



Shaping our future together

Shared Regional Values

From October 2010 to March 2011, through Community Conversations and open and random sample surveys, Imagine Greater Tucson has been gathering public comments to identify the values we share in common across our region. The list below is the result of that process and includes our Shared Regional Values and real quotes by members of our community. Topics are arranged alphabetically. Details of each topic and value can be found on our website ImagineGreaterTucson.org or by requesting more information from our office at 700 N. Stone (tel: 209-2448).

As a region, we value....

BUSINESS AND THE ECONOMY

- Growth of well-paid, high quality jobs
- New business development and expansion
- A thriving local, small business environment
- A strong green business sector
- A business friendly environment with sufficiently streamlined regulation
- Well-educated workforce
- A diversified economy that attracts and supports major businesses and sectors
- Expanded tourism

"With job growth, especially at higher salary levels, Tucson will have the ability to offer more to its residents - culturally and educationally."

"More effort needs to be put into supporting local business unique to Tucson. We have some wonderful shops, restaurants, and galleries. Let's continue to promote them."

CULTURAL DIVERSITY AND REGIONAL CHARACTER

- Our strong sense of community and a relaxed, friendly, small town feel
- Our unique identity and diverse cultural, ethnic, geographical, and historical influences
- Our creativity and accessible arts and music scenes
- Diverse cultural events in the region
- Tolerance and respect
- Our culture of volunteerism
- A variety of affordable and accessible youth activities and opportunities
- Professional and semi-professional sports teams and sporting events

"As an artist and event producer I find that Tucson has many opportunities for me to explore my art... and the creative community here is amazingly supportive."

"Tucson is so special. Many different people and cultures emerge and peacefully co-exist. For the most part, people are happy and pleasant and welcome different styles."

"Tucsonans are welcoming, giving, thoughtful, and just a little weird. I love the small things about Tucson that make it slightly quirky and just fun..."

Shared Regional Values

GOVERNANCE AND LEADERSHIP

- Effective, efficient, and accountable local governments and other public institutions
- Dynamic, effective, visionary leaders
- Collaborative intergovernmental relationships
- A positive relationship between the government and the private sector
- A fair and stable tax rate and structure that adequately pays for necessary services
- The role non-profits and social service providers play in our community
- A reduced influence of special interest groups and balanced participation across the community

"Unfortunately we do not have a 'culture of engagement' here... If we are to expect to have strong leadership, we will need to get involved. It takes an engaged citizenry to elect and support strong leadership. Without strong leadership and an engaged citizenry, we will never accomplish our goals."

"I'd like to see more efficient and effective government for the common good..."

"The infighting between local governments is creating a lack of opportunities to recruit businesses and create new jobs for the future of the community."

HEALTH, WELL-BEING AND SAFETY

- A community where our children will choose to live
- Less crime and a sense of personal safety
- Access to quality, affordable, health care
- Safe, affordable housing for all segments of the population
- Adequate social services

"I believe that Tucson is getting a reputation for not being safe due to gang activity and drug runners. Homicides, shootings, and assaults seem to be a nightly item on the news."

"I would like every person in the city to feel safe and cared for: every child should get a good education, and every person should have access to affordable quality health care and a safe place to live..."



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K-12 EDUCATION

- Quality education and high performing schools in the region
- Sufficient Federal, State and local funding for education and schools
- Hiring, supporting, and retaining high quality teachers
- School curricula that foster and develop skilled and well-rounded citizens and future workers
- Family, community, and governmental support for schools and education
- Administrative effectiveness in local public education

"Education is the most important factor in having a successful community and the system in Tucson is lacking in support, funding and performance."

"Although individual schools are working hard, there needs to be a more equitable way to provide excellent education for all of Arizona's children if we are to continue to thrive as a state."

LAND USE AND URBAN DESIGN

- Strong sense of community and a relaxed, small town feel
- Easy connections between neighborhoods and vibrant and diverse activity centers
- Appropriate infill development or redevelopment that is sensitive to protecting existing neighborhoods
- Reduced sprawl and increased mixed-use, compact development in many key areas
- A vibrant day-night downtown Tucson that attracts a diverse population
- An attractive, clean and aesthetically interesting physical environment
- Local access to parks and other recreational opportunities for everyone
- Well-planned and managed land use and growth

"More density and walkability in certain places near retail and other neighborhood services would connect me to my neighborhood and reduce the amount of time I spend in the car."

"I want to live in a city that understands the value of aesthetics to people's attitudes. Tucson could be amazing if the land planning and architecture even attempted to mirror its natural beauty."

"More infill: encourage people and businesses to set up in central areas. I don't like the sprawl nor seeing many empty lots and building in the central area."

Shared Regional Values

NATURAL RESOURCES, ENVIRONMENT AND OUTDOOR RECREATION

- The region's unique and beautiful weather and natural environment
- Accessibility to nature and outdoor recreational opportunities for everyone
- The region's natural parks and preserves
- Clean and sustainable water resources
- Clean air
- Our renewable energy potential
- Our beautiful views of the desert, mountains, skies, and native animal and plant life

"As a landscape architect that has relocated here from the East, I find the environment of Tucson highly unique and worth protecting. I find the Tucson community generally understanding and respectful of the desert environment."

"I love to hike and get out into nature. I feel more calm and at peace when I am hiking. Having nearby trails that are easily accessible is important to me."

"Water, especially here, is a scarce resource. We do not have many more years to figure out ways to sustainably live in Tucson."

"I love the desert wildlife and the ability to sit in my backyard and watch birds of all kinds, and watch the wide open skies and weather moving in."

TRANSPORTATION AND ACCESSIBILITY

- Variety of convenient transportation options for everyone, including an expanded regional mass transit system
- Accessibility to desired destinations
- Ease of cross-town and regional traffic movement
- A walkable community
- A safe and extensive bicycle network for all populations
- Less travel time
- Safe and well maintained roads and paths

"As Tucson expands to the northwest and southeast, it is becoming more of a task to get places. A more accessible freeway or a loop of some sort around the core of the city would be greatly beneficial."

"I love that I live in a bike friendly town where there are many others that share this interest – using the 3rd St path to get to work is very enjoyable."

"Roads are always congested; it's very difficult to get around the city - Tucson's population is expanding and we need better ways to get around."

"Every great city has a multitude of mass/public transit options. New York, Chicago, San Francisco, etc. Whether you're a visitor or a resident, the ability to enjoy a city is directly correlated to the ability to access it easily."



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UNIVERSITY OF ARIZONA AND ITS ROLE IN THE REGION

- The University of Arizona for the quality of education it provides
- University of Arizona athletics for their impact on the region's sense of community, identity, and entertainment value
- U of A's role as a cultural resource and economic engine
- A positive relationship between the University and the community and surrounding neighborhoods

"I cannot imagine Tucson without the U of A. The University brings so much to the area in the way of arts, culture, education, and interesting people who come here to work at or attend the University."

"The U of A is a top-notch university -- the best in the state. It is the one thing that does tie our diverse community together, with education, sciences of the future, jobs, sports and philanthropy."