Thinking at scale:
States and cities collaborating on shared issues

Featuring: Wellington "Duke" Reiter

October 17, 2024

www.statesforthefuture.org

STATES FOR THE FUTURE

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Key takeaways:

Thinking at scale: States and cities collaborating on shared issues - October 17, 2024

- **Combining lived experiences with data can help individuals and decision makers picture themselves in the story:** 10 Across looks at a wide range of complex issues facing municipalities and states along the Interstate-10 corridor in the southern US. They take an approach of "intersecting issue and place" and use storytelling and data to reflect the lived experiences of those in the region experiencing drought, storms, and increased demands on water management infrastructure. This approach can also reduce hyper-partisanship by humanizing the data.
- **When communicating on controversial issues, recruit diverse voices:** 10 Across has found that messages from the "expected" or "common" voices aren't always effective with audiences, especially on issues like extreme heat and water management. Amplifying the voices of non-ideological experts that aren't regularly prominent in a policy conversation may have more of an impact. For example, hearing from an Air Force Base Commander - a role that is typically viewed as neutral and non-partisan - on the threats of climate change can be an effective way to discuss what can be a politically divisive issue.
- **Offer a range of formats for storytelling:** To reach their broad audience, 10 Across collaborates with media partners to create a variety of assets like podcasts, videos, educational courses, data-rich maps and graphics, and events. This range of knowledge products creates traction with media and other organizations who can then use the assets in their own work or communications.

STATES FOR THE FUTURE

A Data to Policy Network

States for the Future is a **learning community** bringing state policy professionals together around **data**, **research**, and **action**.

Learn more & explore our data platform: **www.statesforthefuture.org**

Our Shared Values:

STATES FOR THE FUTURE

- We know that **good policy is grounded in quality data and research, not ideology.**
- We see the necessity of making data actionable and using it to drive toward **real-world solutions.**
- We believe that states should be guided by **long-term strategic plans** to address the many challenges they face.
- We value the role of tracking and **understanding equity gaps** in developing meaningful solutions.
- We recognize that there are multiple approaches to developing solutions. The **diversity of our organizations and states is a strength** that can be leveraged to achieve shared goals.
- We are committed to **collaborating and sharing best practices** so we can build capacity within our individual organizations and drive innovative policy-making

Today's Speaker:

Duke Reiter

Founder and Executive Director

STATES FOR THE FUTURE

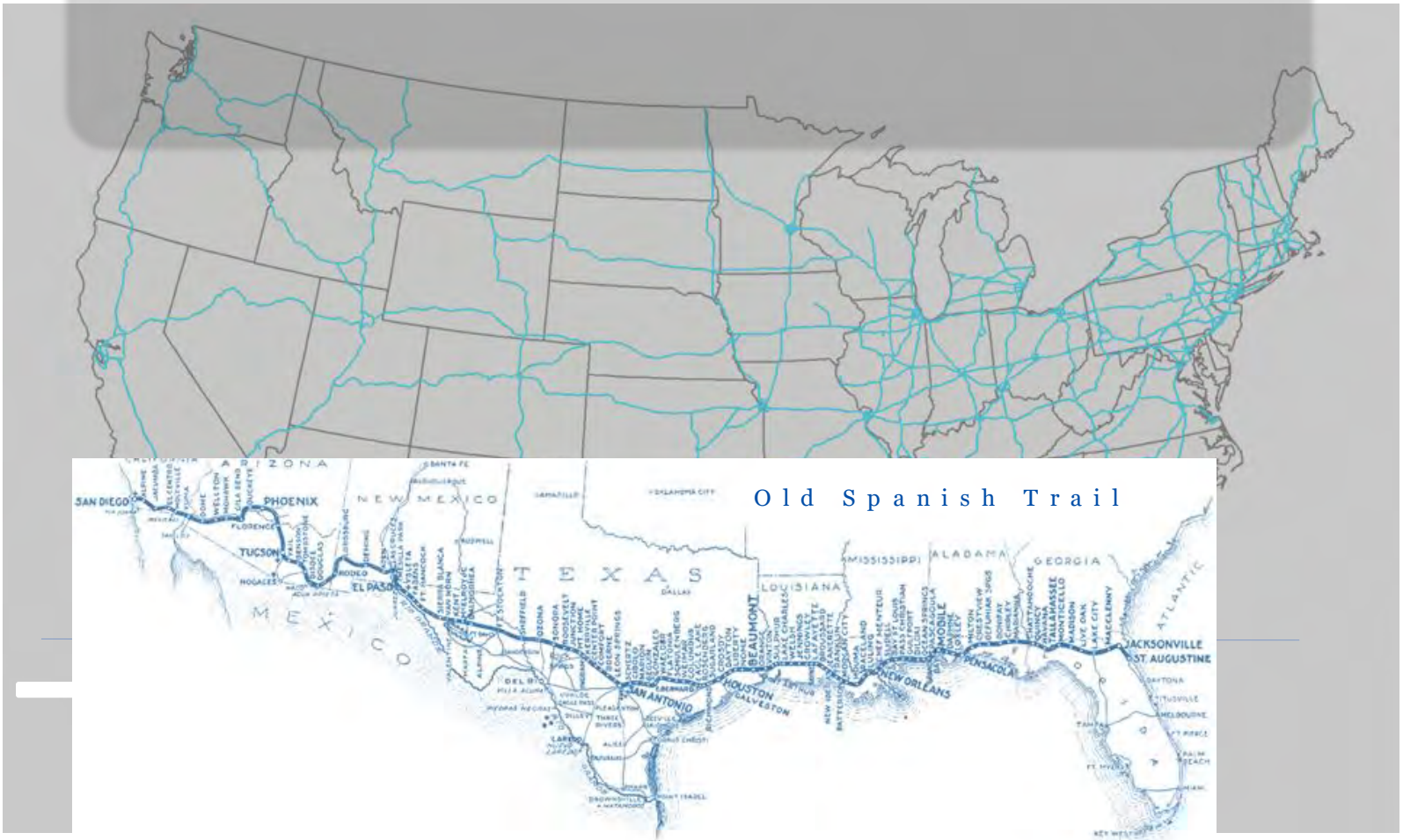
Ten Across is an initiative that seeks to address the shared issues of states that are touched by Interstate 10.

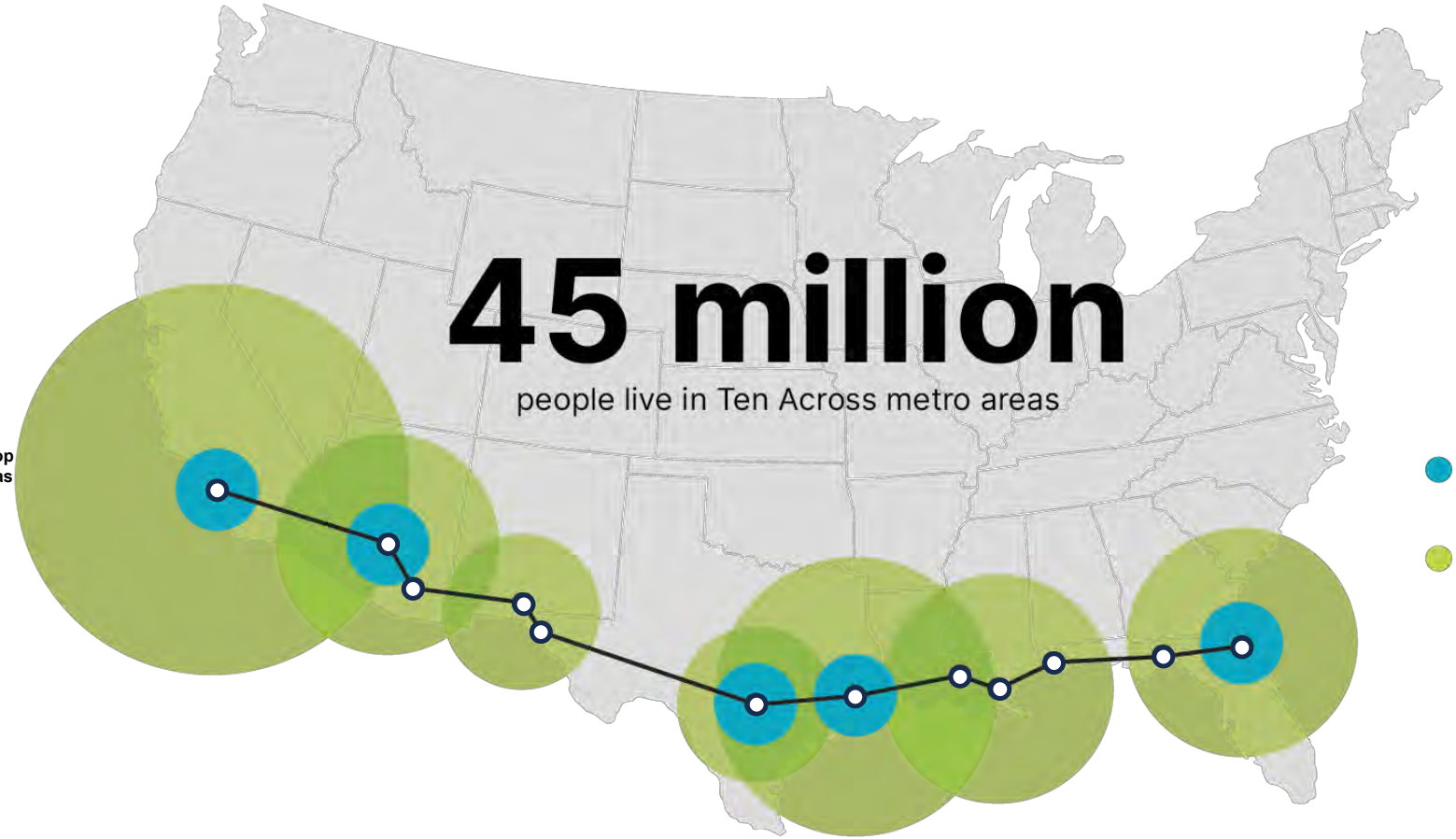
Ten Across convenes diverse perspectives to better share information and to inspire proactive decision-making for resilience and sustainability.

States for the Future
TEN ACROSS
10.17.24

CONTEXT

historical context



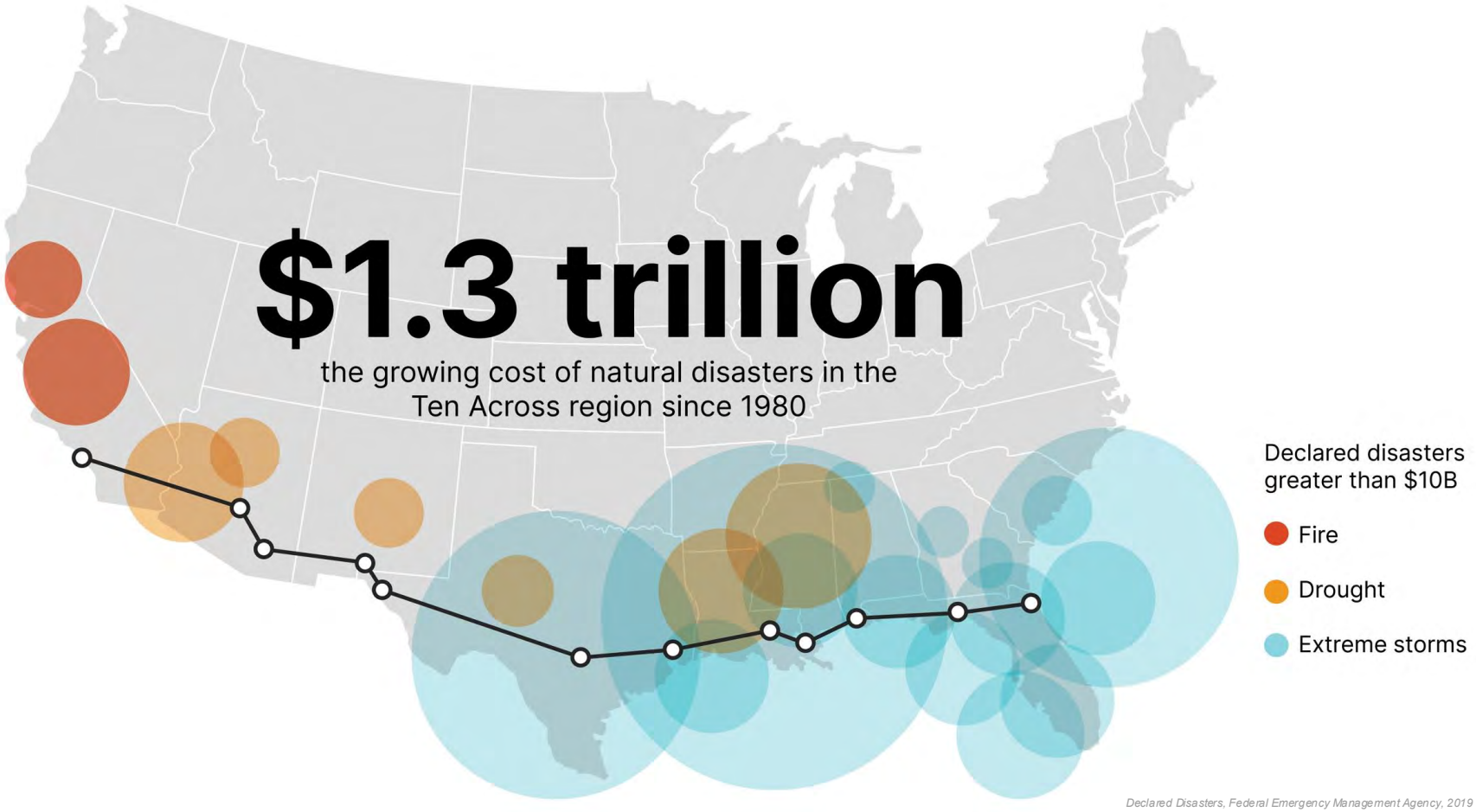


2021-22 population change among the top 25 largest metro areas

Cities growing faster than 10% 2010-2019

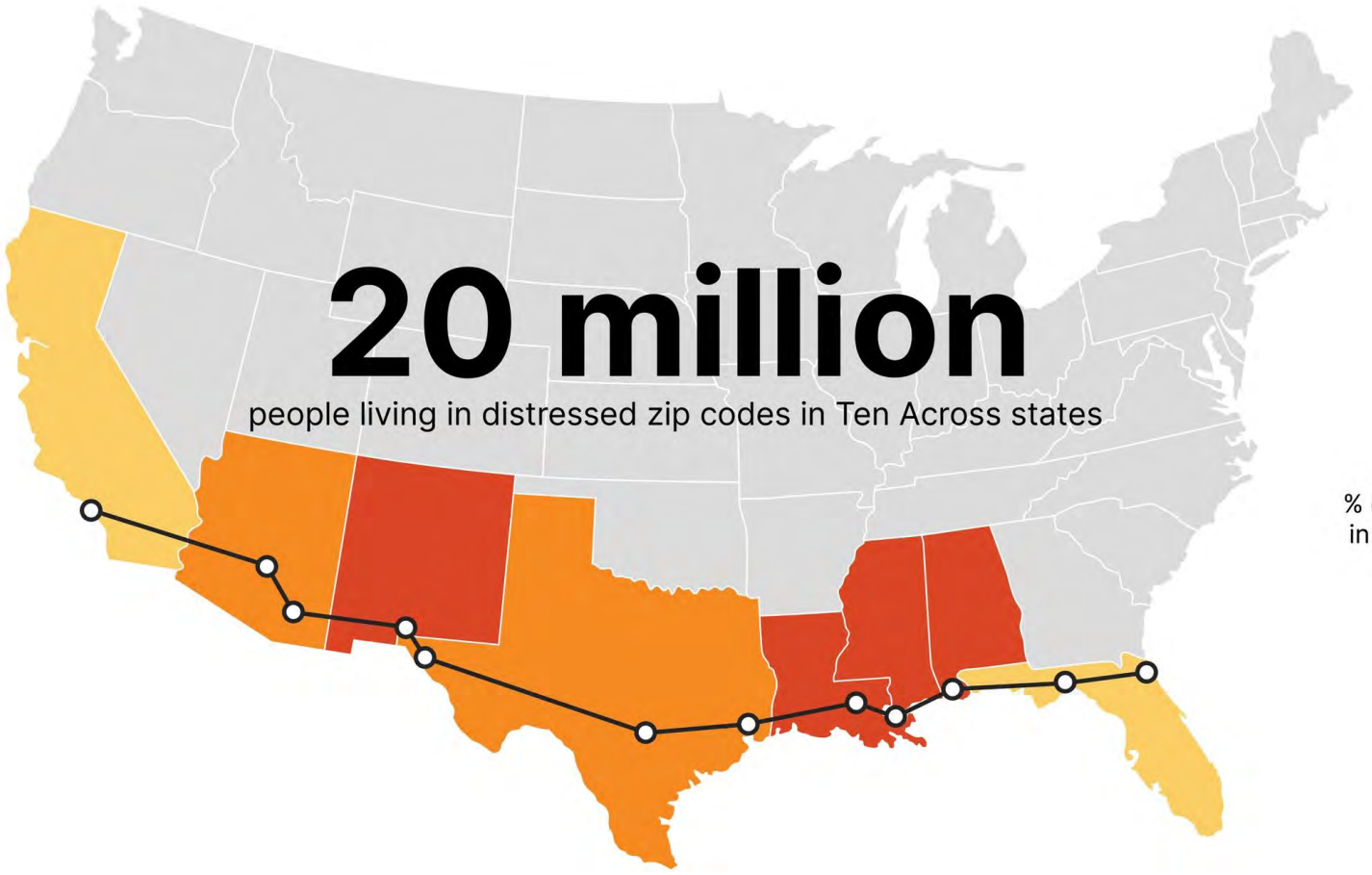
Major population hub

Analysis of U.S. Census Bureau data, 2019 estimates



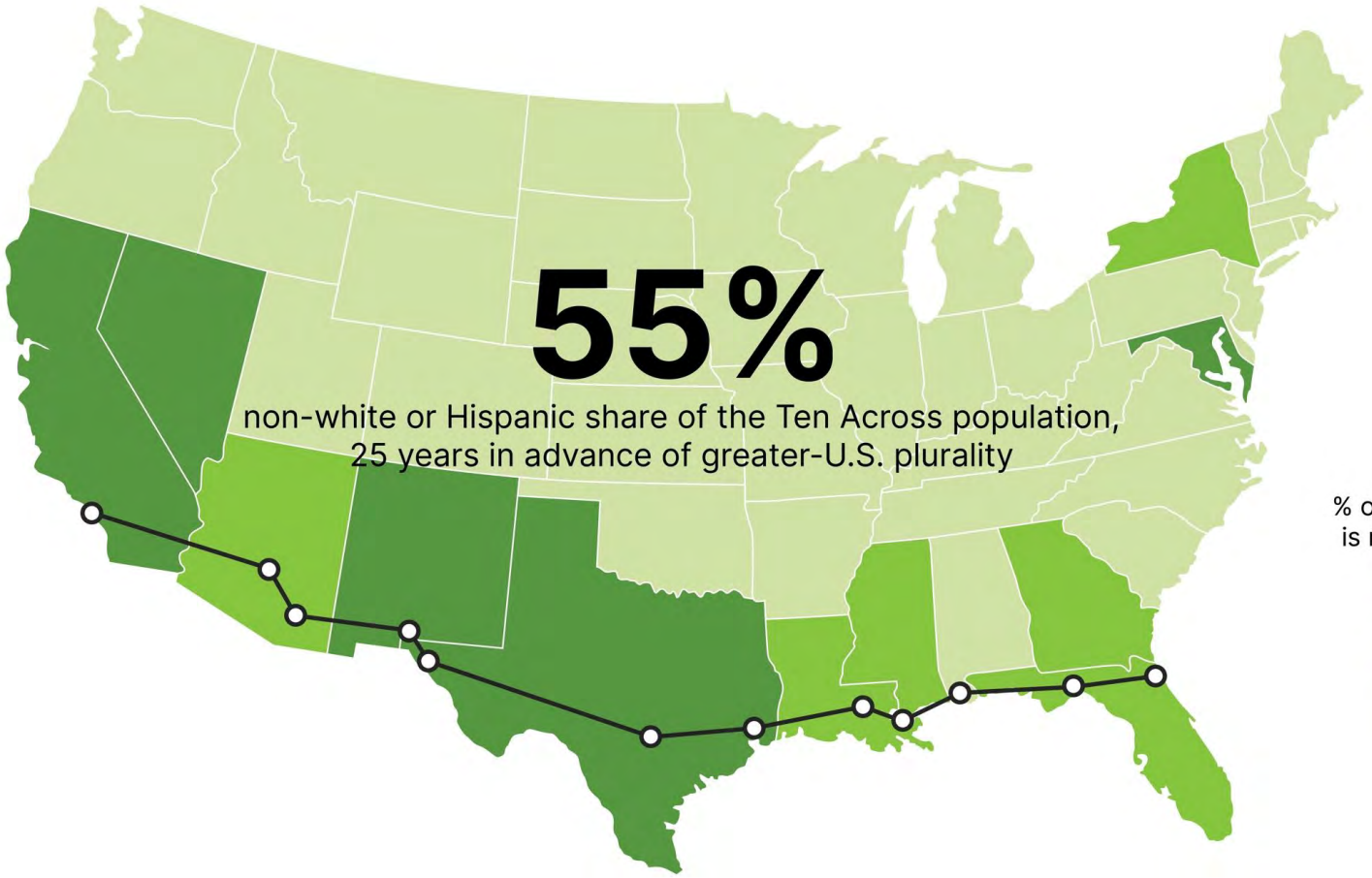
Declared Disasters, Federal Emergency Management Agency, 2019

socio-economic vulnerability



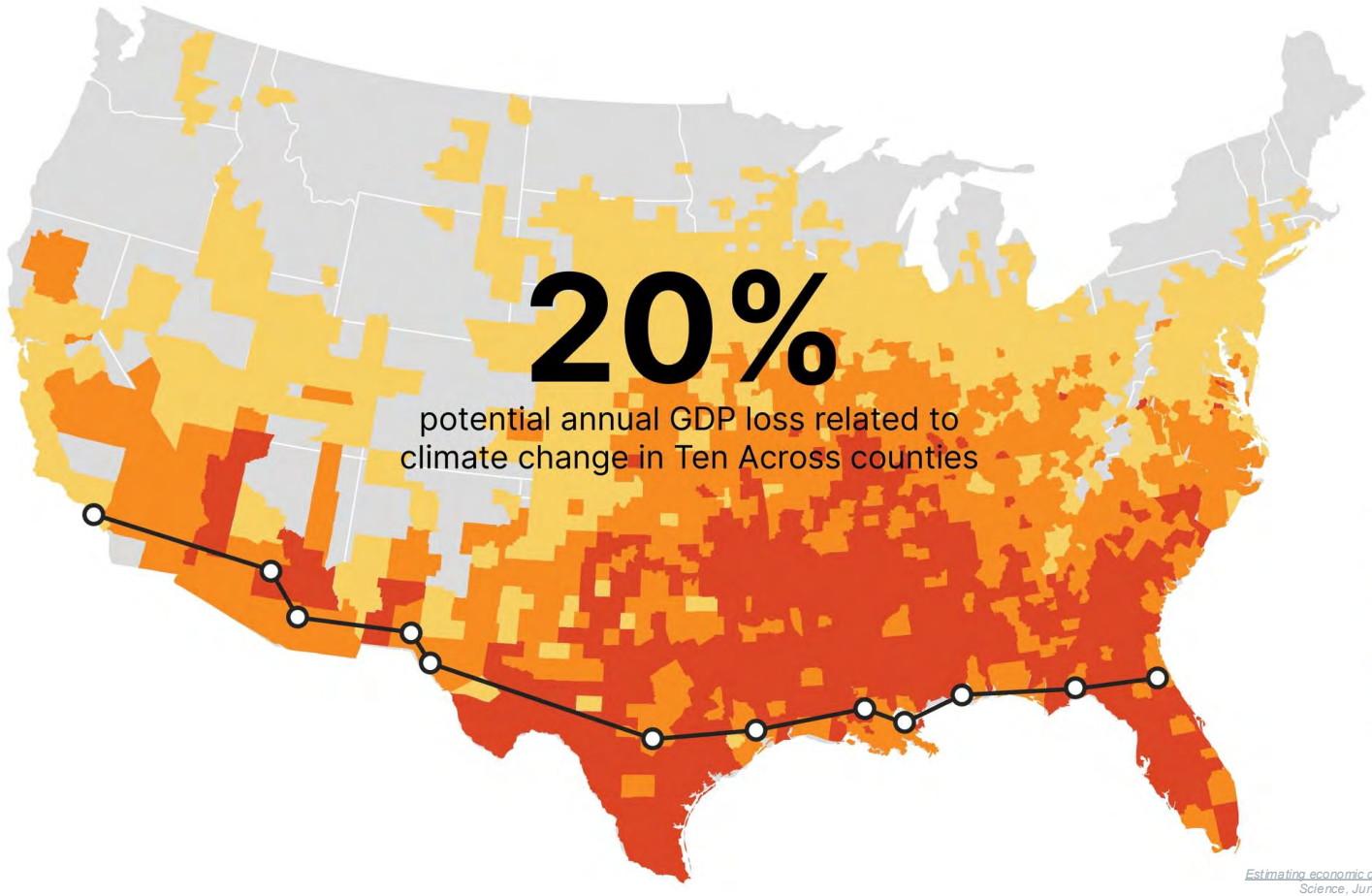
Analysis of U.S. Census Bureau data, 2019 estimates

demographic plurality



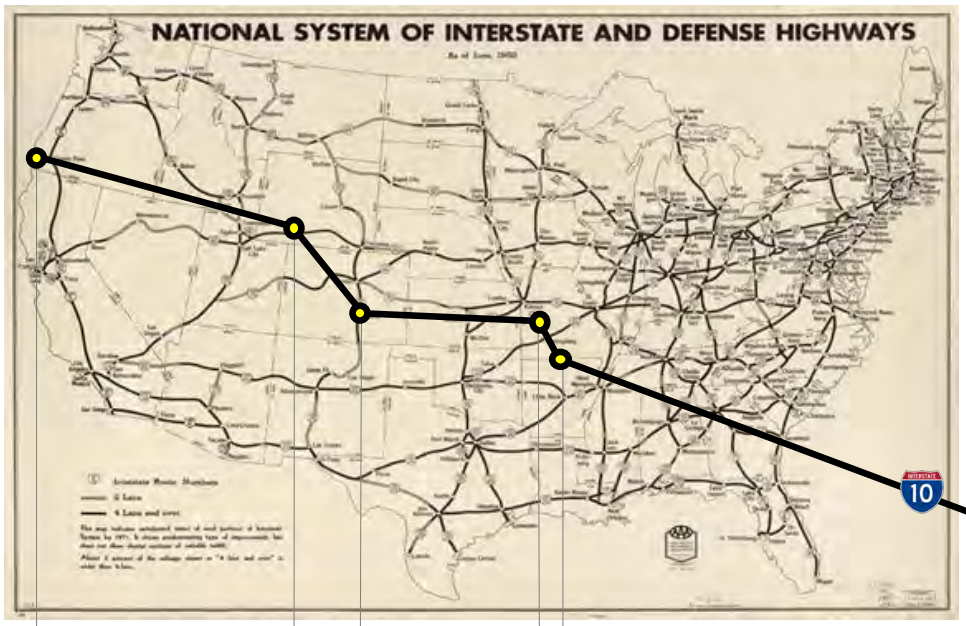
Analysis of U.S. Census Bureau data, 2019 estimates

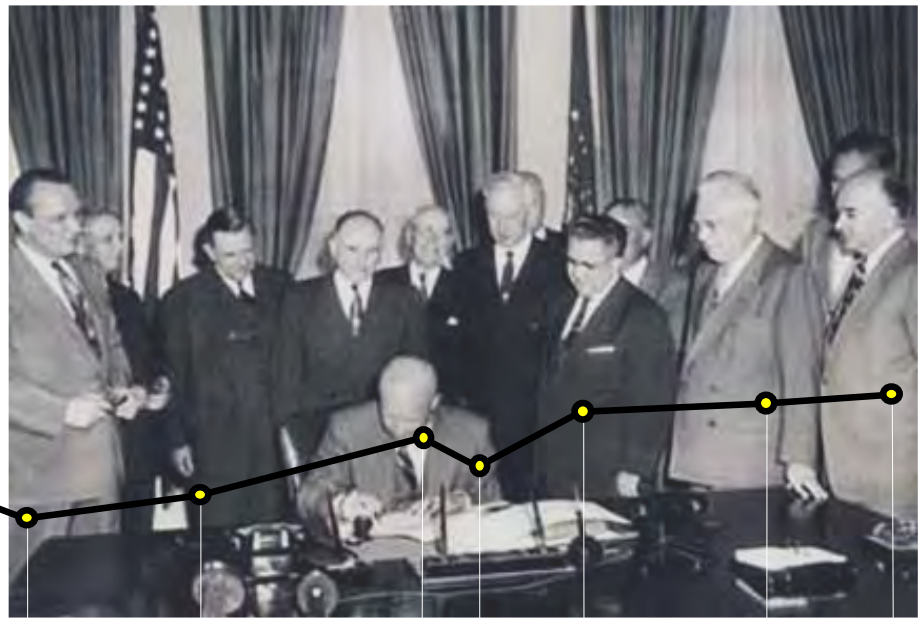
climate change future-casting



Estimating economic damage from climate change in the United States. Science, Jun. 17, 2017 (Vol. 356, Issue 6345, pp. 1362-1369).

National Highway and Defense Act, 1956

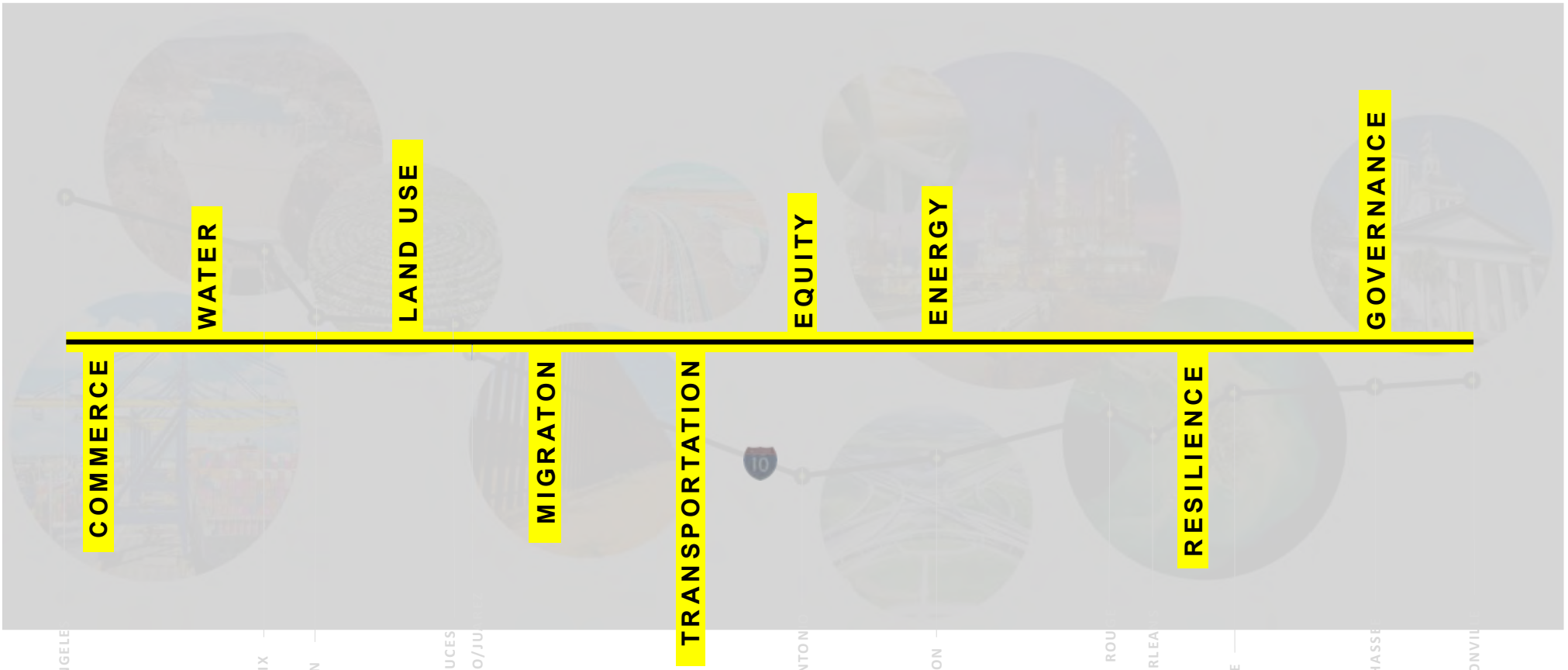




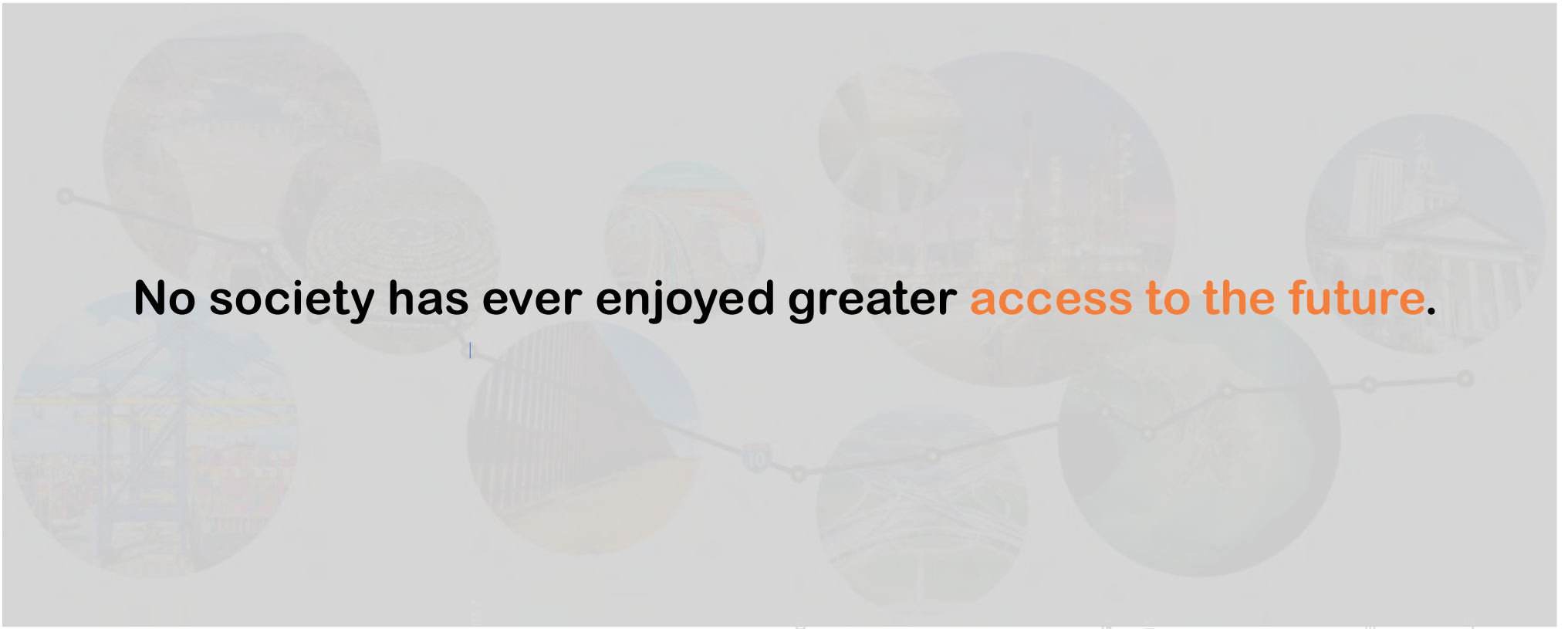
LOS ANGELES
PHOENIX
TUCSON
LAS CRUCES
EL PASO/JUAREZ
SAN ANTONIO
HOUSTON
BATON ROUGE
NEW ORLEANS
MOBILE
TALLAHASSEE
JACKSONVILLE

the American Transect

the American Transect



Positioned on the front lines of demographic, social, economic, and climate change, the U.S. Interstate 10 corridor presents the challenges of the 21st century in their highest relief. The Ten Across initiative recommends this singular transect as an observatory for the nation as a whole, one trained on critical trendlines and our capacity to respond to a knowable future.

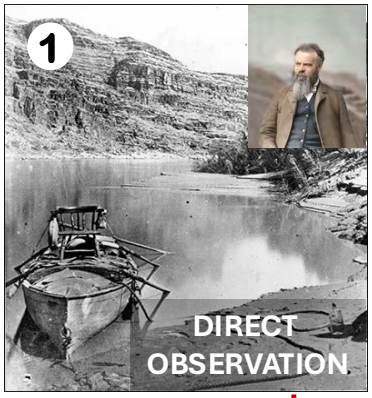

No society has ever enjoyed greater access to the future.

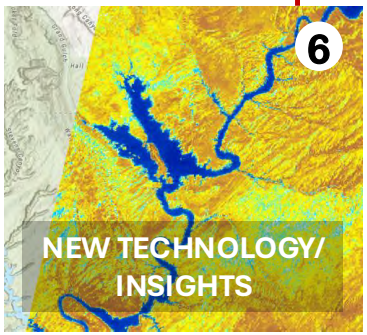
1. How will we leverage this unprecedented capacity?
2. How will findings be revealed, distributed and acted upon?
3. How do we equip the next generation for the challenges ahead?

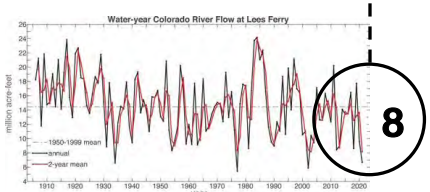
ways of knowing

observation

data



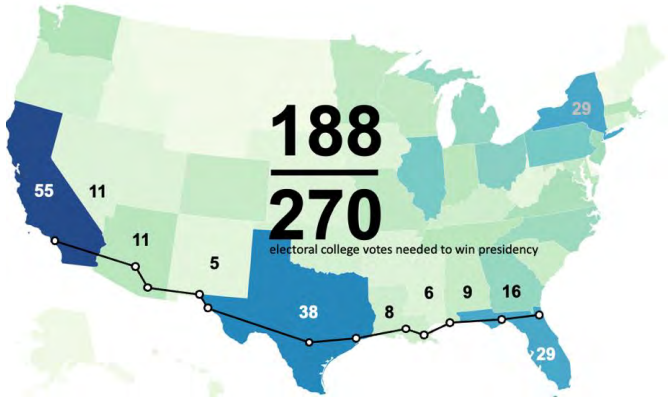


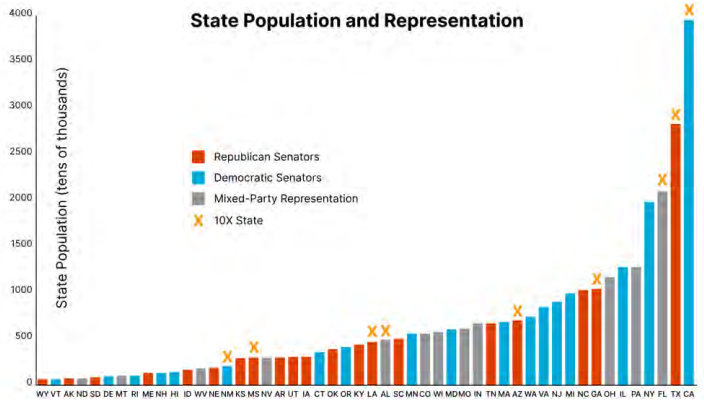


DATA-DRIVEN TRENDLINE

ISSUE + PLACE

10X Summits





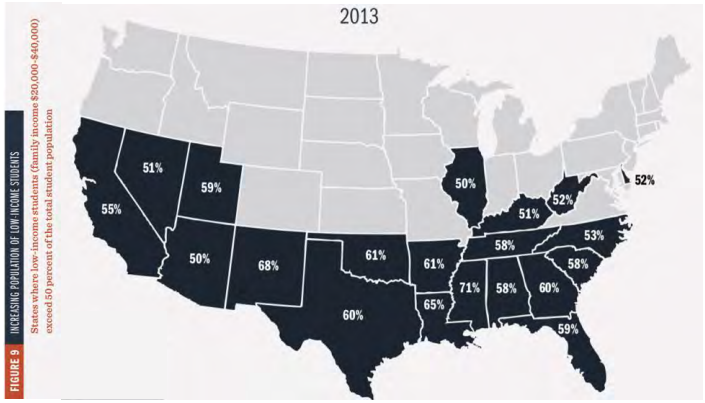
Mayor Antonio Villaraigosa, Los Angeles

Mayor Sylvester Turner, Houston

Ron Brownstein, The Atlantic/CNN

Mayor Broome, Sec. Cisneros, Gov. Bel Edwards

10X Summits | EQUITY

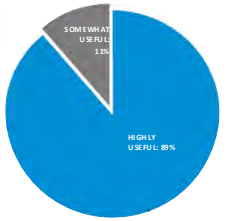


Dr. George Sanchez, James Fallows

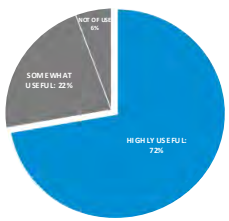
Dr. Robert Bullard

Roishetta Ozane, Lauren Rosenthal, APM; Matthew Thompson, NYT

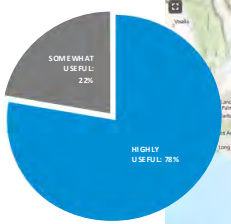
10X Summits | WATER



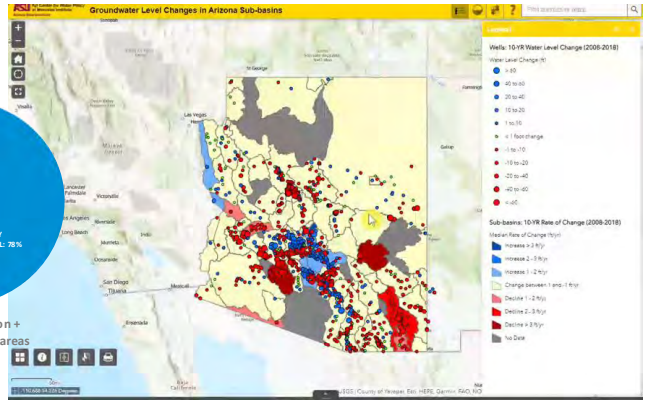
Groundwater Quantification



Supply & Demand Analysis

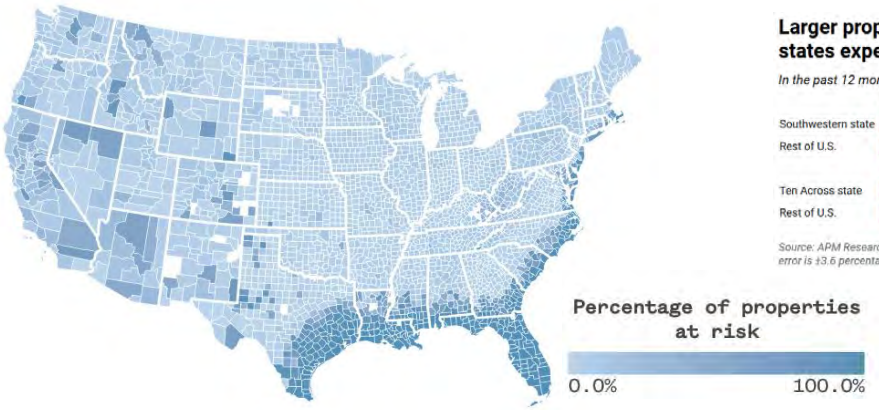


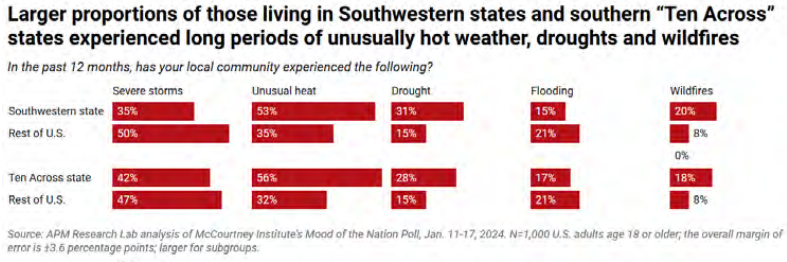
Water Conservation +
Reuse in Urbanized areas

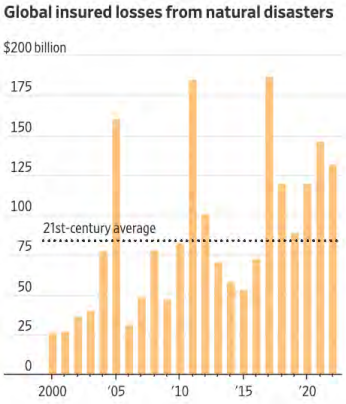


10X Water/Data Workshop, Los Angeles

John F. Ross, The Promise of the Grand Canyon







Dave Jones, CA Insurance Commissioner, Anthony Kuczinski, CEO, Munich Re

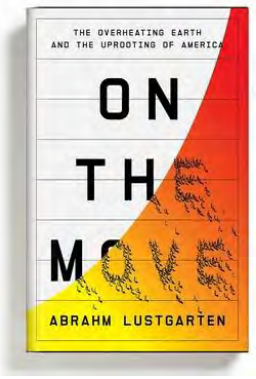
Dave White, Global Futures Lab, ASU

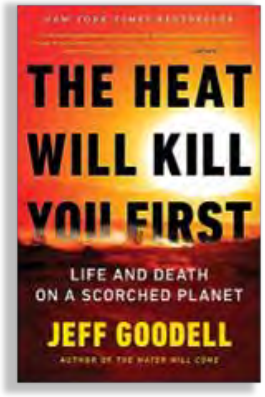
10X Summits | LANGUAGE of CLIMATE CHANGE

Climate Communications Workshop, Los Angeles

Cheryl Boone Isaacs, Greg Jacobs

Battinto Batts, Allison Agsten





Abrahm Lustgarten

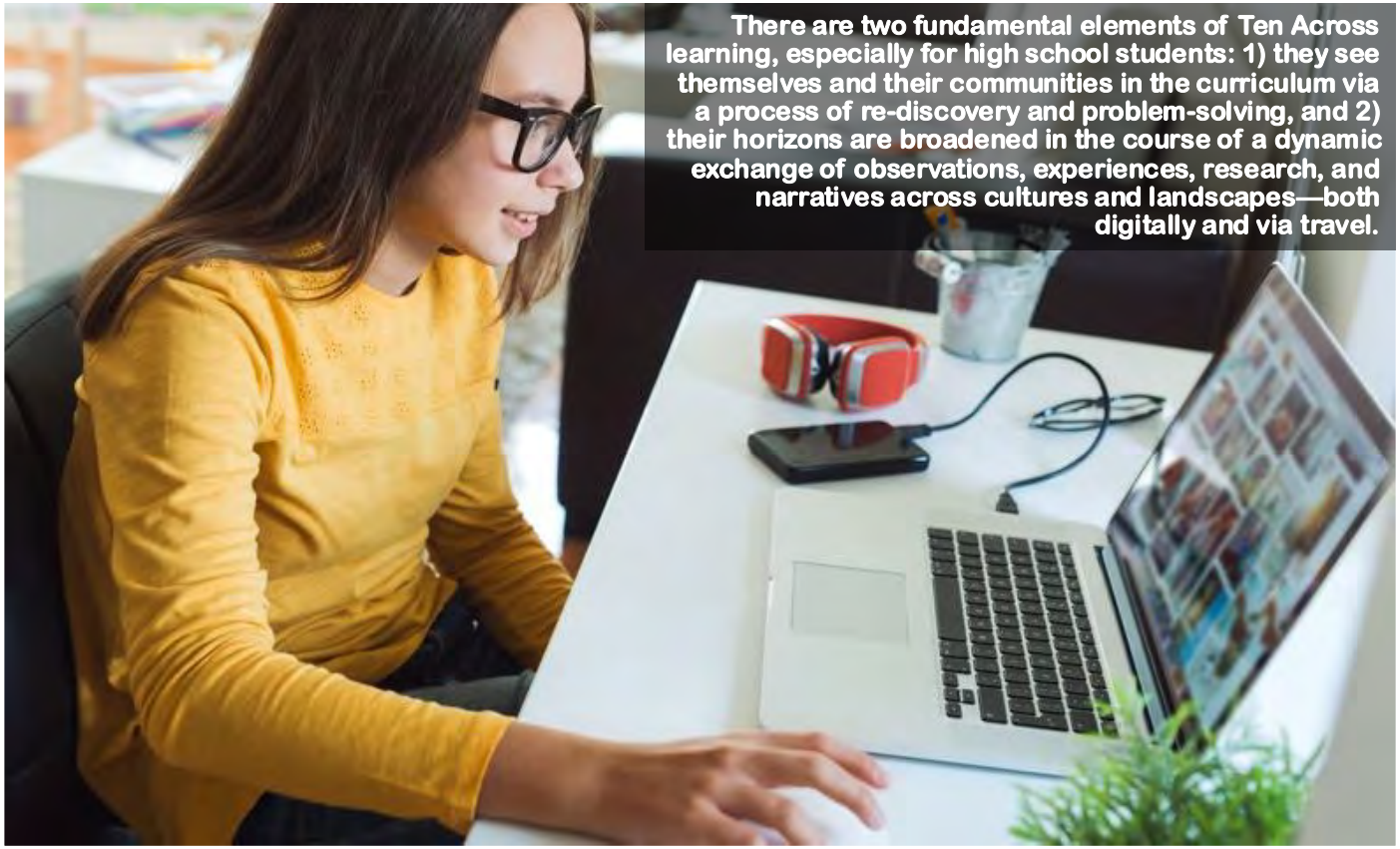
Jeff Goodell

WORKSTREAMS

workstreams

CURRICULUM

learning network



There are two fundamental elements of Ten Across learning, especially for high school students: 1) they see themselves and their communities in the curriculum via a process of re-discovery and problem-solving, and 2) their horizons are broadened in the course of a dynamic exchange of observations, experiences, research, and narratives across cultures and landscapes—both digitally and via travel.

aspirational illustration

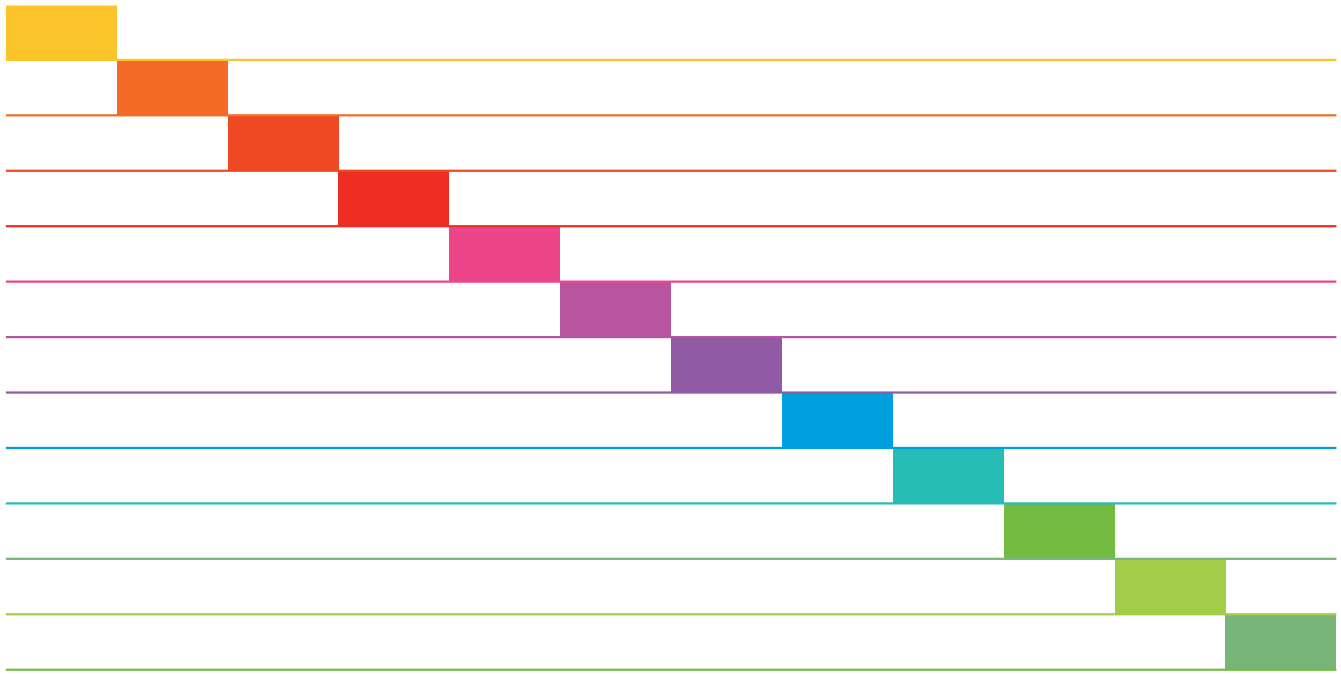
items:

- issue/place curricular matrix established
- curriculum combining issue + place in process
- STEM standards addressed
- potential students reach- 100K
- transect-wide remote delivery via Prep Digital
- real time exchange technology at scale
- integration into major metro school systems
- coordinators/contributors in major metros
- network of subject experts
- storymaps supplementing curriculum (ESRI)*
- advanced multi-versity course
- national presentation of findings/papers
- laboratory for learning outcomes
- income streams from content purchasers
- free distribution options w/ tech partners
- local community foundation endorsements

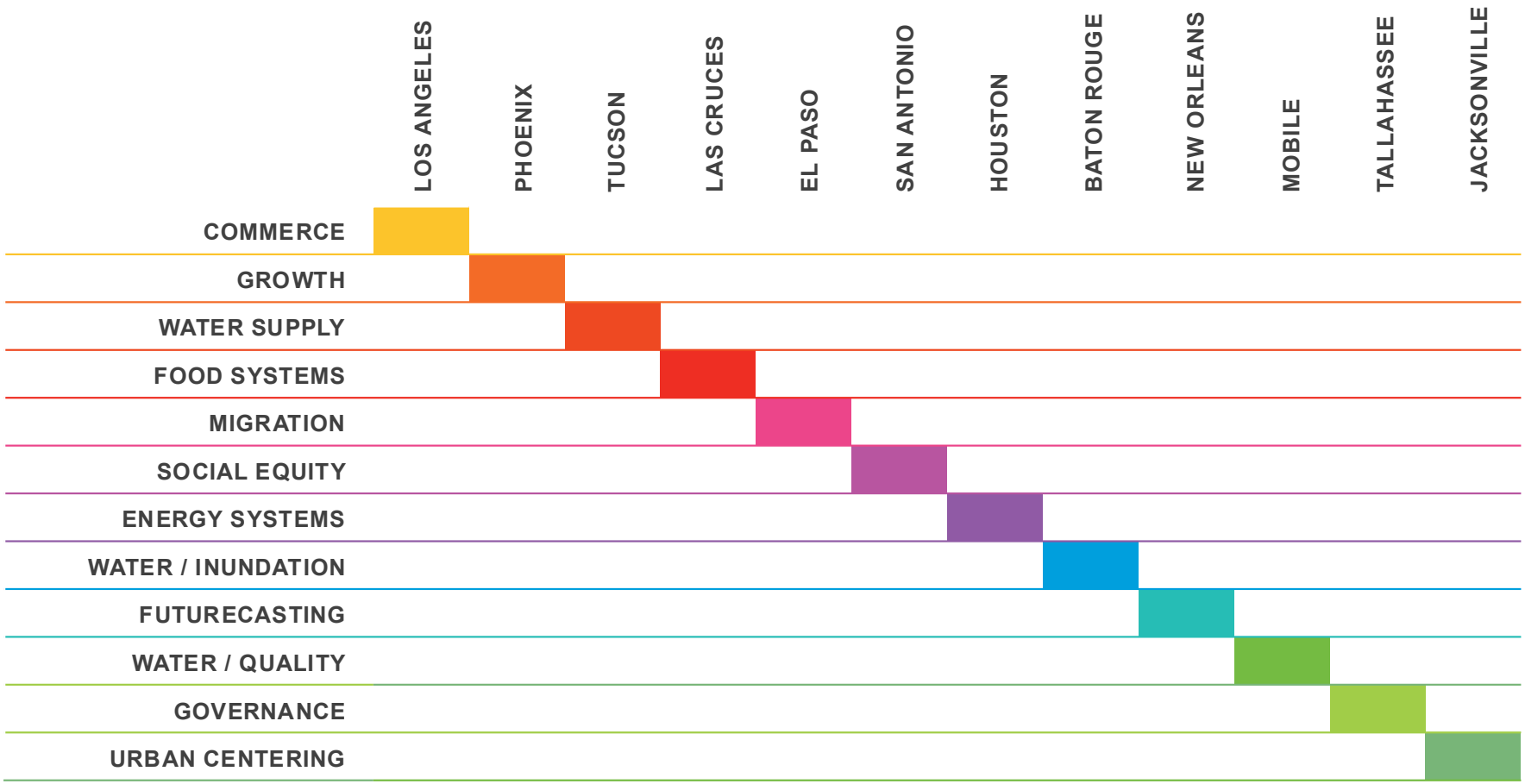
ASU resources:

- Learning Enterprise
- Prep Digital/Prep Academy
- EdPlus/YouTube/Crash Course
- Cronkite- data journalism, film
- SoS/Geography and Planning
- Interplanetary/Beagle Learning
- Learning Futures Collaboratory
- Dreamscape

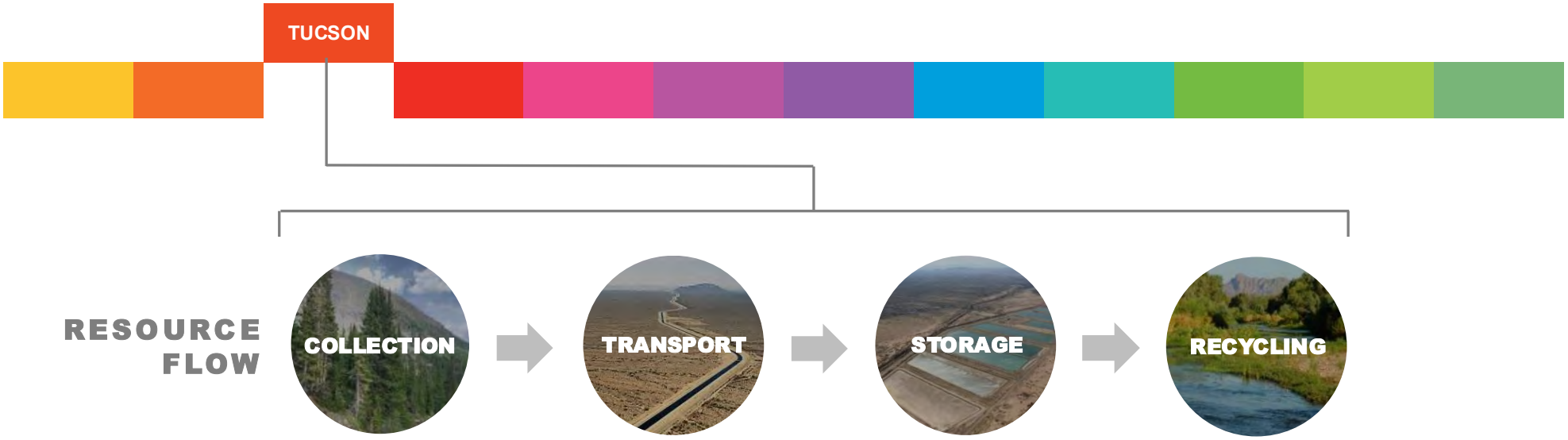
ISSUE + PLACE



learning network



Resilient American Futures course



Chapter 3: Tucson and the Flow of Water

Section 3.1

COLLECTION

Dependence on a distant climate

3.1.1
Earth Science - Climatology

3.1.2
Sustainability - Complex Adaptive Systems

Section 3.2

TRANSPORT

Water flows uphill

3.2.1
Political Science – Political Development/Comparative Politics

3.2.2
Engineering – Civil/Electrical

Section 3.3

STORAGE

Nature's underground water tank

3.3.1
Earth Science – Geology

3.3.2
Public Service – Water Policy

Section 3.4

RECYCLING

Dumping wastewater becomes helpful

3.4.1
Chemistry – Environmental

3.4.2
Life Science – Ecology

Resilient American Futures course

Chapter 1
Los Angeles: Commerce + the Flow of Goods

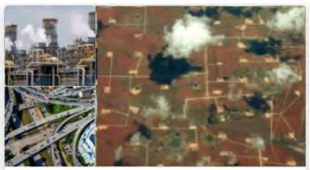
Chapter 2
Phoenix: Growth + the Emergence of Community

Chapter 3
Tucson: The Flow of Water

Chapter 4
Las Cruces: Farming + the Flow of Food

Chapter 5
El Paso: Migration + the Flow of Culture

Chapter 6
San Antonio: Neighborhoods + the Flow of Opportunity



Chapter 7
Houston: The Flow of Energy

Chapter 8
Baton Rouge: The Overflow of Water

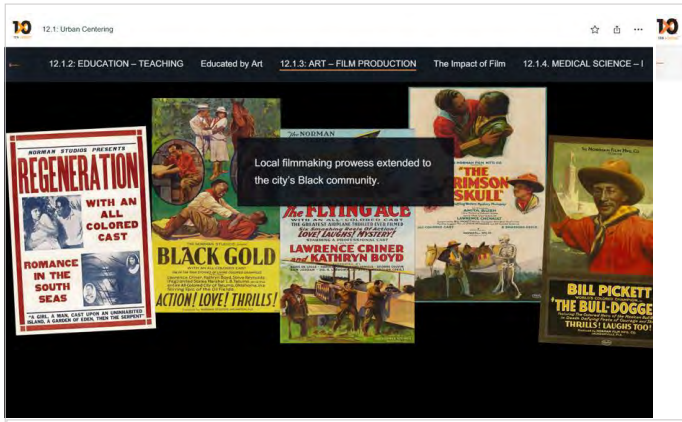
Chapter 9
New Orleans: Future + the Emergence of Resilience

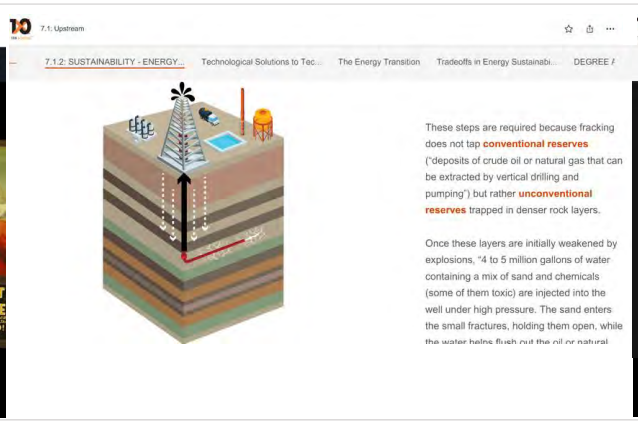
Chapter 10
Mobile: Water Resources + the Flow of Economic Prosperity

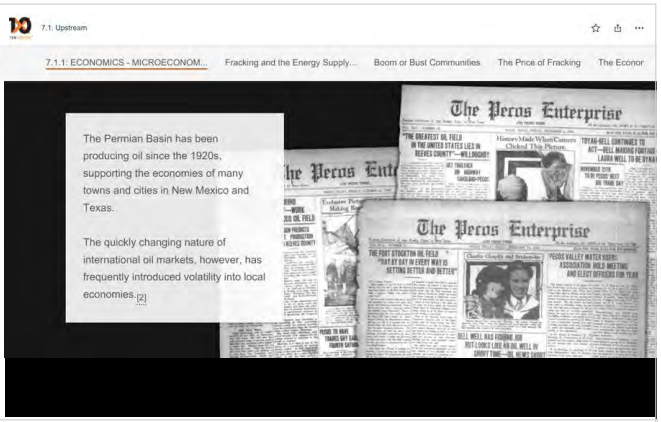
Chapter 11
Tallahassee: Government + the Flow of Power

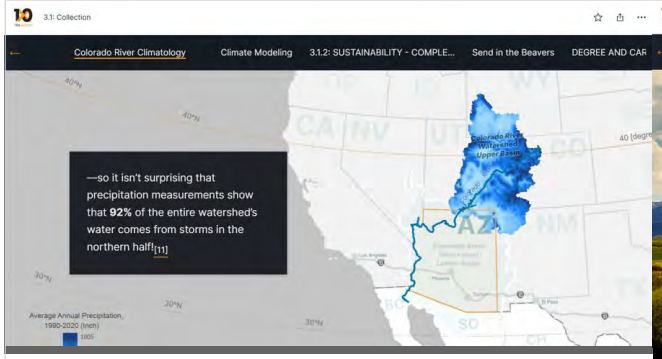
Chapter 12
Jacksonville: Governance + the Emergence of Community

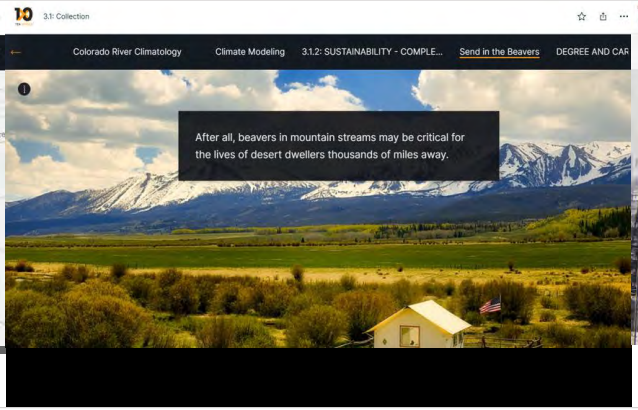
Resilient American Futures course

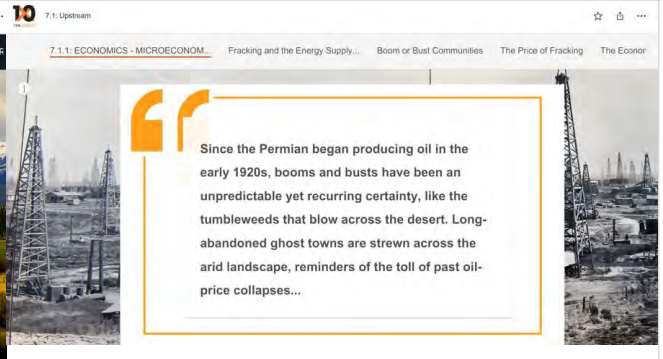












Resilient American Futures course

Resilient American Futures
A course for all.

The complete *Resilient American Futures* survey course is available to learners everywhere for online enrollment now. Ten Across education products are designed, from individual thematic units to entire courses, to adapt for collaborative uses in secondary and higher education environments throughout the I-10 geography and beyond.

Resilient American Futures course, student feedback

CGF 110 is without a doubt **the best college course I have taken**."

Student Feedback, Spring Semester 2024

This course was **one of the most interesting and engaging courses I have ever taken**. I have learned more about the U.S. in eight weeks than in all the years I have lived here. The interactive nature of the course, including its assignments and engaging storytelling, made it feel like an immersive road trip.

Student Feedback, Spring Semester 2024

The things I learned in this course I find to be **invaluable to my continued success** as a college student, researcher, and thinker. The scope of the course was broad, ambitious, and interesting. I really enjoyed our assignments, and found the content to be fascinating, and especially useful as I think about problems in the future facing different sectors or aspects of American society."

Student Feedback, Spring Semester 2024

I loved the degree and career path portion of each textbook chapter. It shows us how everything is interrelated and allows people to see where they can use their talents and interests to fit into the picture. [It should] be a **required first-year course for freshmen**, especially if they are undeclared. Honestly, it would be a great class for students to take in high school as they ponder their choice of major."

Student Feedback, Spring Semester 2024

expanding education audiences

Resilient American Futures

high school/ Prep Digital/ Nat Geo

Cronkite journalism/ media/ travel

10X GIS SGSUP ESRI

10X Honors Program Network

CGF water/ energy/ food

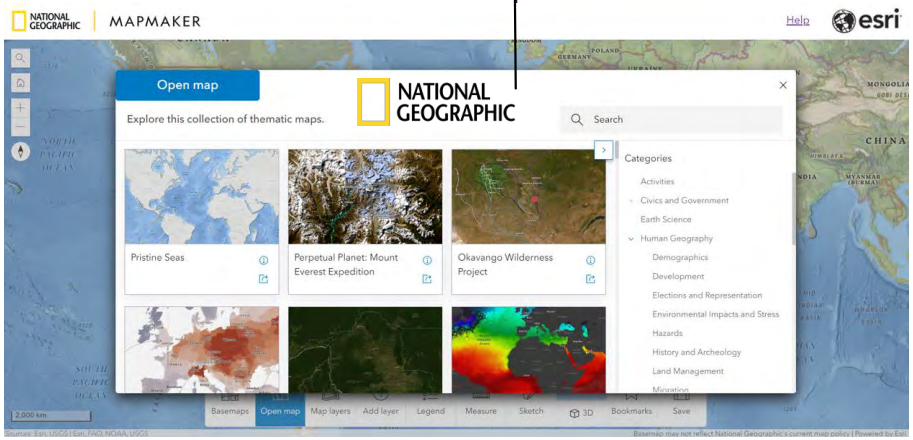
10X Prize

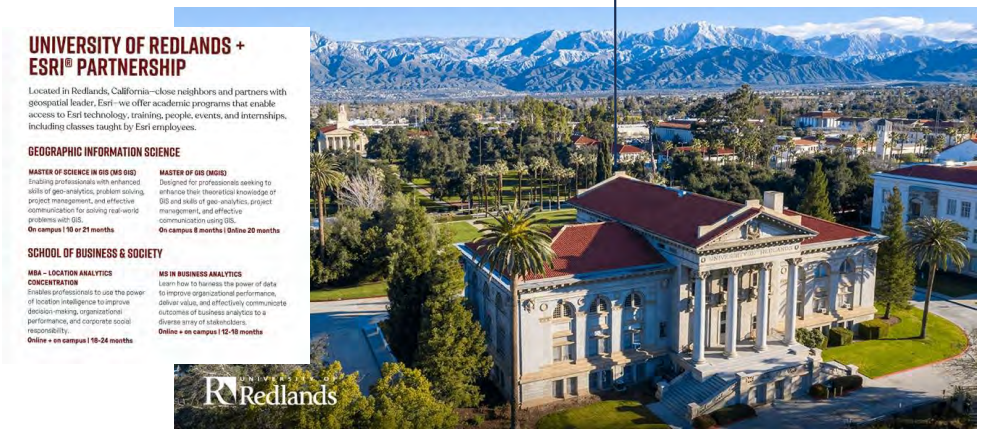
executive/ professional ed/ Esri

l i f e l o n g l e a r n i n g s p e c t r u m

HIGHER:ED CLIMATE ACTION

Booz Allen EMPOWER PEOPLE TO CHANGE THE WORLD

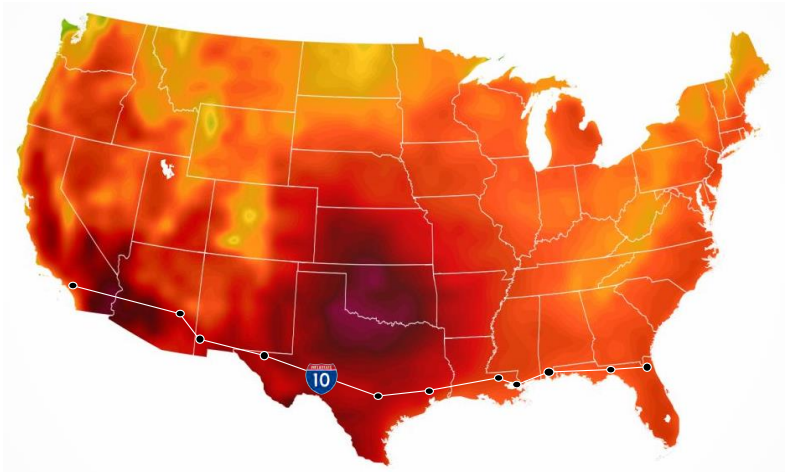




10X PRIZE: Clean Cooling Student Competition

Clean Cooling COLLABORATIVE

climateworks FOUNDATION



700+
colleges/universities invited

4M
marketing impressions

15K
website visits

10X PRIZE: Clean Cooling Student Competition

10 PRIZE
CLEAN COOLING STUDENT COMPETITION

Shannon Clancy
CEO, St. Vincent DePaul - Phoenix

Anne Coglianese
Chief Resilience Officer, City of Jacksonville, FL

Kristopher Eclarino
Technical Project Manager, Climate Resolve

David Hondula
Director of Heat Response and Mitigation, City of Phoenix

Steven Lewis
ZGF, FAIA, NOMAC, LEED AP®

Loyola University New Orleans — Green Roofs are COOL
LATTC Los Angeles Trade-Technical College — Shade Structures and Systems
HydroCycle SolarHarvest
Cool Colibri

$100K 10X GRAND PRIZE
Northern Arizona University *Project SmartFan*

$10K PEOPLE'S CHOICE AWARD
Loyola University of New Orleans *Green Roofs are COOL*

COMMUNICATIONS

ASU media assets

Ten Across becomes a high-profile media enterprise of national consequence. Research findings are translated into a topic-driven, data-rich narratives, often achieved with established investigatory and media organizations.

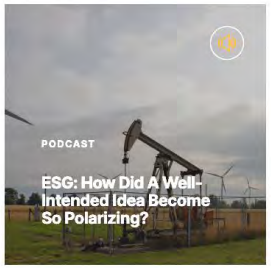
Items:
- content expertise- writers, reporters, editors
- reporting/production/distribution capacity
- network of location-based contributors
- data journalism specialization (w/ APM)
- mobile data collection/broadcast unit (van)
- Observatory as research arm/prompt
- syndication of regular output
- informatics/cartography/graphic design
- photography/videography
- digital production capacity/expertise
- podcasting and short films
- social media
- event planning/staging (Ten Across Summits)
- strategic partnerships w/ non-profits
- national strategy/branding (Atlantic 57)

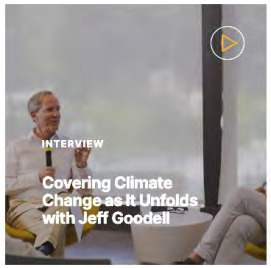
ASU resources:
- Cronkite School of Journalism
- Zocalo Public Square
- Future Tense
- KAET/AZ PBS
- Global Futures Lab event
- ASU Now
- Events

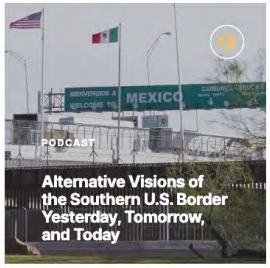
** in conversation*

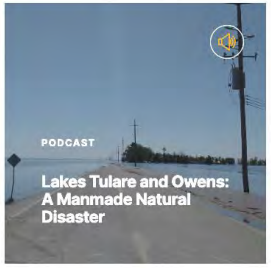
ASU media assets

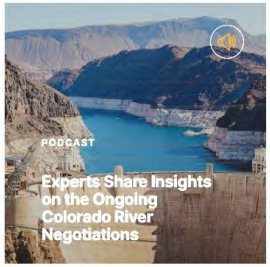
“10X In Conversation” podcast

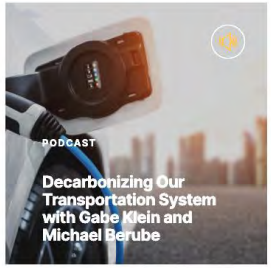












APM + 10X partnership

APM RESEARCH LAB

About | Data Viz | Surveys | Topics | COVID-19 | Ten Across | Mood of the Nation | In The News | Blog | DONATE

THE LAB'S PARTNERSHIP WITH TEN ACROSS

What is 10X?

The Ten Across initiative frames the U.S. Interstate 10 corridor, stretching from Los Angeles to Jacksonville, as the premier observatory for our collective capacity to imagine a more resilient future and inclusive society.

APM + 10X partnership

Points of reference: Anti-boycott legislation and Texas' ESG Blacklist

In August, Texas Comptroller Glenn Hegar released a "blacklist" of financial firms with plans to divest state pension funds from those companies based on the state's 2021 anti-boycott law. This legislation, which now may be serving as a model for similar legislation in other states, prohibits state investment with firms that boycott energy companies.

Back to school: Expansive Arizona program puts universal school choice under the microscope

With notable growth in state- and tax-funded financial aid just in the last year, school choice has become increasingly political. Questions regarding its accountability and effectiveness have been studied for years, but Arizona's new legislation, set to take effect Sept. 24, has produced additional scrutiny. There is already a mounting effort to repeal this law.

Insurance aflame: Coverage inequities rage as population grows in wildfire regions

A 2015 study confirmed that fire seasons have lengthened by more than a month in parts of the western U.S. compared to 35 years ago. But just as wildfires have increased, so have the number of people moving to high-risk fire areas along the West Coast. Meanwhile, adequate insurance for wildfire damage appears to be harder to come by in recent years.

Following the demand: The ins and outs of warehouse automation

Last month, Amazon announced a major milestone in warehouse automation – the introduction of a robotic system that can recognize and handle distinct objects. With recent strides in automation like those made by Amazon, will warehouse automation have a role in the growing supply chain? Like any technology, warehouse automation has its critics, who question its efficiency, safety and impact on workers.

Autonomous trucking: Is it steering technology in the right direction?

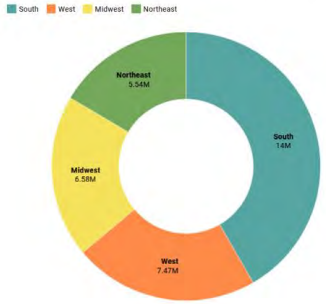
Autonomous trucks are quickly beginning to infiltrate America's roadways. The technology has made most gains in light trucking and has been more slowly implemented in heavy trucks, with many companies using Interstate Highway 10 to test it. But just how feasible and safe is autonomous trucking technology? And how will automation impact the industry's inability to recruit and retain truck drivers?

Why does the U.S. lag other nations so badly in the automations of its ports? (And is that good or bad?)

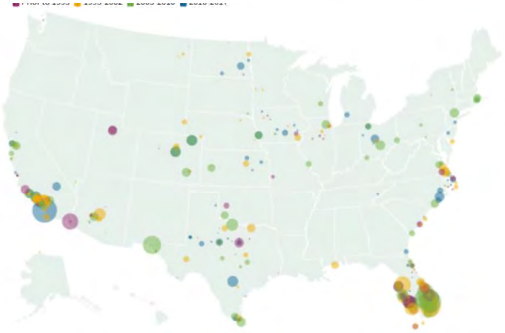
Supporters of automation praise its eco-friendly efficiency. However, according to the 2021 Container Port Performance Index, three of four American ports that incorporate automated technologies rank low for overall efficiency compared to both automated and unautomated ports in other countries. So, why is that the case?

APM + 10X partnership

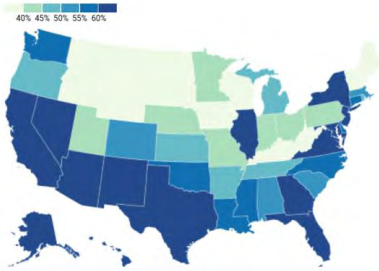
FEELING THE HEAT: ENERGY INSECURITY IN THE NATION'S HOTTEST STATES



THE U.S. IS FACING A WATER CRISIS: COULD DESALINATION BE A SOLUTION?

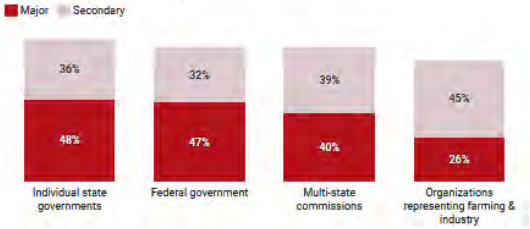


BY THE CENSUS: INCREASINGLY METROPOLITAN AND DIVERSE POPULATION FORESHADOWS UNITED STATES' FUTURE

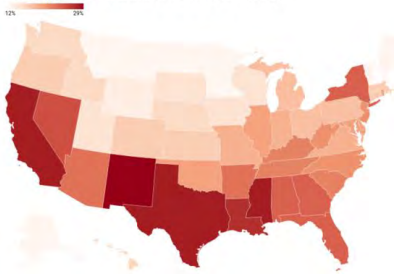


POLL: A MAJORITY SUPPORT FEDERAL INVOLVEMENT IN DEALING WITH WATER SHORTAGES AND FLOODING

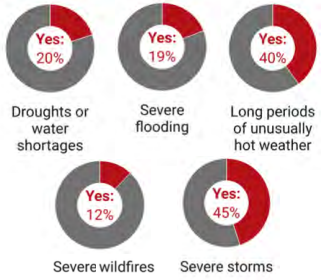
How much of a role should each of the following play in determining how much of the available water goes to each state and community?



READING THE NUMBERS: 130 MILLION AMERICAN ADULTS HAVE LOW LITERACY SKILLS, BUT FUNDING DIFFERS DRASTICALLY BY STATE

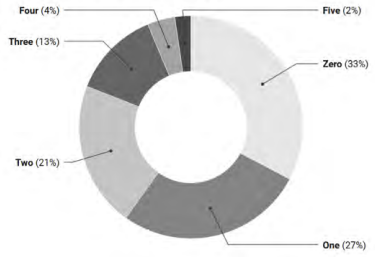


POLL: STORMS, HEAT, DROUGHT, FLOODS AND WILDFIRES ALL COMMON EXPERIENCES IN 2023

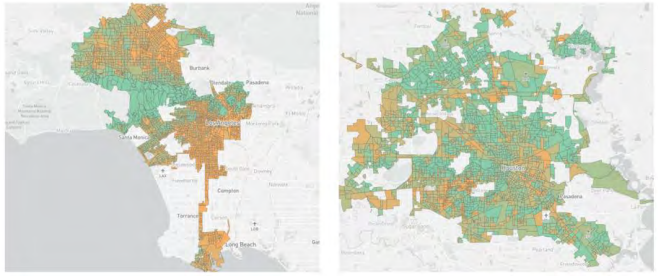


POLL: STORMS, HEAT, DROUGHT, FLOODS AND WILDFIRES ALL COMMON EXPERIENCES IN 2023

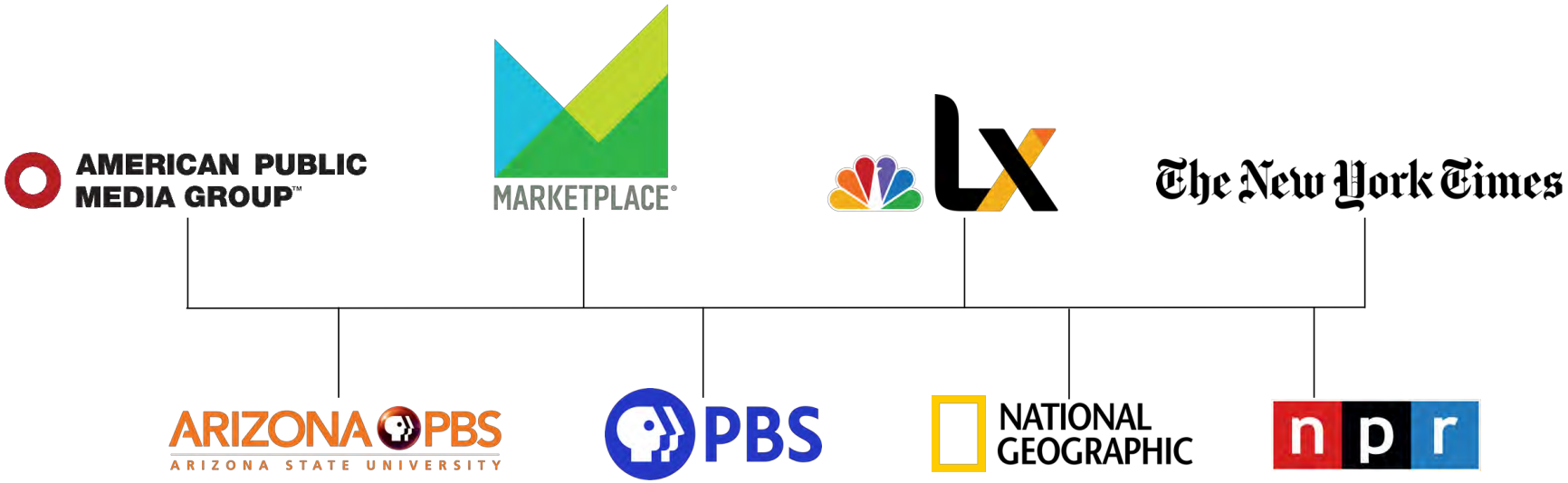
Forty percent of Americans experienced two or more extreme weather events in 2023



TREE EQUITY: HOW ARE SOME OF AMERICA'S HOTTEST CITIES USING IT TO PROTECT VULNERABLE COMMUNITIES?



media partnerships



media partnerships

TEN ACROSS™ / LX news

OBSERVATORY

data analytics/visualization

aspirational illustration

items:

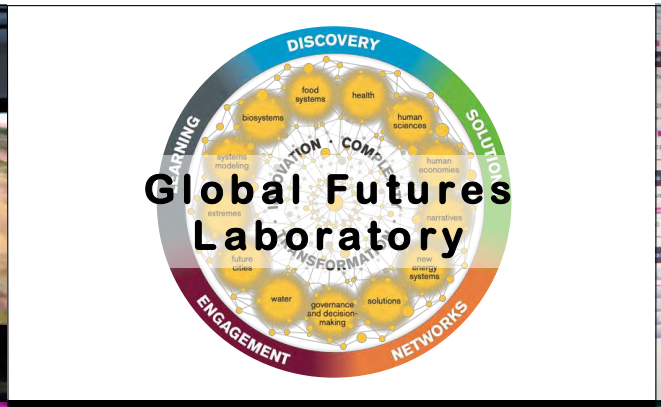
- active feeds from transect outlets/sources
- network of location-based contributors
- mobile data collection/broadcast unit (van)
- machine learning to capture/synthesis
- natural language tools monitor media
- regular poll-taking and white papers
- geo-spatial/mapping software
- earth-observing technologies (SESE)
- mobile app for citizen science
- topic experts on project basis (Probable Futures)
- data analysts/visualization specialists
- videographers/graphic designers
- media production capacity
- grant writers/development
- student engagement/internships
- transect-wide university institutes/labs
- private sector in-kind tech support

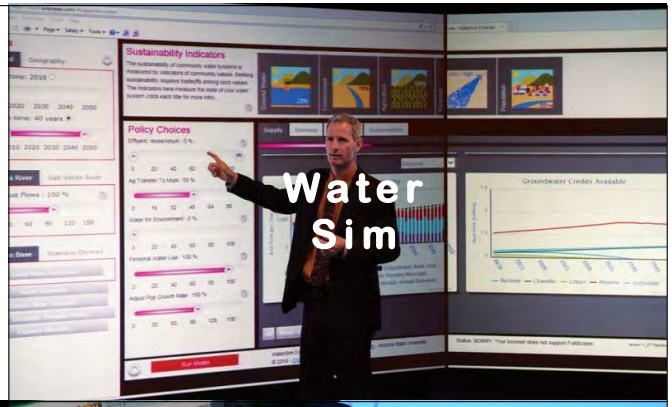
ASU connections:

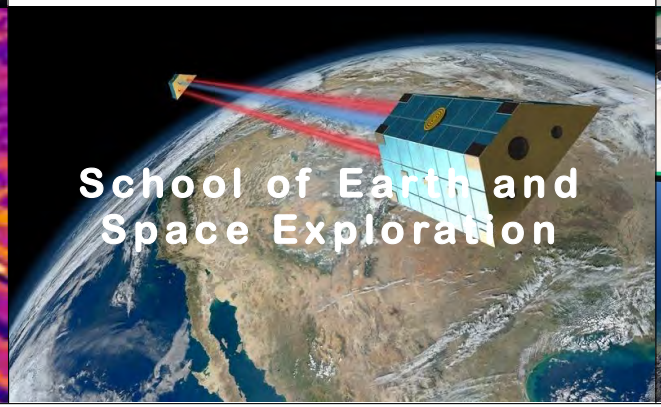
- Cronkite School of Journalism
- Global Futures Lab/SoS/SFIS
- Kyl Center/Morrison Institute
- Asner Lab
- Geographical Sciences/Planning
- Decision Theater
- Herberger Institute

** in conversation*

ASU earth-observing assets



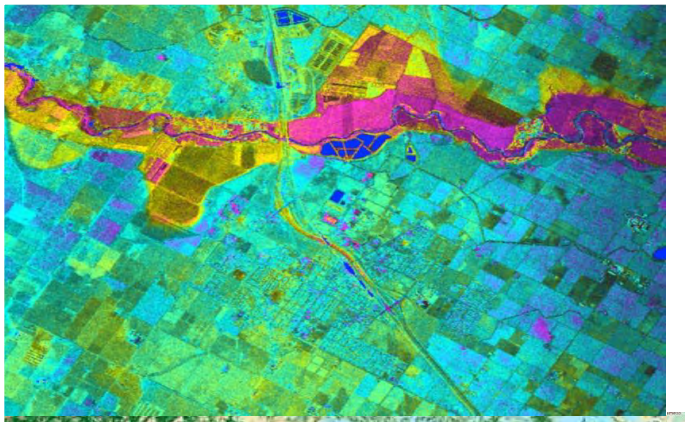


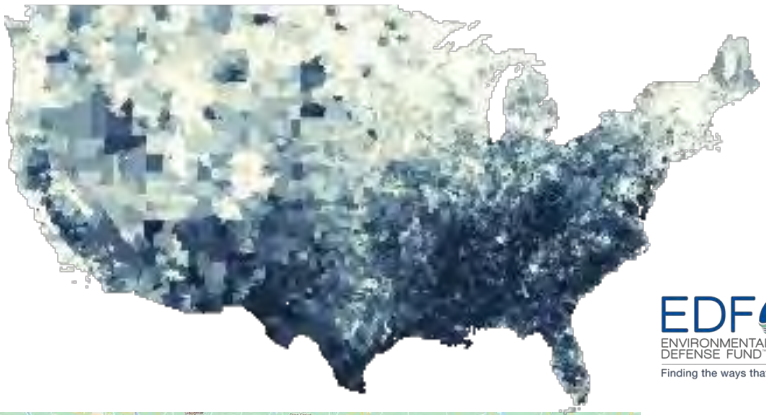


partners: remote sensing assets

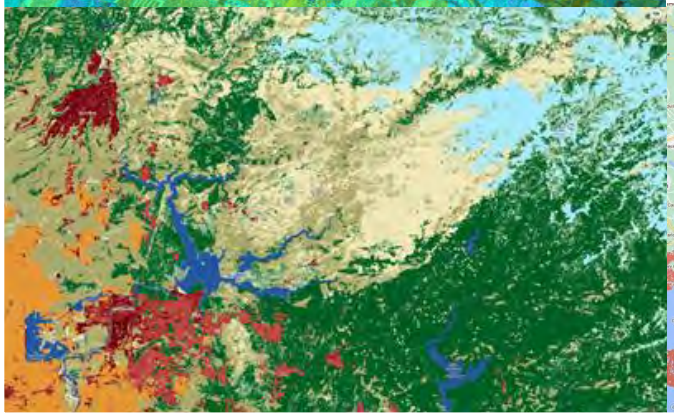
Stantec

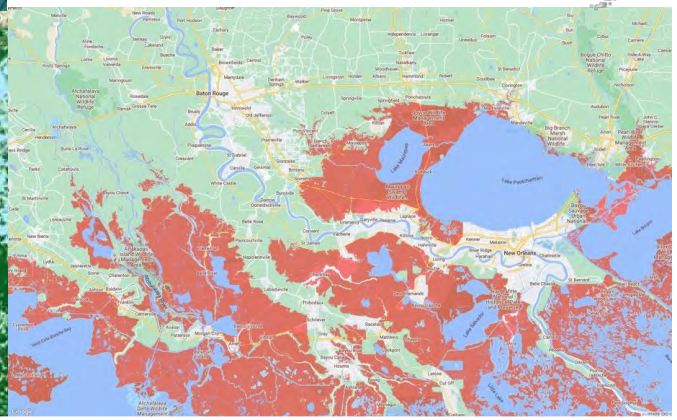
Impact Observatory





EDF ENVIRONMENTAL DEFENSE FUND
Finding the ways that work





CLIMATE CENTRAL

10X CRO/CSO/CHO network

Marta Segura
Chief Heat Officer
City of Los Angeles, CA

Rita Kampalath
Chief Sustainability Officer
LA County

Dave Hondula
Dir of Heat Response and Mitigation
City of Phoenix

Genesis Gavino
Chief of Staff
City of Dallas, TX

Casi Callaway
Chief Resilience Officer
City of Mobile, AL

Anne Coglianese
Chief Resilience Officer
City of Jacksonville, FL

Ali Frazzini
Policy Director
LA County Chief Sustainability Office

Maren Mahoney
Dir. Office of Resiliency
Arizona

Douglas Melnick
Chief Sustainability Officer
City of San Antonio, TX

Laura Patiño
Chief Resilience Officer
City of Austin, TX

Greg Nichols
Deputy Chief Resilience Officer
Coty of New Orleans, LA

Abena Ojetayo
Assistant City Mgr
City of Tallahassee, FL

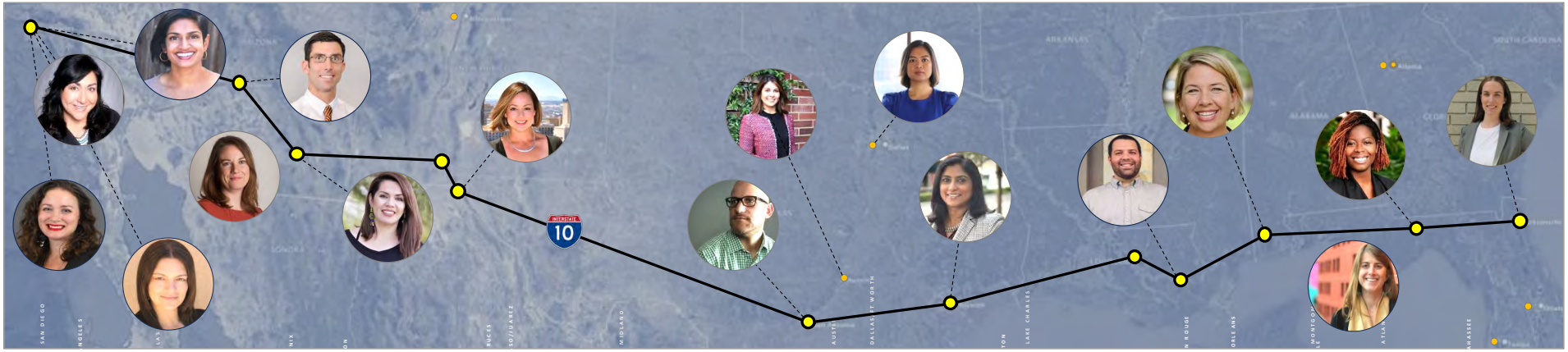
Shannon Parry
Chief Sustainability Officer
City of Santa Monica, CA

Fatima Luna
Climate & Sustainability Advisor
City of Tucson, TX

Nicole Ferrini
Dir. Climate and Sustainability
City of El Paso, TX

Priya Zachariah
Chief Resilience & Sustainability Officer
City of Houston, TX s

Meg Jamison
Executive Director
SE Sustainability Directors Network



10X CRO/CSO/CHO network

"I took a lot of new ideas and energy home to Phoenix and suspect the same is true for everyone else who was there. I am looking forward to continuing the dialogue with the network!"
–Dave Hondula, Director of Heat Response and Mitigation, City of Phoenix

NOAA

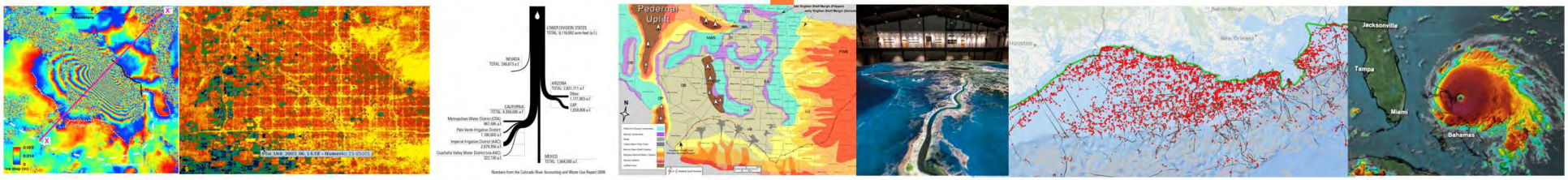
FEMA

NATIONAL EXERCISE PROGRAM

Validating our nation's preparedness

MOVING FORWARD

LIVED EXPERIENCE + MEDIA NARRATIVES



DATA-DRIVEN VISUALIZATIONS

travel course/journalism

MCO 394:
Resilient American
Futures + Media

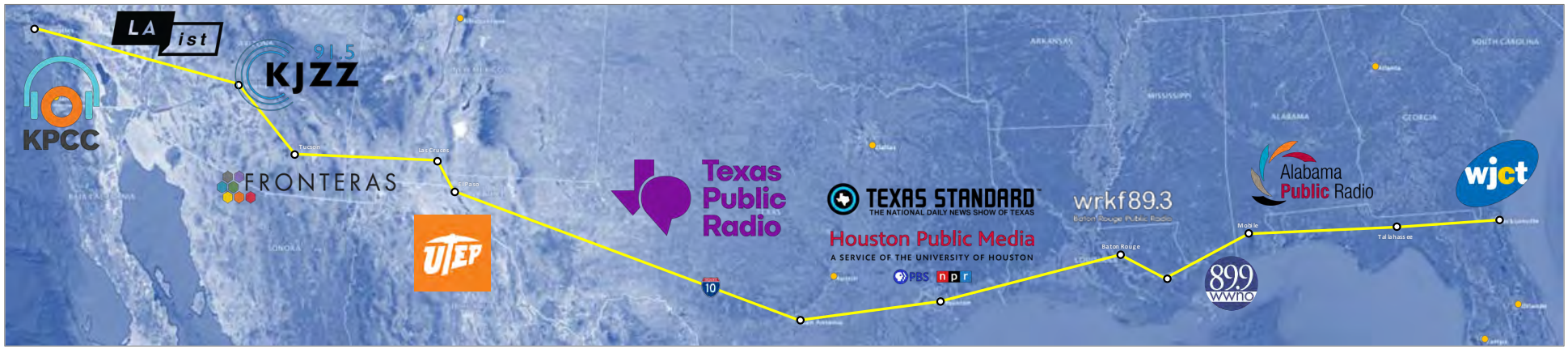
APM + 10X partnership

AMERICAN PUBLIC MEDIA®

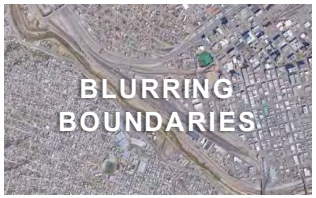
APM RESEARCH LAB

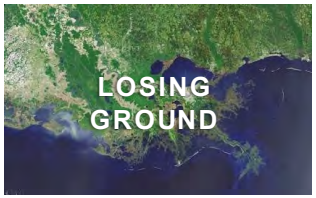
MARKETPLACE®

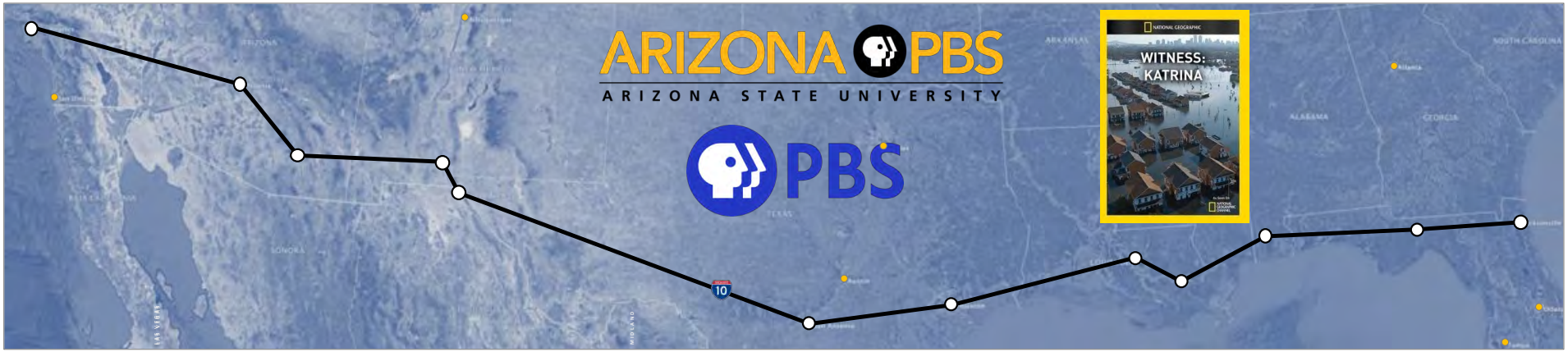
"Impactful journalism requires the close examination of available information, finding patterns, identifying anomalies, and ultimately providing a deeper understanding of our world. GIS provides complementary—and often revelatory—insights. When addressing the impacts of climate change, it is important that reporters and producers apply a geo-spatial lens to their work."



film/broadcast series

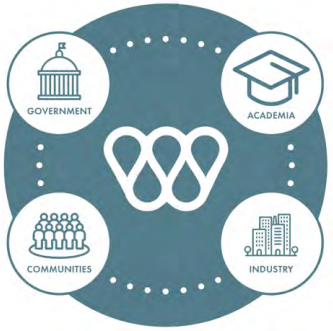


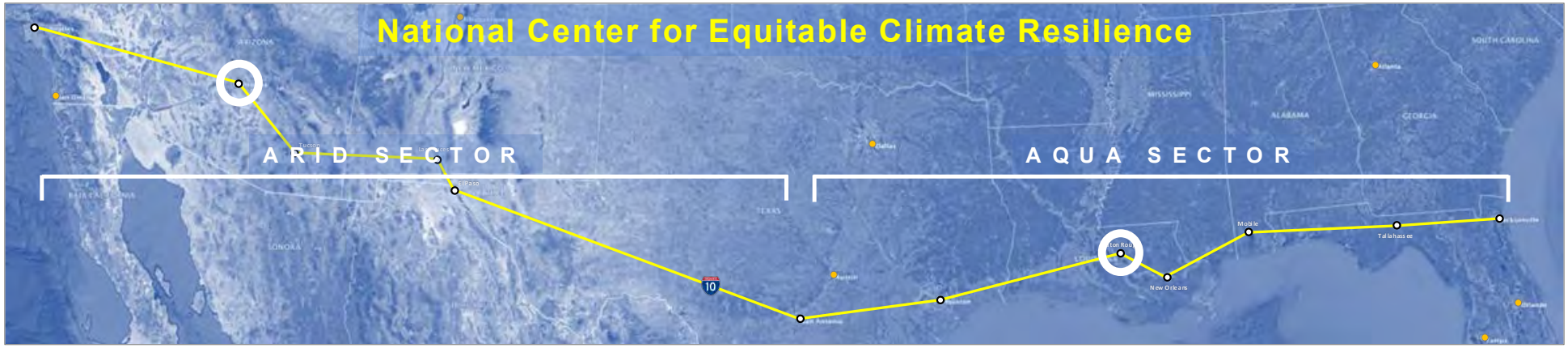




Siskel/Jacobs Productions

ASU + Water Institute





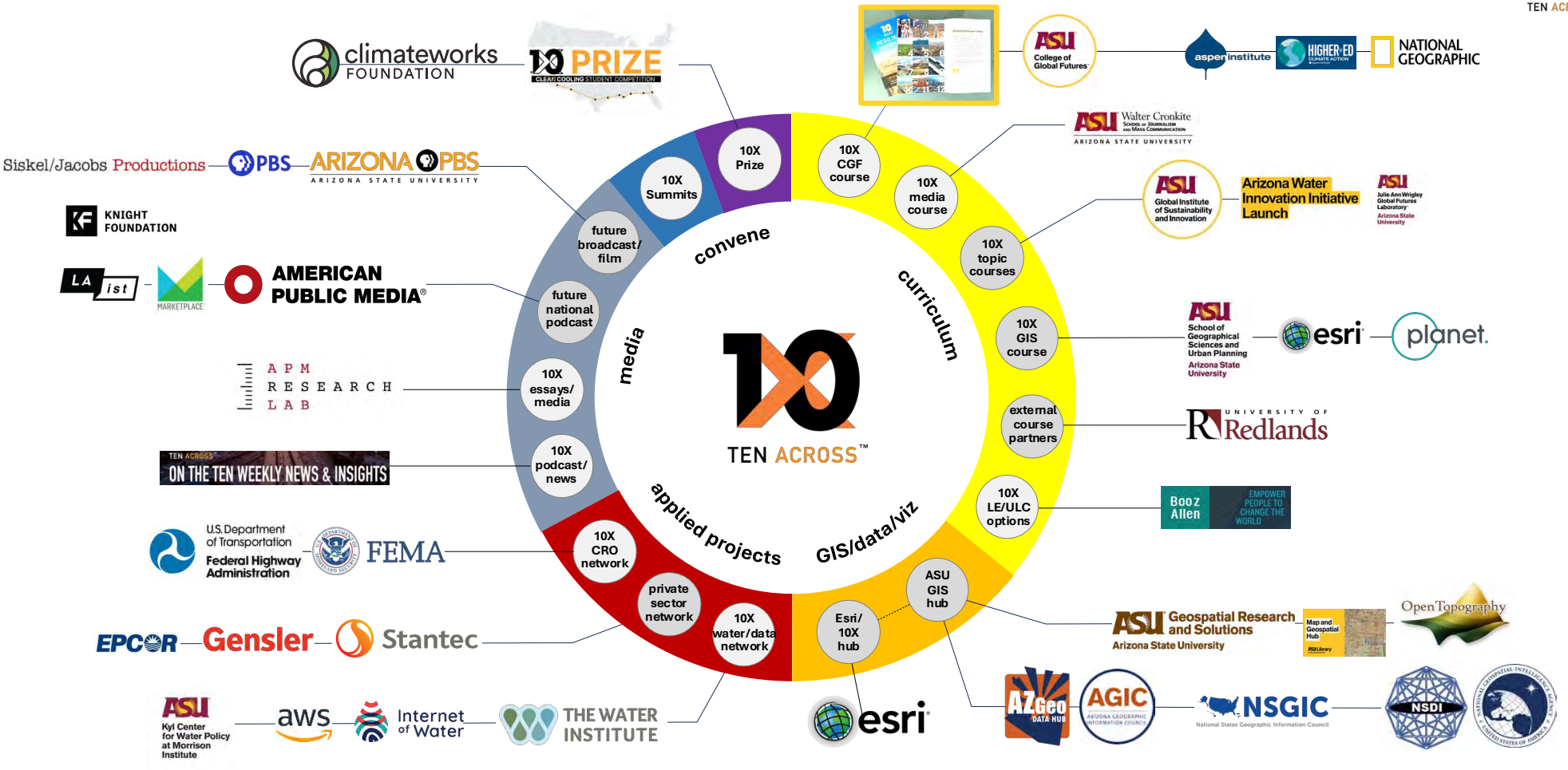
workstream objectives

Develop a broadly available, continuously updated, highly-relevant curriculum at the intersection of issue + place

Establish a media platform dedicated to the proactive adaptation to climate change based on observation + data

Assemble intentional networks to address borderless challenges + opportunities

workstreams, projects, partnerships, collaborators



TEN ACROSS
PRIVATE SECTOR ROUNDTABLE
JULY 16TH, 2024 San Diego, CA
coincident with the annual
Esri User Conference and Business Leaders Summit
Ten Across Private Sector Roundtable
Future of Commerce panel discussion
Business Leadership Summit

MARCH 5-7, 2025
Jacksonville, FL

DAY ONE (March 5)

1 THE STATE OF THE NATION
WELCOME RECEPTION; NATIONAL FIGURE IN CONVERSATION

DAY TWO (March 6)

2 AS THE MAYOR SEES THE FUTURE
ONE-ON-ONE DISCUSSION MAYOR DEEGAN

3 CLIMATE MAYORS
MAYORS FROM 10X CITIES SHARE IDEAS ABOUT THE FUTURE

4 RESILIENT JACKSONVILLE
A COMPREHANSIVE STUDY FOR JAX AS A NATIONAL MODEL

4 HOW LARGE CAN A CITY BE?
MANAGING GROWTH, INFRASTRCTURE, RESOURCES, EQUITY

5 INFRASTRUCTURE OF THE FUTURE
GREEN SYSTEMS THINKING AROUND WATER AND THE LAND

6 NATIONAL SECURITY + CLIMATE
A CONVERSATION WITH LEADING MILITARY REP

7 THE BASE OF THE FUTURE
BUILDING RESILIENCY INTO MILITARY INSTALLATIONS

8 AN AUTOMATED FUTURE
TECHNOLOGY IMPACTING PORTS, MOBILITY, SUPPLY CHAINS

9 IS THE FUTURE INSURABLE?
THE PRIVATE AND PUBLIC SECTORS ADDRESS RISK

DAY THREE (March 7)

11 THE UNIVERSITY IN THE CITY
ONE-ON-ONE DICUSSION WITH UF REP

12 EDUCATION IN A CHANGING CONTEXT
HIGHER ED RESPONDS TO AN URBAN SETTING + NEW CLIMATE

13 THE IMPACT OF PLACE ON HEALTH
MAYO PHOENIX/JACKSONVILLE COMPARE OUTCOMES/CHALLENGES

14 FIELD NOTES
NATIONAL + REGIONAL JOURNALISTS OFFER OBSERVATIONS

WORKSHOPS (March 5) (by invitation)

W 10X CHIEF RESILIENCE/HEAT OFFICERS + FEMA
DEFINING U.S. HEAT EMERGENCIES AND THE REQUIRED RESPONSE

W 10X HONORS COLLEGE NETWORK
DEVELOPING A SHARED CURRICULA FOR 21ST C. CHALLENGES/OPPORTUNITIES

W 10X MEDIA NETWORK
LEVERAGING ISSUE + PLACE + DATA TO GENERATE HIGH IMPACT NARRATIVES

W NATIONAL SECURITY + CLIMATE
MILITARY BASES AS MODELS FOR CLIMATE ADAPTATION AND RESILIENCY

CAL MATTERS
“If any freeway is a cultural icon, it is Interstate 10, which stretches more than 2,460 miles through eight southern tier states, from the Pacific Ocean in Santa Monica to the Atlantic in Jacksonville, Florida.”
Dan Walters, CalMatters
11.15.23
Alameda Street

https://10across.org/

Next up: our All Network Meeting and December VCD

STATES FOR THE FUTURE

Join us for our annual All Network Meeting, States for the Future's virtual state of the union address. Attendees will learn more about the future of the network and how participants can stay engaged.

BOLDERADVOCACY
A program of Alliance for Justice

Gain comprehensive information on the rules governing policy related activity by 501©(3) organizations and how they can **engage without jeopardizing their charitable status.**

Register: statesforthefuture.org/events