



**Public Introductory Meetings  
April 2011**

**ASPIRATIONS**

**Aspiration Identification**

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*Explanations: Participants reviewed the following list of aspirations that Plan Tucson staff identified in completed & ongoing planning initiatives that included outreach components and were undertaken since the adoption of the 2001 General Plan. Participants were then invited to provide any other aspirations they thought important for consideration. Finally participants' were asked how the City was doing in meeting*

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1. Excellence in education
2. A healthy and safe place
3. Cultural diversity
4. Balanced economic development and environmental sensitivity
5. Sustainable natural resource use
6. Successful local businesses
7. Alternative way to get around
8. A well maintained transportation system
9. A vibrant downtown
10. Affordable, good quality housing
11. Affordable, good quality health care
12. Strong partnerships between public and private sectors

**Participants' Other Aspirations**

- Good paying jobs for young adults
- Constructively working together – cities, county, UA, school districts
- Superior education of our children
- Become the “Silicon Valley” of solar (region-wide)
- Effective and efficient government
- Active and civil conversation
- We need a strong voice for Tucson; someone to lead; someone on top
- Dynamism
- Less highway like streets and more neighborhoods
- Make Tucson a destination for good
- Tighten up place to go – e.g., Riverwalk, San Antonio, Times Square, central city lakes – Minneapolis
- What one thing defines Tucson – weather and sky are not enough. Plenty of places have crappy weather and are GREAT cities



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***Participants’ Other Aspirations continued***

- Appropriate economic development / growth (What is definition of “balanced”? – this was ref. aspiration #4 on exercise sheet)
- Must be appropriate to living in the desert, H<sub>2</sub>O issues, need to protect ecosystems, wildlife, etc.
- A city where 20% of residents are not living in poverty. [I am struggling with a way to say this as a positive aspiration. One approach is to state this according to analyses as to the causes of this very substantial rate of poverty, e.g. we should have schools where more graduate from high school, or more jobs for low-skilled/low education workers. But I think that approach can obscure a very important big-picture issue: poverty. In other words, I think we should come right out and say that it is not okay to have this extent of poverty.]

**How Are We Doing?**

***Explanation:*** Participants selected one or two aspirations from the full list above (i.e., the list provided by staff and any aspirations the participant may have added). For each aspiration selected, the participant then identified “2-3 things moving us toward this aspiration” and “2-3 things standing in the way of this aspiration.”

<b>Aspiration:</b> Excellence in education	
<b><u>2-3 things moving us toward this aspiration</u></b> Global pressures	<b><u>2-3 things standing in the way of this aspiration</u></b> Legislative and Union focus on funds Legislative and union lack of accountability Legislative and union turf protection
<b>Aspiration:</b> Successful local businesses	
<b><u>2-3 things moving us toward this aspiration</u></b> Rising small business frustration TREG New Chamber director	<b><u>2-3 things standing in the way of this aspiration</u></b> Over regulation Domination by larger organizations
<b>Aspiration:</b> Become the “Silicon Valley” of solar (region-wide)	
<b><u>2-3 things moving us toward this aspiration</u></b> Companies & people interested!! Utility corporation already working on finding “solar parcels”	<b><u>2-3 things standing in the way of this aspiration</u></b> State of Arizona Need a working group with utilities / university/ professionals “Commitment”
<b>Aspiration:</b> A “signature” destination – the Rainbow Bridge as an example	
<b><u>2-3 things moving us toward this aspiration</u></b> Your efforts in “planning”	<b><u>2-3 things standing in the way of this aspiration</u></b> Lack of foresight; lack of coordinated leadership



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*How Are We Doing? continued*

<b>Aspiration:</b> Alternative ways to get around	
<b><u>2-3 things moving us toward this aspiration</u></b> More & more attention \$5/gal. gasoline Modern street car	<b><u>2-3 things standing in the way of this aspiration</u></b> Low density thwarts good mass transit
<b>Aspiration:</b> Excellent in education	
<b><u>2-3 things moving us toward this aspiration</u></b> A constituency that highly values education Good workforce development programs like JTED and Pima College	<b><u>2-3 things standing in the way of this aspiration</u></b> State legislature and low voter turnout that allows them to get elected Cultural norms in some subpopulations that don't encourage education
<b>Aspiration:</b> Affordable, good quality housing	
<b><u>2-3 things moving us toward this aspiration</u></b> Federal funding programs that have been put to good use here Numerous affordable housing advocates U of A Drachman Institute – a wonderful asset	<b><u>2-3 things standing in the way of this aspiration</u></b> Federal & state funding cuts Neighborhood advocates and general public who misunderstand affordable housing and react with NIMBY attitudes
<b>Aspiration:</b> Balanced economic development and environmental sensitivity	
<b><u>2-3 things moving us toward this aspiration</u></b> #4 – [Note: the response “4” was a reference to a comment the participant made under “Other Aspirations” that said “Appropriate economic development / growth.”]	<b><u>2-3 things standing in the way of this aspiration</u></b> Sprawl, lack of priority on infill, too much influence by SAHBA, Chamber of Commerce Lack of accountability by elected leaders
<b>Aspiration:</b> A vibrant downtown	
<b><u>2-3 things moving us toward this aspiration</u></b>	<b><u>2-3 things standing in the way of this aspiration</u></b> Poor planning / follow through / leadership by Mayor and Council; e.g., lots of empty lots; not local / small business friendly – e.g., Bookman's, Janos leaving downtown
<b>Aspiration:</b> Sustainable natural resource use	
<b><u>2-3 things moving us toward this aspiration</u></b>	<b><u>2-3 things standing in the way of this aspiration</u></b> Why aren't we the Solar Capital of US? Need to use UA resource (people and tech)



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*How Are We Doing? continued*

<b>Aspiration:</b> Education	
<b><u>2-3 things moving us toward this aspiration</u></b> U of A research opportunities Partnership w / business K-12 - magnet programs Individual principals teachers that excel	<b><u>2-3 things standing in the way of this aspiration</u></b> U of A tuition increases Budget challenges K-12 – Inadequate resources Stifling teacher creativity with test requirements
<b>Aspiration:</b> Balanced economic development and environmental sensitivity	
<b><u>2-3 things moving us toward this aspiration</u></b> Active discussion of this issue in Tucson	<b><u>2-3 things standing in the way of this aspiration</u></b> Seemingly intractable conflict between environmentalists and developers Lack of coordinated land use planning throughout region
<b>Aspiration:</b> Alternative ways to get around	
<b><u>2-3 things moving us toward this aspiration</u></b> Modern streetcar Sunshuttle services	<b><u>2-3 things standing in the way of this aspiration</u></b> Funding shortages – limited funds spent on roadways Tucsonans preference for driving along