



PICTURE ROCKS COMMUNITY CONVERSATION

Project:	Pima County Comprehensive Plan
Project Managers:	Carla Blackwell and Arlan Colton
Subject:	Picture Rocks Community Conversation (October 15 th and 22 nd , 2013)
Date Submitted:	November, 2013

Community Conversation Results

Background:

Pima County Comprehensive Plan representatives attended two separate meetings in Picture Rocks, Arizona to gather information and hear from its citizens. The first meeting was on Tuesday, October 15th, 2013 at the Picture Rocks Community Center. After a brief presentation by Pima County Development Services Director Arlan Colton, to Picture Rocks Community Leaders group, County representatives spent the remainder of the meeting listening to the concerns of the citizens in attendance. Their concerns centered around three main topics including: Housing options and community design; transportation options in and out of the community; as well as, expanding the business area.

The second meeting, a Community Conversation, was conducted at the Picture Rocks Community Center on October 22nd, 2013 as part of the Pima County Comprehensive Plan Update *Pima Prospers*. 11 community representatives and residents were in attendance. Participants were asked: "What is important to your community?" They were then asked to prioritize their responses using different colored dots.

Analysis Methodology:

Results compiled at this community conversation were 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



- Yellow dots = 3 points
- Red dots = -2 points
- 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.

Results:

Picture Rocks representatives participating in this Community Conversation provided 29 comments related to the County’s Comprehensive Plan Update. When rated and categorized, the three most important issues were Infrastructure, Economic Development and Jobs, and Public Safety. The chart below outlines the total number of comments, and the total number of points earned by each category.

Picture Rocks Results			
Category	Number of Comments	Total Points	Percent
Social Services	3	8	3.0%
Parks / Recreation	1	1	0.4%
Government / Public Process	1	16	6.1%
Infrastructure	7	102	38.6%
Open Space / Wildlife Habitat	0	0	0.0%
Energy	0	0	0.0%
Water Resources	0	0	0.0%
Land Use	4	19	7.2%
Community Character / Design	2	12	4.5%
Green Building / Sustainable Development	2	2	0.8%
Cultural Resources	1	1	0.4%
Public Safety	3	48	18.2%
Economic Development / Jobs	5	55	20.8%
Communication	0	0	0.0%
Air Quality	0	0	0.0%
Arts /Entertainment	0	0	0.0%
Total	29	264	100%



Infrastructure

The Infrastructure category represented 38.6% of the total points assigned by the Picture Rocks participants. This category had a total of 7 comments. When rated, the highest value within this category was 26 points. The top five rated comments in this category include:

Comment	Points
Non-county maintained roads	26
Flood maintenance - dredged sand from washes	21
Multi-generational transportation	16
Road Safety/Development & Traffic Lights - Sandario/P.R. & Sandario/Avra Valley	16
Transportation options	16

Economic Development & Jobs

Economic Development and Jobs represented over 20% of the total points assigned by the Picture Rocks participants. This category had a total of 5 comments. When rated, the highest value within this category was 16 points. The top five rated comments in this category include:

Comment	Points
Employment options	16
Economic development & small business development	16
Central Business/Service District	11
Businesses & zoning	6
Job training partnered with businesses	6

Public Safety

Public Safety represented 18.2% of the total points assigned by the Picture Rocks participants. This category had a total of 3 comments. When rated, the highest value within this category was 46 points. The top three rated comments in this category include:

Comment	Points
School Safety - school resource officers, fortification	46



Safety Enforcement	1
Officer training	1

Summary:

The three most important issues to the participants in Picture Rocks were Infrastructure, Economic Development and Jobs, and Public Safety. Other important categories discussed at the meetings include: Land Use, Government and Public Process, as well as Community Character and Design. Please see below for a complete list of comments provided at the October 22nd Community Conversation.



Comment ID	Comment	Green Dots	Total Green	Yellow Dots	Total Yellow	Red Dots	Total Red	Total Rate	Category
1	Housing/community design - possible options	1	5	0	0	0	0	6	Community Character / Access / Design
2	Need for space	1	5	0	0	0	0	6	Community Character / Access / Design
3	Access to services with community preservation/character		0		0		0	1	Cultural Resources
4	Central Business/Service District	2	10	0	0	0	0	11	Economic Development / Jobs
5	Employment options	3	15	0	0	0	0	16	Economic Development / Jobs
6	Businesses & zoning	1	5	0	0	0	0	6	Economic Development / Jobs
7	Economic development & small business development	3	15	0	0	0	0	16	Economic Development / Jobs
8	Job training partnered with businesses	1	5	0	0	0	0	6	Economic Development / Jobs
9	Input on future change/growth (partners in growth - have a real voice in our future)	3	15	0	0	0	0	16	Government / Public Process
10	Dark skies/light pollution		0		0		0	1	Green Building / Sustainable Development
11	Pollution		0		0		0	1	Green Building / Sustainable Development
12	Road Safety/Development & Traffic Lights - Sandario/P.R. & Sandario/Avra Valley	3	15	0	0	0	0	16	Infrastructure
13	Circulation in/out of community	1	5	0	0	0	0	6	Infrastructure
14	Non-county maintained roads	5	25	0	0	0	0	26	Infrastructure
15	Multi-generational transportation	3	15	0	0	0	0	16	Infrastructure
16	Transportation options	3	15	0	0	0	0	16	Infrastructure
17	Flood maintenance - dredged sand from washes	4	20	0	0	0	0	21	Infrastructure



Comment ID	Comment	Green Dots	Total Green	Yellow Dots	Total Yellow	Red Dots	Total Red	Total Rate	Category
18	Water Resources/Utilities		0		0		0	1	Infrastructure
19	Controlled planned growth	2	10		0		0	11	Land Use
20	Clear understanding of how to develop	1	5		0		0	6	Land Use
21	Expand business/commercial area		0		0		0	1	Land Use
22	Zoning		0		0		0	1	Land Use
23	Parks & Recreation/Neighborhood Amenities		0		0		0	1	Parks / Recreation
24	School Safety - school resource officers, fortification	9	45		0		0	46	Public Safety
25	Safety Enforcement		0		0		0	1	Public Safety
26	Officer training		0		0		0	1	Public Safety
27	Better community center/expansion	1	5		0		0	6	Social Services
28	Affordable options		0		0		0	1	Social Services
29	Affordability		0		0		0	1	Social Services