

# OUR MEMBERS

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## VISIONARY MEMBERS



## INNOVATOR MEMBERS



## TRAILBLAZER MEMBERS



ARIZONA  
COMMUNITY  
FOUNDATION