

Positively Apache Junction

SOS 593: Applied Project

TEAM

Project Description:

- The City of Apache Junction aims to attract new residents, tourists, and development opportunities as city grows into the future.
- Apache Junction has unique natural and cultural amenities, but faces negative reputation in Metro Area that hinders tourism and other development.
- The city partnered with ASU's Project Cities to counter prevailing reputation and developed 'Positively Apache Junction' rebranding.
- This project engaged with Apache Junction residents with a map survey to identify the community's most valued locations in and around the city.
- Locations with high density of values can be promoted to counter negative reputation held by people outside of AJ.
- This project quantified how the community values locations and will be shared with the city to increase decision-making capacity.
- Integration of local values promotes positive aspects of Apache Junction and facilitates sustainable development through rebranding campaign to attract investment.

Process:

- Community is experienced in location, and locations feelings residents have attached to them through experiences and memories.
- Public Participation Geographic Information System (PPGIS) methodology was used to combine local values with geographic locations.
- Values: Recreational, Cultural, Aesthetic, Spiritual, and Special Place.
- Administered survey at public events with color coded stickers to represent a specific value on map of the city and surrounding areas.
- Engagement sessions: Marathon Fitness Expo February 17th; Lost Dutchman Days Rodeo February 23rd and 24th. 3 survey days, 4 hours each session.
- Sticker data was replicated on Maptionnaire website to compile values, identify value hot spots, and generate value density maps.
- Online version of values survey was administered by an ASU class to expand data set and will be shared with the city of Apache Junction .

Findings:

Survey Totals

All Surveys	Recreational	Special Place	Cultural	Aesthetic	Spiritual
Total= 186	62	46	30	27	21

- Sticker data gathered from resident engagement.

Findings:



Fig. 1. Survey Participation.

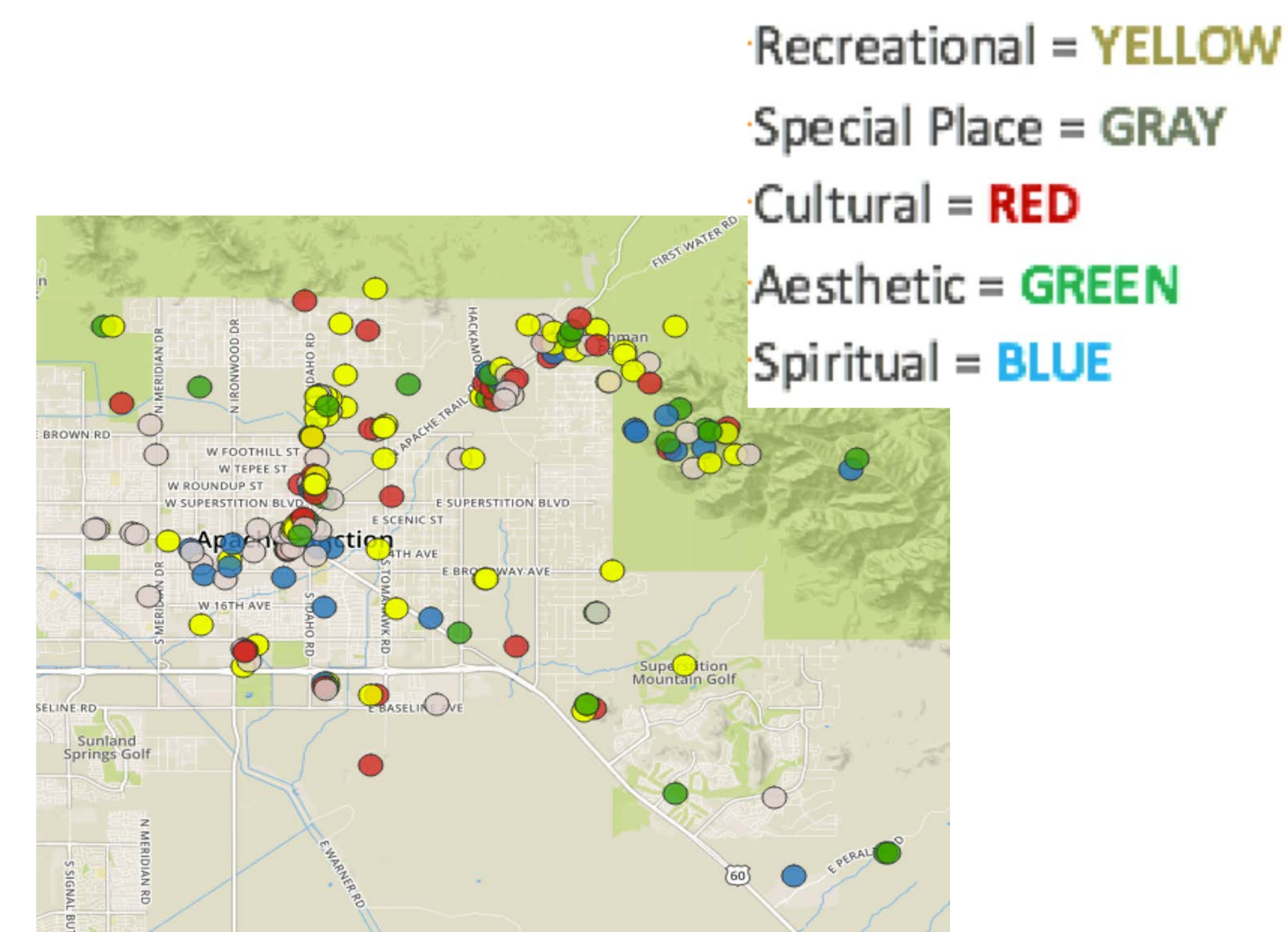


Fig. 2. All surveyed resident values.

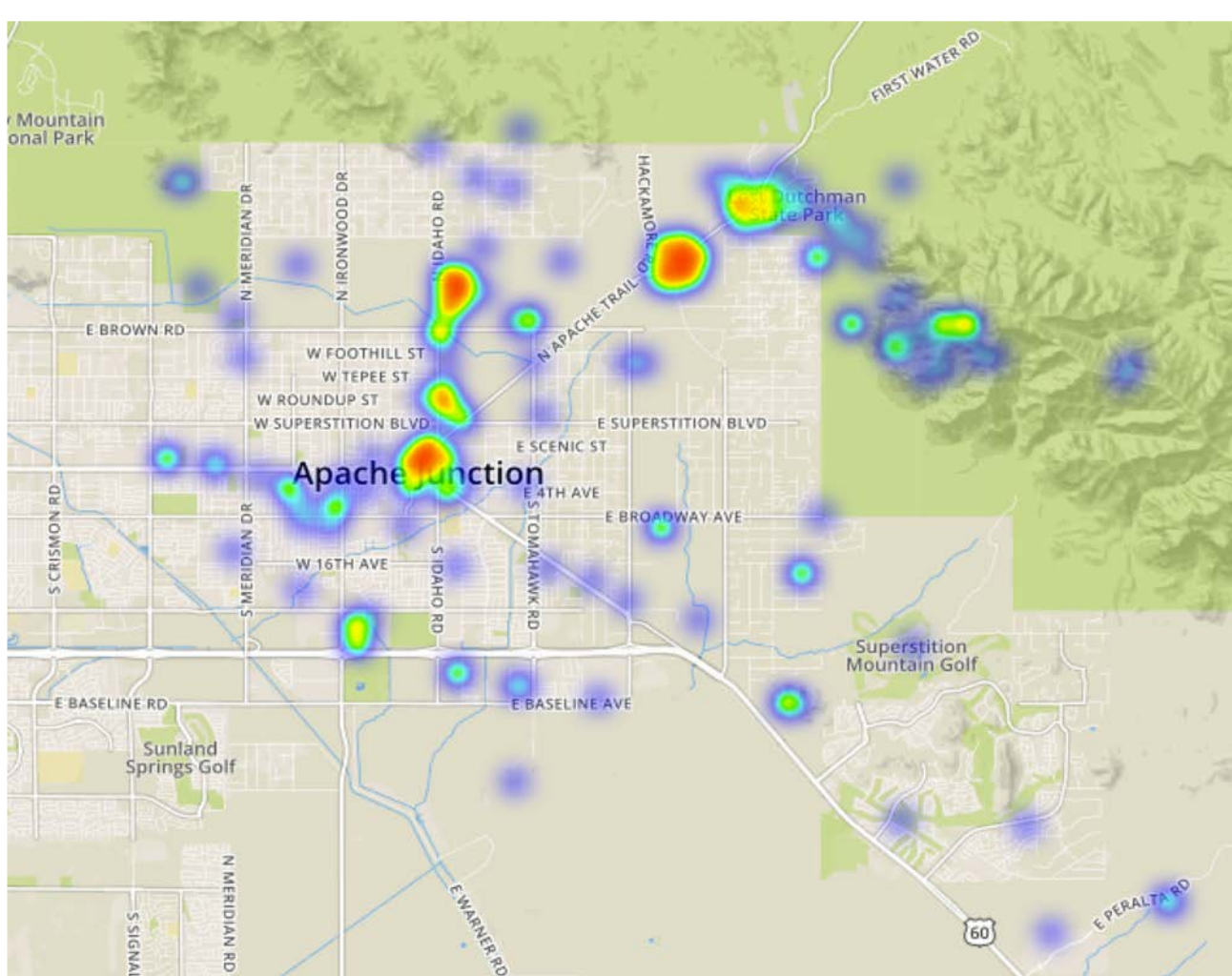


Fig. 3. Density of mapped values.

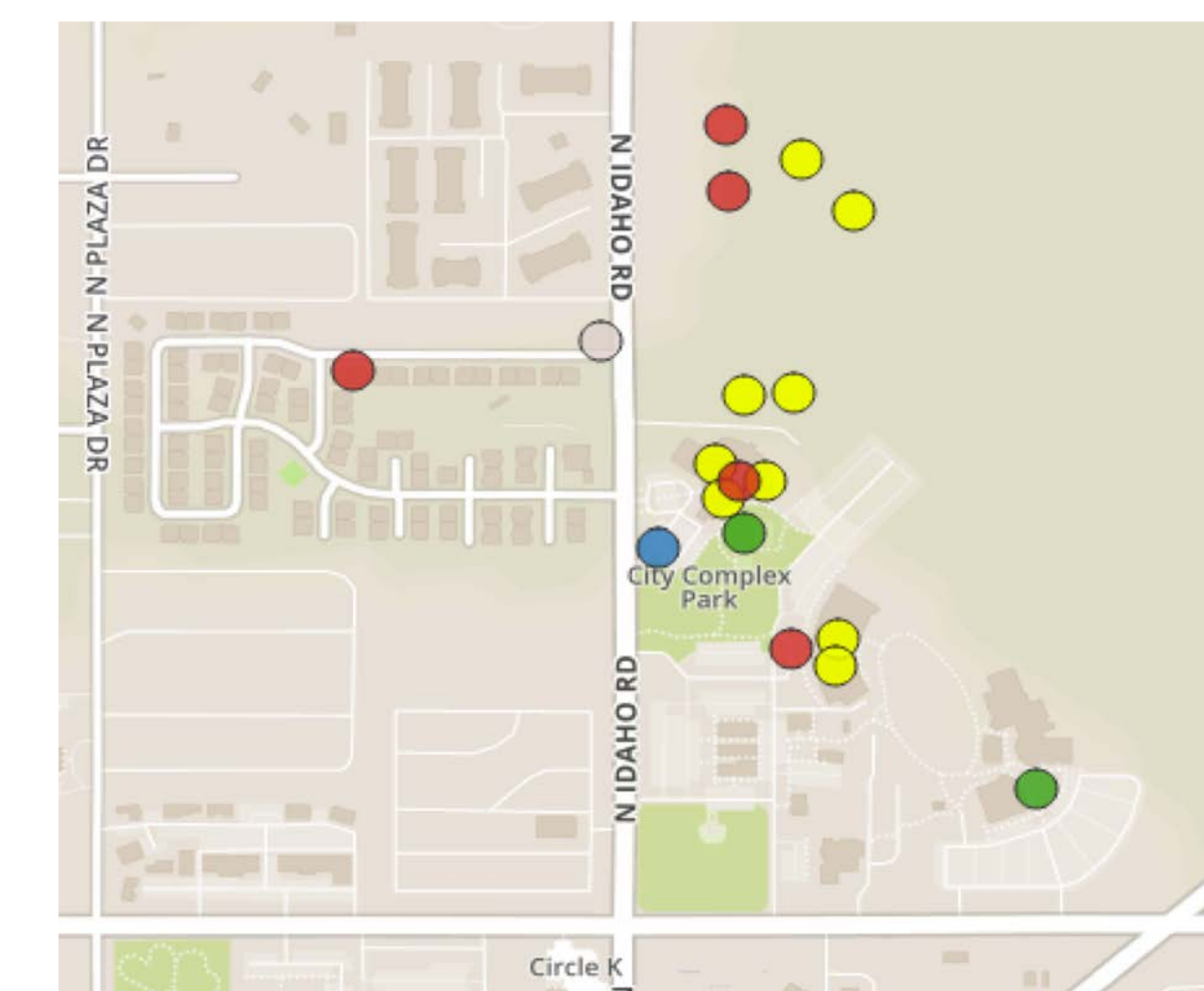


Fig 4. City complex with Library and Multigenerational Center

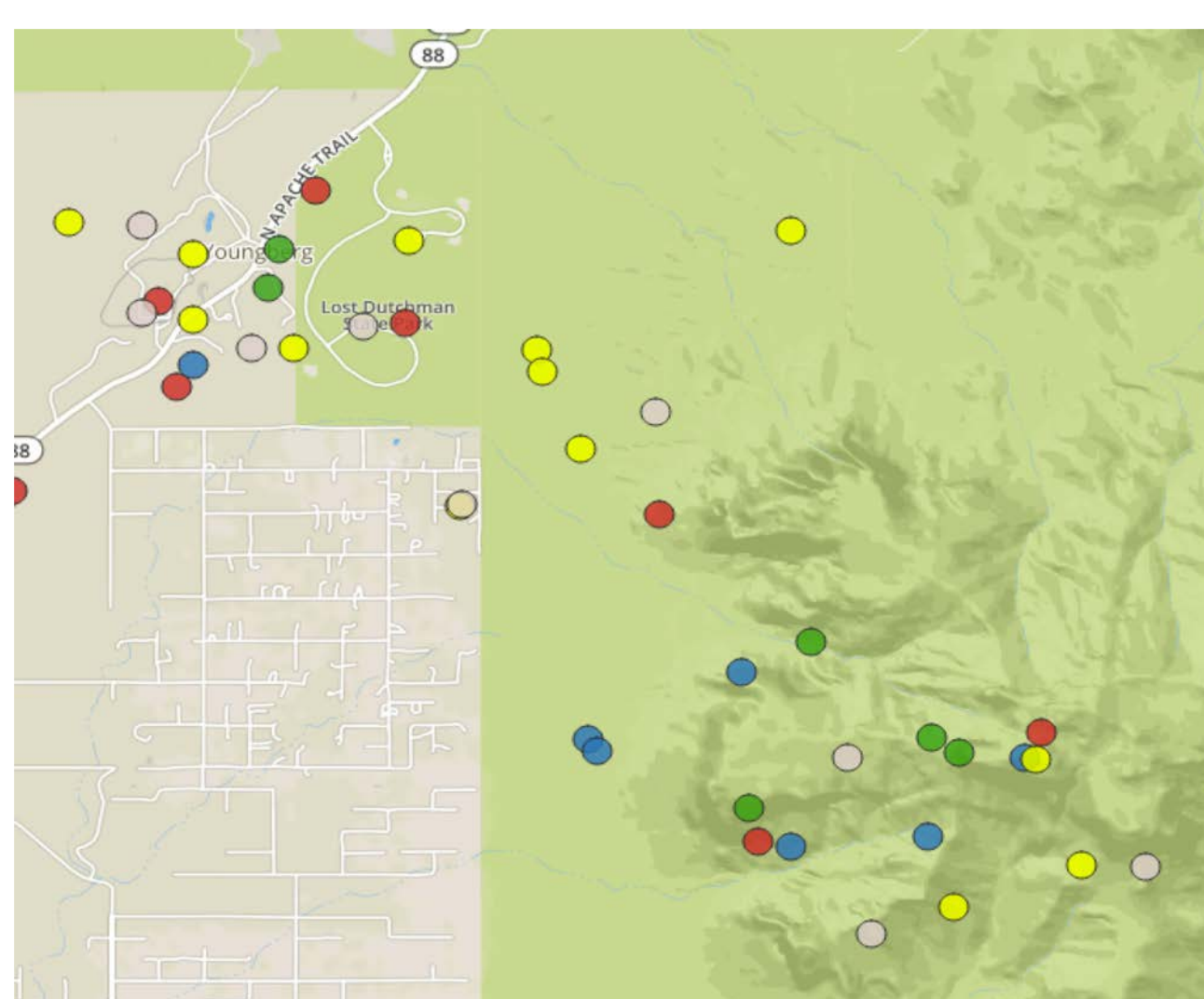


Fig. 5. Lost Dutchman State Park and Superstition Mountain.

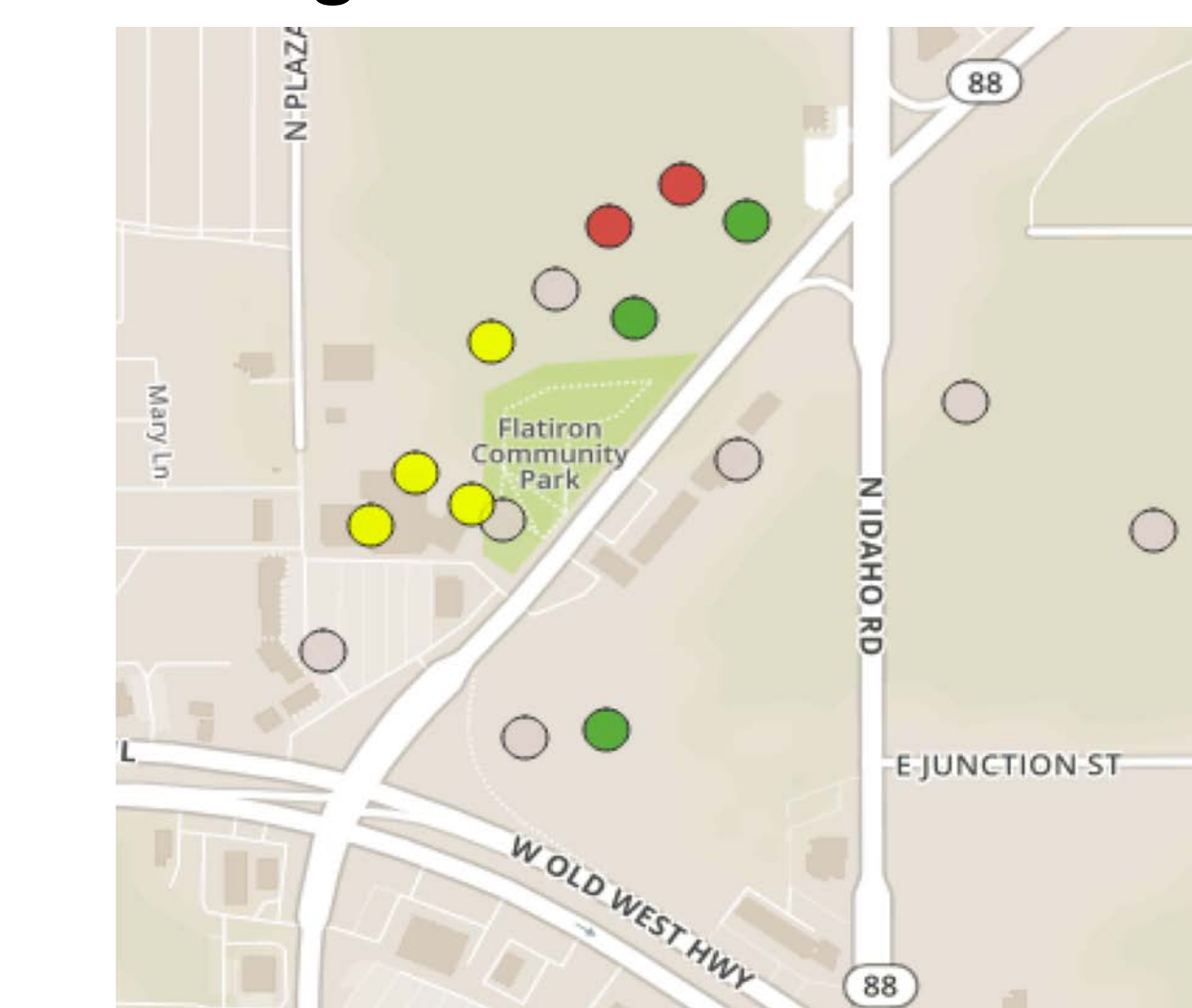


Fig. 6. Flatiron Park and Downtown.

- Residents identified 6 locations with highest density of values.
- Superstition Mountain and Lost Dutchman State Park (40), Multigenerational Center and Library (19), Superstition Mountain – Lost Dutchman Museum and Elvis Presley Memorial Chapel (17), Prospector Park (14), Flatiron Community Park (16), and Los Gringos Locos Restaurant (6). (Number of Values)

Recommendations:

- 6 locations should be promoted as areas of interest to outside visitors in 'Positively Apache Junction' rebranding to counter negative reputation.
- Residents highly valued unique natural amenities and built environment.
- City should invest further into unique attractions and public amenities.



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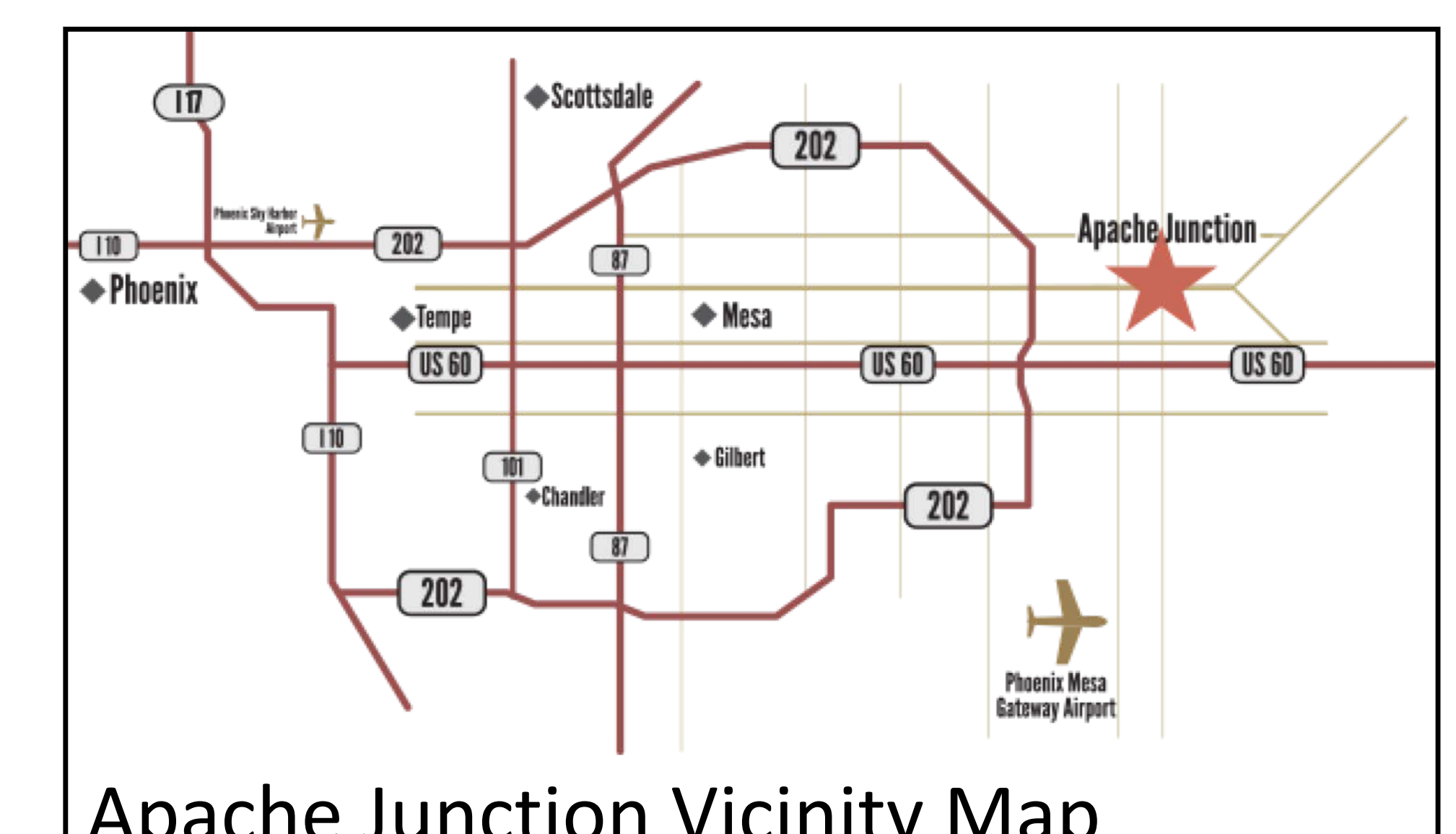
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