ARIZONA’S TRANSPORTATION AND TRADE VISION

To move Arizona towards a more globally competitive second century focused on trade, investment, and infrastructure that bring new wealth and new jobs to the state.
THE ARIZONA STORY: MAXIMIZE LOCATION, CREATE ALIGNMENT, SEIZE OPPORTUNITY

Utilize a 21st century transportation system to connect Arizona to global markets while moving toward a future economy focused on high-value trade and investment.

- **Arizona’s Opportunity:** Tradable Goods and Services
- **Arizona’s Advantage:** Connectivity to Markets
- **Arizona’s Edge:** Alignment and Focus

**ARIZONA’S ASPIRATIONAL GOAL:** Double Trade with Global Markets by 2025
ARIZONA’S OPPORTUNITY

- Trade is vital because it brings in new wealth from outside.
- Tradable goods and services are those that can be created or enhanced in the state and sold in diverse markets.
- Tradable goods and services tend to be high value resulting in higher wages that drive the entire economy.
- Tradable goods = exports = new wealth.
HIGH VALUE TRADE AND INVESTMENT

- Importance of exports – build it here and sell it there
- Huge domestic trade base with California and Texas
- The international market is an untapped opportunity
- Shifting global landscape – renaissance of manufacturing and growth of re-shoring
- Importance of Mexico and Canada as top global markets
- Importance of the supply chain – firms need reliable and accessible components and markets
HIGH VALUE TRADE AND INVESTMENT: ACTION ITEMS

Goal: Establish Arizona as a leader in high value trade and investment.

Strategies:

1. Use a Supply Chain Strategy to Further Develop the Tradable Goods Sector
2. Develop Multidirectional and Multimodal Logistics Hubs
3. Strengthen Relationships and Business Linkages with Arizona’s Key Trade Partners
4. Attract a Higher Percentage of Foreign Direct Investment (FDI) to Arizona
5. Focus Attention on Exports to Mexico as a Means of Attaining Arizona’s Aspirational Vision
Figure 1: Arizona’s Strategic Advantage

- Proximity to major consumer markets
- Available skilled workforce for export-focused industries
- Migration of businesses away from California
- A place where people want to live, work and play
BOLSTER CONNECTIVITY TO MARKETS

- Arizona’s Key Commerce Corridors provide our market connectivity to the world

- Transportation funding is declining and insufficient, and the lack of funding threatens Arizona’s market connectivity

- Arizona is strategically located between three major markets – California, Texas, and Northern Mexico

- High value tradable goods need access to highways, rail, and air, and to the intermodal points that connect them

- Understanding the supply chains of key industries provides opportunities to grow and expand business in Arizona

- Arizona’s border with Mexico is an important platform for international trade
GOAL: Develop and properly resource an integrated transportation system supportive of Arizona’s economic goals.
CONNECTIVITY TO MARKETS: ACTION ITEMS

Strategies:

1. Support Key Commerce Corridors and the Need to Address Sustainable Funding that Enables Trade-Oriented Transportation Infrastructure

2. Create Better Linkages between Highways, Rail, Air and Sea for Cargo Movement within Arizona and Across its Borders.

3. Develop an Air Cargo Strategy Focused on the Role Played by Air Cargo in Building a High Value Tradable Goods Sector

4. Use Creative Strategies to Help Fund and Finance Trade-Related Transportation and Infrastructure, including the Attraction of New Private Investments

5. Improve Air Connectivity to Mexico

6. Develop a Strategy to Bring More Private Capital into the State for Investment in all Modes and in Facilities such as Multimodal Logistics Hubs and Inland Ports
ARIZONA’S EDGE: Through alignment between the state, regional entities, and the private sector, Arizona can create a climate for success.
SURE ALIGNMENT

Accomplishing the state’s strategic trade, transportation and economic development goals requires public/private commitment.

Vertically align federal, state, regional, and local entities to focus on tradable goods and market connectivity.

Periodically review and update strategies by monitoring trends, gathering and reviewing data, and adjusting goals and priorities accordingly.
SURE ALIGNMENT: ACTION ITEMS

Goal: Maintain consistent focus by all entities on Arizona’s transportation and trade vision.

Strategies:

- Strengthen the Arizona Brand as a Location for Investments
- Identify, Develop, and Maintain Good Data
- Become Champions for Trade and Transportation
- Define Return on Investment on Trade Initiatives
TOMORROW AND DOWN THE ROAD

Take on specific issues, particularly those surrounding long-term transportation funding. Champion Key Commerce Corridors.

Provide a forum for dialogue and debate.

Provide intelligence and guidance regarding trends and activities in the private sector.

Serve as an accountability sounding board as entities provide progress reports.

Serve as a unified voice for the interests of trade-based economic development, advocating the cause to public officials at all levels, and communicating key messages to the media and stakeholders.
THANK YOU!

TO DOWNLOAD A COPY OF THE ROADMAP, VISIT THE WEBSITE:  WWW.AZTTCA.ORG

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