



# SOUTH TUCSON REGION COMMUNITY CONVERSATION

Project:	Pima County Comprehensive Plan
Project Managers:	Carla Blackwell and Arlan Colton
Subject:	South Tucson Region Community Conversation (Mon., December 9, 2013)
Date Submitted:	December, 2013

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## Community Conversation Results

### Background:

A Community Conversation was conducted in the South Tucson Region at the Sam Lena – South Tucson Library on December 9<sup>th</sup>, 2013 as part of the Pima County Comprehensive Plan Update *Pima Prospers*. 7 community representatives and residents were in attendance. The overarching themes of this visit were free and accessible public transportation, as well as economic development. These themes were identified from asking participants: “What is important to your community, what would make it a healthier community and/or what would you like to improve?” The participants 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:**

South Tucson representatives participating in this Community Conversation provided 25 comments related to the County’s Comprehensive Plan Update. When rated and categorized, the three most important issues were Economic Development and Jobs, Infrastructure, and Social Services. The chart below outlines the total number of comments, and the total number of points earned by each category.

South Tucson Results			
Category	Number of Comments	Total Points	Percent
Social Services	5	19	14.0%
Parks / Recreation	0	0	0.0%
Government / Public Process	3	11	8.1%
Infrastructure	4	33	24.3%
Open Space / Wildlife Habitat	1	4	2.9%
Energy	1	6	4.4%
Water Resources	0	0	0.0%
Land Use	0	0	0.0%
Community Character / Design	0	0	0.0%
Green Building / Sustainable Development	3	18	13.2%
Cultural Resources	1	6	4.4%
Public Safety	0	0	0.0%
Economic Development / Jobs	6	36	26.5%
Communication	1	4	2.9%
Air Quality	0	0	0.0%
Arts /Entertainment	0	0	0.0%
<b>Total</b>	25	136	101%

## Economic Development and Jobs

Economic Development and Jobs represented 26.5% of the total points assigned by the South Tucson participants. This category had a total of 6 comments. When rated, the highest value within this category was 11 points. The top three rated comments in this category include:



Comment	Points
Expand workforce training to include: Green jobs, women in non-traditional jobs, County public works	11
Economic Development	7
Recognize climate change and impending economic crisis (worsening)	6
Focus on small scale economic development	6
ACA (AZ Commerce Authority) incentive program must be spread fairly around state	4

## Infrastructure

The Infrastructure category represented over 24% of the total points assigned by the South Tucson participants. This category had a total of 4 comments. When rated, the highest value within this category was 16 points. The top five rated comments in this category include:

Comment	Points
Affordable mass transit - free	16
Find ways to make public transit more efficient and feasible	11
Buses on alternative fuel instead of rail transit	6
I-11 worth discussing, look at carefully	0

## Social Services

Social Services represented 14% of the total points assigned by the South Tucson participants. This category had a total of 5 comments. When rated, the highest value within this category was 6 points. The top four rated comments in this category include:

Comment	Points
Decrease Poverty	6
Don't focus on magic solutions, education not transportation	4
Determine how the County will deal with poverty due to lack of jobs	4
Take advantage of technology to solve advancing many issue	4
Support community kitchens	1



**Summary:**

The three most important issues to the participants in South Tucson were Economic Development, Infrastructure, and Social Services. Other important categories discussed at the meeting include: Green Building and Sustainable Development, Government, and Energy. Please see below for a complete list of comments provided at the December 9<sup>th</sup> Community Conversation.

Comment ID	Comment	Green Dots	Total Green	Yellow Dots	Total Yellow	Red Dots	Total Red	Total Rate	Category
1	Free accessible and equitable WIFI to enhance communications		0	1	3		0	4	Communication
2	Recognize/ respecting cultural traditions in preserving the environment	1	5		0		0	6	Cultural Resources
3	Economic Development		0	2	6		0	7	Economic Development / Jobs
4	Impacts of 1070 to sales tax/spending from Mexico		0		0		0	1	Economic Development / Jobs
5	Expand workforce training to include: Green jobs, women in non-traditional jobs, County public works	2	10		0		0	11	Economic Development / Jobs
6	Recognize climate change and impending economic crisis (worsening)	1	5		0		0	6	Economic Development / Jobs
7	Focus on small scale economic development	1	5		0		0	6	Economic Development / Jobs
8	ACA (AZ Commerce Authority) incentive program must be spread fairly around state		0	1	3		0	4	Economic Development / Jobs
9	Explore solar options for residential and commercial uses	1	5		0		0	6	Energy
10	RTA decline in revenue - Large percent going to Maricopa County		0		0	1	-2	-1	Government / Public Process
11	Increase community involvement in the planning process on all issues / efforts in a community	1	5		0		0	6	Government / Public Process
12	Environmental Leadership	1	5		0		0	6	Government / Public Process
13	Make it easier to re-purpose/ re-use abandoned buildings	1	5		0		0	6	Green Building / Sustainable Development

Comment ID	Comment	Green Dots	Total Green	Yellow Dots	Total Yellow	Red Dots	Total Red	Total Rate	Category
14	Living with our environment instead of against our environment	2	10		0		0	11	Green Building / Sustainable Development
15	Help facilitate water harvesting, solar, and community gardens at all scales		0		0		0	1	Green Building / Sustainable Development
16	I-11 worth discussing, look at carefully		0	1	3	2	-4	0	Infrastructure
17	Find ways to make public transit more efficient and feasible	2	10		0		0	11	Infrastructure
18	Affordable mass transit - free	3	15		0		0	16	Infrastructure
19	Buses on alternative fuel instead of rail transit	1	5		0		0	6	Infrastructure
20	No more road building - green space instead		0	1	3		0	4	Open Space / Wildlife Habitat
21	Don't focus on magic solutions, education not transportation		0	1	3		0	4	Social Services
22	Support community kitchens		0		0		0	1	Social Services
23	Determine how the County will deal with poverty due to lack of jobs		0	1	3		0	4	Social Services
24	Take advantage of technology to solve advancing many issue		0	1	3		0	4	Social Services
25	Decrease Poverty	1	5		0		0	6	Social Services