



# Milestones 1969-2013

**1969**

Four community organizations merged to form Arizona Forward Association  
Led community efforts to revitalize the Salt River – Rio Salado

**1970**

Supported the concept of the Central Phoenix Plan



**1973**

Spearheaded the Government Mall project to guide future development in Phoenix

**1974**

Created Project Pool It to promote car and van pooling



**1981**

Initiated the Environmental Excellence Awards program



**1984**

Promoted Percent for the Arts  
Opposed an alternative to the Squaw Peak Parkway

**1985**

Advocated for the creation of the Phoenix Arts Commission



**1986**

Participated in creating a five-year action plan for building as many miles of freeway as possible, following the passage a massive freeway construction plan

**1989**

Supported the unsuccessful ValTrans proposition for elevated high-speed rail

**1990**

Presented inaugural EarthFest event – Arizona’s official Earth Day celebration

**1992**

Created the Southwest Center for Education and the Natural Environment

**1993**

Initiated the Great Salt River Clean-up, Arizona’s largest volunteer effort

**1994**

Supported stronger auto emissions testing



**1995**

Supported a sales tax initiative for freeways and transit

**1996**

Supported a successful transit election in the city of Tempe  
Published Arizona Forward’s second Urban Form Report Card

Joined the city of Phoenix in a matching grant program for the construction of a downtown bus depot and the purchase of 48 replacement buses and 70 shelters

Advocated limiting emissions from mobile sources through implementation of the IM240 plan for vehicle emissions testing

Published Valley Forward’s first Urban Form Report Card



**1997**

Supported transit initiatives in Phoenix and Scottsdale, both of which failed at the polls

**1998**

Participated on city of Phoenix Beyond the Banks Advisory Committee  
Co-sponsored Telework Greater Phoenix Day

**1999**

Served on the Infill Subcommittee of Governor Hull’s Growing Smarter Commission  
Published, “Shape Your City – Urban Infill for the Concerned Neighbor”  
Campaigned for the city of Phoenix’s Parks and Preserve Initiative

**2000**

Co-sponsored the Governor’s Ozone Alert program  
Published Arizona Forward’s third Urban Form Report Card  
Supported the Transit 2000 Regional Transportation Plan for Phoenix  
Advocated Light Rail Transit in the Valley (2000-Present)

**2001**

Supported a successful transit election in the city of Glendale  
Supported desert preservation initiatives in Scottsdale and Queen Creek  
Presented a Pedestrian Oriented Design Forum and Awards Competition  
Provided recommendations to the Governor’s Brown Cloud Task Force  
Created Friends of the West Valley Recreation Corridor with Westmarc  
Supported recommendations of the Governor’s Water Management Commission

**2002**

Presented a public forum on “Arizona’s Next Water Crisis – Leadership”

**2003**

Published “Redeveloping Brownfields – A How To Handbook”  
Provided input to the MAG TPC on a regional transportation plan for the Valley

**2004**

Supported an initiative to extend the half-cent sales tax for transportation  
Generated support from Valley mayors and the Maricopa County Board of Supervisors in a proclamation for the Valley’s Pedestrian Freeway  
Published “Making The Grade: The Valley’s 2004 Environmental Report Card”  
Presented Arizona Forward’s inaugural Livability Summit

## 2005

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

Produced and distributed a poster depicting The Valley's Pedestrian Freeway, our vision for a regional trails system

Recognized as an historic advocate of Rio Salado at the Phoenix dedication ceremony

Published an educational brochure, Water Facts, for the Valley's Business Community

## 2006

Hosted two "Getting Ready for Rail" forums

Published "Why the Valley Has the Best Managed Water Supply in the Southwest"

Endorsed "Conserving Arizona's Future," a state trust land reform package

Received a 2006 "Award of Distinction" from AIA Arizona

Won a Desert Peaks Award from the Maricopa Association of Governments

Commissioned public surveys on growth and promoted results

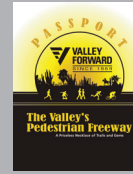
## 2007

Partnered with ASU to sponsor Al Gore's live presentation of "An Inconvenient Truth"

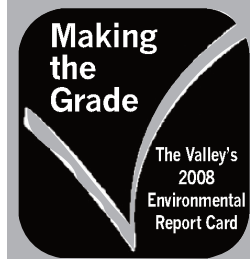
Presented Arizona Forward's Livability Summit, Arizona's first carbon-negative event

Initiated a new Issue Committee to focus on energy and renewable energy technologies

Launched an interactive website and printed 100,000 passports to promote The Valley's Pedestrian Freeway



## 2008



Published "Making the Grade: The Valley's 2008 Environmental Report Card"

Presented a Green Scene Bus Tour showcasing Environmental Excellence Award winners

## 2009

Commemorated 40 years of environmental advocacy in our region and planted 40 trees in downtown Phoenix with Mayor Phil Gordon and other project partners

Established the Arizona Forward Fund for a Sustainable Future endowment

Adopted the Metro Light Rail Station at Central Avenue and Camelback Road

Created a Water Efficiency Leaders recognition program for business and industry

Participated as a host and bioregional partner for the U.S. Green Building Council's international Greenbuild conference

Co-sponsored Maricopa County's first annual Air Quality Conference



## 2010

Received grant funding to support Arizona Forward – an initiative to advance a statewide sustainability agenda and membership expansion targeting the Sun Corridor and Pinal and Pima Counties

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

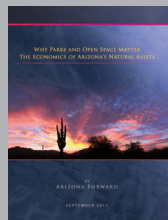


Transitioned Canalscape from ASU to Valley Forward, taking the lead in advocating for development of canals as gathering spaces and place makers in Valley communities

Initiated a Public Education Committee to promote a statewide sustainability agenda, provide technical expertise to decision makers and influence public policy

Co-presented candidate debates for the Arizona Corporation Commission and Congressional District 3

## 2011



Produced and distributed two primers providing objective, educational information on complex sustainability issues impacting the Valley and state, one on energy and the other on parks

Presented Arizona Forward at Desde Lo Local, an international sustainability forum hosted by the City of Hermosillo, which drew 500 mayors and 7,000 delegates from around the world

Advocated for the Land and Water Conservation Fund, sending support letters to President Barak Obama and Arizona's Congressional delegation

Hosted a breakfast roundtable for U.S. Rep. Ben Quayle with 20 sustainability leaders in Arizona to showcase our collective interests and expertise as a resource to the newly elected congressman

Provided environmental education resources, grant funding, continuing education credits and scholarship opportunities to hundreds of Arizona K-12 teachers

## 2012

Received a three-year grant from the Nina Mason Pulliam Charitable Trust for \$150,000 to support our Arizona Forward initiative



Released a statewide primer on transportation issue; commissioned a statewide survey and unveiled results along with our primer at a meeting featuring a presentation by the Federal Highway Administration

Co-presented State Parks Day at the Legislature and held a press conference about funding challenges facing Arizona's parks; facilitated parks stakeholder meetings throughout the year to explore long-term funding solutions and supported a citizens initiative to address the issue

Launched the James W. Elmore Fellowship to encourage planned gifts to Arizona Forward and announced 10 inaugural fellows

Supported a successful State Trust Land Reform measure on the November ballot and opposed a failed state sovereignty initiative

## 2013



Heard first-hand from participants in the Navajo Generating Station negotiations on how they propose to balance EPA requirements and meet the needs of NGS shareholders

Officially transitioned to a statewide organization and began operations as Arizona Forward, with three regional councils to guide local decision and input

Advocated for a balanced transportation system for Arizona by supporting the I-11 Canamex Trade Corridor and passenger rail in the Sun Corridor

Presented at the League of Arizona Cities and Towns Annual Conference to help Arizonans better understand the true cost of municipal water delivered to the tap

## Arizona Forward

3800 North Central Avenue, Suite 1010, Phoenix, Arizona 85012

Phone: (602) 240-2408 • Email: [info@arizonaforward.org](mailto:info@arizonaforward.org) • Website: [arizonaforward.org](http://arizonaforward.org)