



P I M A C O U N T Y F A L L 2 0 1 3 P U B L I C - P A R T I C I P A T I O N

Background

Every decade, Pima County updates its long-range comprehensive plan. This plan strategically addresses land use, infrastructure, resource conservation, economic development, and service delivery through a series of maps, goals, policies, implementation strategies and action plans.

As a part of this effort, a Public-Participation Plan was adopted on June 18th, 2013. This Public-Participation Plan includes outreach efforts to engage a wide variety of stakeholders, including residents, business and land owners, interest groups, development and conservation entities, chambers of commerce, and others.

Between October 2013 and January 2014, County representatives facilitated the following in-person outreach efforts to fulfill the requirements outlined in the adopted Public-Participation Plan:

- Sub-region Strategy Workshops and Community Conversations
- Rural Community Strategy Workshops and Community Conversations
- Targeted stakeholder meetings and other types of engagement with underrepresented populations

While the targeted meetings are on-going, the first round of Strategy Workshops / Community Conversations were completed on December 11, 2013. Stakeholders will have the opportunity to provide continued input and comment during several feedback loops throughout different stages of the Comprehensive Plan in addition to public hearings in front of the Planning and Zoning Commission and the Board of Supervisors. Youth, for example, are usually less apt to attend organized meetings, so the County will reach out in a more strategic way by attending and participating in meetings and events targeted to this demographic in the coming months.

In total, the County received over 1,500 comments related to the Comprehensive Plan Update, participated in 14 community conversations, and attended 18 stakeholder meetings, and 3 community events. Below is a complete list of fall 2013 outreach efforts:



Outreach Efforts:

	Participants	Comments	Date	Location
Community Conversations				
Ajo	28	114	10.24.13	Ajo Ambulance Center
Three Points	9	23	10.24.13	Robles Elementary School
Picture Rocks	11	29	10.15.13	Picture Rocks Community Center
Flowing Wells	7	31	11.06.13	Flowing Wells Community Center
Green Valley	20	34	11.08.13	Green Valley Library
Catalina	35	65	11.14.13	Golder Ranch Fire Station
Corona de Tucson	49	74	11.13.13	American Legion
Foothills West / Casas Adobes	13	44	12.02.13	Nanini Library
Vail	12	50	12.03.13	Empire High School
Amado / Arivaca / Arivaca Junction	24	82	12.05.13	The Cow Palace
Catalina Foothills	5	26	12.05.13	The Journey – An Evangelical Free Church
South Tucson	7	25	12.09.13	Sam Lena – South Tucson Library
Tanque Verde	18	44	12.10.13	Tanque Verde Lutheran Church
Drexel Heights	4	14	12.11.13	Drexel Heights Baptist Church
Total	242	655		

	Participants	Comments	Date	Location
Stakeholder Meetings				
Tucson Chamber of Commerce	N/A	N/A	09.18.13	Tucson Chamber of Commerce
The Hispanic Chamber of Commerce	N/A	N/A	10.10.13	Hispanic Chamber of Commerce
Citizens for Picture Rocks	5	N/A	10.15.13	Picture Rocks Community Center
Arizona State Land Department	N/A	N/A	10.18.13	Arizona State Land Department – Tucson Office
Ajo Business Group	15	N/A	10.24.13	Ajo Ambulance Center
Sun Corridor Global Strategy Conference	N/A	N/A	11.08.13	Hilton El Conquistador
Pima County Health Department	N/A	N/A	11.13.13	Abrams Building
TREO	N/A	N/A	11.13.13	TREO offices on 120 N. Stone
Regional Climate Summit	N/A	N/A	11.14.13	University Marriott
Pima Alliance for Animal Welfare	N/A	N/A	11.19.13	
Southern Arizona Buffelgrass Coordination Center	N/A	N/A	11.19.13	Southern Arizona Buffelgrass Coordination Center
REAP Meeting	N/A	N/A	11.19.13	Hacienda Del Sol

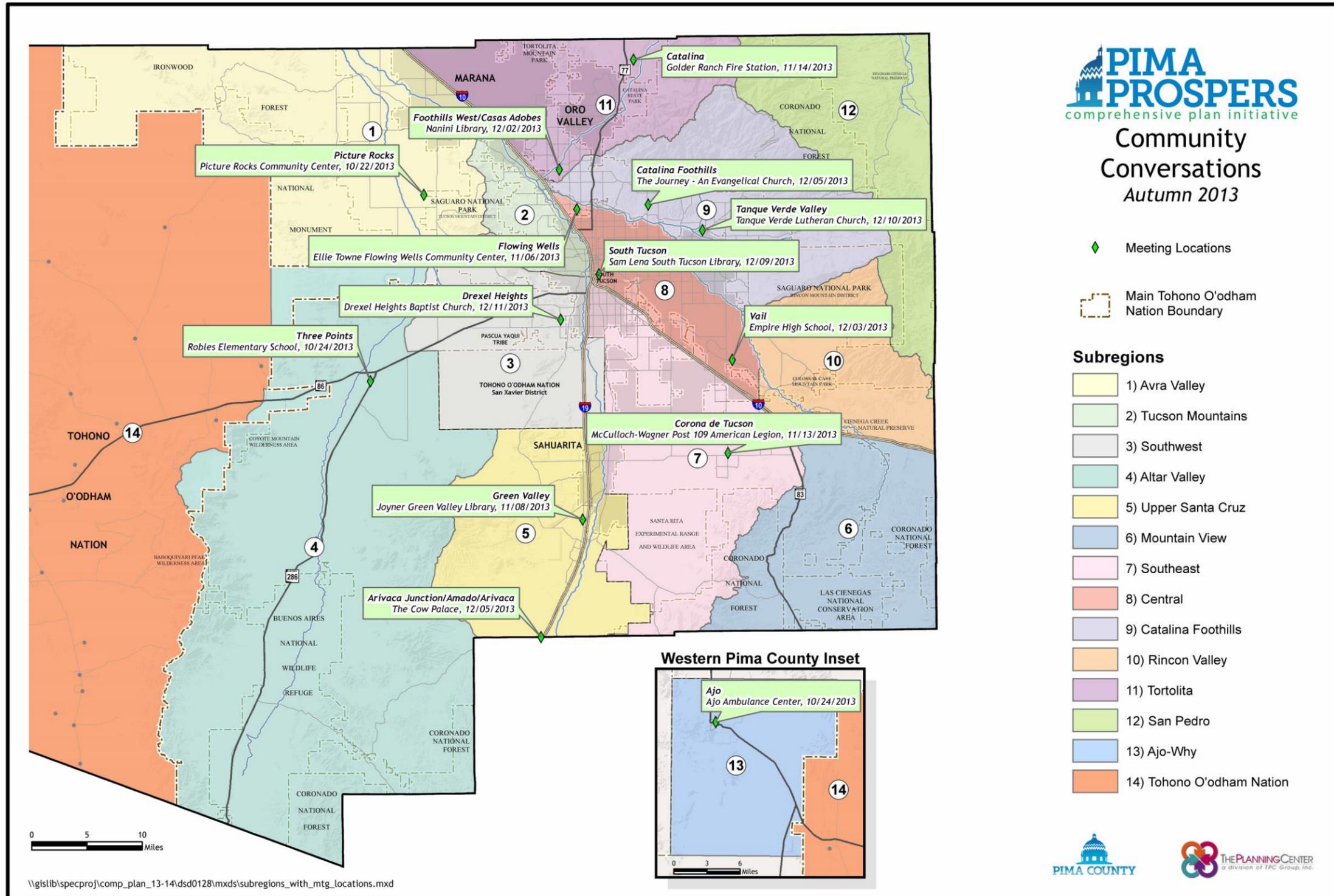


Healthy Pima	20	54	11.20.13	Abrams Building
Pima County Community Development	N/A	N/A	11.21.13	Abrams Building
Port of Guaymas	N/A	N/A	11.22.13	Tucson Convention Center
SAHBA	N/A	N/A	11.25.13	SAHBA Offices
Arizona Game and Fish	N/A	N/A	12.13.13	Arizona Game and Fish Department
Economic Outlook Forecasting Luncheon	N/A	N/A	12.13.13	Westin La Paloma Resort
Total	N/A	54		

	Participants	Comments	Date	Location
Community Events				
Tucson Meet Yourself	10,000+	565	10.11-13.13	Pima County Tent in front of the Central Library
TMC Half Marathon	1,400+	44	10.20.13	110 North Church Street
Thanksgiving in the Barrio	1,000+	N/A	11.26.13	El Pueblo Community Center
Total	N/A	609		

	Participants	Comments	Date	Location
Online Outreach				
Mind Mixer	203 (active)	192		

Total Comments: 1,510





Strategy Workshops / Community Conversations

In total, County representatives visited 14 communities in the fall of 2013, where they conducted strategy workshops and community conversations.

These meetings consisted of a brief presentation and overview of the County's Comprehensive Plan Process, followed by a strategy workshop where participants were split into groups (or worked as a single group depending on the number of participants) and asked: "What is important to your community?" and "What would you like to improve in the community regarding infrastructure, economic development, health or workforce services, land use, etc.". The groups were then asked to prioritize their responses using different colored dots.

Strategy Workshop Analysis Methodology:

Comments received at each of the Community Conversations were compiled and analyzed according to a predetermined point rating system to minimize analysis bias. The point system consisted in assigning a value to each dot. The value of each dot is provided as follows:

- Green dots = 5 points (own group)
- Yellow dots = 3 points (other groups)
- Red dots = -2 points (veto vote)
- Comments not rated = 1 point

Based on this point system, each comment was translated to Excel tables for tabulation. Each comment was then categorized, and analyzed according to the number of points per entry.

Community Conversations / Strategy Workshop Results:

Community representatives participating in the Strategy Workshops provided 655 comments, at 14 separate meetings, related to the County's Comprehensive Plan Update. These 655 comments were wide reaching and touch upon every department and aspect of how the County operates. In addition to the comments received during the workshops, this process exposed unique issues in which the community is currently facing. These issues were reflected in workshop responses and shaped the overarching theme of the meeting. For example: Picture Rocks struggles with transportation in and out of their community; Ajo is concentrated on economic development; Green Valley is interested in opportunities for their aging population; in Catalina they are invested in protecting and strengthening the Parks system; and in Arivaca/Amado residents are actively lobbying to keep their community food bank open.

Overall, when each of the comments were rated and categorized, the three categories that earn the most points were Infrastructure, Economic Development and Jobs, and Social Services. Please see below for a break-down of the total number of comments, points, and total percentage of points received by each category:



Total Results			
Category	Number of Comments	Total Points	Percent
Social Services	113	1164	16.9%
Parks / Recreation	60	748	10.9%
Government / Public Process	37	302	4.4%
Infrastructure	163	1793	26.1%
Open Space / Wildlife Habitat	19	260	3.8%
Energy	7	72	1.0%
Water Resources	8	108	1.6%
Land Use	29	219	3.2%
Community Character / Design	36	290	4.2%
Green Building / Sustainable Development	18	132	1.9%
Cultural Resources	8	71	1.0%
Public Safety	25	298	4.3%
Economic Development / Jobs	107	1180	17.2%
Communication	12	121	1.8%
Air Quality	1	23	0.3%
Arts / Entertainment	12	94	1.4%
Total	655	6875	100%

Infrastructure

Infrastructure was a main topic of conversation during the Strategy Workshops, earning over 26% of the total points. Comments ranged from transportation to flood control. Because infrastructure is such a broad category it was split into six separate categories, with three subcategories, for further analysis.

Results of this analysis show that an overwhelming 89.5% of the total points allocated to the Infrastructure category were dedicated to transportation. Within the transportation category, the three subcategories (Maintenance, Multi-modal, and Circulation/Access) were evenly split. This shows that while citizens are concerned and aware of maintenance issues, they are equally vocal about the need for multi-modal transportation options and better access to communities. Please see below for a break-down of the total number of comments, points, and total percentage of points received by each of the Infrastructure categories:

Infrastructure				
Category	Number of Comments	Total Points	Sub-Category Percent	Total Percent
Transportation	140	1606		89.5%
Maintenance	40	513	31.9%	
Multi-Modal	47	531	33.1%	
Circulation/ Access	53	562	35.0%	
Sewer	2	28		1.6%
Water	5	19		1.1%
Flood Control	10	103		5.7%
Power	2	31		1.7%
General	4	7		0.4%
Total	163	1794		100%

Economic Development and Jobs

Across the County, citizens are conscious about the state of the economy and jobs. This category earned over 17.2% of the total points. Comments in this category ranged from expanding economic development opportunities, to job training programs, and job creation. Results of an analysis of comments received in this category show that while some of the communities in the County are experiencing growth and are looking to expand their economies and attract large technology and health sector companies, other parts of the County have been greatly affected by the economic downturn and are seeking opportunities to aid in their recovery. Please see below for a break-down of the total number of comments, points, and total percentage of points received by each of the Economic Development categories:

Economic Development			
Category	Number of Comments	Total Points	Percent
Business Attraction / Retention	46	561	48%
Industry Focus	7	71	6%
Job Creation	10	95	8%
Job Training	14	155	13%
Tourism	14	124	11%
Talent Retention	5	31	3%
General	11	143	12%
Total	107	1180	100%



Social Services

The Social Services category earned 16.9% of the total points. Comments in this category ranged from housing and education, to food security and animal care. Because Social Services is such a broad category it was split into ten separate categories for further analysis.

Results of this analysis show a fairly even split of interest between each of the categories. Interest in having a community center or concentration of services was a reoccurring theme at each of the meetings. Additionally, there is growing support for community gardens and concern about food security across the county. Finally, health, and library services received many comments during the Strategy Workshops. Please see below for a break-down of the total number of comments, points, and total percentage of points received by each of the Social Services categories:

Social Services			
Category	Number of Comments	Total Points	Percent
Aging	10	67	6%
Library	11	130	11%
Health	16	126	11%
Community Center	16	210	18%
Housing	10	89	8%
Education	13	121	10%
Food Security	9	153	13%
Animal	2	29	2%
Clean Up	3	48	4%
General	23	191	16%
Total	113	1164	100%

Small/ Exurban vs. Urban/Suburban

To further analyze the data, each community was separated by community type, small/exurban or urban/suburban. When separated, the three most important issues remained the same; Infrastructure, Economic Development and Jobs, and Social Services. Minor differences, however, were observed between the two community types. A greater than 5% difference occurred in three different categories showing that urban/suburban communities valued Open Space and Wildlife Habitat at a higher rate than their small/exurban counterparts, and that small/exurban communities valued Social Services and Public Safety at a higher rate than their urban/suburban counterparts.

To a lesser degree, 1.5-5% difference, the two community types differed in seven other categories. Small/exurban residents rated the Parks and Recreation and Economic Development / Jobs categories higher than urban/suburban residents, and urban/suburban residents rated the



Government / Public Process, Communication, Land Use, Energy, and Green Building / Sustainable Development categories higher than their small/exurban counter parts.

These results show that overall Infrastructure, Economic Development and Jobs, and Social Services are important to residents across all of Pima County. However, small/exurban communities have a heightened interest in increased social services, as well as the Economy and Jobs, while urban/suburban communities are interested in environmental issues, as well as land use. Please see below for a complete table of these results.

Rural vs. Suburban Results		
Category	Rural Average	Suburban Average
Social Services	19.6%	11.7%
Parks / Recreation	9.6%	8.1%
Government / Public Process	3.6%	5.0%
Infrastructure	27.4%	26.4%
Open Space / Wildlife Habitat	0.5%	6.3%
Energy	0.5%	1.7%
Water Resources	1.6%	2.3%
Land Use	2.0%	5.6%
Community Character / Design	3.5%	3.1%
Green Building / Sustainable Development	1.0%	4.6%
Cultural Resources	0.5%	1.9%
Public Safety	9.4%	2.3%
Economic Development / Jobs	19.5%	18.0%
Communication	0.2%	1.9%
Air Quality	0.0%	0.6%
Arts / Entertainment	1.2%	0.7%

Stakeholder Meetings

Thus far, the County has attended 18 stakeholder meetings and 3 community events.

The stakeholder meetings, with specific groups, have consisted of a brief presentation and overview of the County’s Comprehensive Plan Process, followed by a conversation, or, in the case of Healthy Pima group, a strategy workshop was performed.

At each of the community events an exercise to capture community ideas was performed. This exercise consists of asking community members “What’s your big idea?” and “What would you like to improve about your community?” Ideas were then recorded on multi-colored cards and displayed for visitors and the general public. The Thanksgiving in the Barrio was a special case



where County representatives tabled a booth and talked with community members, but did not do a formal exercise.

Stakeholder Meeting Results:

Healthy Pima

Only one strategy workshop was performed, thus far, with a stakeholder group. This strategy workshop took place with the Healthy Pima representatives. During this workshop 54 comments related to the County's Comprehensive Plan Update were provided. When rated and categorized, the three most important issues were Social Services, Economic Development and Jobs, and Infrastructure. Please see the Healthy Pima summary sheet for more information.

Community Events:

Tucson Meet Yourself

County representatives received 565 comments at the Tucson Meet Yourself event related to the County's Comprehensive Plan Update. When categorized, the three most important issues were Infrastructure, Social Services, and Parks and Recreation. Please see the Tucson Meet Yourself summary sheet for more information.

TMC Half Marathon

County representatives received 44 comments at the TMC Half Marathon related to the County's Comprehensive Plan Update. When categorized, the three most important issues were Parks and Recreation, Infrastructure, and Social Services. Please see the TMC summary sheet for more information.

Mind Mixer

Mind mixer is an online outreach tool used for additional community input and survey. Pima County's Mind Mixer site was launched in October of 2013 with 7 initial questions. This site was meant to supplement the in-person community visits and stakeholder meetings in an attempt to reach the greatest number of people possible. Over time these questions will be updated to further query residents. The seven initial questions were:

1. What's your big idea?
2. What's your favorite neighborhood or area in which to run, walk or ride, and/or your favorite street or trail?
3. Why did you choose to live in your current neighborhood in Pima County?
4. How can we make sure our economy is also diverse to benefit everyone?
5. What does a healthy community look like to you?



6. What do you want to see discussed in the Pima County Comprehensive Plan?
7. What one place, area, or attraction are you sure to show off to out-of-town guests?

Mind Mixer Results

The site has received over 8,000 views, 1,200 visitors, and 211 active participants. In total, Mind Mixer participants have provided 192 comments related to the County's Comprehensive Plan Update. When categorized, the four most important issues were Community Character and Design, Infrastructure, Social Services, and Economic Development and Jobs.