

**Imagine Greater Tucson  
Shared Regional Values  
Draft (3/15/2011)**

**Topic 1: 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
- Well-educated workforce
- A diversified economy that attracts and supports major businesses and sectors
- Expanded tourism

**Topic 2: Cultural Diversity and Regional Character**

- A strong sense of community and a relaxed, friendly, small town feel
- Our diverse ethnic, cultural, and geographic influences and groups
- A dynamic and accessible arts and music scene
- 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

**Topic 3: 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
- Sufficient funding for our non-profit social service sector
- A reduced influence of special interest groups
- Respect for competing views on growth

**Topic 4: 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 fosters and develops skilled and well-rounded citizens and future workers
- Family, community, and governmental support for schools and education
- Administrative effectiveness in local public education

### **Topic 5: 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 reduces sprawl while protecting existing neighborhoods
- Reduced sprawl and increased mixed-use, higher density/intensity development
- 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

### **Topic 6: Natural Resources, Environment and Outdoor Recreation**

- The region's unique and beautiful natural environment
- Accessibility to outdoor recreational opportunities for everyone
- The region's natural parks and preserves
- Clean and sustainable water resources
- Clean air
- Visual access to the desert, mountains, and native animal and plant life

### **Topic 7: Transportation and Accessibility**

- Variety of safe transportation options for everyone
- Accessibility to desired destinations
- Ease of cross-town and regional traffic movement
- An expanded regional mass transit system
- A walkable community
- A safe and extensive bicycle network for all populations
- Less travel time
- Safe and well maintained roads and paths

### **Topic 8: 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 and socioeconomic engine
- A positive relationship between the University, the community, and surrounding neighborhoods

### **Topic 9: Well being and Safety**

- A community where our children will choose to live
- A sense of personal safety
- Access to quality, affordable, health care
- Safe, affordable housing for all segments of the population
- Adequate social services