



ARIZONA  
FORWARD

# 50<sup>th</sup> ANNIVERSARY CELEBRATION

April 18, 2019



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A SINCERE THANK YOU  
TO OUR SPONSORS



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THANK YOU TO OUR  
MEMBERS AND PARTNERS

# 1969

On Tuesday April 22, 1969 Valley Forward Association was born from a joint meeting of these two companies:

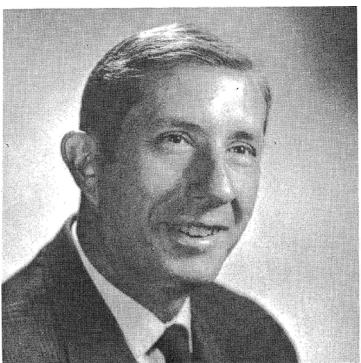
- Central Phoenix Progress Association
- Valley Beautiful Citizens Council



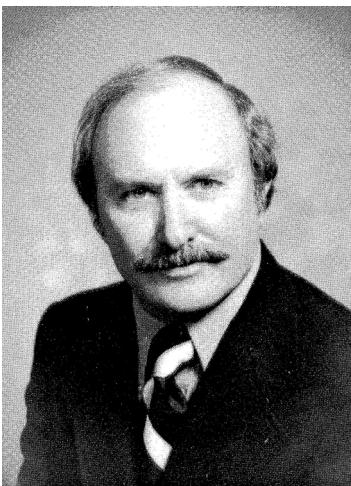


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# History of Leadership



**Frank Bosh**  
Executive Director  
**1969 - 1975**



**Dan Devers**  
Executive Director  
**1976 - 1987**



**Barbara Crowell**  
Executive Director  
**1988 - 1990**



**Diane Brossart**  
Executive Director  
**1991 - 2017**



**Lori Singleton**  
Executive Director  
**2018 - Present**



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# Milestone Anniversaries



VALLEY FORWARD ASSOCIATION  
25TH ANNIVERSARY



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1969

The early years sparked  
community involvement.



PHOENIX MAYORS--PAST & PRESENT



VFA CHAIRMAN OF THE BOARD JAMES E. PATRICK

***OPERATION SMOG STOP***



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**1969**

Arizona Forward supports a no smog campaign.



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1969

Arizona Forward drafts legislation to  
create the Rio Salado Development  
District.



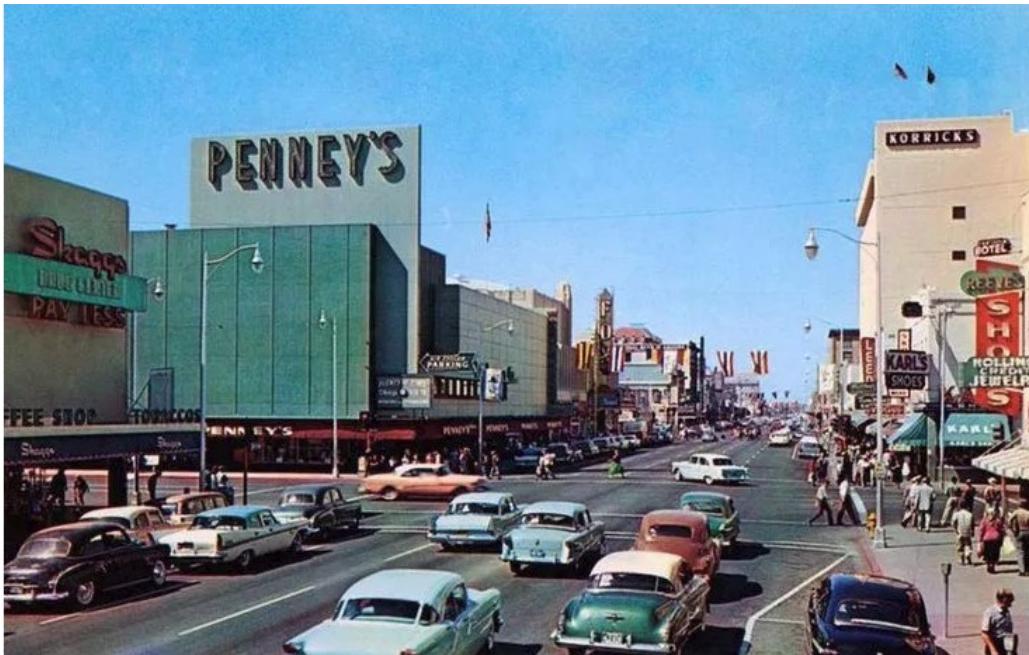
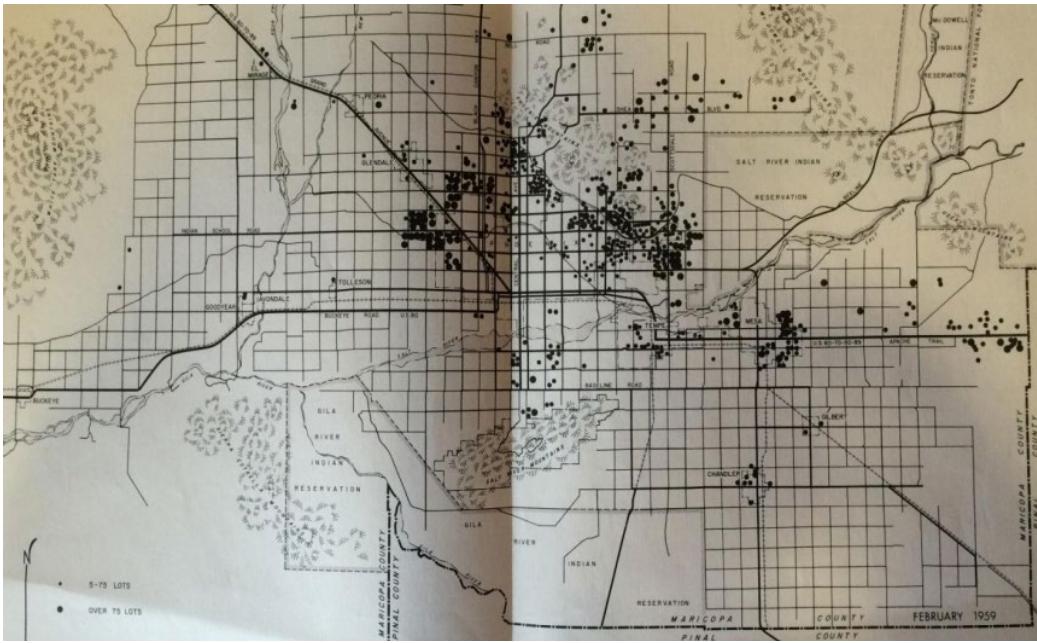


# ARIZONA FORWARD

# 1970s

## Arizona Forward headlines through the decade.





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1970

Arizona Forward supports the  
concept of the Central Phoenix  
Plan to sustain the “Central  
Corridor.”



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1972

The Rio Salado project takes off and becomes a feature in the Arizona Forward annual report.





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1973

Arizona Forward spearheaded the Government Mall project to guide future development in Phoenix.



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1973

Shirley Singer, Arizona Forward  
Board member, is honored.

---

## Phoenix Woman of the Year



“As a board member of Valley Forward Association, she organized and planned the Award program. Whose purpose is to recognize places or projects conceived and executed to enrich the daily experience of every citizen. A leading force behind Valley Forward, she is currently coordinating Valley Forward into the coming Bi-Centennial Celebration.”



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1974

Arizona Forward supports  
valleywide **Project Pool It** for car  
and van pooling.



# ARIZONA FORWARD

# 1976

Arizona Forward created the Rio Salado Steering Committee spearheaded by James Elmore, Chairman of the committee and the 'Father of Rio Salado.'

## JAMES ELMORE

Professor Elmore in 1957. The challenge was to build a school where there had been none.

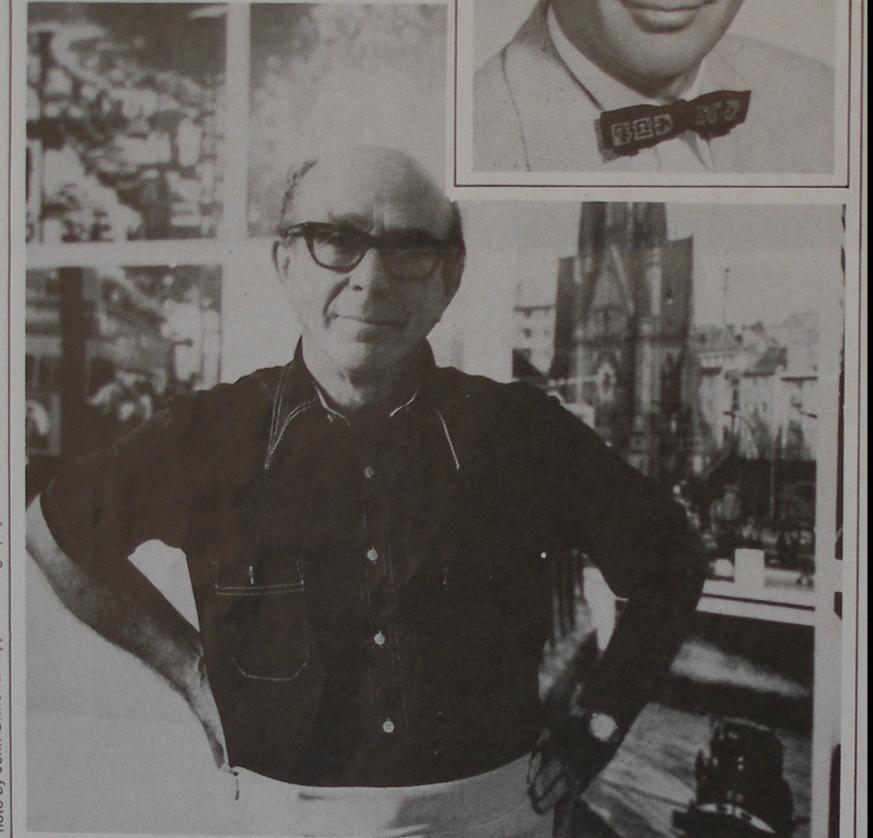


Photo by John Ormond/Koppes Photography

Elmore in the College of Architecture: "This campus is a handsome collection of buildings that do not particularly respect each other."



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1979

Arizona Forward promotes responsible  
growth in the Valley.



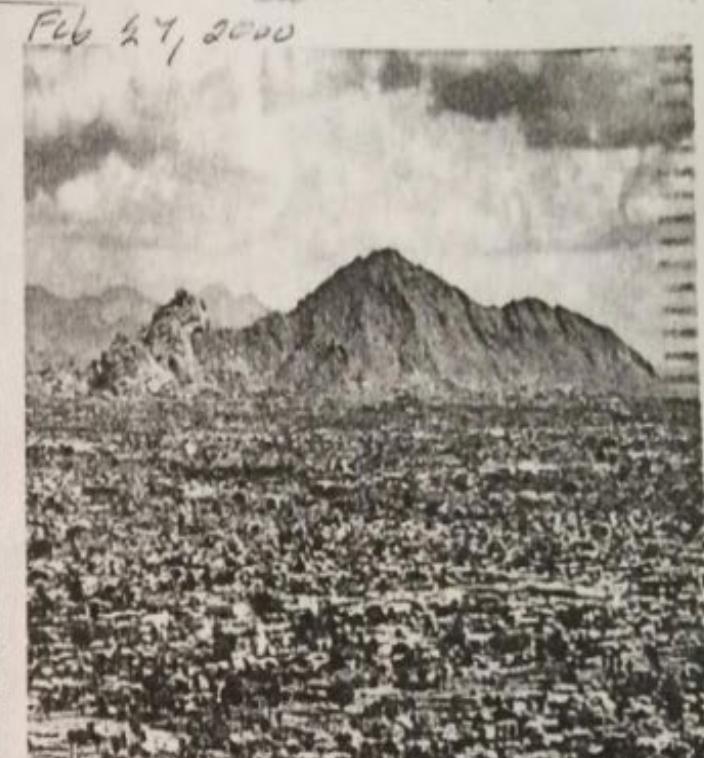
Early 1900s

Special for the Republic



1954

Republic file photo



1979

Republic file photo



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# 1979

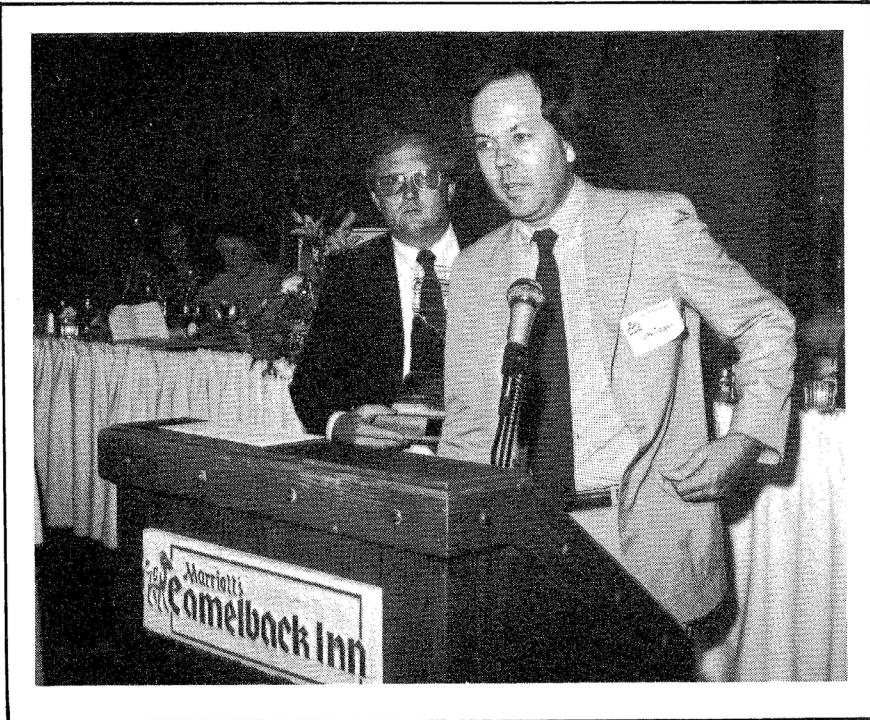
Arizona Forward joined City of Phoenix officials to dissuade Governor Bruce Babbitt from constructing a state office building outside the mall area.



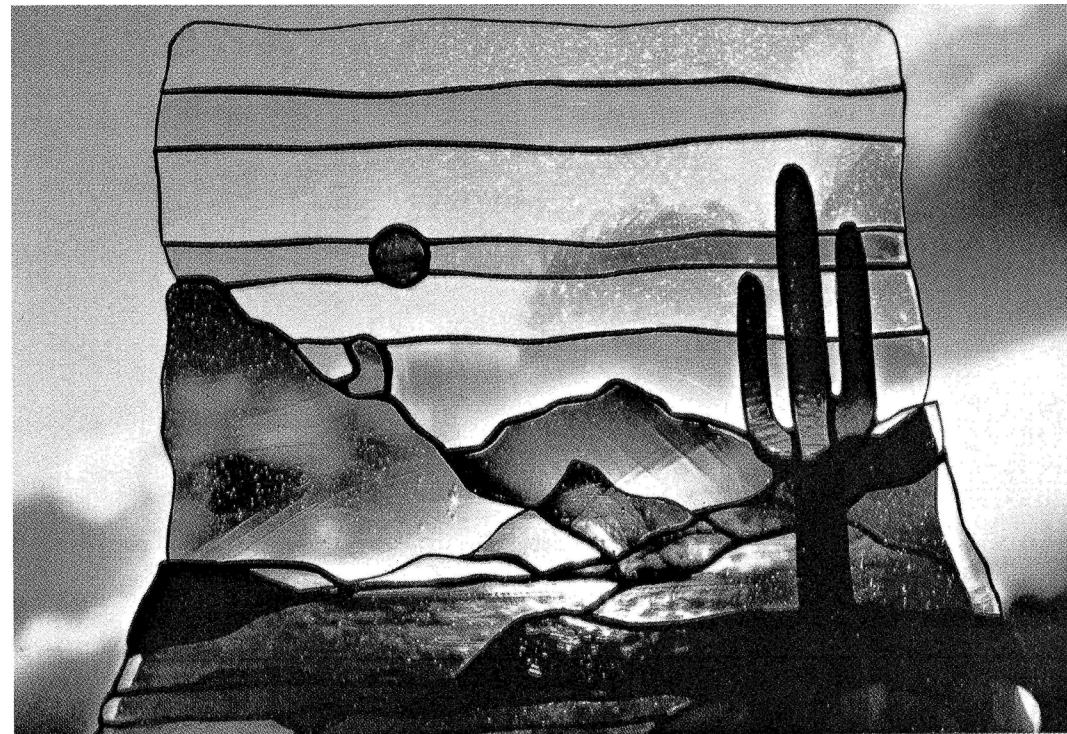
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1981

Arizona Forward initiated the Environmental Excellence Awards program.



John Douglas, local architect, receives award for 1984 Buildings and Structures - Residential. (Nomination later enjoyed 4-color front cover exposure in Phoenix Home and Garden.)

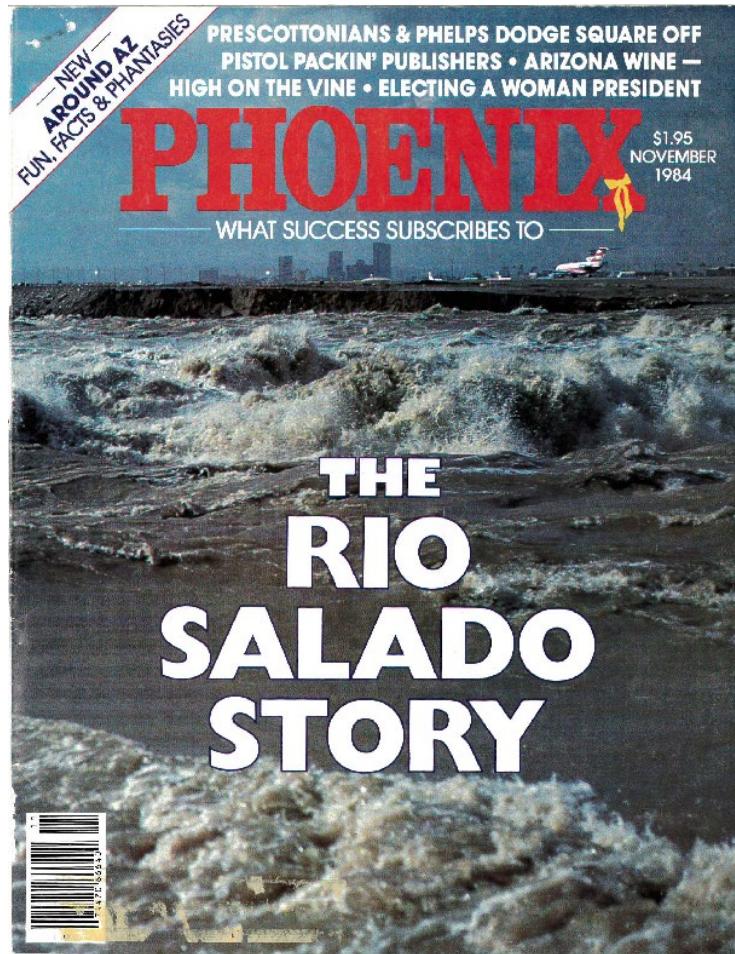




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1984

The Rio Salado Project continues to gain momentum in the Valley due to Arizona Forward's advocacy.



Only two Salt River bridges withstood 1980's 55-year flood.



Tempe's riverside streets during the 1980 flood.



Rio Salado, like Indian Bend Wash, would accommodate heavy rains.





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## FUNDS FOR RIO SALADO STUDY

James E. Patrick (right), president of Valley Forward Association, uses handy shoulder of James Elmore, chairman of Valley Forward's Rio Salado Project steering committee, to write \$34,000 check. The money from Valley Forward Association was presented to Scottsdale Mayor Bud Tims (center), as chairman of the Regional Council of Maricopa Association of Governments. The funds will be used to carry on study

Gazette Staff Photo

of the Rio Salado Project, a 20,000-acre aquatic park and water reclamation network along the now dry bed of the Salt River. A study is now under way by a Los Angeles firm. Donations were made by City of Phoenix, City of Mesa, Valley Forward, City of Scottsdale, Maricopa County, City of Tempe, Salt River Project and two interested citizens, Larry Burke and Chester Howell.

# 1984

Arizona Forward president, James E. Patrick writes a \$34,000 check for Rio Salado.



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**1986**

Arizona Forward participated in creating a five-year action plan for building as many miles of freeway as possible. It was named the largest effort to expand Arizona highways.



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## Valley Forward Preamble 1986

Although the activities of Valley Forward are numerous, we intended to change the emphasis in two areas:

1. A 24-month plan to be developed which will emphasize action and achievable programs within this time frame.
2. Special "Super Goals" to be stressed.

Valley Forward developed and implemented programs for 1986 that include four gigantic challenges. Although each of these programs were not completed, our challenge was to start the process. The focus was on specific issues while keeping an eye on general issues. In essence:

"THINK BIG - THINK SMALL"

# 1986

Arizona Forward developed a preamble consisting of specific areas of interest - in return gave the slogan:

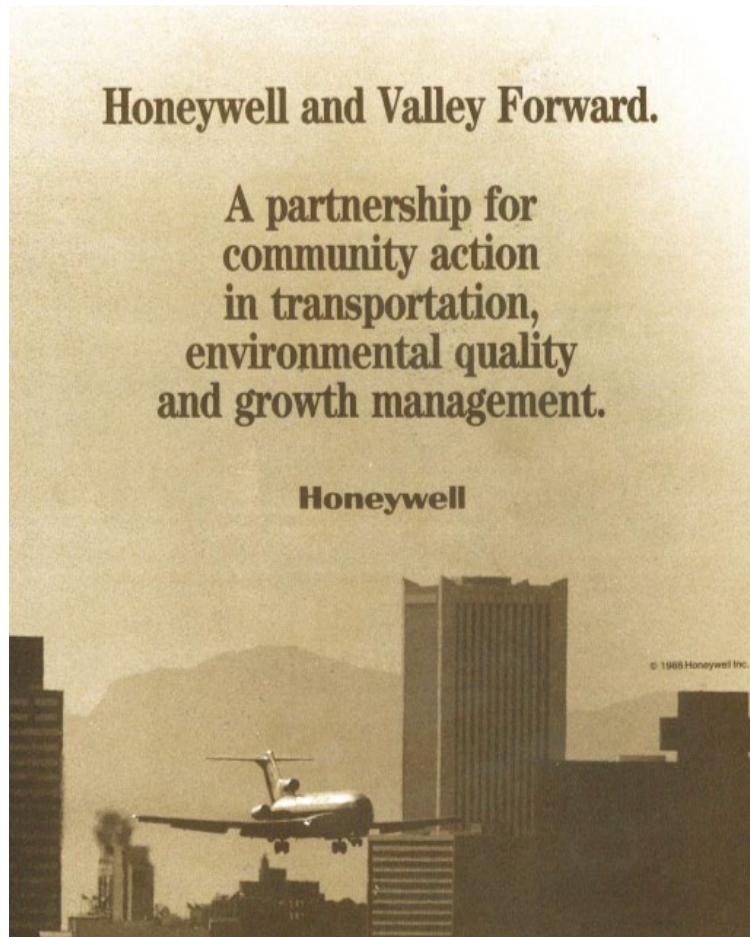
"THINK BIG – THINK SMALL"



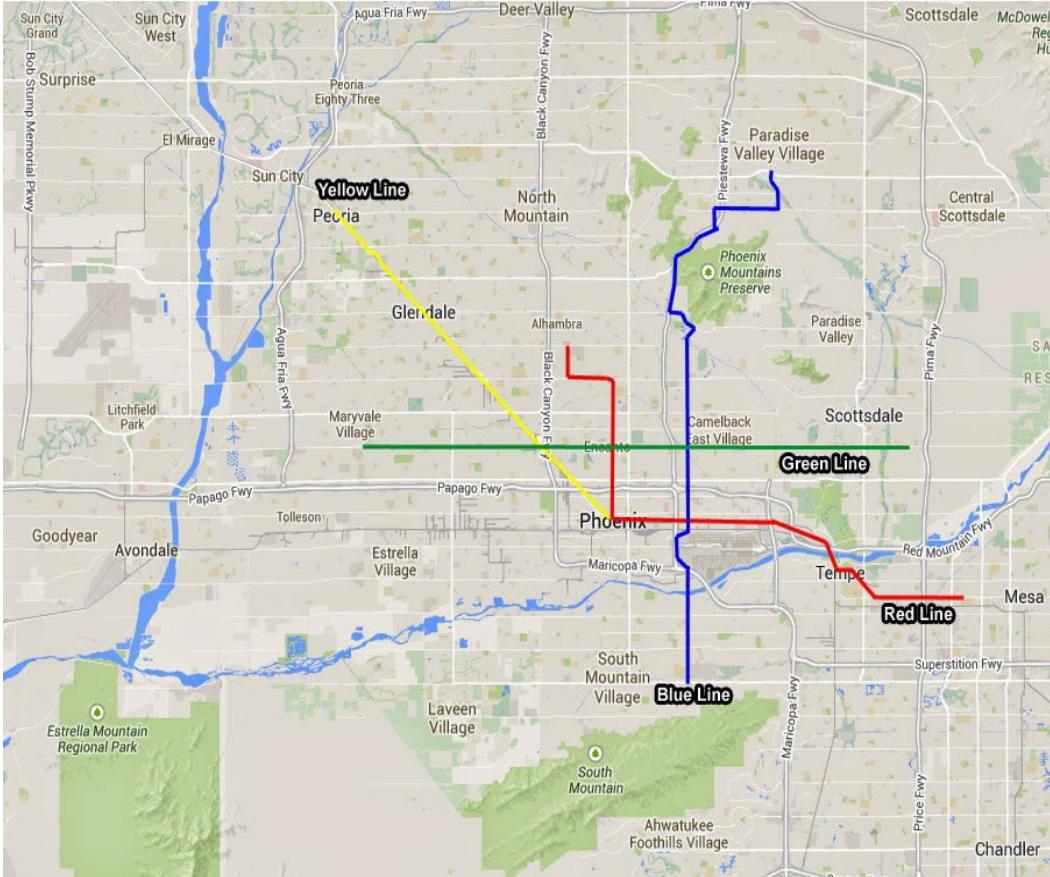
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1987

Arizona Forward continues to form solid partnerships with prominent Valley corporations.



## ValTrans Proposed System Map (1989)



# ARIZONA FORWARD

# 1989

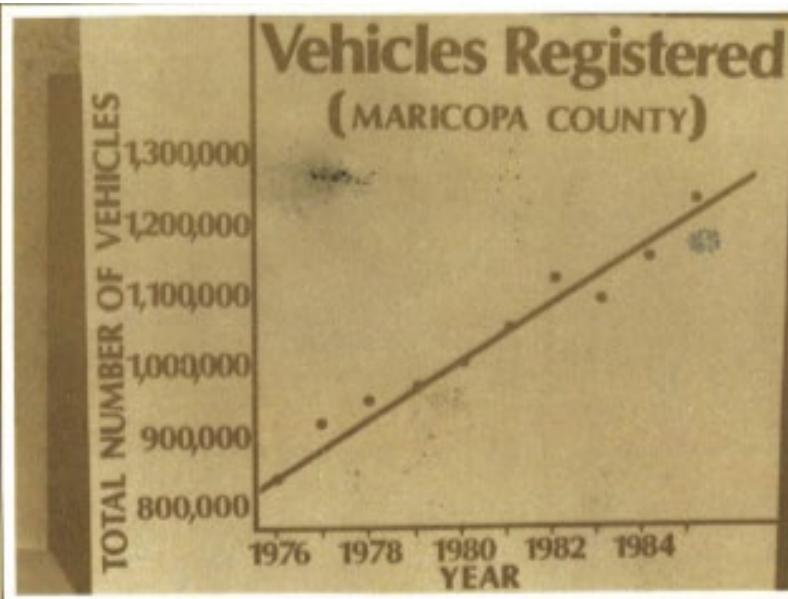
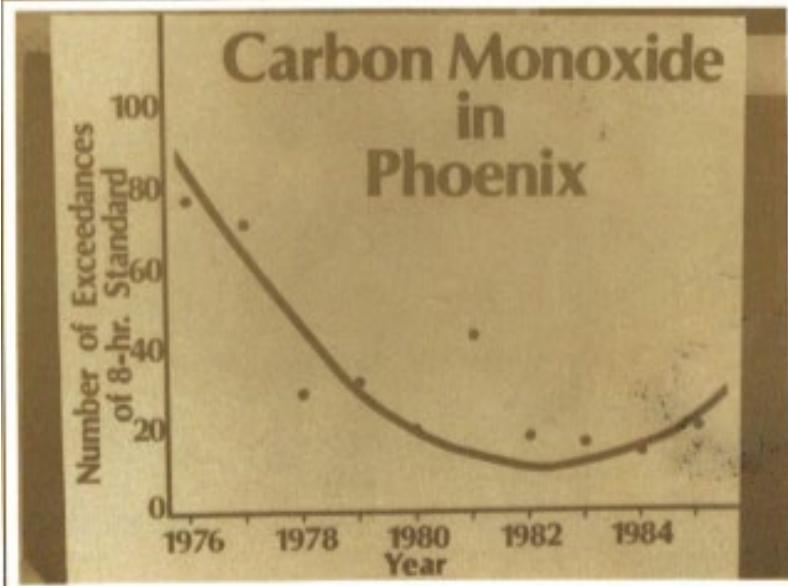
Arizona Forward supported the unsuccessful ValTrans proposition for elevated high-speed rail.



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**1993**

Arizona Forward initiated the Great Salt River Clean-up, Arizona's largest volunteer effort involving thousands of residents.



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1993

Arizona Forward advocated for limiting emissions from mobile sources through implementation of vehicle emissions testing.



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THE 1993  
VALLEY FORWARD ASSOCIATION  
URBAN FORM REPORT CARD



PREPARED BY THE VALLEY FORWARD ASSOCIATION  
URBAN FORM/PHYSICAL ENVIRONMENT COMMITTEE

ROGER BREWER  
GEORGE COTTON  
CHRIS CRUM  
JAMES ELMORE  
DIANE FLAEN  
CAROL GRAY  
BARRY KASSELMAN  
TRACEY MOORE  
BOB STEWART  
RUSS WARNER

JANUARY 31, 1994

1993

Arizona Forward published the  
first Urban Form Report Card.



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1994

Arizona Forward's 25th Anniversary



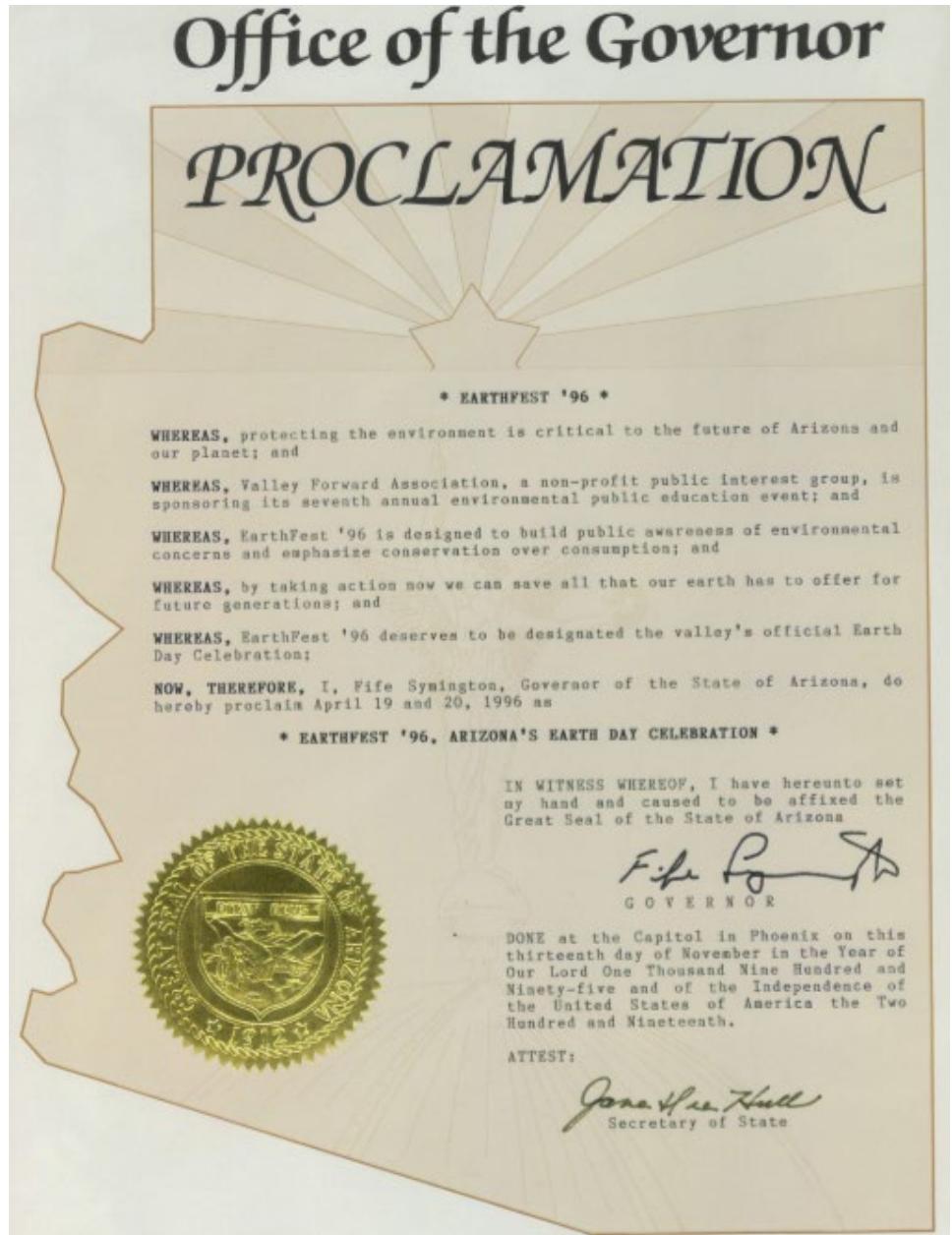
**VALLEY FORWARD ASSOCIATION  
25TH ANNIVERSARY**



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1995

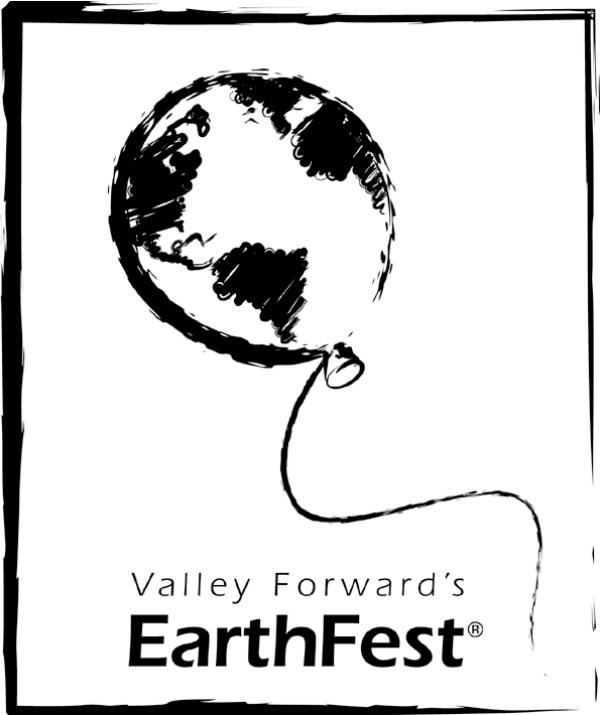
Arizona Forward supported  
the sales tax initiatives for  
freeways and transit.



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1996

Arizona Forward's EarthFest  
Event –  
Arizona's Official Earth Day  
celebration.



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1996

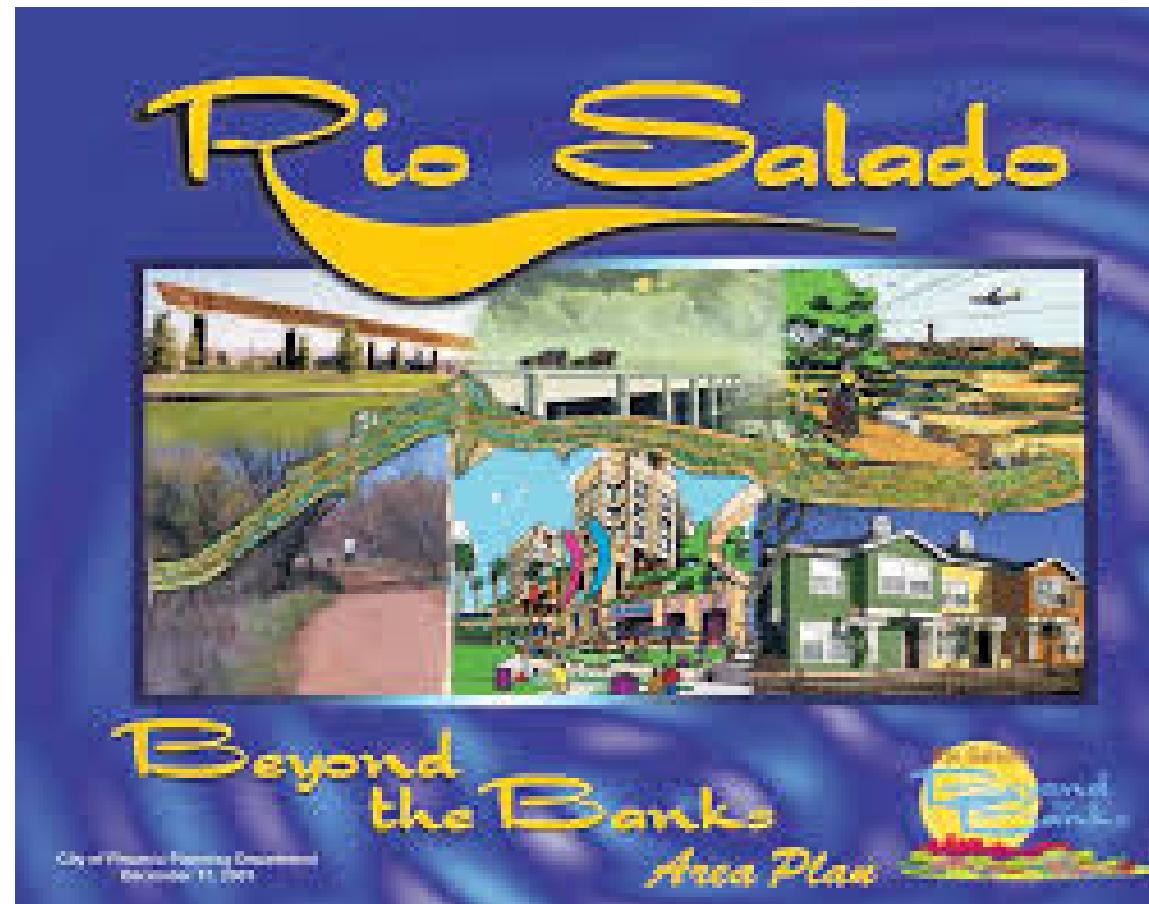
Arizona Forward's inaugural  
EarthFest Event



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1998

Arizona Forward continues the  
Rio Salado project with participation of the  
City of Phoenix Beyond the Banks initiative.





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**1999**

Arizona Forward continues its advocacy for open spaces including Phoenix Parks and Preserve.



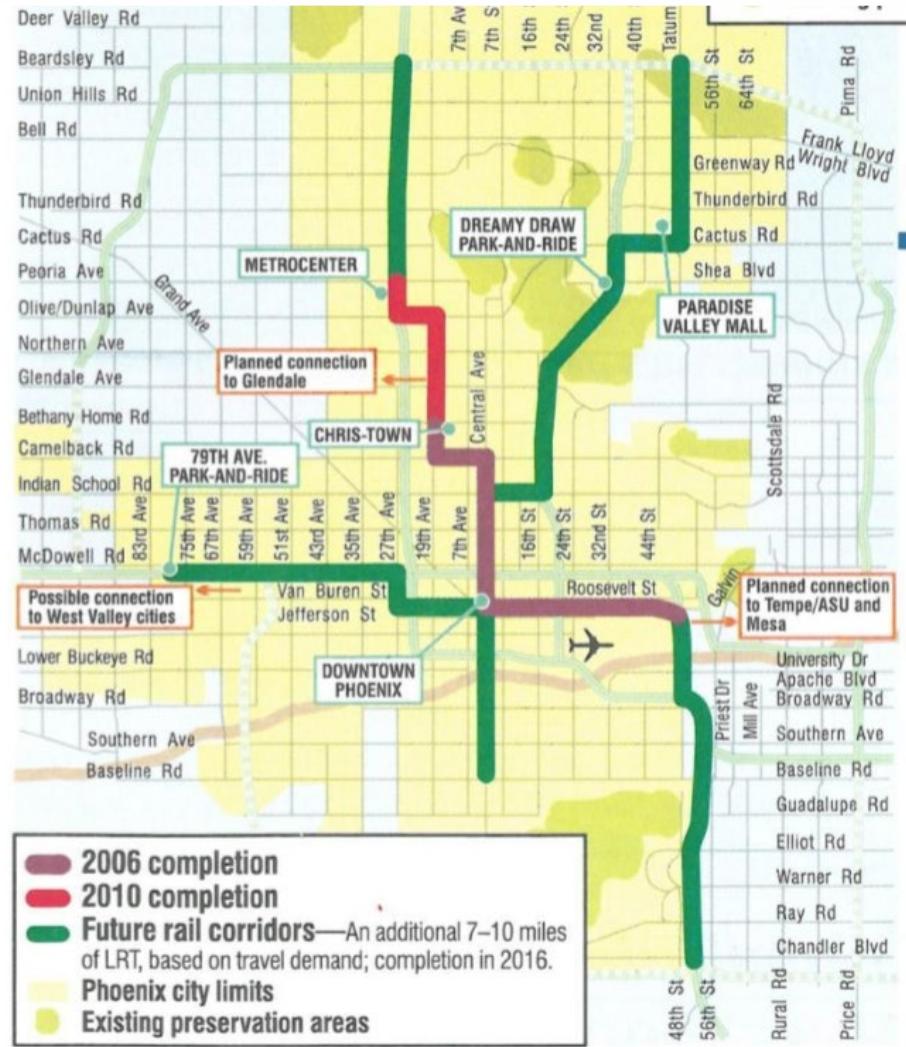
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2000

Eldon Kramer received an award from Arizona Forward for his long-term service.



# Transit 2000 Ballot Map



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# 2000

Arizona Forward supported the  
Transit 2000 Regional  
Transportation Plan for Phoenix.



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**2000**

Arizona Forward began  
advocacy for Light Rail transit  
in the Valley.

# Agua Fria and the West Valley Recreation Corridor

**Agua Fria Watercourse Master Plan and the New River Lower Agua Fria Multi-modal Corridor Study**

The Agua Fria Watercourse Master Plan is one of two key studies that comprise the West Valley Recreation Corridor—a long-term vision for preserving and enhancing the Agua Fria and New River corridors.

In August 1998, John F. Long and other West Valley community leaders met to explore the potential of creating a recreation corridor along the West Valley rivers...one that would provide diverse recreation opportunities and preserve the cultural history and desert habitat of the river corridor. More importantly, this vision was aimed at balancing these opportunities with sound flood protection strategies to protect nearby communities from floodwaters. Although the Agua Fria River currently has only limited flooding problems, minor concerns today could lead to costly flood control systems in the future.

From this vision came two important studies in the West Valley: the Agua Fria Watercourse Master Plan, and the New River and Lower Agua Fria Multi-modal Corridor Study.

The Flood Control District of Maricopa County led the efforts of the Agua Fria Watercourse Master Plan. In partnership with regional agencies, West Valley communities and a team of engineering and planning specialists, this Master Plan looked at both traditional and non-traditional flood control alternatives along the 32-mile river corridor. Some of the recreation uses, such as paths and trails, parks, and open spaces also can serve as alternatives to single-purpose flood control measures, thus providing protection from dangerous floodwaters in addition to valuable recreational amenities for the West Valley.



The Maricopa Association of Governments oversaw development of the New River and Lower Agua Fria Multi-modal Corridor Study. There are some similarities between the two projects, and the New River study resulted in a master plan of interconnecting trails, paths, and other travel routes with the ultimate vision for multi-modal, non-motorized corridors connecting residential areas, parks, schools, recreation areas, and businesses.

Together these two studies have provided a foundation and laid out a road map for implementing this landmark amenity in the West Valley.



# ARIZONA FORWARD

# 2001

Arizona Forward created Friends of the West Valley Recreation Corridor with Westmarc.



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**2001**

Arizona Forward supported the recommendation of Governor Jane Dee Hull's Water Management Commission.



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2001

Arizona Forward holds forum on  
electric utility deregulation.



VALLEY FORWARD



# Redeveloping Brownfields

a how-to handbook



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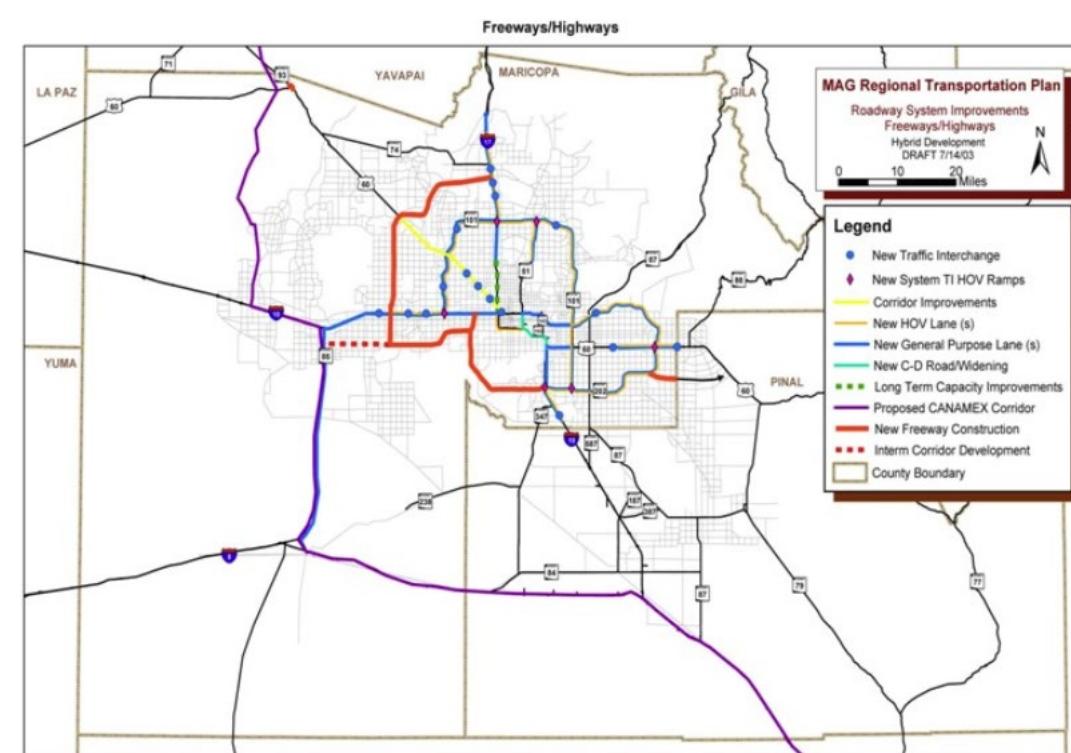
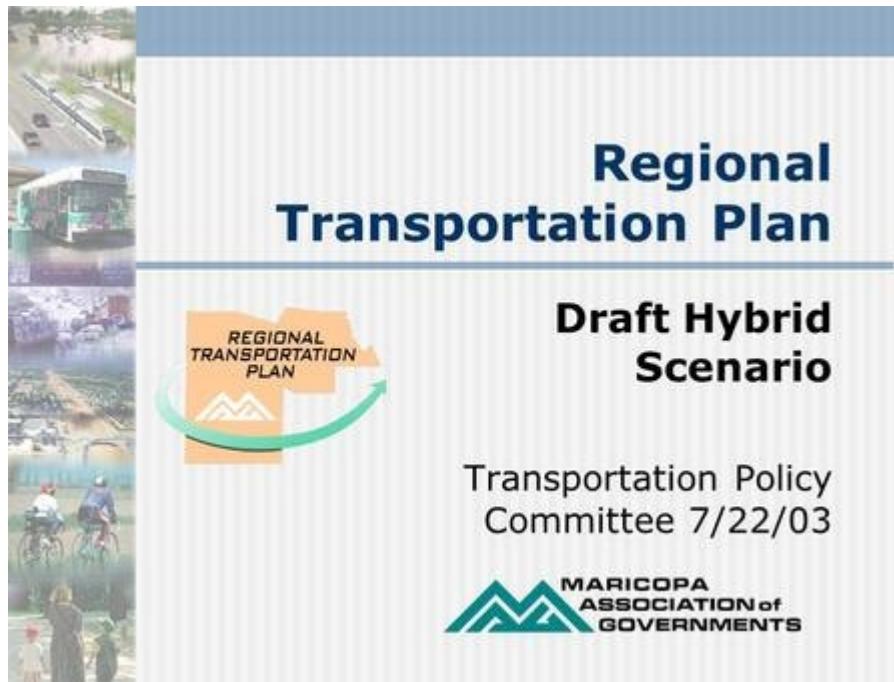
2003

Arizona Forward published  
“Redeveloping Brownfields- A  
How To Handbook”



# ARIZONA FORWARD 2003

Arizona Forward provided input to the Maricopa Association of Governments TPC on a regional transportation plan for the Valley.





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2004

Arizona Forward Celebrates 35  
Years





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2004

Erin Brockovich attends Arizona  
Forward's 35<sup>th</sup> Annual Luncheon





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2004

Arizona Forward supported an initiative to extend the half-cent sales tax for transportation.





## Making the Grade

The Valley's 2004 Environmental Report Card



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# 2004

Arizona Forward published  
“Making the Grade:  
The Valley’s 2004 Environmental  
Report Card.”



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2005

Arizona Forward's EarthFest Education Grant for K-12 Teachers for funding to support environmental projects in their classroom was announced.



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2005

The Grand Opening of the Phoenix  
Rio Salado

rio salado dream  
becomes reality



The vision for a revitalized Salt River born conceived some 30 years ago came to fruition in November with the grand opening of the Phoenix Rio Salado, a project that has been at the heart of Valley Forward since its inception.

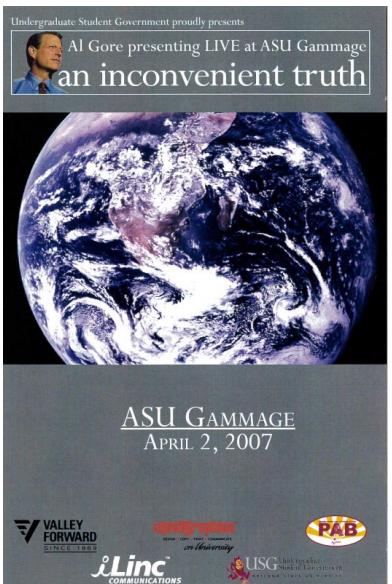




ARIZONA  
FORWARD **2006**

Building Healthy, Sustainable  
Communities

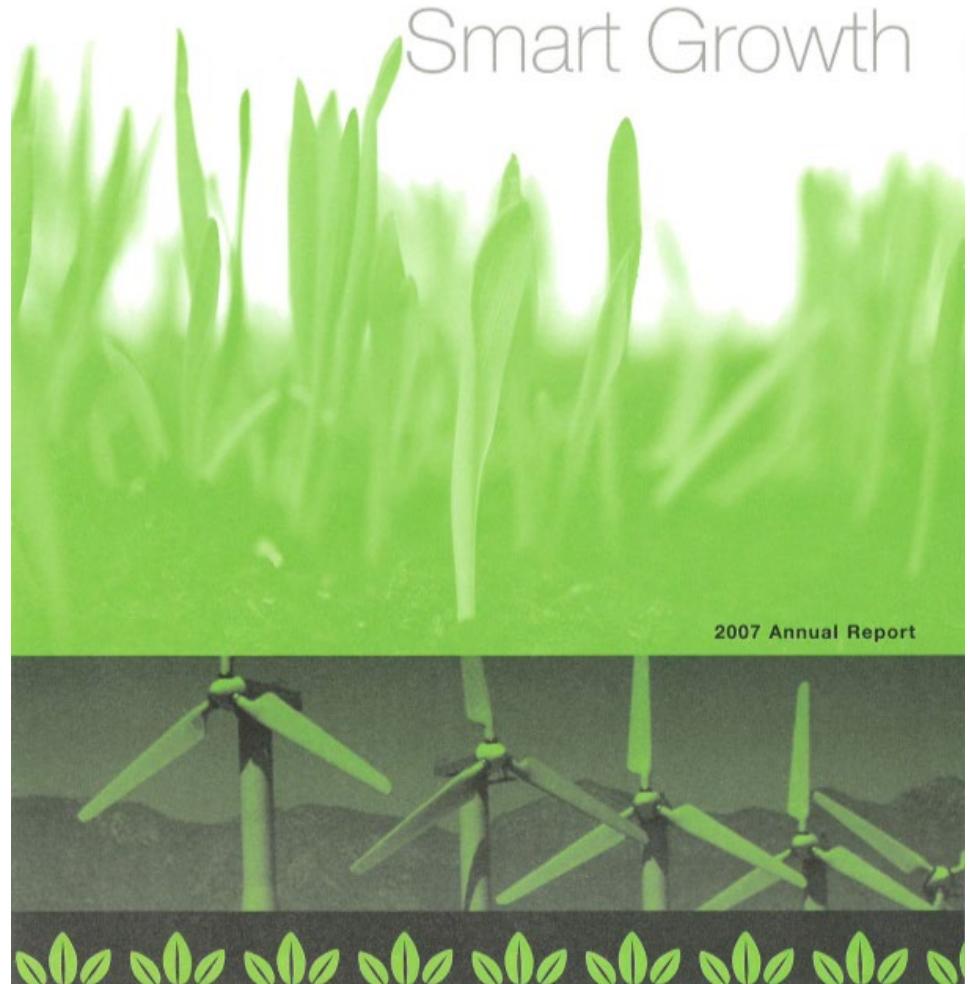




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2007

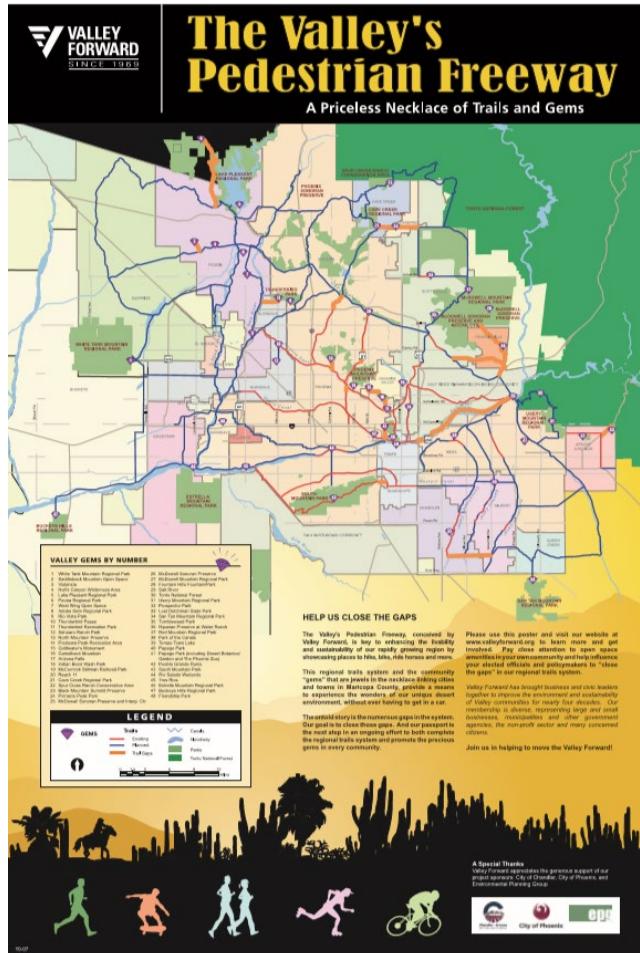
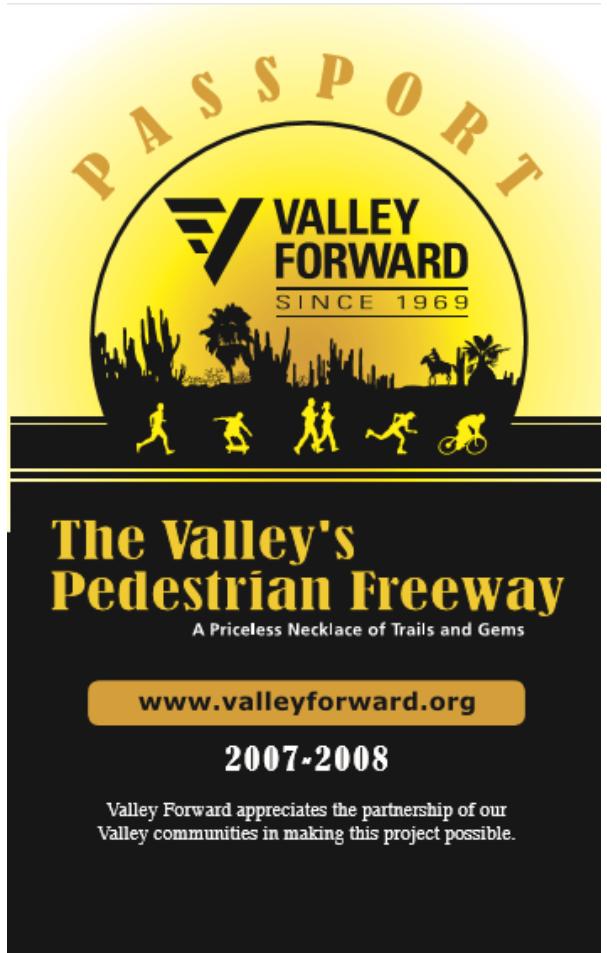
Arizona Forward partnered with ASU to sponsor Al Gore's live presentation of "An Inconvenient Truth."



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**2007**

Arizona Forward's focus was  
on livability with climate  
change.



ARIZONA  
FORWARD

2007

Arizona Forward launched an interactive website and printed 100,000 passports to promote the Valley's Pedestrian Freeway.



ARIZONA  
FORWARD

2007

Arizona Forward presents an award  
for environmental excellence to the  
City of Phoenix mayor and council.





## Making the Grade

The Valley's 2008 Environmental Report Card



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# 2008

Arizona Forward published the second edition of “Making the Grade: The Valley’s 2008 Environmental Report Card.”



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# 2009

Arizona Forward commemorated 40 years of environmental advocacy in our region - planted 40 trees in downtown Phoenix with Mayor Phil Gordon and other project partners.



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2009

Arizona Forward 40th  
Anniversary



2009 Board of Directors

FOR A DIVERSE ECONOMY and HEALTHY ENVIRONMENT



#### OVERVIEW OF GOVERNOR BREWER'S ENVIRONMENTAL AGENDA

Valley Forward's April Board of Directors/General Membership Luncheon provided a platform for Arizona Governor Jan Brewer as she discussed the state's new leadership and her environmental agenda on Earth Day.



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2009

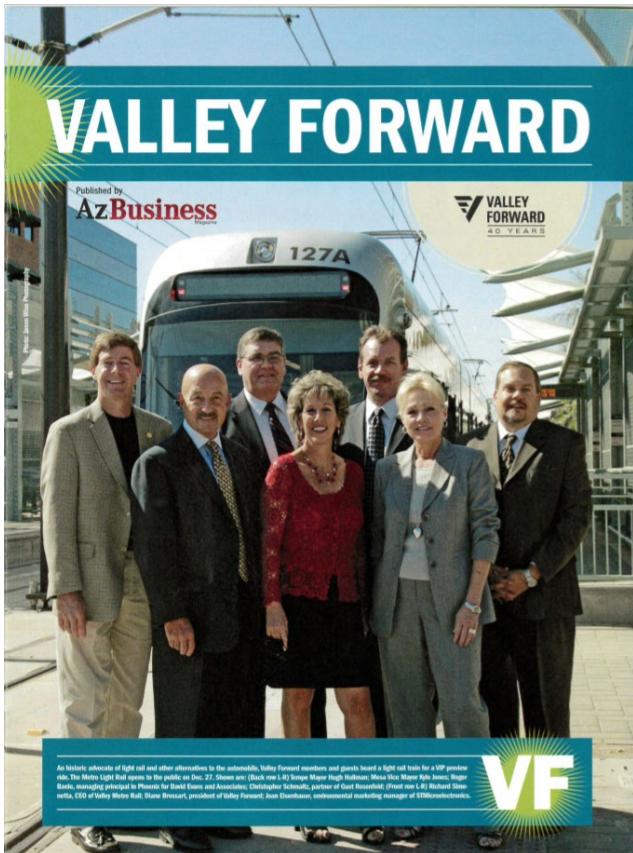
Governor Brewer supports environmental efforts in Arizona.



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2009

Arizona Forward adopts the 19<sup>th</sup> and  
Montebello Light Rail station.





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# 2010

Arizona Forward recruited 12 Valley mayors to sign a proclamation initiated by Arizona Forward and the U.S. Green Building Council, Arizona Chapter in support of green schools.



## Going green

Chandler's Boyd Dunn has joined other mayors across the Valley in support of the Mayors' Alliance for Green Schools, which promotes the benefits of green schools across the region. Valley Forward and U.S. Green Building Council Arizona are promoting the initiative through a proclamation that is being signed by several Valley mayors. On hand for Dunn's signing ceremony were Leslie Lindo of the USGBC Arizona, left, and Jhenifer Krutz of Valley Forward.



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2010

Arizona Forward newly formed  
energy committee supports solar  
adoption for Arizona.



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2010

Arizona Forward celebrates  
environmental excellence with Mayor  
Campana and Mayor Hallman.





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2010

Professor Ellin transitioned the  
Canalscape project from ASU to  
Arizona Forward.



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2010

Arizona Forward hosts forum on  
sustainable land use and growth.



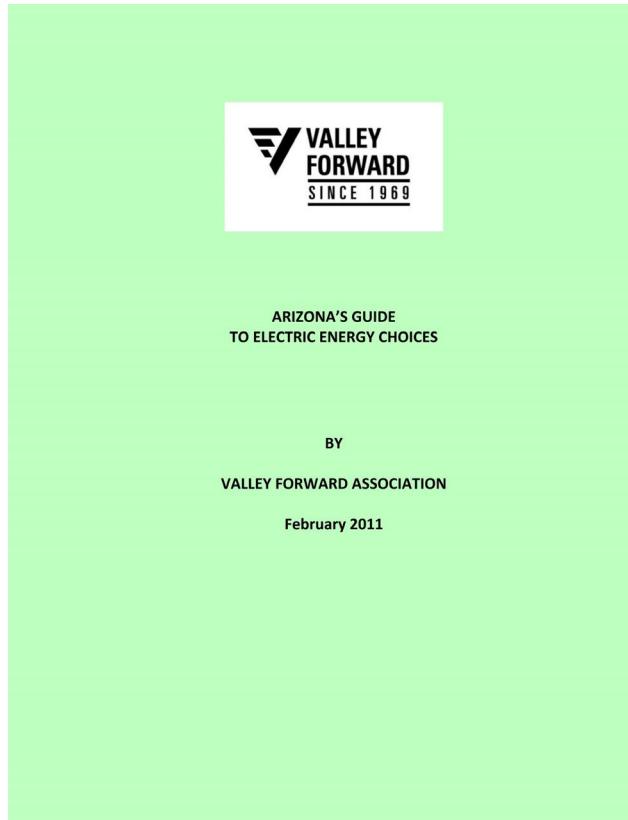
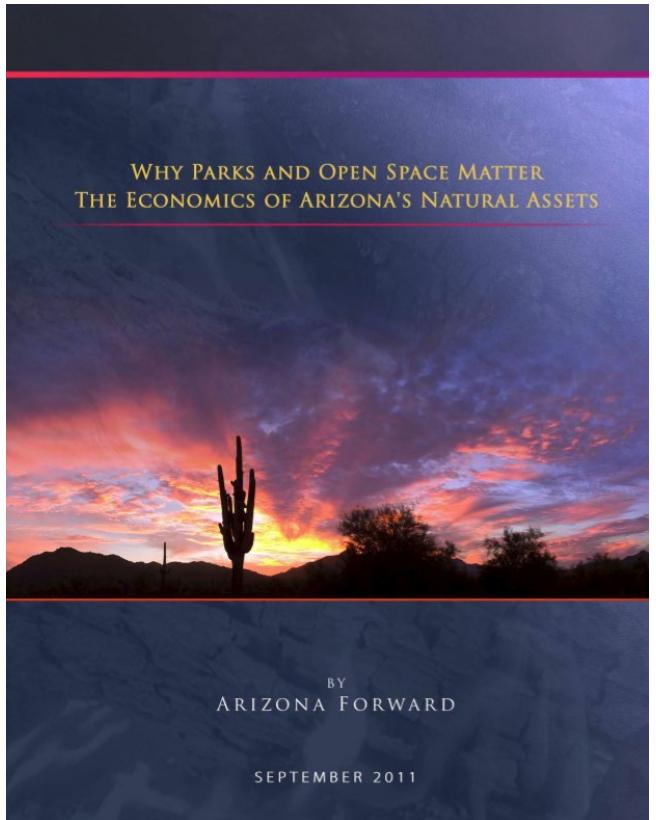


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2010

Past Chair of the Board Breakfast





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2011

Arizona Forward produced and distributed two primers focused on energy and parks.



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2011

Arizona Forward advocated for the Land and Water Conservation Fund by sending support letters to President Barack Obama and Arizona's Congressional delegation.



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2011

Past Chair of the Board Breakfast





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2011 42<sup>nd</sup> Annual Luncheon



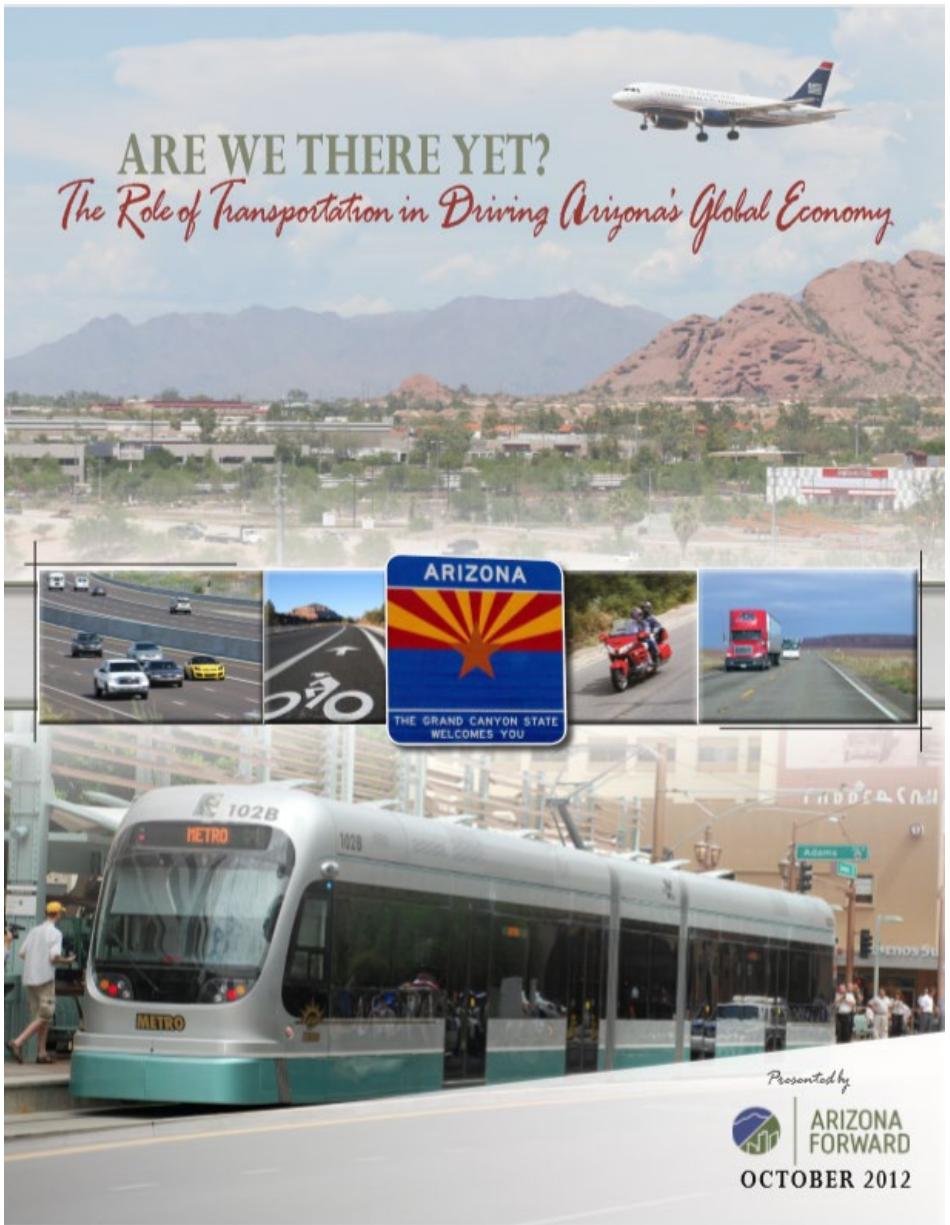


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2011

City of Phoenix Mayor Stanton emphasizing the importance of sustainability efforts.





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2012

Arizona Forward released a statewide primer on transportation issues to drive Arizona's economy.



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**2012**

Arizona Forward supported a successful State Trust Land Reform measure on the November ballot and opposed a fail state sovereignty initiative.



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2012

Arizona Forward  
co-presented State Parks Day at the  
Legislature and held a press  
conference about funding  
challenges facing Arizona's parks.



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**THE ARIZONA REPUBLIC**  
azcentral.com A GANNETT COMPANY THURSDAY, SEPTEMBER 16, 2010 | 11:09

## EDITORIALS

THE ISSUE: ARIZONA FORWARD



Arizona Forward is laying the groundwork for dealing with urgent issues like state-trust-land reform. TOM TAYLOR/THE REPUBLIC

### COALITION HAS PROMISING START

Just when the polarization and partisanship in Arizona are becoming most evident, in the state's version, a new coalition has come forward to find collaborative solutions to maintain our quality of life. Arizona Forward brings together business, utility, environmental advocates, education interests and civic groups. The charter members come from the Sun Corridor to the New Corridor. These aren't natural allies. But they have a common interest in the viability of Arizona as a place to live and work. They believe that our state must find the right balance between economic growth and a healthy, sustainable environment.

The statewide group is an expanded version of Valley Forward Association, which has promoted dialogue and advanced critical projects in the Phoenix area for more than 42 years. It has helped shape our communities with support for open space, recreational areas, bikeways and trails, and the "pedestrian freeway," a regional system of trails and parks for hiking, biking and horseback riding.

Arizona Forward is starting off by focusing on the Sun Corridor, the Phoenix-to-Tucson "mega-region" that is home to eight of 10 Arizonans. As Arizona heads into its second century, we believe Arizonans need this broader perspective to solve problems.

Right now, we have a string of communities that are likely to spar than recognize their common interests. Here's an opportunity to welcome and refine the identity of the

Sun Corridor. That alone can be a strong marketing tool.

The group that Arizona Forward expects to include include land-use planning, transportation, air quality, renewable energy, water and natural areas. In the words, "where action requires negotiation and consensus-building."

Like its Valley counterpart, Arizona Forward aims to raise awareness, build relationships and serve as a technical resource.

As part of its first project, the organization commissioned a poll of 1,000 Arizonans. The results showed a big knowledge gap. While Arizonans overwhelmingly believe that parks and open space are essential to our quality of life, few of us have a strong grasp of how parks are actually funded (18 percent).

Arizona Forward is filling that gap with a new, 100-page, full-colored report, "Why Parks and Open Space Matter: The Economics of Arizona's Natural Assets."

But the report left with a bunch of numbers and no idea of what to do with them. Without endorsing any specific plan, Arizona Forward suggests that we start to develop a sustainable financial base.

This is important groundwork for urgent issues, including the future of Arizona State Parks, federal funding for natural resources and state-trust-land reform.

Arizona Forward is a welcome new player, and its fast start is encouraging.

For information, go to [arizonaforward.org](http://arizonaforward.org) or call 602-249-2498.



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# 2013

Arizona Forward officially transitioned to a statewide organization and began operations as Arizona Forward.



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2013

Nina Mason Pulliam provides grant  
for statewide expansion.





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2013

Arizona Forward supports the green  
out for the Phoenix Open.

**GREEN OUT** FOR  
ARIZONA  
FORWARD

AT THE **WASTE MANAGEMENT  
PHOENIX OPEN**

The logo features a stylized orange and yellow bird emblem inside a green circular arrow. To the right of the arrow, the letters 'WM' are in a large, bold, orange font. Below 'WM', the text 'WASTE MANAGEMENT PHOENIX OPEN' is written in a smaller, sans-serif font.



# ARIZONA FORWARD

# 2014

Arizona Forward started offering internships to state university students interested in sustainability for Arizona.



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## **NOW ACCEPTING APPLICATIONS!** **STUDENT INTERNSHIP OPPORTUNITIES**



Arizona Forward is a business-based environmental non-profit offering internships to college students with interests in non-profit agencies, communications, environmental and economic sustainability, public relations marketing, and event planning.

Internships are offered for fall, spring, and summer semesters.

- Full-time Opportunities
- College Credit Possible

*Open the door to great networking opportunities and gain exposure to some of the top business professionals throughout the state!*

### **Requirements:**

Applicant must be a college student with a desire to learn! Students must have excellent communication skills, both verbal and written, strong attention to detail and exceptional organization skills. They must be a team player that is willing to pitch in wherever necessary to get the job done. Proficiency in Microsoft Word, Excel, and PowerPoint is preferred. (See below for full description)

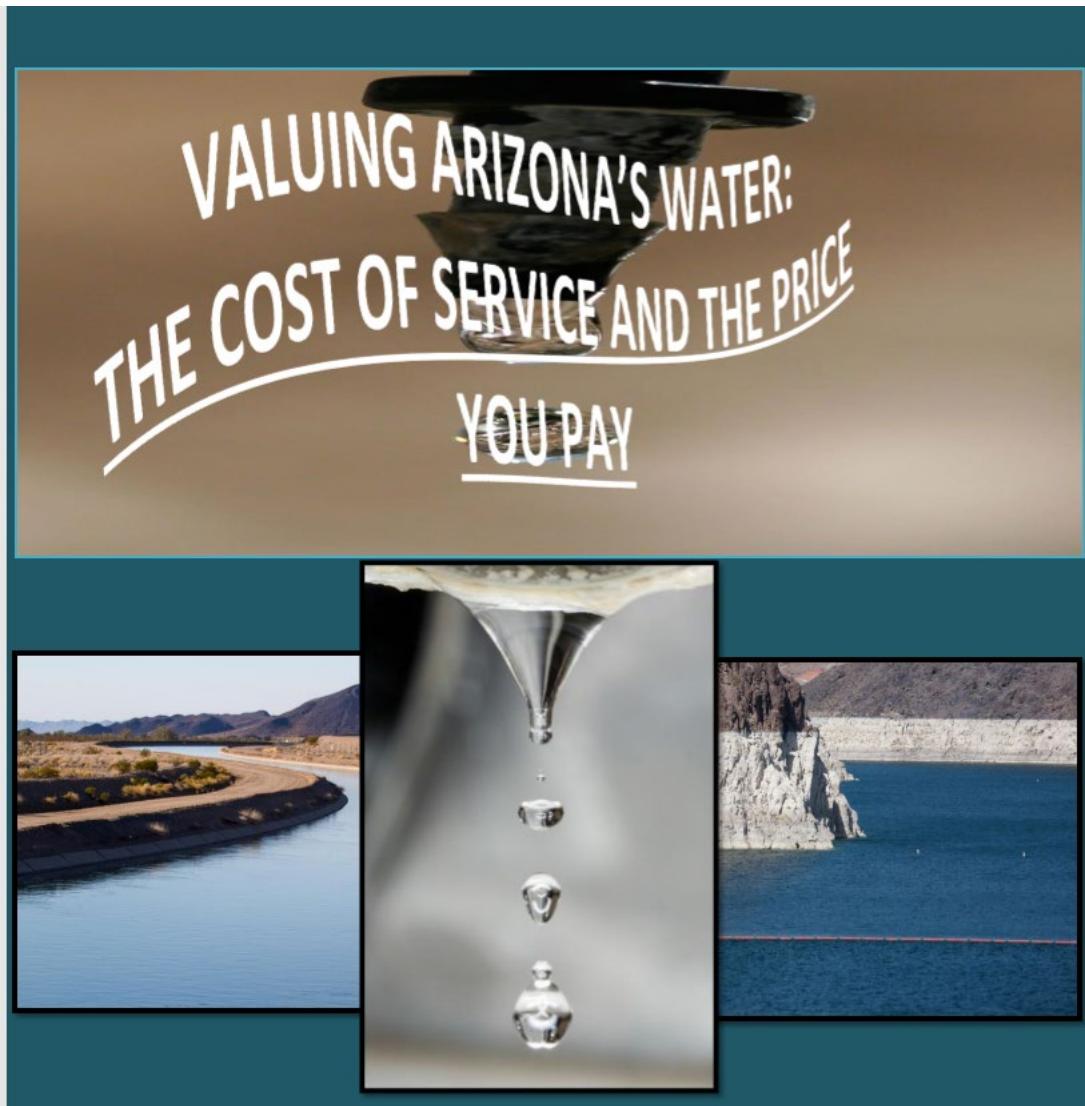




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2014

Arizona Forward published  
“Valuing Arizona’s Water: The cost  
of service and the price you pay.”





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2014

Arizona Forward launches into space  
with NASA at annual luncheon.





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# 2014

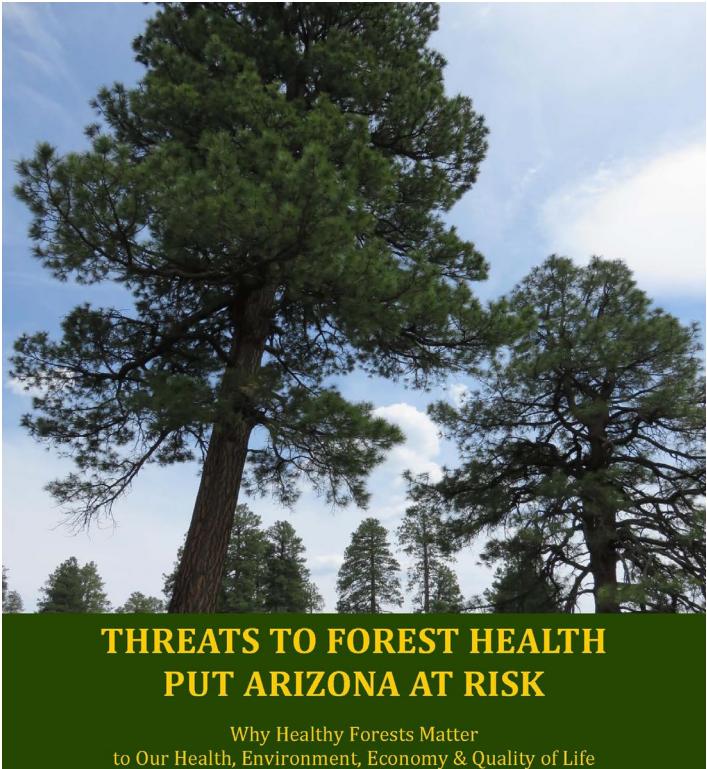
Arizona Forward brought a delegation of business leaders to Washington D.C. to meet with members of congress and demonstrate support for the I-11 International Corridor.





ARIZONA  
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2015



Arizona Forward produces and publishes a Healthy Forest Primer.

PAYSON ROUNDUP

## OPINION

### Forests at risk

Thank goodness for Arizona Forward. They're so, well, forward thinking.

The Valley-based business group recently issued a vital report pointing out that Tucson and Phoenix have a vital stake in whether our forest burns down — taking places like Payson along with it.

Now, this has nothing to do with whether they have a place to visit when it's 115 in the Valley.

Nope, it's about the water.

The Arizona Forward report notes that \$1 spent on forest restoration can yield \$100 in economic benefits — much of it involving protecting downstream reservoirs.

The intense crown fires that can all but sterilize the soil in a dense overcrowded forest can easily cause reservoir filling mudslides. The silty rivers and reservoirs can inflict billions of dollars in water treatment and importation costs on metropolitan areas like Phoenix.

The Arizona Forward report also offered invaluable lessons for forested communities like Payson. Most notably, the report focused on Flagstaff's farsighted response to the lethal Schultz Fire. Flagstaff not only adopted a fire-adapted building code — it convinced voters to tax themselves \$10 million to accelerate restoration projects.

But mostly, the report made the case for protecting distant forested watersheds to places like Phoenix. And that's vital to the survival of places like Payson, since only the Valley has the political and economic clout to help solve a problem so vast. And that's why we say, thank goodness for Arizona Forward.



ARIZONA  
FORWARD

2015

Arizona Forward participates in the City of Phoenix Grand Canalscape project's \$10.3 million TIGER grant.





ARIZONA  
FORWARD

2015

Arizona Forward supports the City of  
Scottsdale canal transformation into a  
social hub and economic driver.





ARIZONA  
FORWARD

2015

Arizona Forward expands the  
Environmental Excellence  
Awards to include statewide  
entries.



ARIZONA  
FORWARD

2015

Members of Congress, Pelosi and Gallego, support the Arizona Grand Canalscape project as a placemaker for gathering, recreation and connectivity.



ARIZONA  
FORWARD

2015



Arizona Forward supports Stand Up 4  
Transportation to enhance quality of life  
for Arizona.





ARIZONA  
FORWARD

**2016**

Arizona Forward places a strong effort to preserve, restore and strategically manage Arizona's precious rivers.



# ARIZONA FORWARD

# 2017

Intel, ASU and HDR share their insight for sustainability.





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FORWARD

2017

Liberty Wildlife receives Arizona  
Forward's President's Award.





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2018

Arizona Forward initiates the  
Emerging Leaders program.



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FORWARD

2018

Arizona's first Statewide Sustainability  
Summit hosted by Arizona Forward.





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FORWARD

2018

Arizona Forward introduces  
Sustainability Sippin & Social  
Series.



DAVE SKINNER  
moderator  
AZF BOARD CHAIR AND  
HDR AREA OPERATIONS MANAGER



GREGORY RODRIGUEZ  
OF COUNSEL  
BEST BEST & KRIEGER



ERIC PLAPPER  
PROJECT MANAGER,  
TRANSPORTATION  
TECHNOLOGY  
HDR



VERONICA SIRANOSIAN  
DIRECTOR  
AECOM VENTURES

## AUTONOMOUS AND CONNECTED VEHICLES: IS YOUR COMMUNITY READY?

**JOIN US FOR AN INTERACTIVE TOWN HALL CONVERSATION**

Expert panelists will explore legal and policy issues, define the impacts to land use and infrastructure and provide an update on the state of the technology. Following the panel presentations, attendees will participate in a discussion to identify opportunities and challenges related to this emerging technology. Be a part of the dialogue to determine how best to shape the future of transportation in your community.



ARIZONA  
FORWARD

2018

Arizona Forward hosts  
Autonomous Vehicle Forum.



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FORWARD

# 2019

Arizona Forward hosts breakfast  
to educate members on the Lower  
Basin Drought Contingency Plan.



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2019

Arizona Forward emerging Leaders visit  
Intel and APS.





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2019

Lower Salt River Restoration volunteer  
program in partnership with the  
National Forest Foundation.





# ARIZONA FORWARD

# 2019

Arizona Forward hosts its first forum to hear mayoral and Districts 5 and 8 candidates sustainability issues.





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# The Evolution of Our Brand



1970s



1980s



1990s



2000s



ARIZONA  
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2013 - Present