

THE  
CONNECTIVE

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# Annual Report

# 2024

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Dean Duncan

Managing Director  
The Connective

# Message from our Managing Director

2024 was a defining year for The Connective. Our work remained rooted in the needs of city members—supporting their priorities, accelerating technology implementation, and creating opportunities to solve shared challenges together. Across the region, we saw cities collaborating more directly than ever before: aligning on urban innovation strategies, co-developing pilot projects, and investing in smarter solutions that deliver real, measurable value to residents. The Connective’s role has been to help make this possible—providing the connective tissue that helps local urban innovation take root and scale.

One of the clearest expressions of this progress was CONNECTED 2024, our inaugural event celebrating regional collaboration and urban innovation in action. The event brought together city leaders, community members, and partners from across greater Phoenix. It gave member cities the stage to showcase urban innovation from their perspective.

As we look to the year ahead, our focus remains clear: supporting the work of cities, deepening regional alignment, and continuing to build a model of collaboration that others can learn from.



# Our Value Proposition

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## Connect

We create a collaborative environment where cities, technology innovators, academia, and private sector leaders work together to address urban challenges.

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## Educate

We equip cities with the knowledge and skills they need to lead in a rapidly changing world.

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## Catalyze

We support cities in transforming strategic goals into tangible projects by fostering partnerships and guiding initiatives from concept to execution.

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## Scale

Scaling successful projects across city borders is key to fostering regional collaboration and maximizing impact.

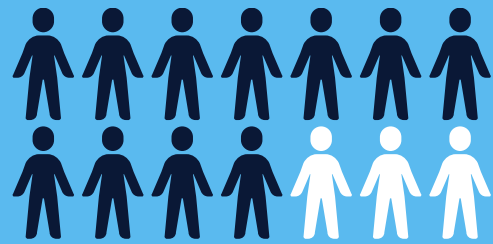
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## Promote

Through storytelling, media engagement, and stakeholder outreach, we ensure that regional achievements are recognized locally, nationally, and internationally.

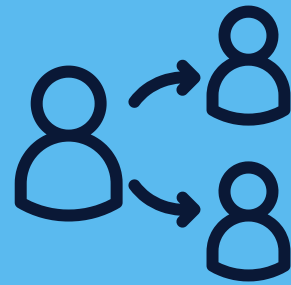


# Outsourced Innovation



## Your Virtual Technologist

Enabling members to innovate without increasing headcount



## Shared Challenges; Shared Risk

Moderate the cost of innovation by identifying, evaluating, and adopting solutions together.



## City-Centric Model

City needs and interests are prioritized in projects, events, and activities.



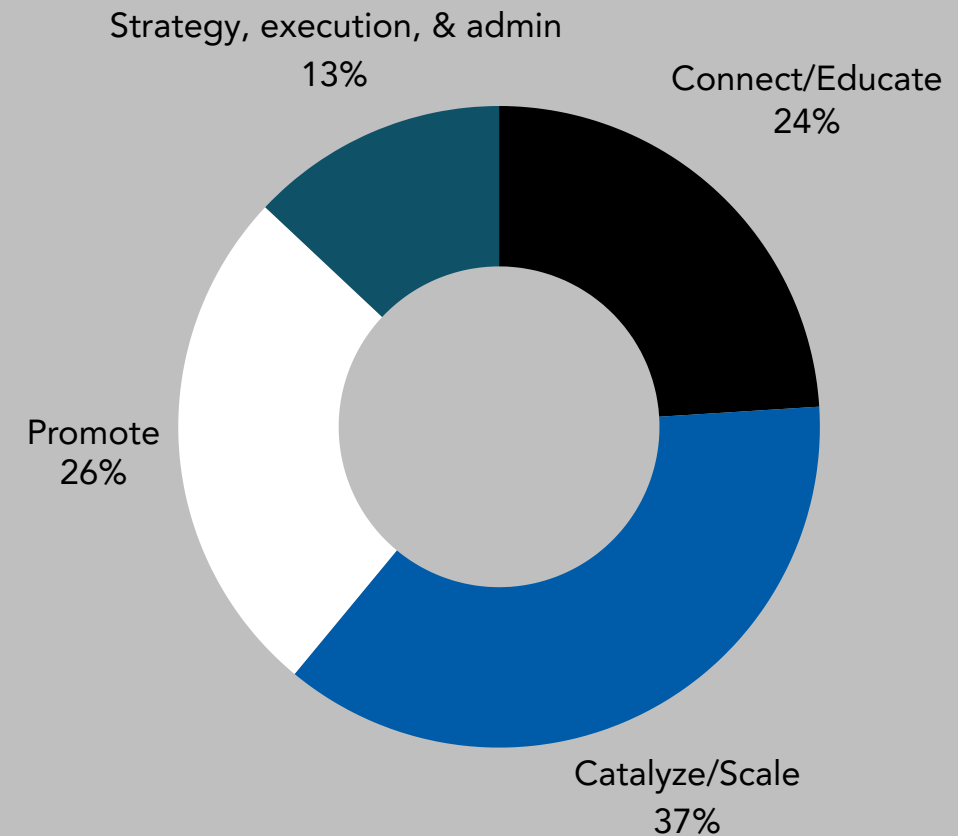
# Value Delivered

# \$1,200,000

4x  
budget

## 2024 Value by Activity

Value created from a  
\$280,000 annual budget





# For Our Clients 2024

Projects

17

UVPM\*

40M

Events

2

\*Unique Visitors Per Month



# Notable Events



Connect, Educate, Promote

## CONNECTED 2024



Connect, Educate

## Digital Twin Workshop



# Notable Projects



Catalyze

City Challenge - GCU Capstone



Catalyze, Educate

Regional Digital Twin Base Layer



Connect, Catalyze

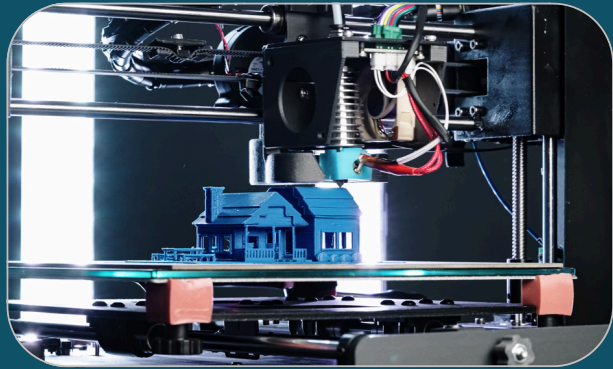
The Valley App



Catalyze

Machine Learning / Gesture Recognition

# Notable Promotions



Surprise Plastic Reuse Pilot Program



West Valley WeRide Microtransit



Partnership with Sand Technologies



Public/Private Partnerships & AI



# Commitments for 2025

Strategically, 2024 was a catalyst for subsequent years. Building on the momentum of 2024, The Connective enters 2025 with **greater ambition, broader alignment, and deeper partnerships** across the region. This year's CONNECTED 2025 event is expected to surpass its inaugural success—offering cities not only a platform to showcase results, but a shared space to shape the future of smart governance together.

As we expand our efforts, our work remains focused on the pillars that define our approach: **Connect**, by fostering trust and shared purpose among cities; **Educate**, through workshops and shared learning; **Catalyze**, by launching scalable pilots; **Scale**, by aligning successful efforts across jurisdictions; and **Promote**, by celebrating the stories and leadership of our city partners. Together, we're setting a standard for what regional innovation can achieve when it's coordinated, intentional, and city-led.



## Industry Membership

New industry members will, first and foremost, support the Connective's "city members" first philosophy.



## CONNECTED 2025

We'll build on the great success of our inaugural event in 2024, partnering again with Venture Cafe to showcase city member projects.



## New Ways to Engage

We'll add easy to attend virtual workshops related to AI, digital twins, and technology. We'll also add a newsletter.

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