



# BORDER OBSERVATORY PROJECT

## A Five-year Retrospective

*Subhro Guhathakurta  
David Pijawka  
Edward Sadalla  
Kimberly Collins  
Judith Ley  
Sergio Peña  
Paul Ganster  
Rupam Raja  
Mihir Prakash  
and  
Asiya Natekal*

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CONSORCIO DE INVESTIGACION Y POLITICA AMBIENTAL DEL SUROESTE

SOUTHWEST CONSORTIUM FOR ENVIRONMENTAL RESEARCH & POLICY



California Center for Border and  
Regional Economic Studies





# BORDER OBSERVATORY PROJECT

## Project Goals and Rationale

### □ Goals

- Assist borderland decision-makers in finding ways **to maintain a satisfactory quality of life** and a **healthy, sustainable natural environment**
- Provide critical analysis on objective and subjective indicators of quality of life (QoL) at several twin-city border communities on a periodic basis

### □ Rationale

- An accessible archive of QoL data for guiding policy and business decisions that would have a positive impact on sustainable development in the border region



# BORDER OBSERVATORY PROJECT

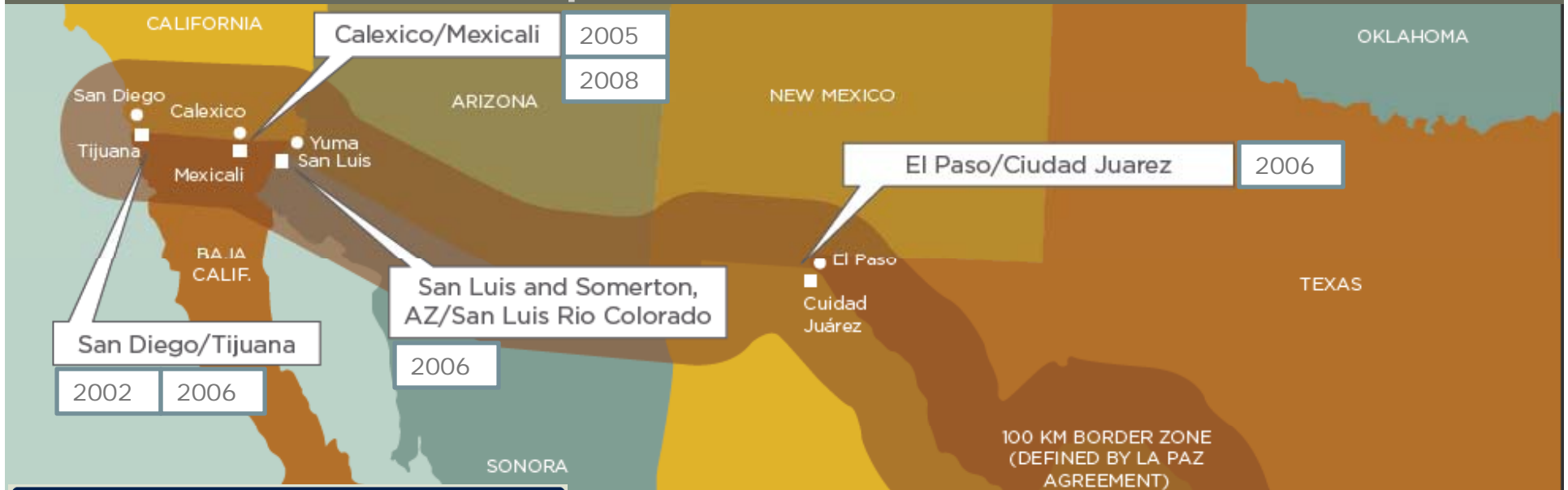
## Objectives

- ❑ Monitor both objective and subjective QoL indicators
- ❑ Collect longitudinal data (long-term monitoring)
- ❑ Provide intuitive and real-time access to this data through web interfaces for decision-makers and scholars
  - See <http://bop.clas.asu.edu>
- ❑ Periodically present timely, intelligent analysis of trends



# BORDER OBSERVATORY PROJECT

## Accomplishments to Date



Welcome to The Border Observatory Project

### BORDER OBSERVATORY PROJECT

[HOME] | DATA | PEOPLE | PARTNERS | RESOURCES

home >> introduction

<b>Introduction</b>	The Border Observatory Project provides longitudinal assessment of objective and subjective Quality of Life indicators as well as measures of subjective well being along the U.S. - Mexico border. There is currently no readily accessible archive of "Quality of Life" (QoL) data for the border region. Given the ongoing population growth coupled with resource constraint in this region, local and regional governments are forced to make choices about where and when to make critical investments to improve the living conditions of their communities. By measuring, archiving, and providing access to both objective and perceived quality of life data, this site will provide a source for critical information about QoL, and well being along the U.S. - Mexico border. This "data warehouse" can facilitate the consideration of policy changes aimed at enhancing the quality of life of border residents.
<b>Contact Us</b>	
<b>Site Map</b>	

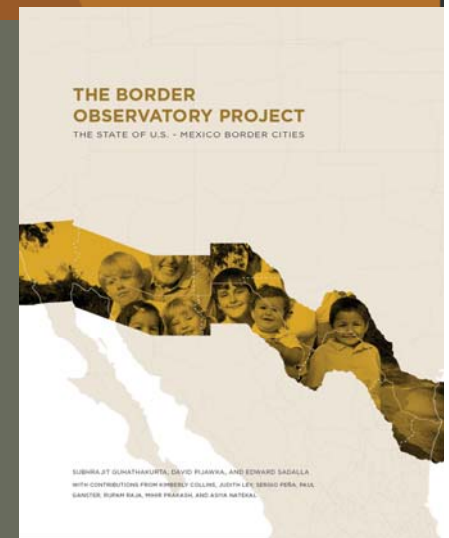
An accessible archive of QoL data could be used to guide policy and business decisions that would have a positive impact on socioeconomic development in the border region. In addition, the data provided by this site will help in providing measurable results for assessing progress towards goals stated in the Border 2012 program. Border 2012 is a ten-year program led by the U.S. Environmental Protection Agency and Mexico's Secretariat of Environment and Natural Resources in partnership with other U.S. and Mexican federal agencies to forge a regional, bottom-up approach for decision making to address key environmental issues in the border region. The project proposes a holistic assessment of QoL indicators, both objective and subjective in the social, community, economic, and environmental areas. This effort will provide a robust database to address a wide range of research and policy questions in the U.S.-Mexico border.

New! Border Observatory Report, published December 2010

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Website  
Continuously  
maintained  
since 2005

Published  
December  
2010





# BORDER OBSERVATORY PROJECT

## Chosen Indicators of Quality of Life

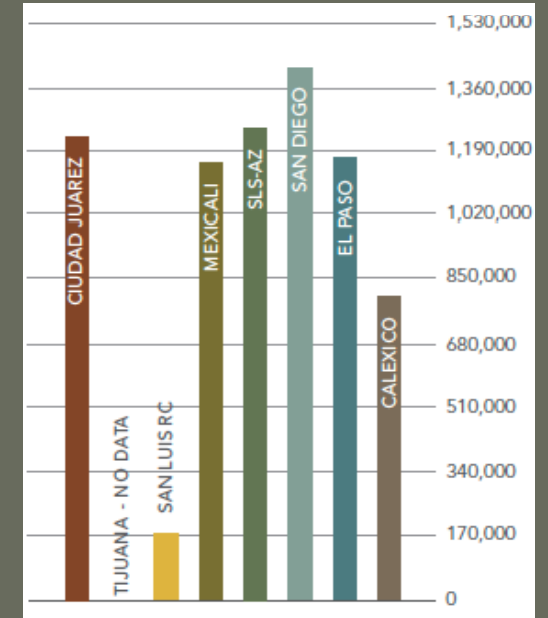
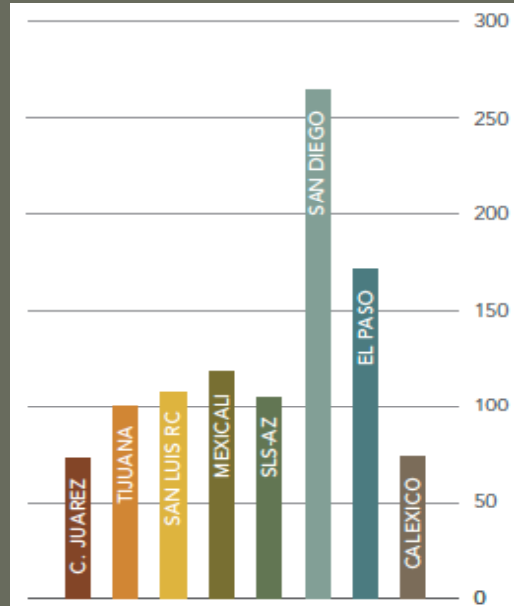
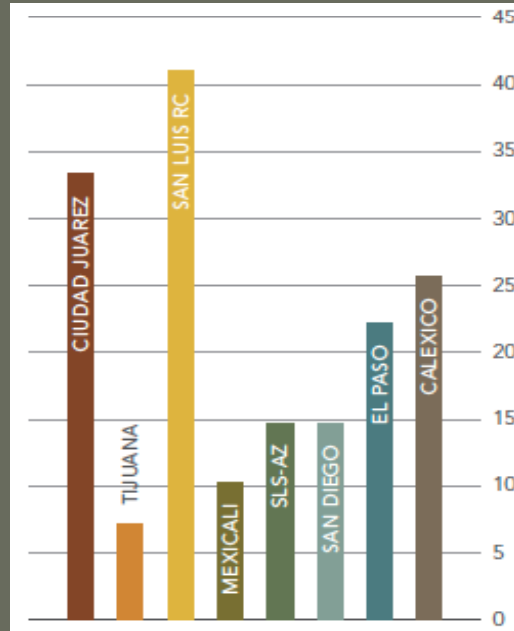
- Community Assets**
- Education**
- Economy, Income, and Jobs**
- Public Safety**
- Housing**
- Environment**
- Transportation**
- Public Services**
- Health Care**
- Emotional Well Being**



# BORDER OBSERVATORY PROJECT



## OBJECTIVE INDICATORS



*Top left:* Percent residents living in poverty

*Top right:* High school graduates over age 25

*Bottom left:* Physicians per 100,000 persons

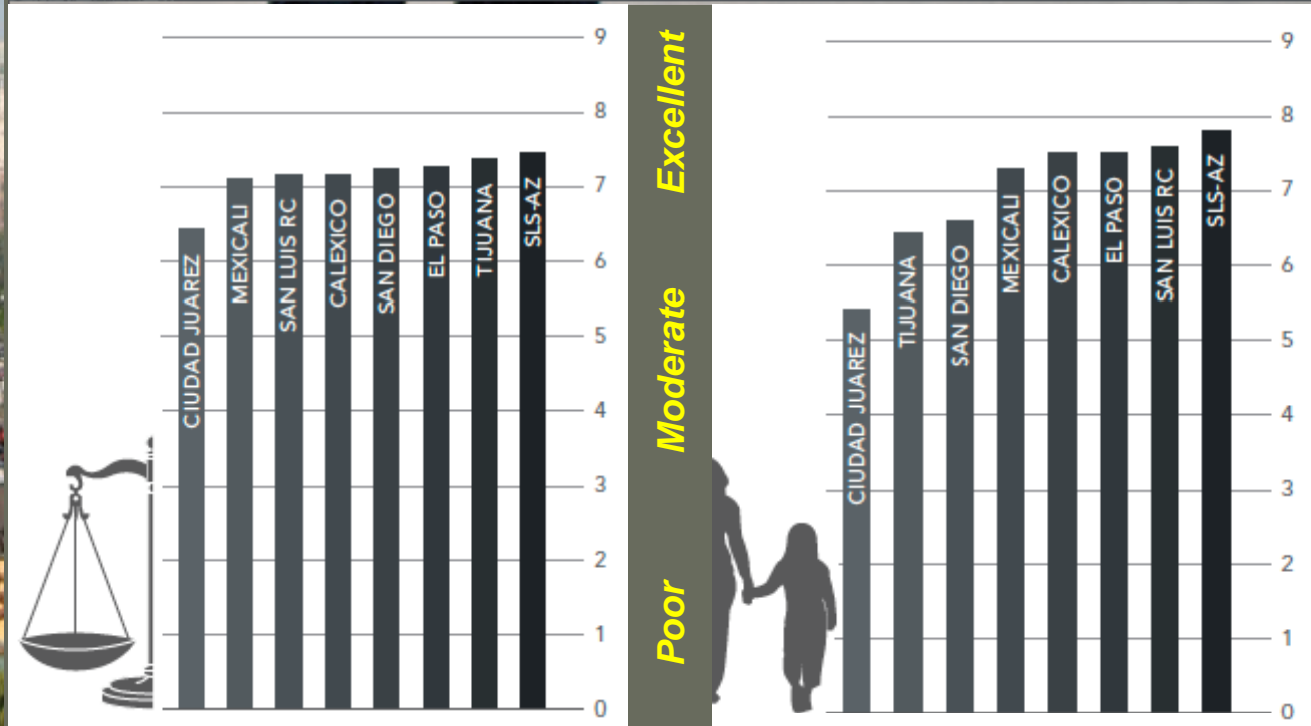


# BORDER OBSERVATORY PROJECT

## PERSONAL QUALITY OF LIFE



SUBJECTIVE INDICATORS



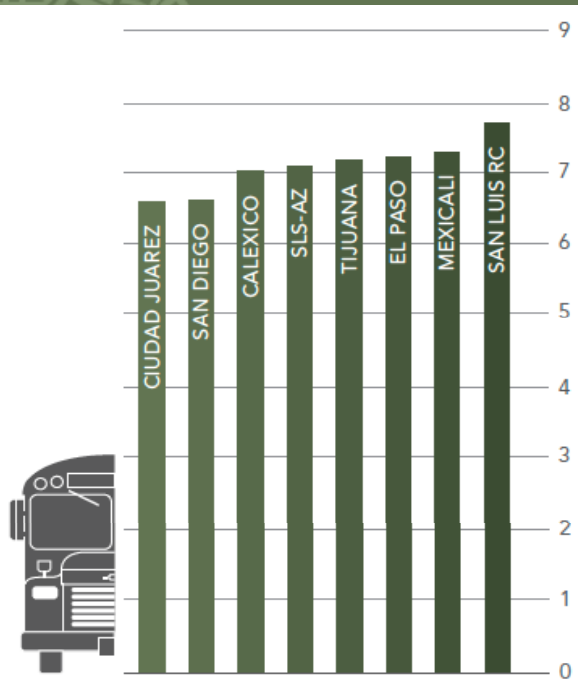
How would you rate your personal quality of life in this city?

Is this a good place to raise children?



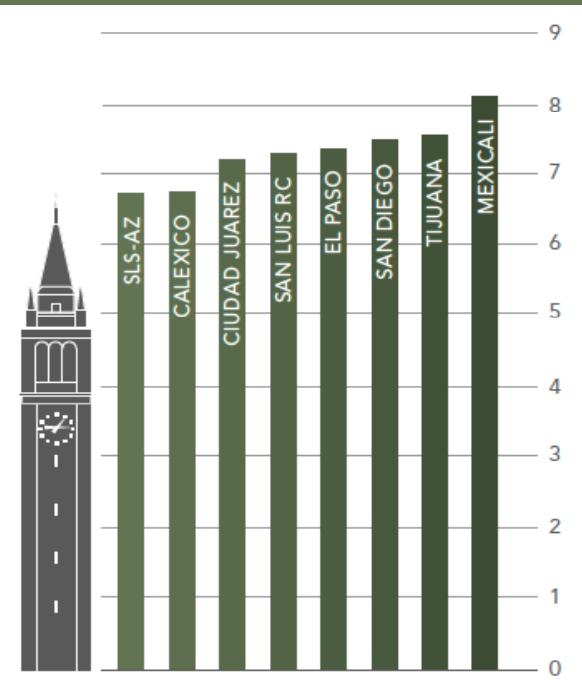
# BORDER OBSERVATORY PROJECT

## EDUCATION



How would you rate the quality of schools available to children in your area?

Poor Moderate Excellent



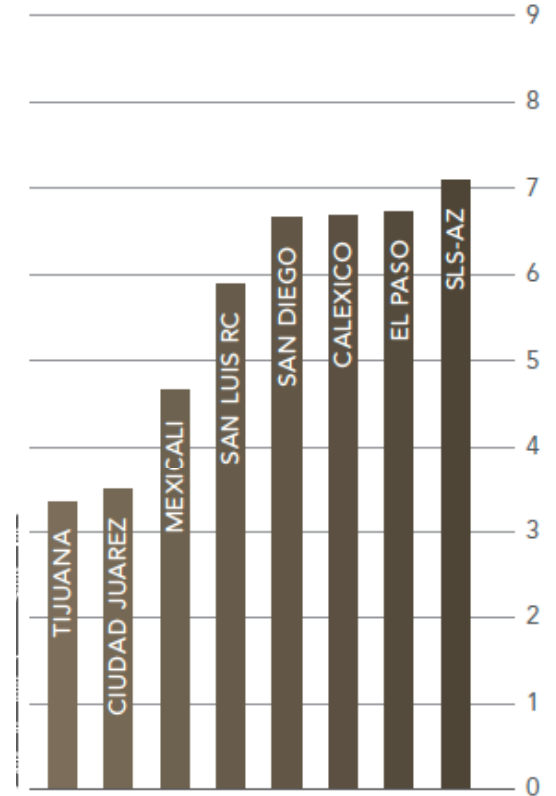
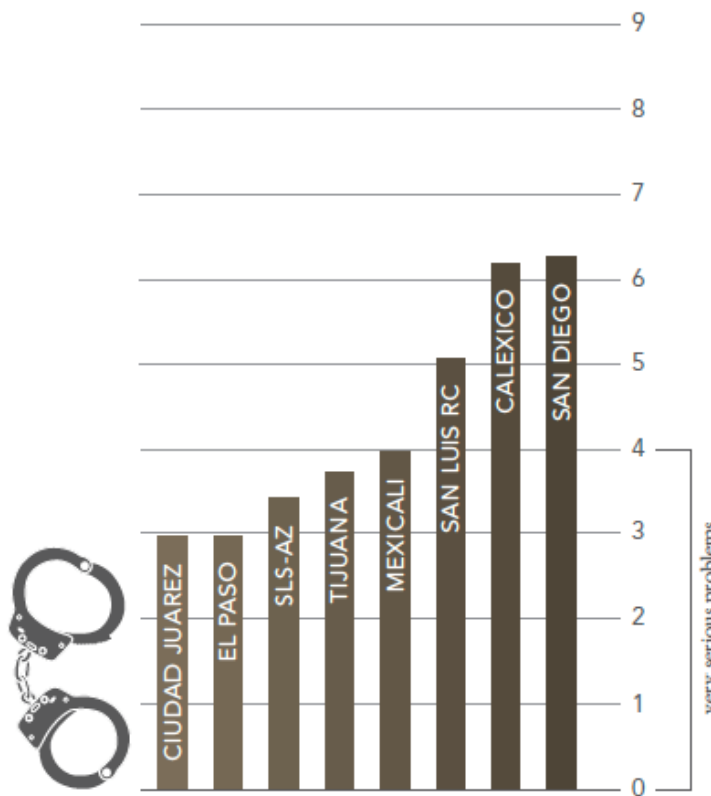
How would you rate the quality of colleges and universities available in your area?

SUBJECTIVE INDICATORS



# BORDER OBSERVATORY PROJECT

## PUBLIC SAFETY



### SUBJECTIVE INDICATORS

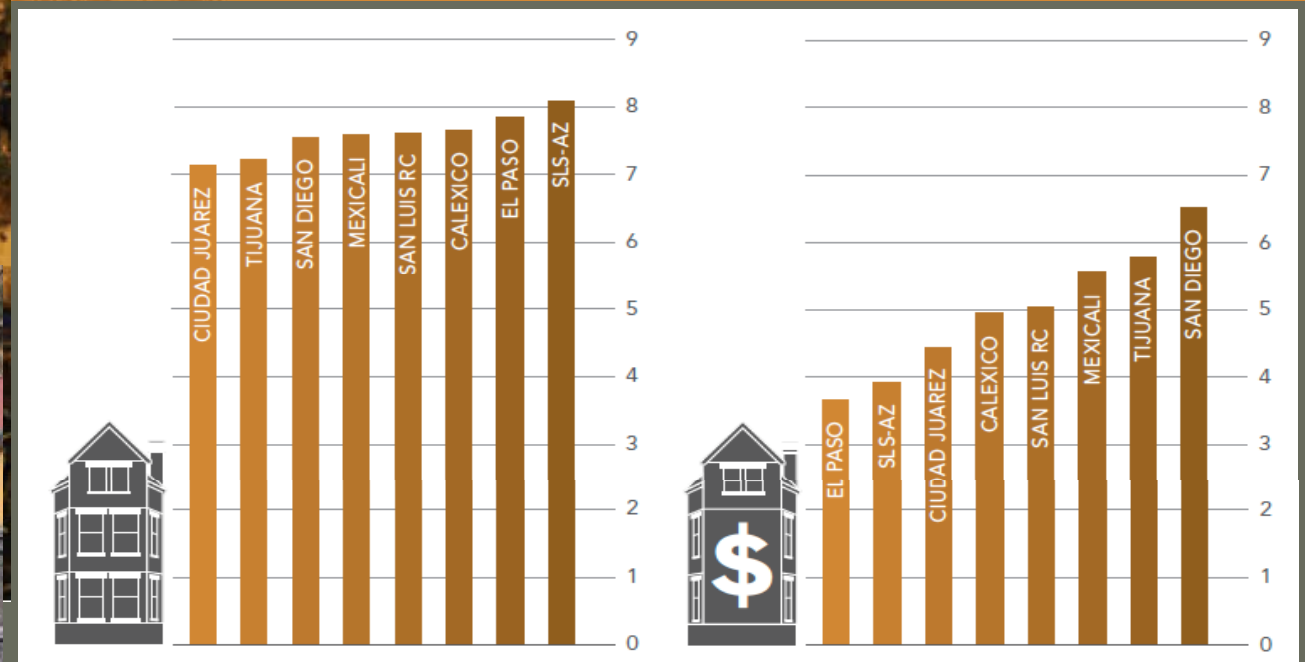
How would you rate the problem of crime in your neighborhood?

How much do you trust the local police to provide you security?



# BORDER OBSERVATORY PROJECT

## HOUSING



How satisfied are you with your current housing?

Is the housing cost imposing a financial burden on you?

SUBJECTIVE INDICATORS

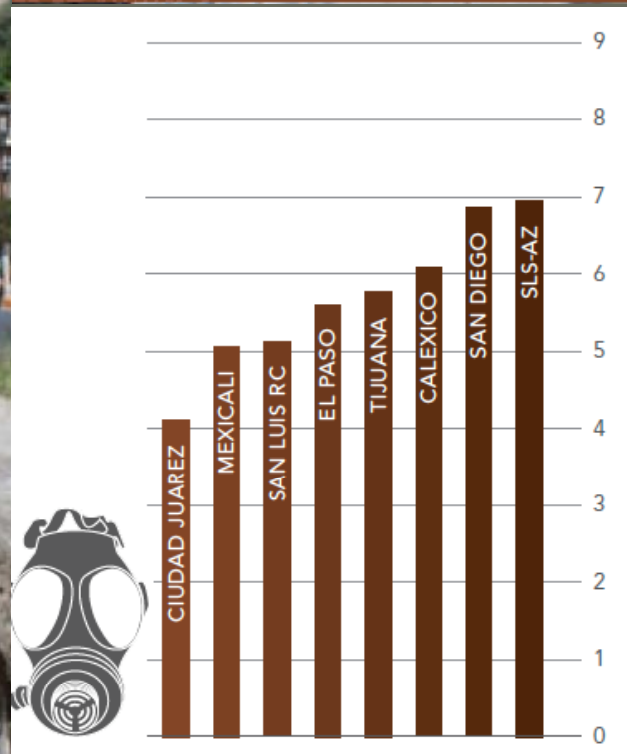


# BORDER OBSERVATORY PROJECT

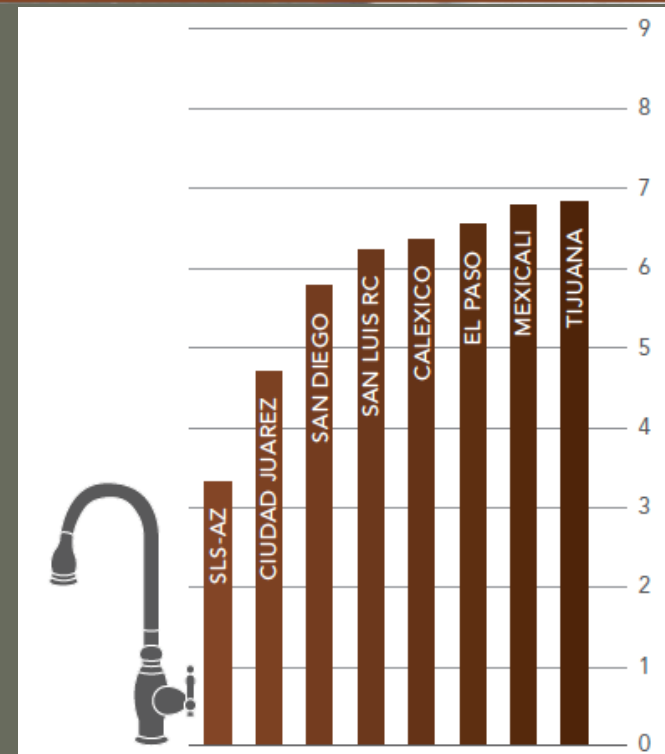
## ENVIRONMENTAL QUALITY



SUBJECTIVE INDICATORS



How would you rate the air quality here?



How would you rate the quality of piped water provided by the city to your household?



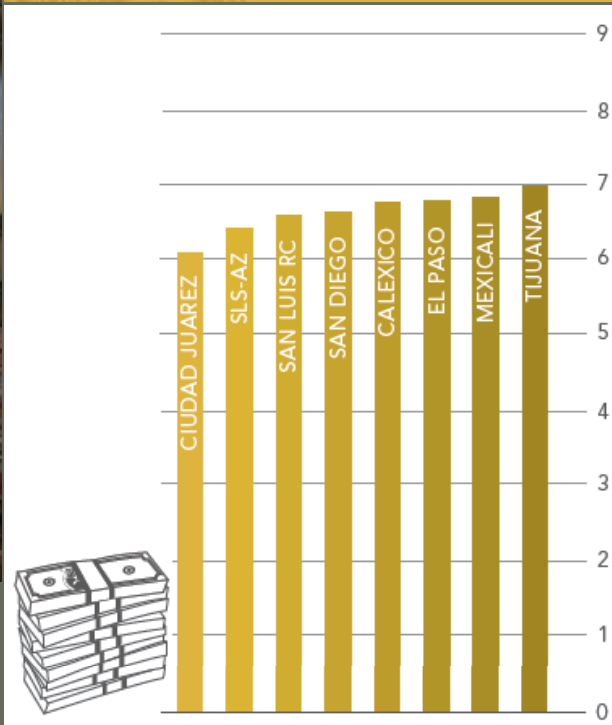


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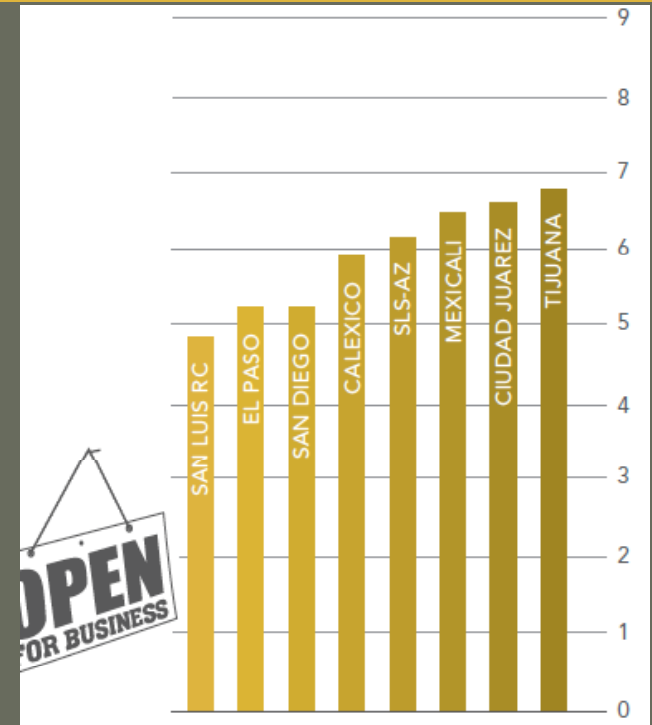
## ECONOMY



SUBJECTIVE INDICATORS



How would you rate your current household economic situation?



How has the availability of jobs changed since a year ago?

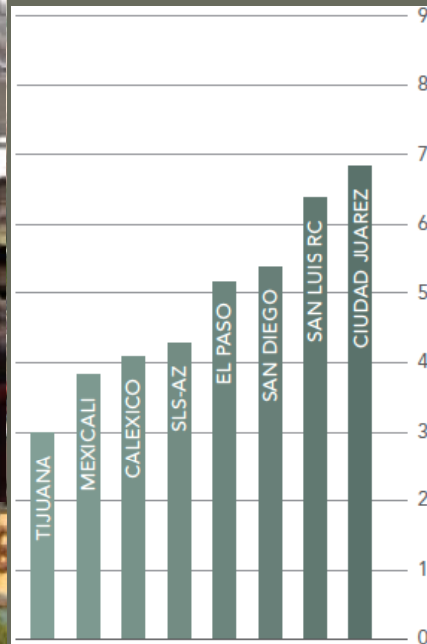


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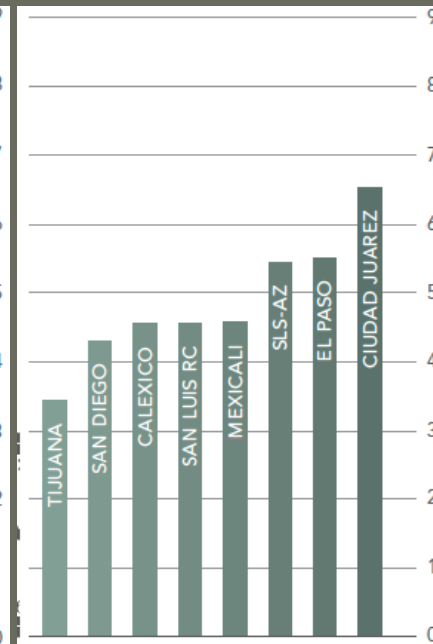
## TRANSPORTATION



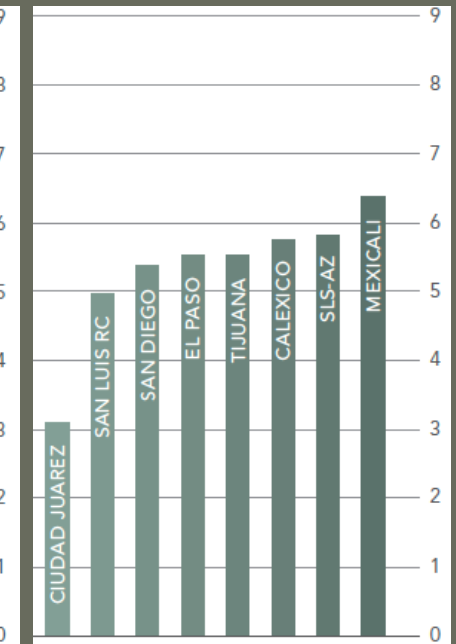
## SUBJECTIVE INDICATORS



Is traffic congestion a problem?



Has your commute time changed over the past 12 months?



How would you rate the quality of public transportation?

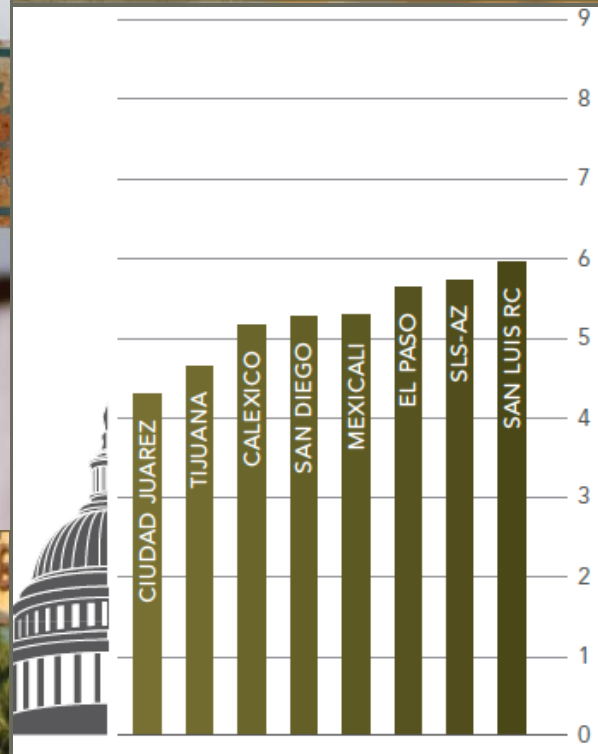


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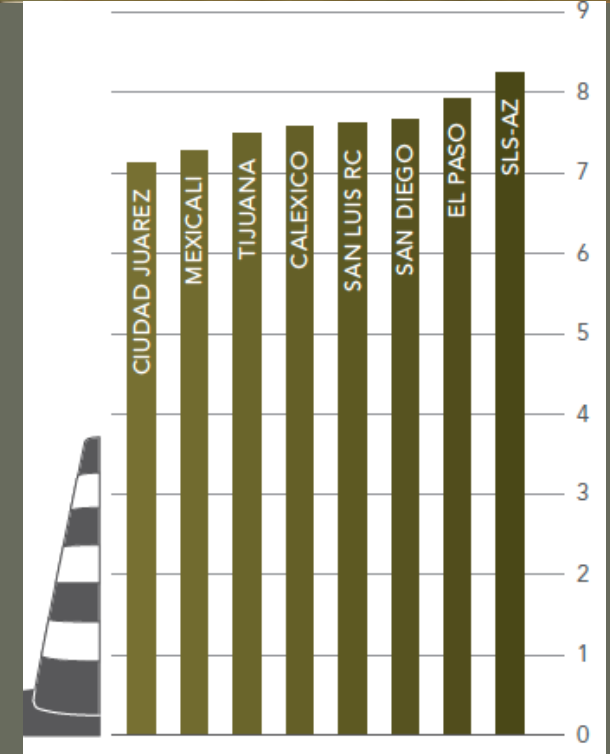
## PUBLIC SERVICES



SUBJECTIVE INDICATORS



How satisfied are you with the responsiveness of your local government to your needs?

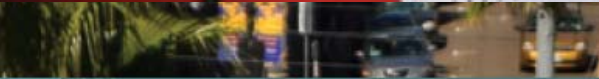


How satisfied are you with the quality of roads in your neighborhood?

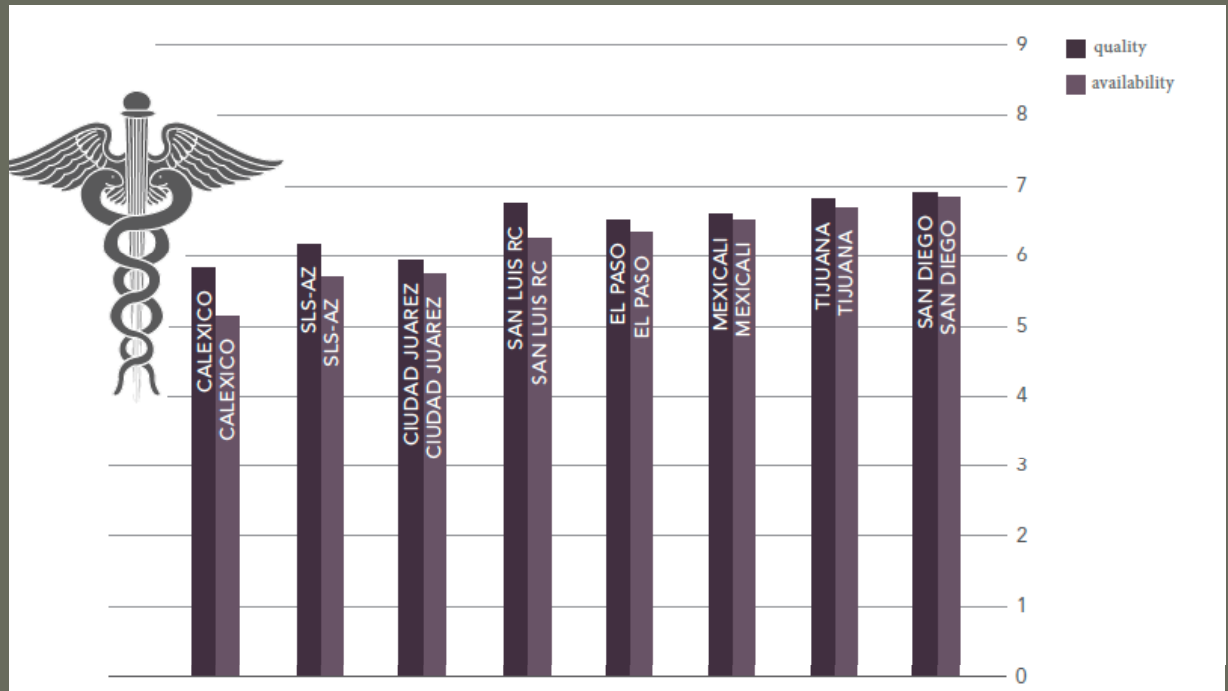


# BORDER OBSERVATORY PROJECT

## HEALTHCARE



SUBJECTIVE INDICATORS

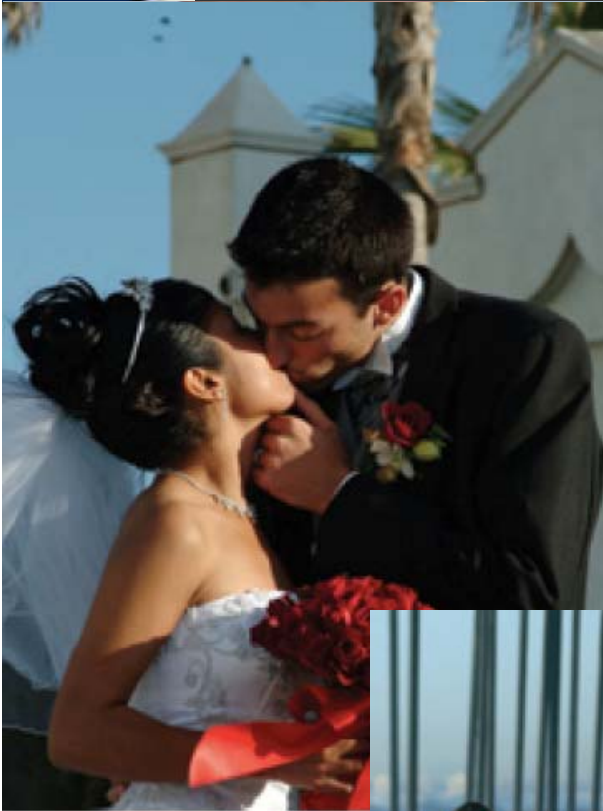


How would you rate the quality of health care and the availability of health care facilities in your community?

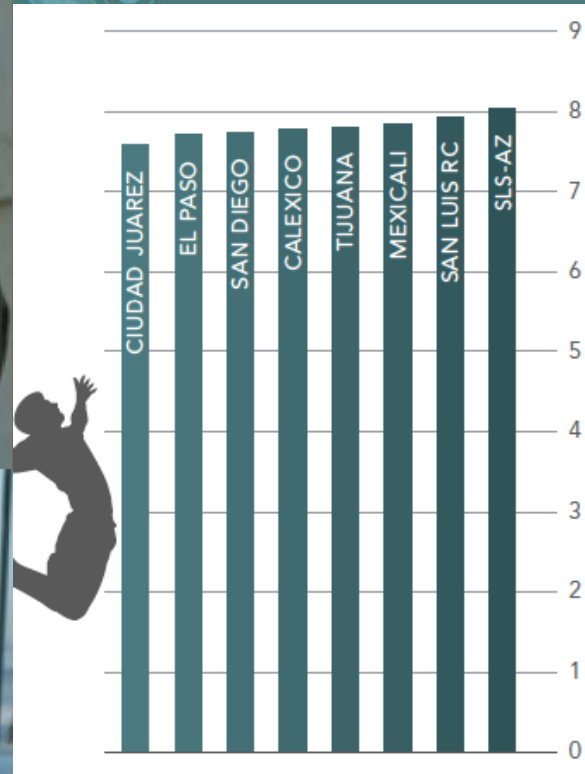


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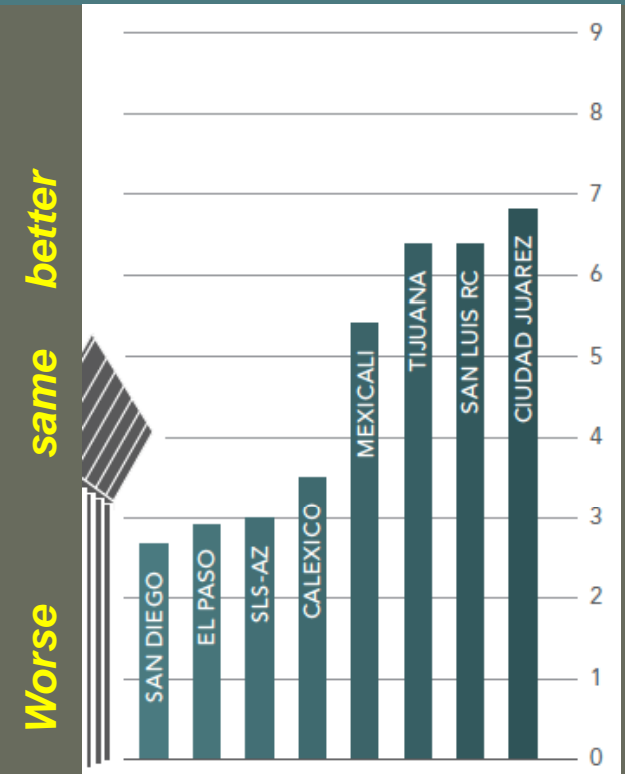
## HAPPINESS AND LIFE SATISFACTION



SUBJECTIVE INDICATORS



In general, how satisfied are you with the life you lead?



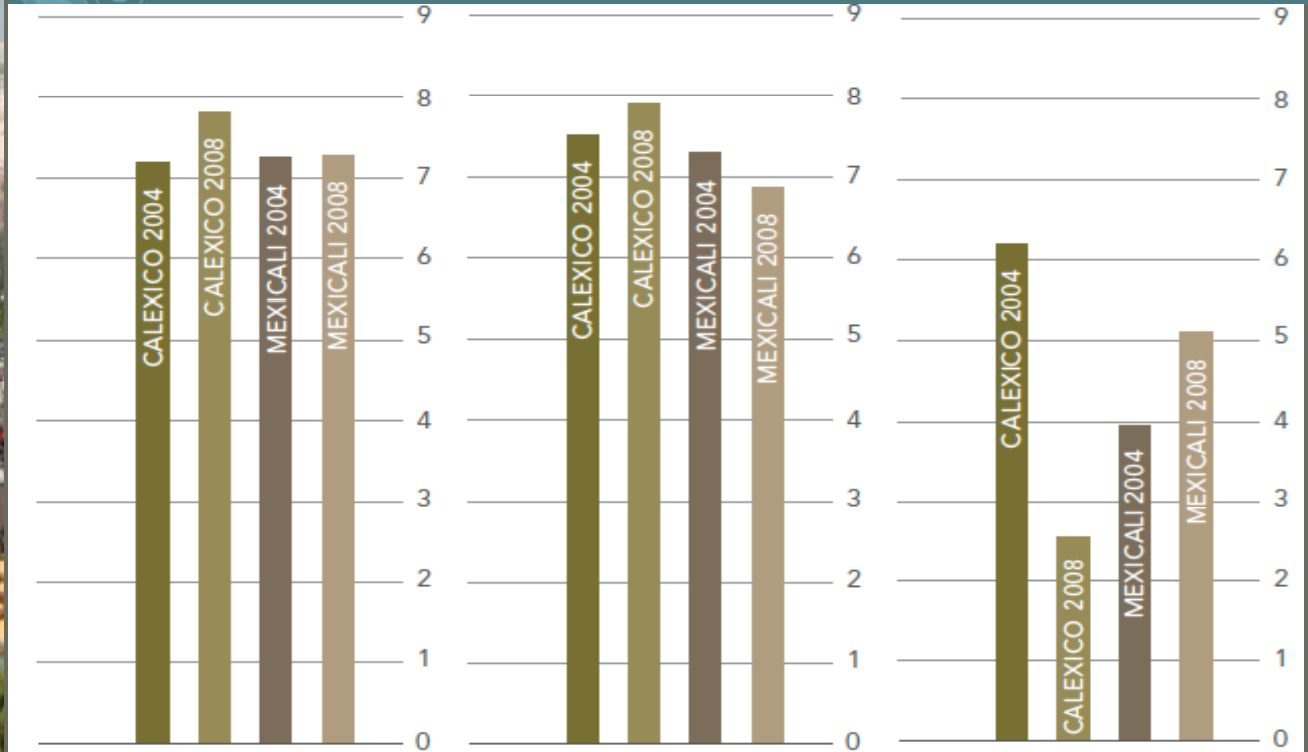
What would happen to your quality of life if you lived in the neighboring city on other side of the border?

Worse same better



# BORDER OBSERVATORY PROJECT

## QUALITY OF LIFE CHANGES OVER TIME



SUBJECTIVE INDICATORS

How would you rate your personal quality of life in this city?

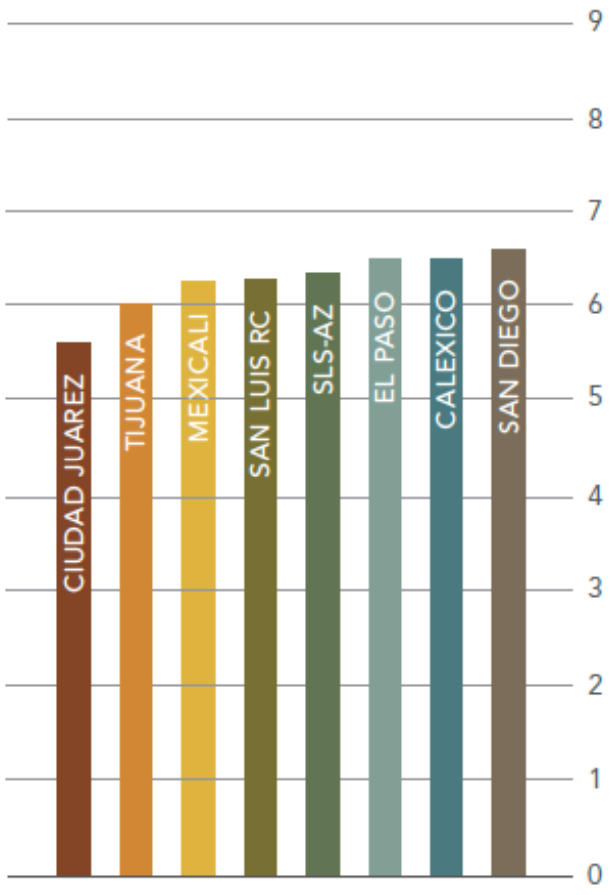
Is this a good place to raise children?

How would you rate the problem of crime in your neighborhood?



# BORDER OBSERVATORY PROJECT

## SUMMARY AND CONCLUSIONS



Aggregated QoL Indicators

- This was the first long term project to systematically collect data on QL in the U.S.-Mexico border
  - Establishes a monitoring framework for policy purposes
- This project included both objective and subjective data
  - Objective data show significant differences while subjective data