



**IMAGINE
GREATER
TUCSON**

Shaping our future together



INTRODUCTION



The population of the Greater Tucson Region may grow by as many as 1 million people during this century

How we accommodate this growth will have a serious impact on what we value most



Session Overview

- Introduction
- Who's Here?
- A Brief History of IGT and the Process to Date
- What is at Stake?
- What Matters Most?
- Outcomes: Possible Futures
- Considering Choices
- Wrap Up



The Keypads: How & Why

Keypads allow you to anonymously vote

The keypads transmit your choices to a laptop that tabulates the responses

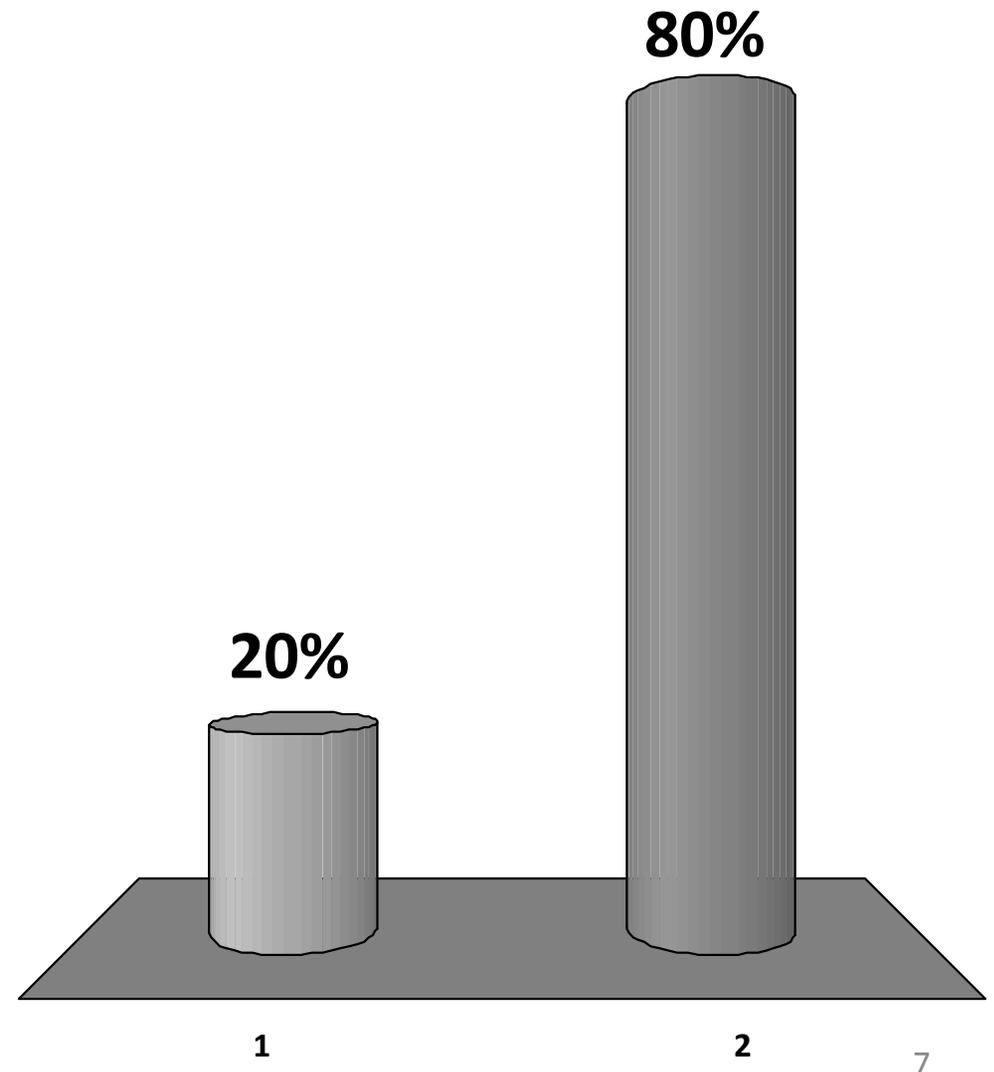
We can instantly view the group results



WHO'S HERE?

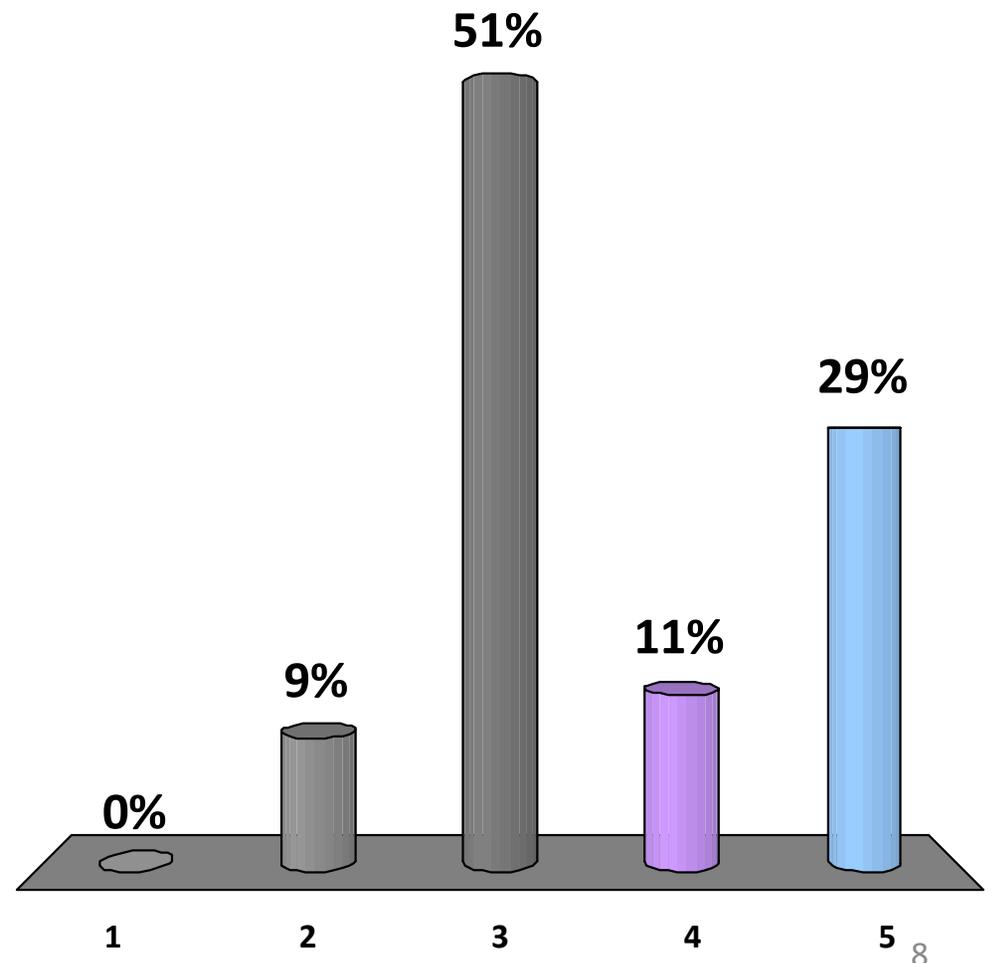
I've lived in the Greater Tucson Region...

1. 0 – 10
2. 11+ years



My age group is ...

1. Younger than 18
2. 18 – 34
3. 35 – 54
4. 55 – 64
5. 65 or older





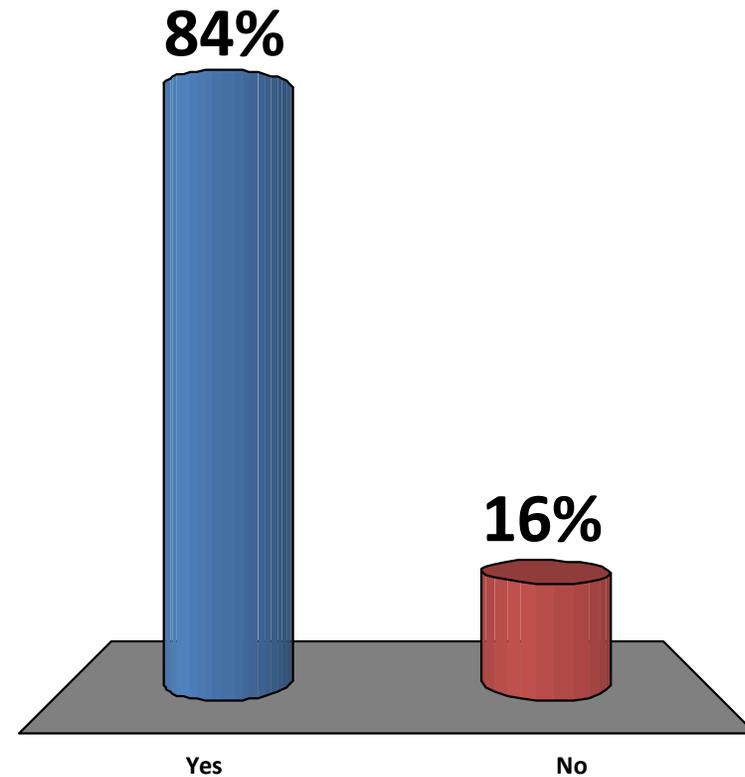
The Process to Date

A BRIEF HISTORY OF IGT



I've been an audience member at an IGT presentation.

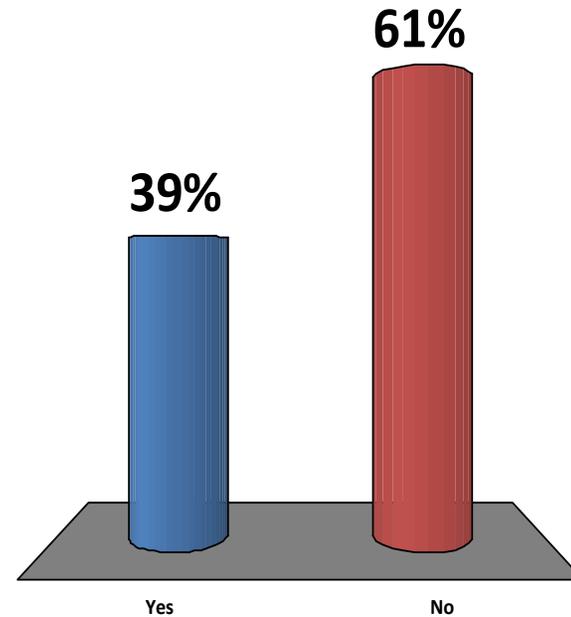
1. Yes
2. No





I am an IGT volunteer, or have volunteered in the past.

1. Yes
2. No





What, Exactly, is IGT?

Imagine Greater Tucson is a ***community-based effort*** dedicated to protecting and enhancing our quality of life in the greater Tucson region

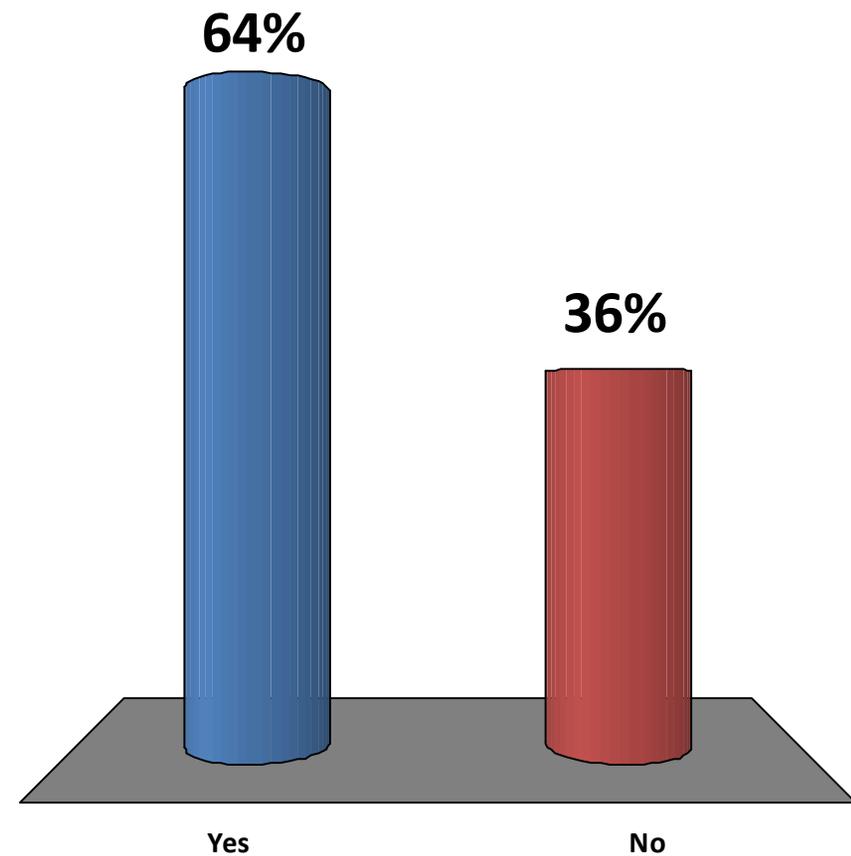
The goal: engage people in the Greater Tucson Region in creating a shared vision and strategies to realize this vision

IGT Process



I participated in an IGT Community Conversation.

1. Yes
2. No





Expressing Our Values to Guide Where We Go

2,515

Total Open Surveys Conducted

51

Community Conversations Held

736

Community Conversation Participants

600

Random Sample Surveys Conducted

Approximately

33,000

Comments Received



Shared Regional Values

Sixty-six values sorted into nine topic areas:

1. Business and the Economy
2. Cultural Diversity and Regional Character
3. Governance and Leadership
4. Health, Well-being, and Safety
5. K-12 Education
6. Land Use and Urban Design
7. Natural Resources, Environment, & Outdoor Recreation
8. Transportation & Accessibility
9. UA and its Role in the Region



Using Our Values

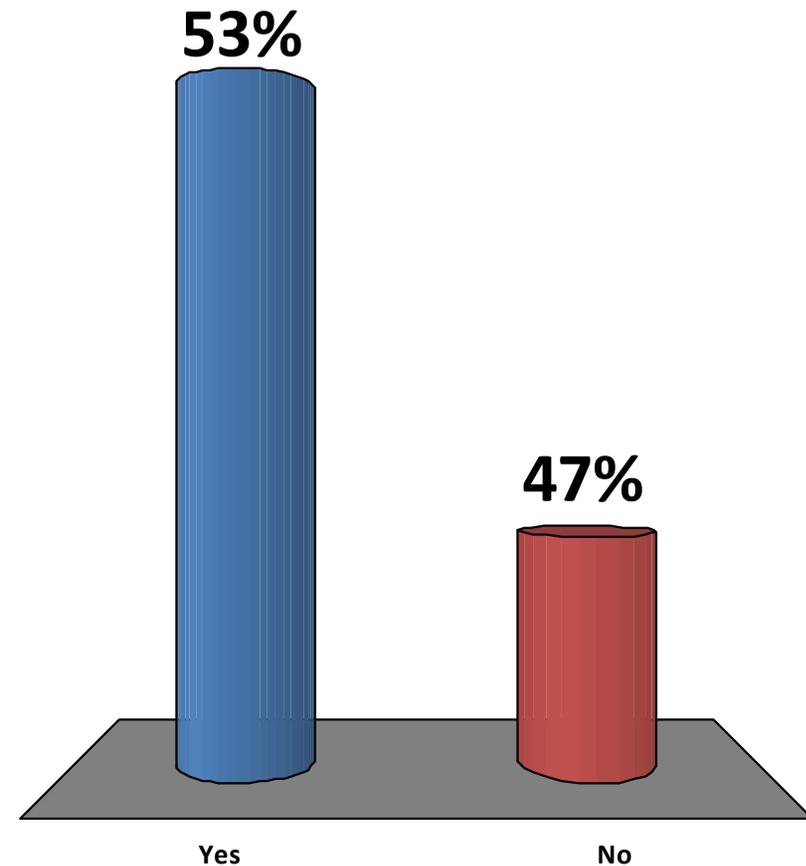
STEP 1:
Scenario
Building
Workshops

STEP 2:
Scenario
Assessment
Panels

STEP 3:
Survey, Interactive
Presentations
and Workshops

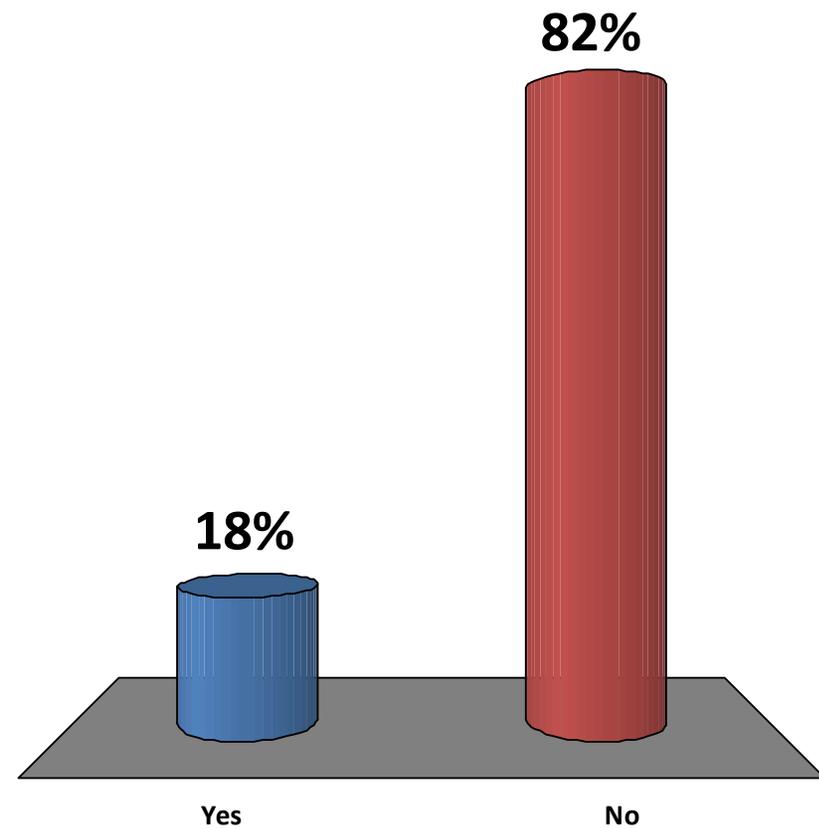
I participated in a Scenario Building (mapping) workshop.

1. Yes
2. No



I participated on a Scenario Assessment Panel

1. Yes
2. No





More information online at
ImagineGreaterTucson.org/survey



WHAT IS AT STAKE?



Business and the Economy

The Greater Tucson Region will become more and more integrated into the Sun Corridor, one of the country's identified megapolitan regions

How we develop will help to differentiate us within the Sun Corridor and influence the kinds of jobs and industries that locate here



Cultural Diversity and Regional Character

The identity and character of the Greater Tucson Region is in large part defined by the region's unique natural setting

Regional development has the potential to build on and maximize our regional character OR to significantly alter our local identity and sense of place.



Health, Well-Being, and Safety

Health and safety are fundamental elements for providing a high quality of life

In order to maintain or improve health, we need a physical environment that promotes physical activity, quality air, and access to health services



Natural Resources, Environment, and Outdoor Recreation

The Greater Tucson Region is unique for its natural beauty and the diversity of the Sonoran Desert's plant and animal life

Adding substantial new population will challenge us to develop in a way that protects resources to positive natural legacy for future generations



The choices that we make to today will impact what our region will become



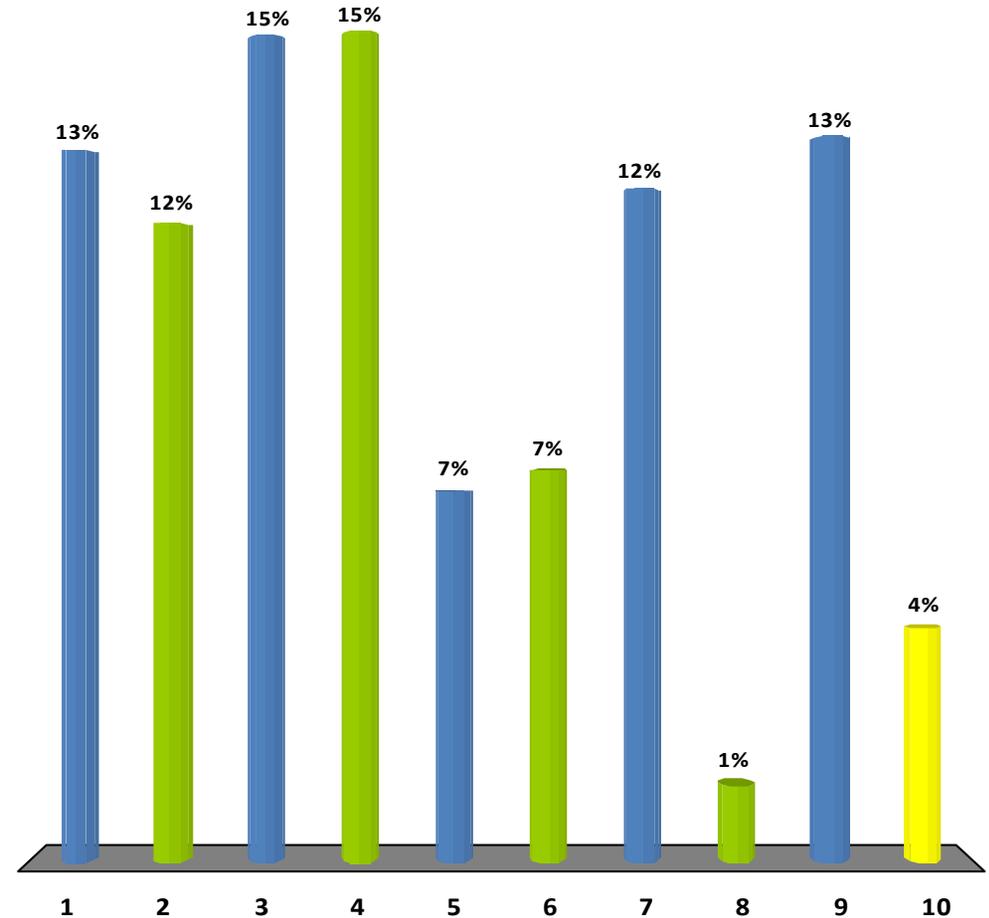
Time to Vote:

WHAT MATTERS?

What is most important to me is ..

(Please select five)

1. Easy access to public transportation
2. Clean air
3. Clean and sustainable water resources
4. Conservation of unique natural environment
5. Less travel time
6. Cost efficient infrastructure and public facilities
7. Options to walk and bike for daily needs
8. Single family homes on large lots
9. A vibrant downtown
10. Maintaining the low-density character of the region





I would like to see new growth mostly on/in ...

3%

1. Undeveloped land consisting of single-family homes on large lots separated from non-residential uses

8%

2. Undeveloped land consisting of single-family homes on large lots with apartments, condos, retail, offices, in existing city and town centers and along major roadways

6%

3. New compact, mixed-use centers (a mix of single-family homes, apartments, condos, retail, offices) on undeveloped land outside of existing communities

83%

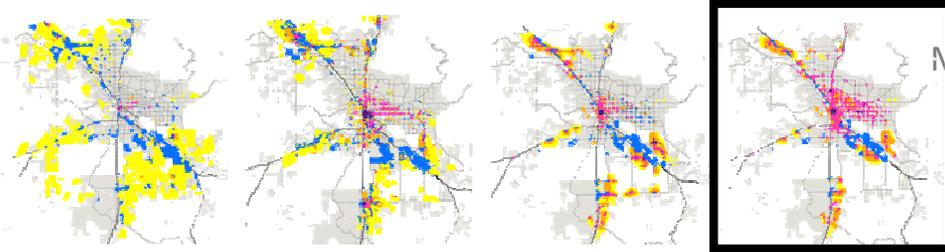
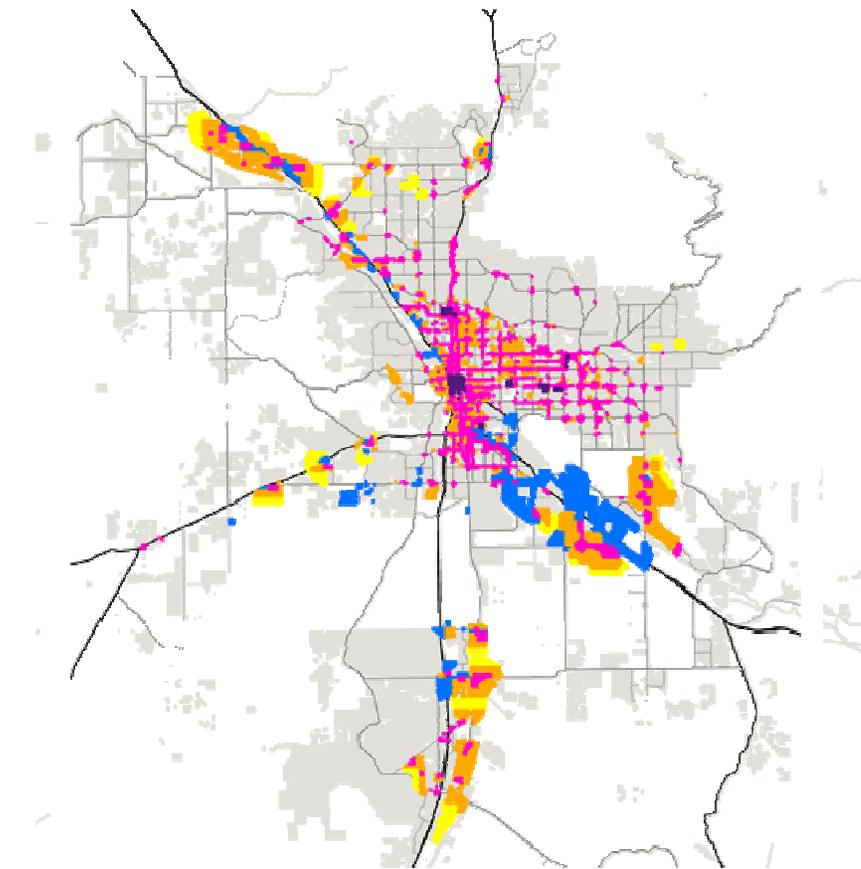
4. Mixed-use developments and compact neighborhoods within existing city and town centers and along major roadways



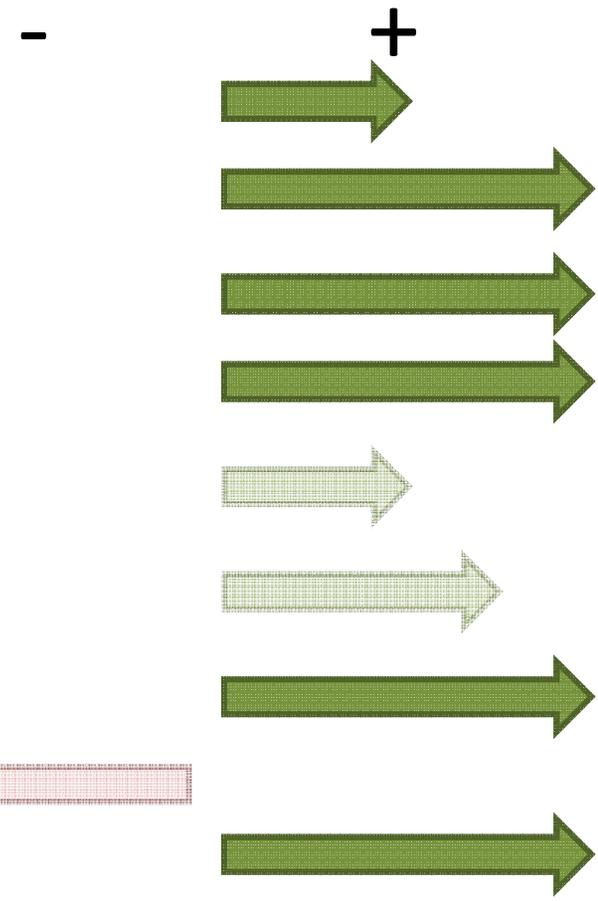
Outcomes:

POSSIBLE FUTURES

Alternative #4: Urban Future

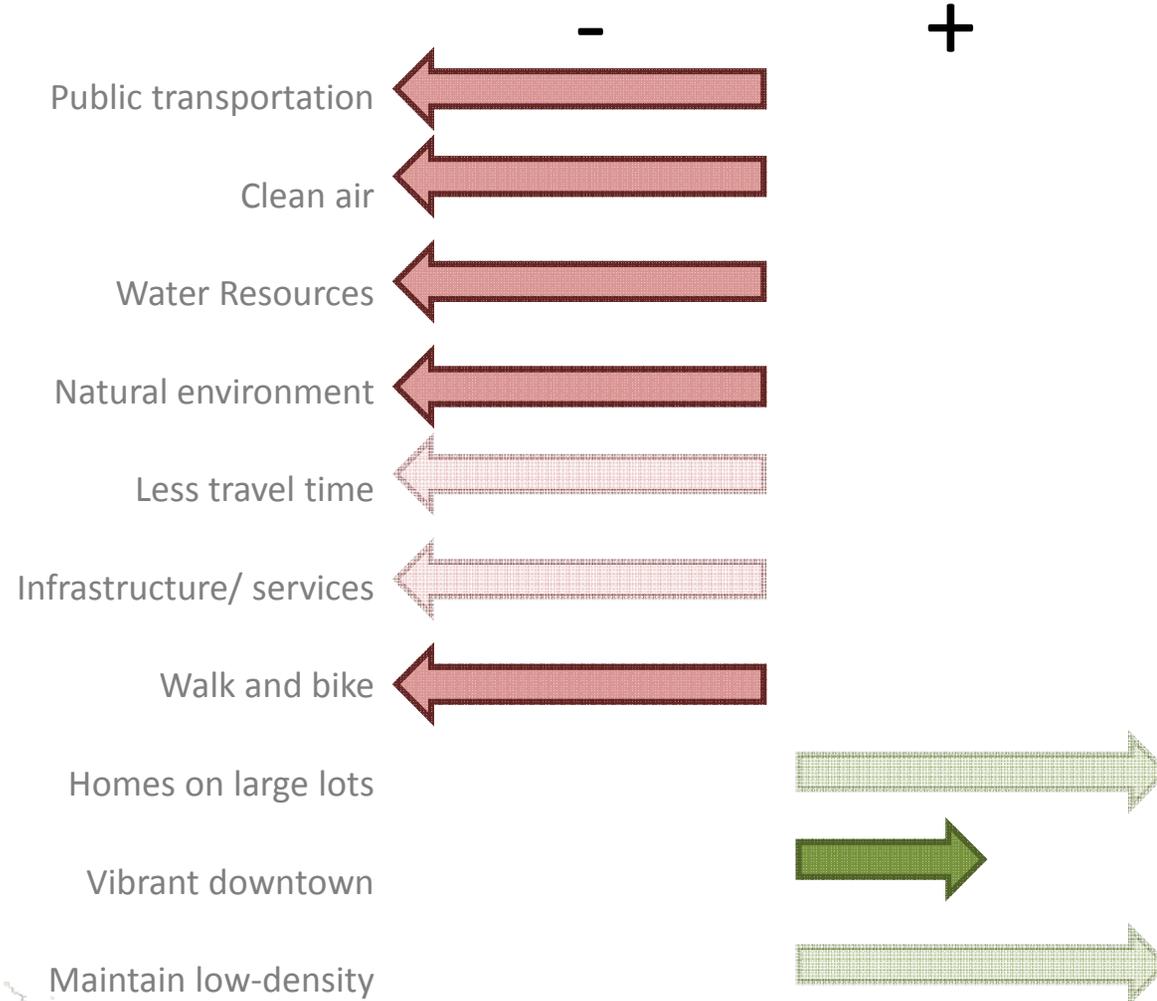
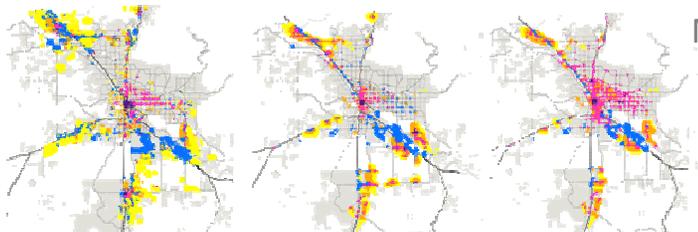
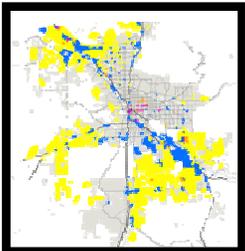
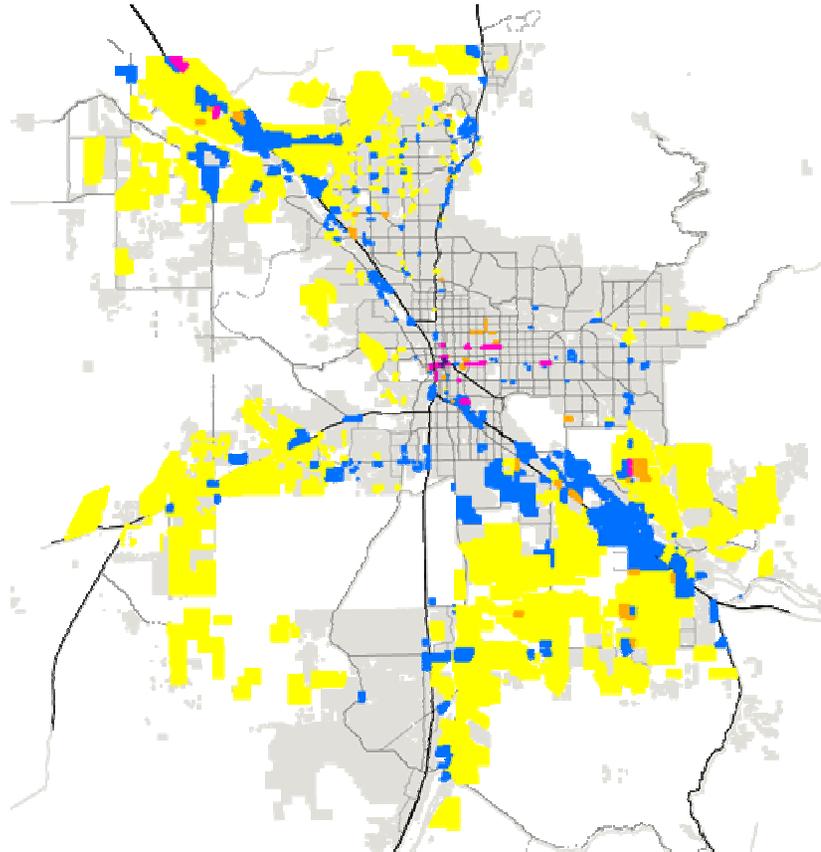


- Public transportation
- Clean air
- Water Resources
- Natural environment
- Less travel time
- Infrastructure/ services
- Walk and bike
- Homes on large lots
- Vibrant downtown
- Maintain low-density

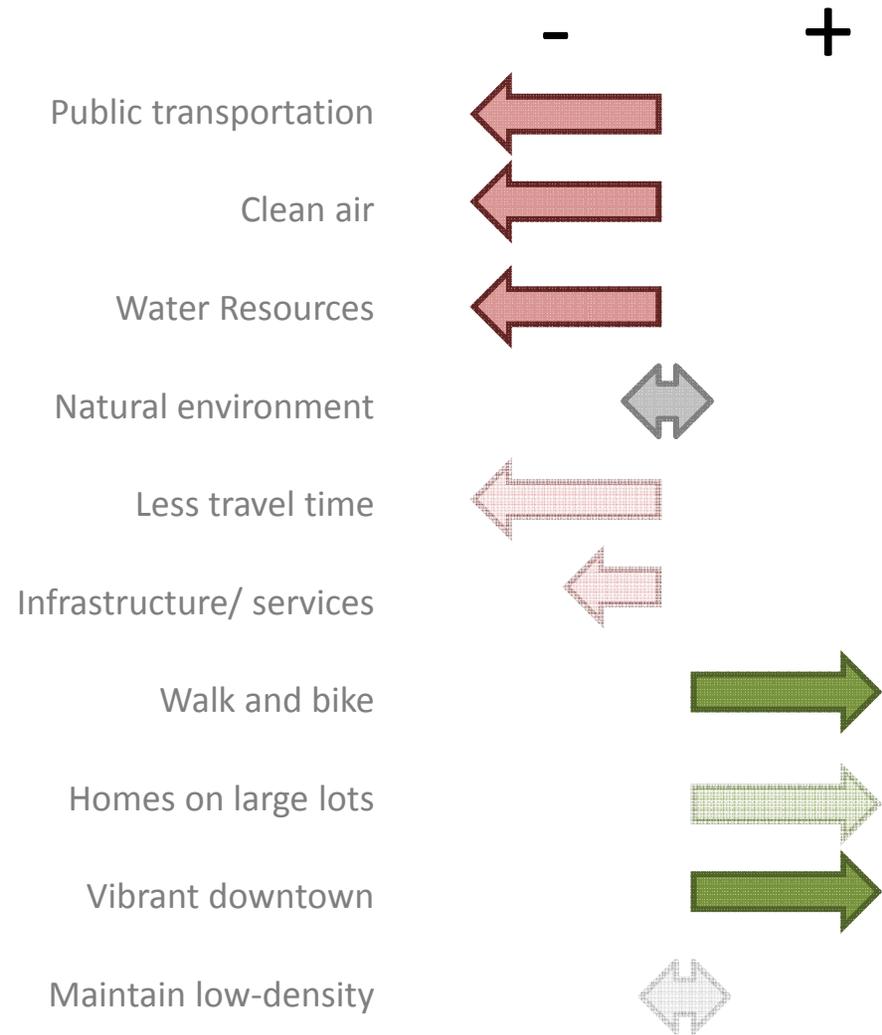
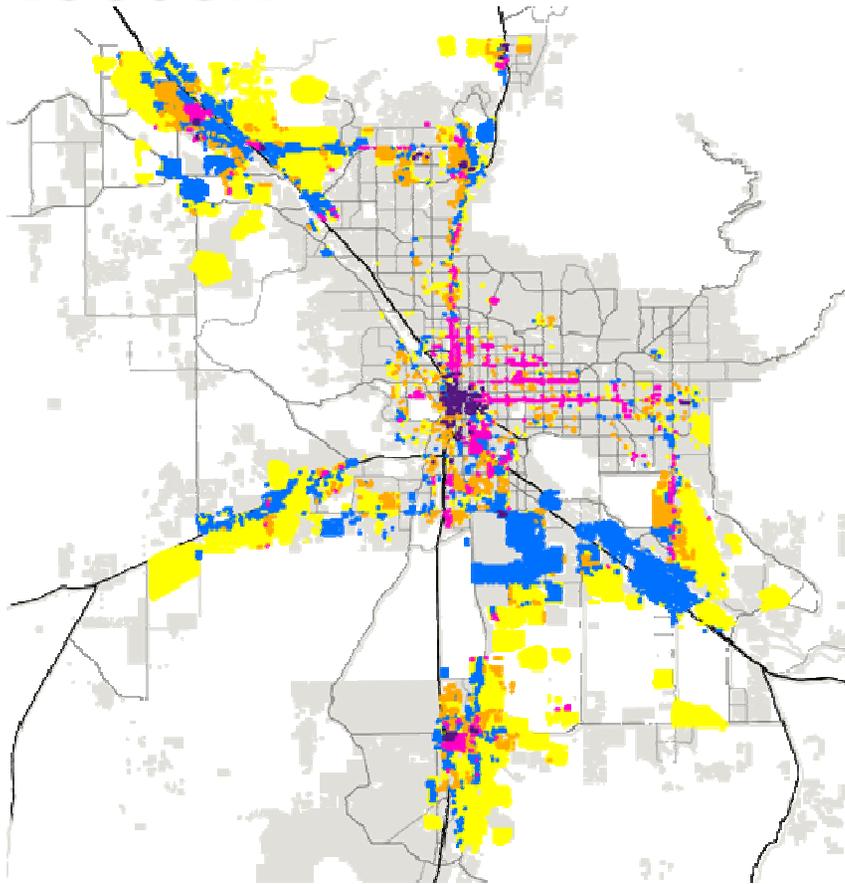


Review other Scenarios
Vote on Scenarios Again

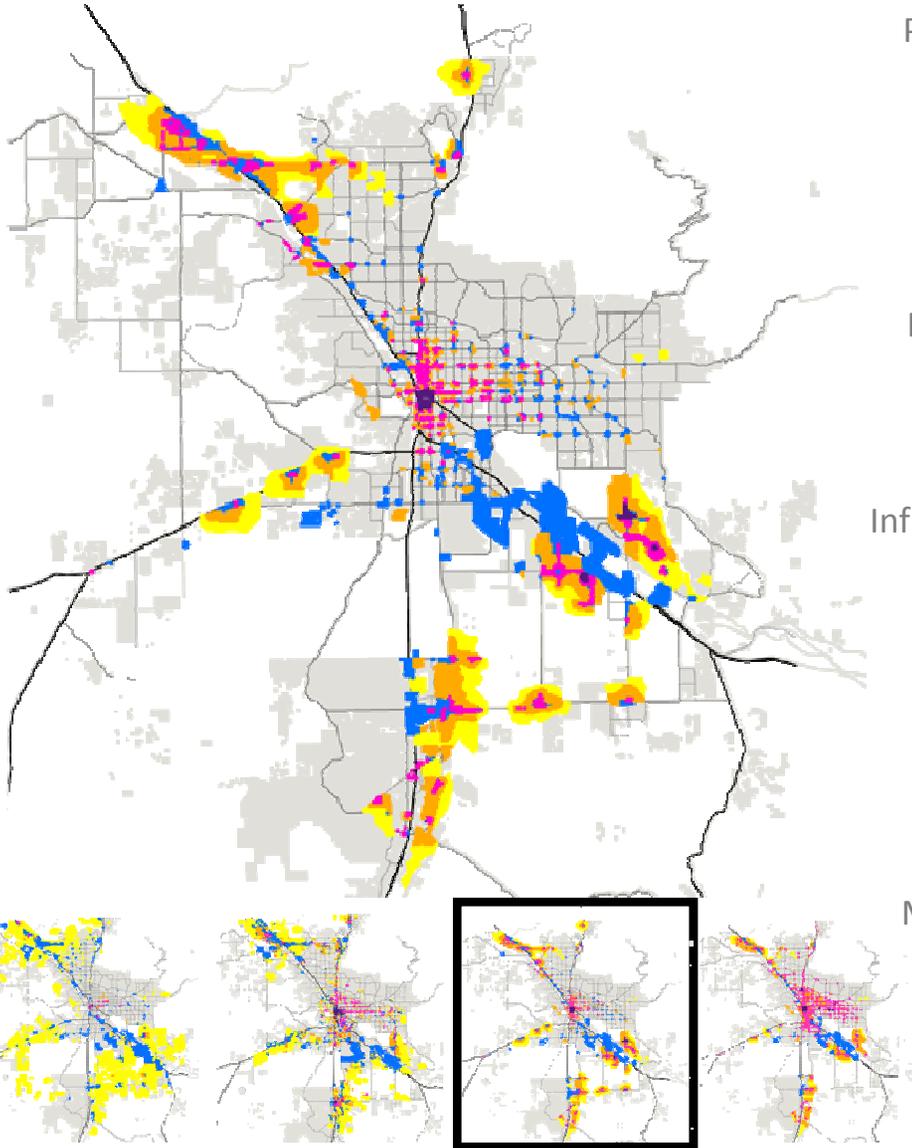
Alternative #1: Trend



Alternative #2: Suburbs & Centers



Alternative #3: New Centers



Public transportation

Clean air

Water Resources

Natural environment

Less travel time

Infrastructure/ services

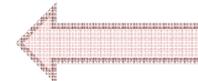
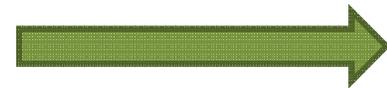
Walk and bike

Homes on large lots

Vibrant downtown

Maintain low-density

- +



Review other Scenarios
Vote on Scenarios Again



CONSIDERING CHOICES

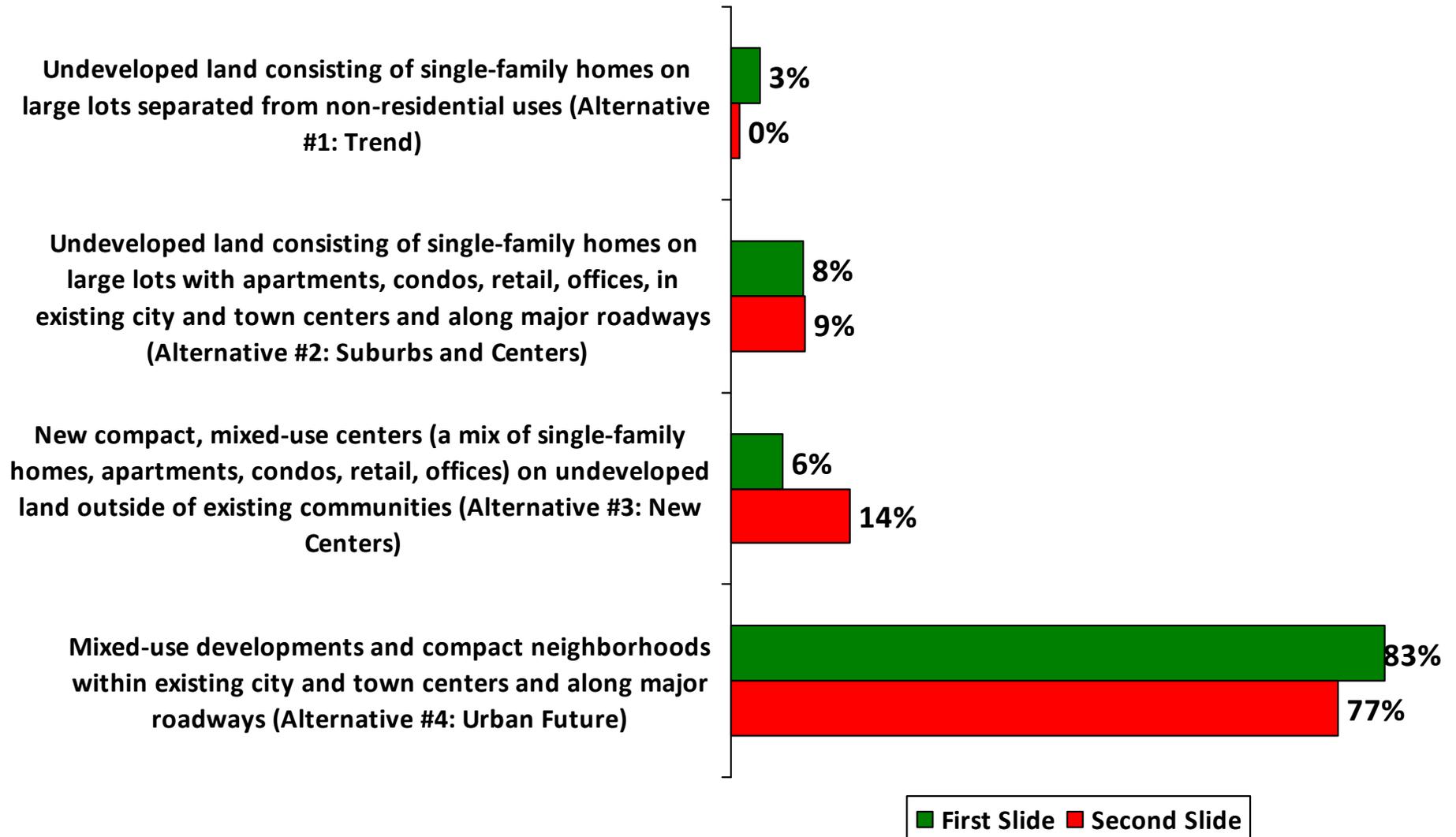


Given what I have learned about the possible futures, I now would like to see new growth mostly on/in ...

- 0% 1. Undeveloped land consisting of single-family homes on large lots separated from non-residential uses (Alternative #1: Trend)
- 9% 2. Undeveloped land consisting of single-family homes on large lots with apartments, condos, retail, offices, in existing city and town centers and along major roadways (Alternative #2: Suburbs and Centers)
- 14% 3. New compact, mixed-use centers (a mix of single-family homes, apartments, condos, retail, offices) on undeveloped land outside of existing communities (Alternative #3: New Centers)
- 77% 4. Mixed-use developments and compact neighborhoods within existing city and town centers and along major roadways (Alternative #4: Urban Future)



Given what I have learned about the possible futures, I now would like to see new growth mostly o...

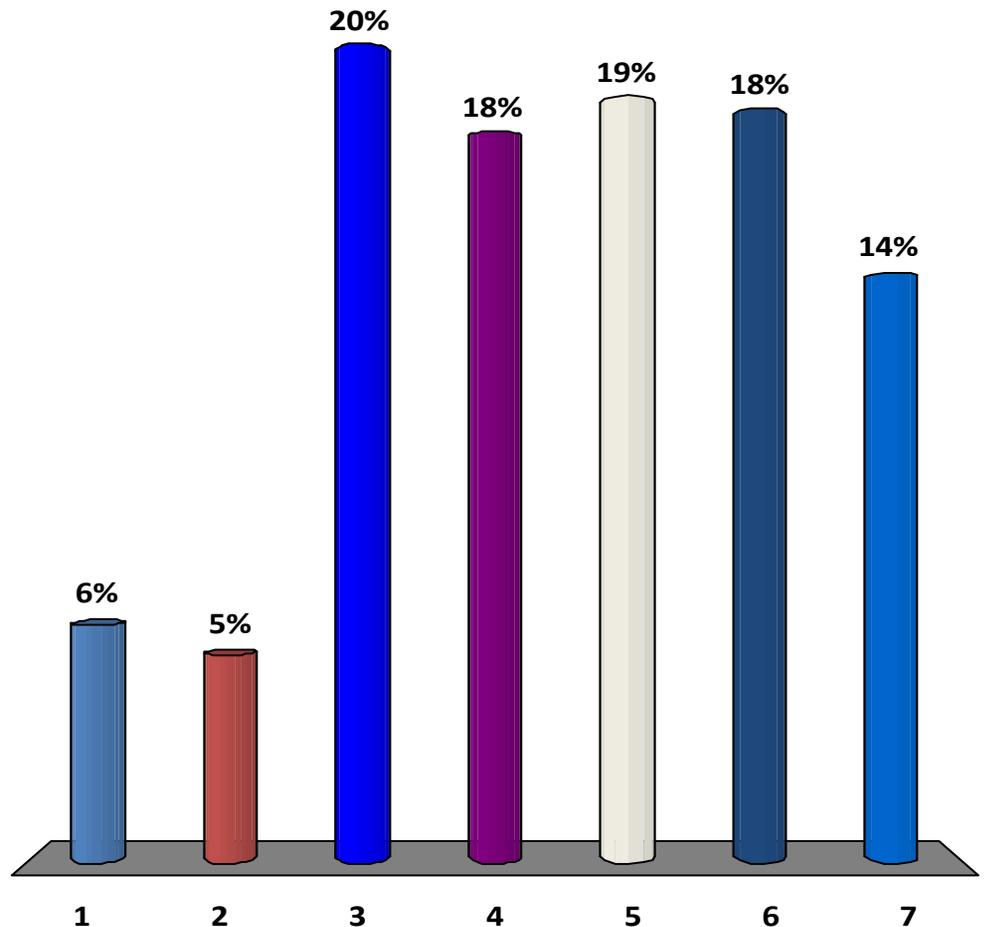




Thinking of current and future transportation needs for myself and the Greater Tucson Region, the priorities for funding should be ...

(Please rank your top three starting with the most important)

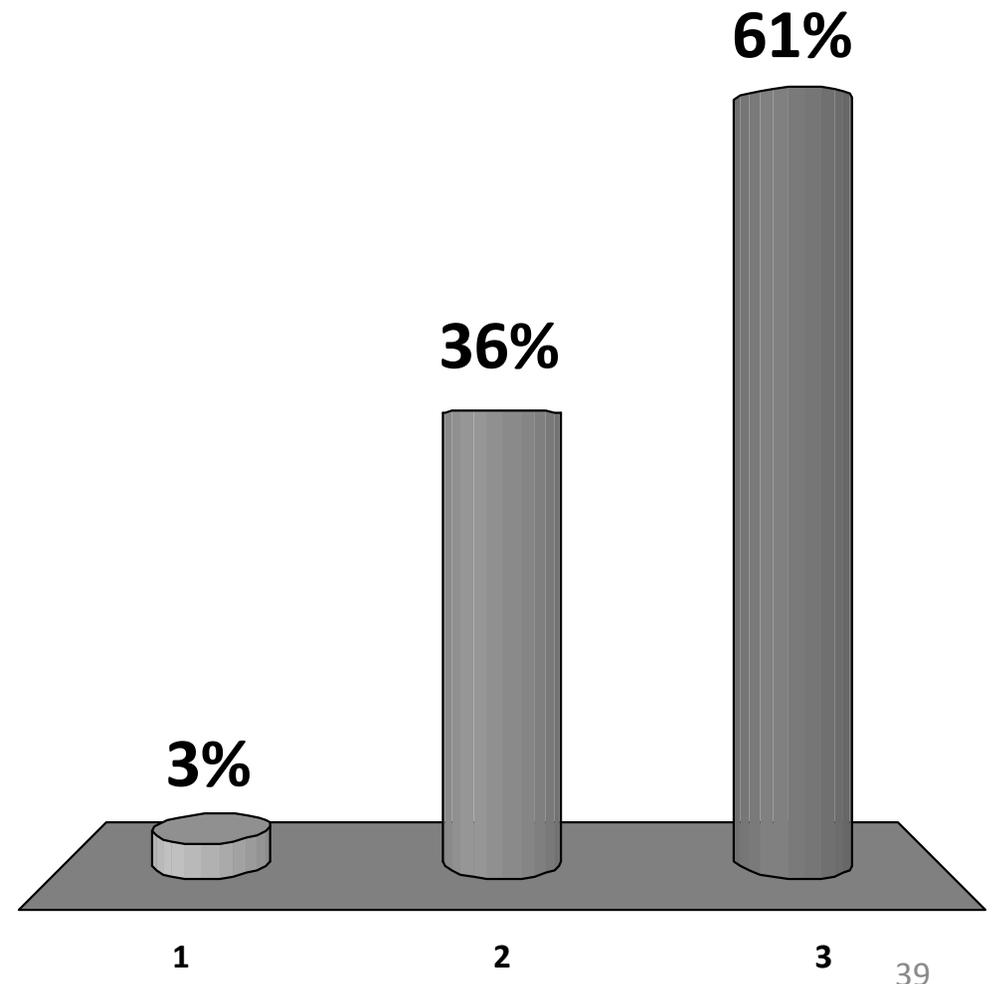
1. Widening existing roads
2. Building new roads
3. Improving/expanding the bus system
4. Creating a regional rail system
5. Adding new lines to the Modern Streetcar
6. Improving bicycle infrastructure
7. Improving pedestrian infrastructure





I feel the most ideal for the placement of new offices and business parks is on/in..

1. Newer sites built on the outskirts of town
2. Redeveloped areas where older centers now exist
3. New and redeveloped sites in downtown Tucson and other regional centers





If I could choose the ideal area to live in, I would choose ...

3%

1. A neighborhood in a new single-family subdivision

25%

2. A neighborhood in an established area with only single-family homes

33%

3. A neighborhood in an established area with a mix of single-family, townhomes and apartments/condos

31%

4. A city center or urban environment in a townhome, condo or apartment

3%

5. A master planned community

6%

6. A rural setting



I would prefer to live in an area with a ...

79%

1. Greater density of homes and businesses in my area if it meant that environmentally sensitive lands could be preserved

21%

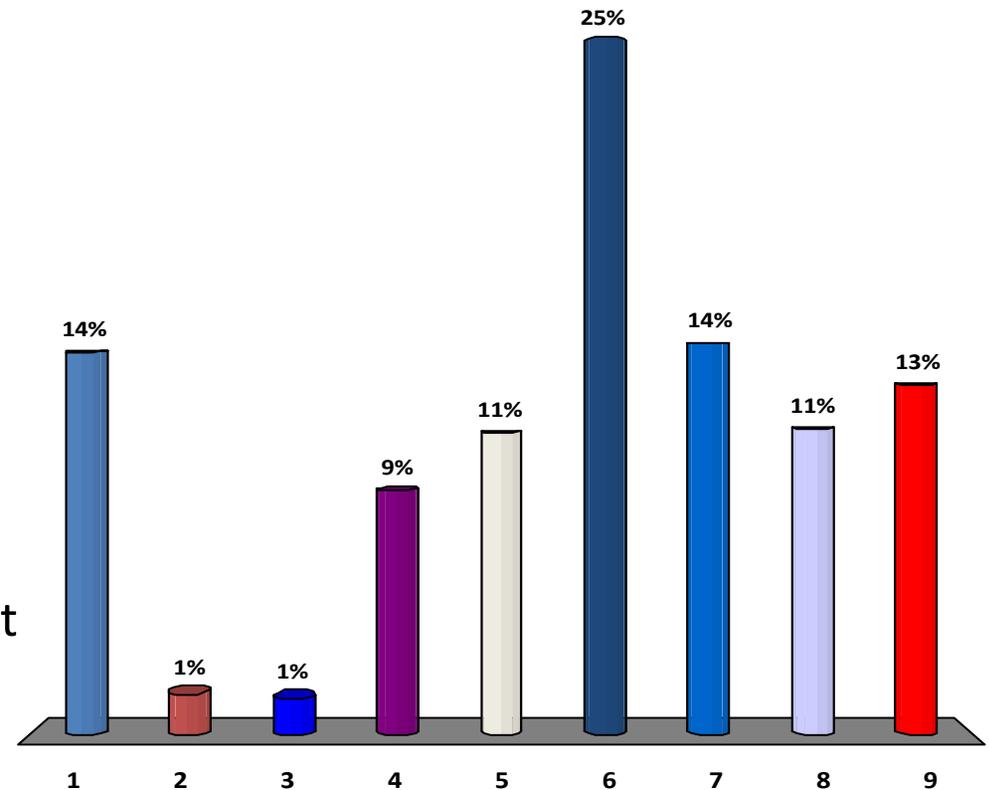
2. Lower density of homes and businesses in my area with less preservation of environmentally sensitive lands



The following two items are most likely to influence my decision of the type of area I/my family would like to live in...

(Please select two)

1. Close to public transportation
2. Easy access to the freeway
3. A newly built house
4. A large lot/yard
5. Sidewalks/pedestrian areas
6. Retail within walking distance
7. Close to downtown Tucson
8. Neighborhood parks
9. Easy access to the natural environment and outdoor recreation





I represent ...

- 6% 1. Business
- 9% 2. Non-Profit
- 32% 3. Neighborhoods
- 6% 4. Environmental
- 32% 5. Government
- 3% 6. Education
- 12% 7. Me/My family



DEMOGRAPHIC QUESTIONS



I am ...

11% 1. Self-Employed

64% 2. Professional

0% 3. Non-Professional

0% 4. Student

17% 5. Retired

6% 6. Homemaker

3% 7. Unemployed



I am ...

64% 1. Male

36% 2. Female



I identify as ...

89% 1. White

6% 2. Latino/Hispanic

0% 3. African-American

0% 4. Native American

3% 5. Asian-American

3% 6. Other



My total household income is ...

- 20% 1. Less than \$25,000
- 3% 2. Between \$25,000 and \$34,999
- 11% 3. Between \$35,000 and \$49,999
- 26% 4. Between \$50,000 and \$74,999
- 9% 5. Between \$75,000 and \$99,999
- 31% 6. \$100,000 or Greater



Do you have children in your household?

28% 1. Yes

72% 2. No



My Zip Code is ...

Please key in your zip code



Thank you for your participation today

To find out more about IGT:

- ImagineGreaterTucson.org
- [Facebook.com/igtucson](https://www.facebook.com/igtucson)
- [@imaginetertucson](https://www.instagram.com/imaginetertucson)

City of Tucson

Plan Tucson

How important is the development and implementation of regional vision for growth to the successful planning for the City of Tucson's future?

84% 1. Very

13% 2. Somewhat

3% 3. Not at all

0% 4. Not sure / Don't know

Do you believe Plan Tucson could be an effective tool to implement a regional vision for growth?

72% 1. Yes

13% 2. No

16% 3. Not sure / Don't know

How important is it that all jurisdictions in the Tucson metro area to agree on a regional vision for growth for that vision to be realized?

48% 1. Very

48% 2. Somewhat

3% 3. Not at all

0% 4. Not sure / Don't know

Are there particular areas for which regional planning would be most effective?

6% 1. Economic Development

23% 2. Infrastructure systems

3% 3. Energy planning

6% 4. Natural Resources

3% 5. Housing

52% 6. All of the above

0% 7. None of the above

6% 8. Other

Plan Tucson is anticipated to include policies on the location of new development. Which geographic areas do you think the City should make priorities for investment?

1. Core
2. Along major corridors
3. At major intersections
4. In mixed use activity centers
5. In the HAMP area
6. Along I-10
7. In the Southlands
8. Downtown
9. Other

