The Vision of the Greater Tucson Region

What it does:

- Sets direction
- Communicates what residents want for the future
- Provides context for decision makers

Policies, plans, and actions needed to bridge the gap
TALK
WHAT DO WE VALUE?

THINK
WHAT'S OUR VISION FOR THE REGION?

ACT
HOW DO WE GET THERE?

PHASE 1—SHARED REGIONAL VALUES
OCTOBER 2010 - MARCH 2011

PHASE 2—DESIRED FUTURE
MAY 2011 - MARCH 2012

PHASE 3—IMPLEMENTATION
SEPTEMBER 2012 - On
The future of our region will be built upon these nine principles and the values they represent:

**Accessibility**
We have many choices for traveling to destinations throughout our region in a safe, pleasant, and efficient manner.

**Educational Excellence**
All residents of our region are able to attend high-quality schools from pre-K through college and beyond.

**Environmental Integrity**
Clean air, natural lands, the unique plant and animal life, and the beauty of the Sonoran Desert are preserved for current and future generations. Our region recognizes and respects the limitations of water and the other natural resources that make life in the desert southwest possible.

**Good Governance**
The region’s jurisdictions, institutions and leadership are responsive, efficient, transparent, and work cooperatively to effectively address our region’s challenges.

**Healthy Communities**
Neighborhoods across our region are safe and foster healthy lifestyles through accessible and affordable housing choices, excellent hospitals and clinics, nearby parks, pedestrian and bike amenities, and connections to trails and other natural recreation spaces.

**Higher Education**
Our university and colleges continue to be centers of innovation, job creation, education, entertainment, and cultural programs. They are central to our region’s identity.

**Prosperity**
Our region has a robust local economy in which businesses of many sizes and types can thrive and provide job opportunities for the entire population.

**Quality Neighborhoods**
From vibrant city and town centers and walkable mixed-use and mixed-housing neighborhoods to single-family subdivisions and rural areas, residents can choose from a variety of high-quality options for living and working.

**Regional Identity**
Residents continue to promote and celebrate the diversity, history, acceptance, friendliness, arts, and “small town feel” that are integral to the unique culture of our region.
### Business as Usual

**Trend Alternative**
- 311 sq. miles consumed
- 91% single-family
- 7% multi-family
- 2% townhomes
- 6.9 ppl net/ac
- 2.7 du net/ac
- 3.5 jobs net/ac

### The Preferred Future

**Preferred Alternative**
- 96 sq. Miles consumed
- 44% single-family
- 44% multi-family
- 12% townhomes
- 22.1 ppl net/ac
- 10.4 du net/ac
- 11.3 jobs net/ac
Community Conversations  

Scenario Building Workshops  
May-June 2011

Choices & Tradeoffs  

Vision Development  
Mar. – Fall 2012

4,500 people + 700 people + 6,700 people = 10,000 people!
A Strong and Diverse Economy

• Promote and leverage our region’s economic strengths and emerging clusters
• Develop a well-educated and skilled workforce
• Support small and local business
Regional Collaboration

- Institute and support a regional decision-making process based on the Vision
- Increase inter-jurisdictional cooperation and collaboration
- Establish more regulatory certainty in the development process
- Promote inclusiveness and transparent public processes in decision-making
Quality Places and Neighborhood Choices

- Create complete, integrated, multi-generational communities
- Expand our developed park system and create public gathering places
- Provide a wide range of neighborhoods with safe, affordable housing options
- Develop regional town centers
- Build on recent successes in downtown Tucson
An Accessible Region

- Enhance and diversify our transit system
- Maintain and improve our roads and roadway network
- Promote walking and biking
- Develop a regional strategy that coordinates transportation and land use planning
Conservation of Resources

- Continue to improve water conservation in our region
- Increase energy efficiency in our region’s buildings
- Maintain the quality of our air
- Protect and conserve unique and biologically sensitive lands
- Expand natural outdoor recreation opportunities
- Increase the value of developable private and state trust lands
Looking Forward:
The Greater Tucson Region
Support JURISDICTIONS to **integrate** the Vision into long-range planning

I fully support this visionary initiative and I will work with my jurisdiction to consider any appropriate policies brought forward by Imagine Greater Tucson when updates or amendments are being considered to my representative community’s general or comprehensive plan.

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- A Transportation Study to determine the Best Way to design transportation infrastructure that supports the Shared Regional Vision

Tucson Regional Indicators Project (TRIP)

- A way to measure progress towards reaching the goal of the Shared Regional Vision
- In cooperation with SALC, the Community Foundation of Southern Arizona, and the Eller School of Business

Public Education & Awareness

- U of A School of Social & Behavioral Sciences
  - Fall Symposium on Prosperity and Growth
  - Internships with various disciplines (MPA, BARA)
- Economic Growth lunch talks w/local Chambers
- Prescott College program on Civic Engagement

Tucson Tech Corridor!
What you will see from us over the next 12 months...

**Community Engagement**, as we return to the community to get their input on the PAG Transportation Study (commencing February/April 2013)

**Local IGT Networks** in each of the jurisdictions, and potentially in several of the unincorporated high-population areas of the County (Vail, Picture Rocks, Green Valley, etc...)

**Business Development**, as we seek other opportunities like the Tech Corridor to help further the Shared Regional Vision, and develop operating revenue

**Collaboration** with other groups on projects that serve to further the Shared Regional Vision

**Outreach to the Business Community** in cooperation with TREO and the local Chambers of Commerce as we collaborate to link the notion of healthy and sustainable communities with opportunity for economic development and prosperity
Thank you!

You can keep up with IGT by:

Visiting the website:
www.ImagineGreaterTucson.org

Following us on Facebook and Twitter:

www.facebook.com/IGTucson
twitter.com/IGTucson