

# Shared Regional Values

Since October 2010, through Community Conversations and open and random sample surveys, Imagine Greater Tucson has been gathering public comments to identify the values that we share in common across our region. The list below is arranged by topics in alphabetical order. Details of each topic and value can be found on our website [ImagineGreaterTucson.org](http://ImagineGreaterTucson.org) or by requesting more information from our office at 700 N. Stone (tel: 209-2448).

## Business and the Economy

*We value* growth of well-paid, high quality jobs resulting from a business friendly environment, a well educated workforce, new business development and expansion, a diversified economy, and thriving small and local businesses.

## Cultural Diversity and Regional Character

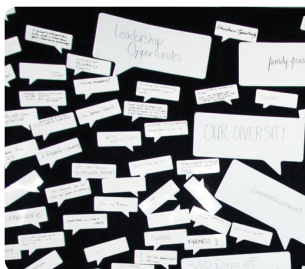
*We value* our culture that is based on our unique geography, history and ethnic diversity. We value our small town feel, as well as our strong sense of volunteerism. Our character is defined by a belief in respect and tolerance, friendliness, and support for opportunities for our youth. We appreciate our strong arts and music scenes, and professional and semi-professional sports.

## Governance and Leadership

*We value* effective, efficient, and accountable local governments and other public institutions. This encompasses regional and intergovernmental collaboration, support for dynamic, effective, visionary leaders and interest in establishing a regional vision and a fair and stable tax rate and structure that adequately pays for necessary services.

## K-12 Education

*We value* quality education and high performing schools in the region; consisting of adequate funding at all levels, building quality and effective curricula, hiring and retaining good teachers, ensuring administrative effectiveness, and providing the necessary layers of family, community and governmental support.



## Land Use and Urban Design

*We value* a strong sense of community and connectivity between neighborhoods and activity centers. We appreciate the need for a thriving downtown that attracts diverse groups of people with a variety of activities, beauty and cleanliness in the built environment, accessibility to parks and other recreational opportunities, and we support infill and mixed-use development that helps reduce urban sprawl, yet preserves our existing neighborhoods. We want well-planned land uses and managed growth that considers our natural resources and environment, and encourages economic development.

## Natural Resources, Environment & Outdoor Recreation

*We value* the region's unique and beautiful weather and natural environment as one of our best and most defining assets. We want to sustain our clean air and water resources and explore our renewable energy potential. Physical access to the natural environment, outdoor recreational opportunities and views of the mountains, skies, Sonoran Desert, and our native plant and animal life are important to our sense of place.

## Transportation and Accessibility

*We value* a variety of convenient transportation options for everyone. We want accessibility to desired destinations, cross-town mobility, expanded regional mass transit, safe bicycle and pedestrian options and reduced travel times.

## University of Arizona and Its Role in the Region

*We value* the University of Arizona for the quality of education it provides, its positive impact on the local economy, its varied cultural, athletic and social offerings and its relationship with the community and surrounding neighborhoods.

## Well Being and Safety

*We value* a community where our children will choose to live, a community that offers a safe environment, affordable and accessible housing and health care, and other social services for all.