



# Imagine Greater Tucson - Shared Regional Values

As a region, we value:

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## **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

## **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

## **Governance and Leadership**

- Effective, efficient, and accountable local governments and other public institutions
- Dynamic, effective, visionary leaders
- Implementation of a common, regional vision
- 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

## **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

## **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

## **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

## **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

## **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

## **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