



***A new initiative to move our state forward:***

**PURPOSE:** Build a citizen’s agenda that reflects what Arizonans are thinking and identifies a set of clear, measurable goals that describe “The Arizona We Want” in authentic language that is meaningful to citizens.

**PROCESS:** 5-phase strategy (visioning, research, dissemination and discussion, planning and implementation) to engage citizens statewide and provide them with opportunities to express who we are, what we want Arizona to become and how we intend to get there.

**PRODUCTS:** Set of goals, scorecards and “how to” strategies that citizens are willing to support – and which can be addressed by future political candidates using common language.



### What do we want to learn?

**IDENTITY:** Who is Arizona today? Do the state's historical attributes still hold true (e.g., independent minded, etc.)?

**LEADER GOALS:** Is Arizona moving in the right direction? Do citizens agree with the goals of Arizona leaders? What's missing? How do citizens prioritize goals?

**TRADE-OFFS:** What "how to" strategies for achieving goals are citizens ready and willing to support?

To better understand what motivates people to act in support of goals (e.g., stay, raise families, start businesses, vote, give, volunteer), the survey will correlate citizen support to levels of:

**CITIZEN ENGAGEMENT and WELL-BEING:** How do citizens feel about Arizona as a place to live, raise a family and prosper? What services do they expect the public sector to provide and how do they rate government performance in providing these services? How do they feel about their own prospects for the future?

### What's different about the CFA/Gallup survey?

#### **METHODOLOGY:**

- **Focus Groups:** Qualitative interviews to 1) determine those attributes that citizens value as core to the Arizona identity and 2) refine language used to express leader-led goals.
- **Telephone Survey:** Quantitative interviews using "the best of the best" from Gallup's portfolio of World Poll questions to assess levels of community engagement (commitment to place) expressed by citizens.
- **Web Survey:** Arizona-specific questions to determine the policy priorities of citizens and the trade-offs that citizens are willing to support to achieve goals.
- **Reporting:** Performance scorecards and opportunity maps that Arizona leaders in all sectors can use for future planning and decision making.

#### **PIONEERING ANALYSIS:**

- Use of "community engagement" levels as context for understanding citizen well-being and support for leader goals.
- Use of "forced choice" questions to determine citizen prioritization of leader goals and acceptable trade-offs.

#### **TIMING:**

CFA/Gallup results will be available in early 2009 – making it possible for public dissemination, discussion and initial implementation to take place between the Presidential election of 2008 and the next major election cycle in 2010.



	PROCESS – ACTION STEPS
<p><b>Phase I—VISIONING</b> <b>What values and goals characterize the Arizona we know?</b></p> <p>Timeline: Completed 2005</p>	<p>1. Review and synthesis of 50 major policy reports over past two decades of growth.</p>
<p><b>Phase II—RESEARCH</b> <b>What is Arizona Thinking?</b></p> <p>Timeline: 9/1/08 to 3/30/09</p>	<p>1. Administer tailored Gallup World Poll in AZ.</p> <ul style="list-style-type: none"><li>▪ Who is Arizona today?</li><li>▪ What does Arizona want?</li><li>▪ What trade-offs are we willing to support?</li></ul>
<p><b>Phase III—DISSEMINATION</b> <b>“The Arizona We Want”</b></p> <p>Timeline: 2009</p>	<p>1. Report, test and finalize citizen’s agenda through a combination of statewide meetings, press and online strategies.</p>
<p><b>Phase IV—IMPLEMENTATION</b> <b>Find the “how to” strategies that Arizonans are willing to support.</b></p> <p>Timeline: 2009-Ongoing</p>	<p>1. Develop “how to” strategies for each goal using available tools in all sectors.</p> <p>2. Report, test and refine strategies.</p>
<p><b>Phase V—</b> <b>IDEAS AT WORK</b> <b>“Turning the Flywheel”</b></p> <p>Timeline: Ongoing</p>	<p>1. Encourage organizations to embed “The Arizona We Want” goals and strategies in new initiatives.</p>