

# Strategic Goals and Initiatives



**Plan Tucson** is the City’s comprehensive roadmap for shaping the community’s future. It guides decisions and investments related to land use, transportation, connectivity, open space, housing, water, and more. The plan outlines clear goals, policy recommendations, and performance measures to inform the City’s strategic direction.

Initially approved by voters in 2013, Plan Tucson is currently being updated to ensure it remains responsive to community needs and evolving challenges. It plays a critical role in shaping Tucson’s growth and development, serving as a foundational document for both citywide initiatives, such as the General Plan, and more localized efforts, such as Area and Neighborhood Plans.

The plan’s development involved extensive community engagement—including workshops, surveys, and stakeholder meetings—combined with in-depth analysis of demographics, infrastructure, and land use. This collaborative process shaped a shared vision for Tucson’s future, by forming policies focused on key areas such as housing, transportation, sustainability, and equity. Public input refined the plan through multiple drafts, culminating in its approval by the Mayor and City Council.

Plan Tucson includes implementation tools and performance measures to track progress, support accountability, and adapt strategies as the city evolves.

View details of Plan Tucson: <https://www.plantucson.org>