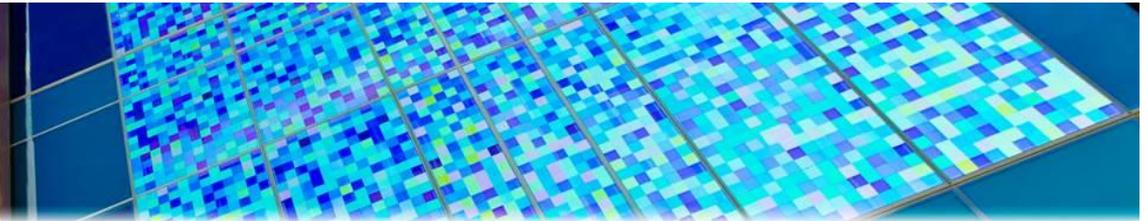




# PIMA PROSPERS

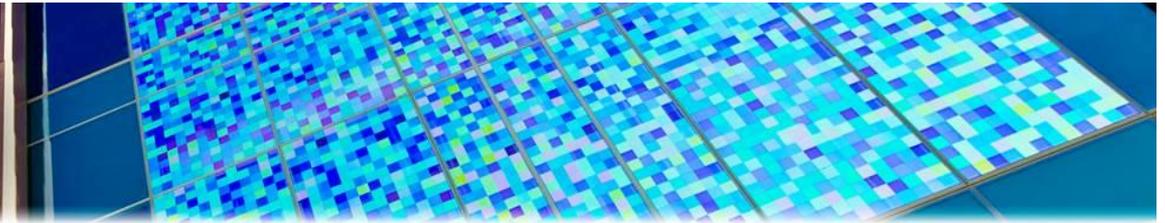
comprehensive plan initiative





# Welcome

- Meeting Agenda
  - Introductions and Welcome
  - Public-Participation Update
  - Background and Current Conditions Update
  - What's Next?
  - Comprehensive Plan Process



# Public Participation



Community Conversations



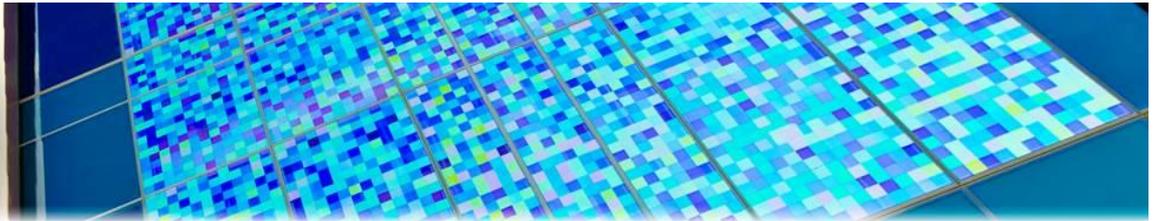
Targeted Stakeholder Meetings



Community Events



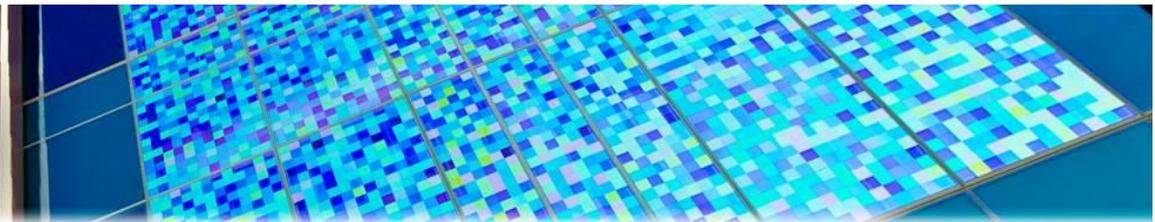
Mindmixer



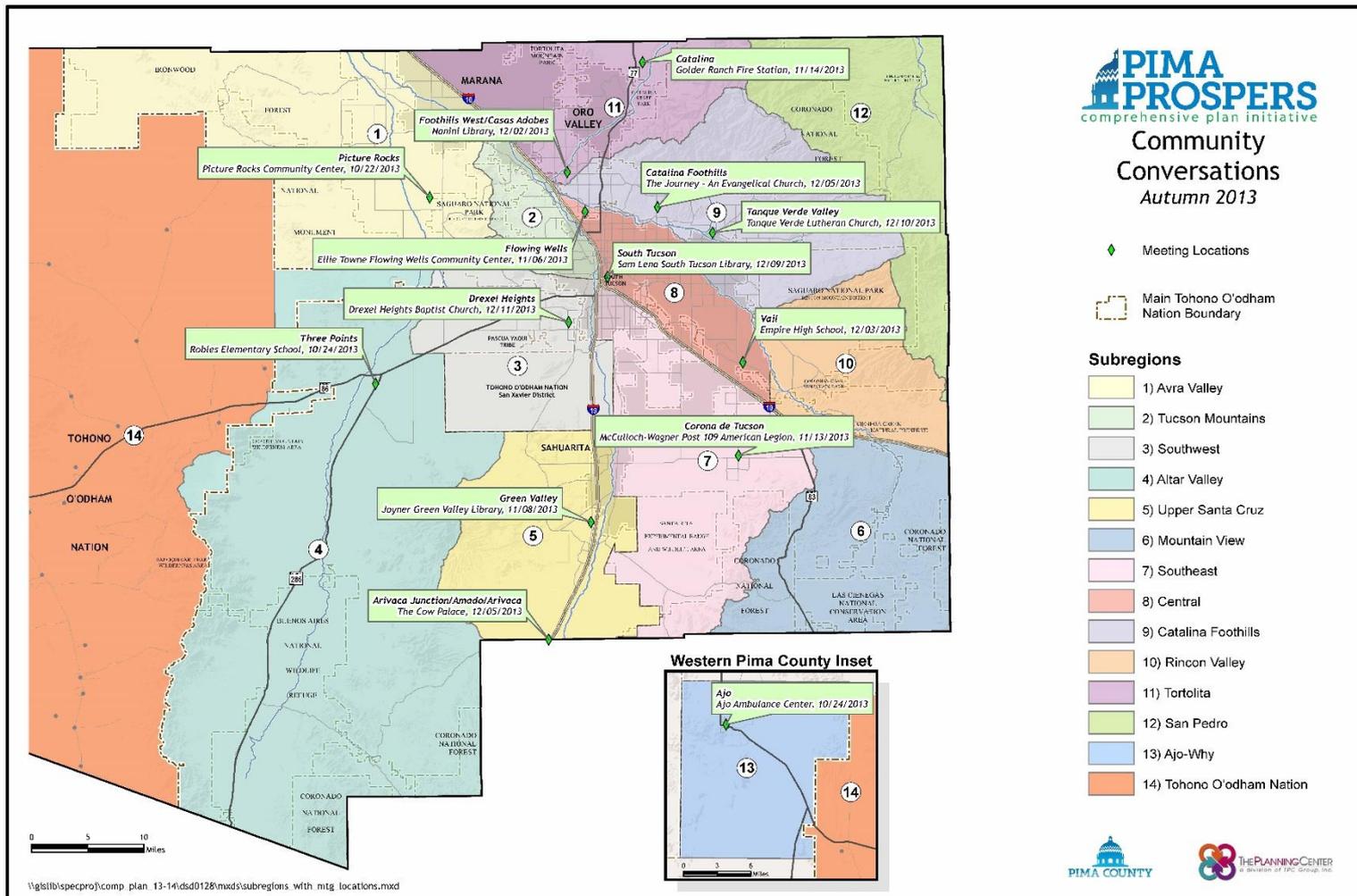
Fall 2013

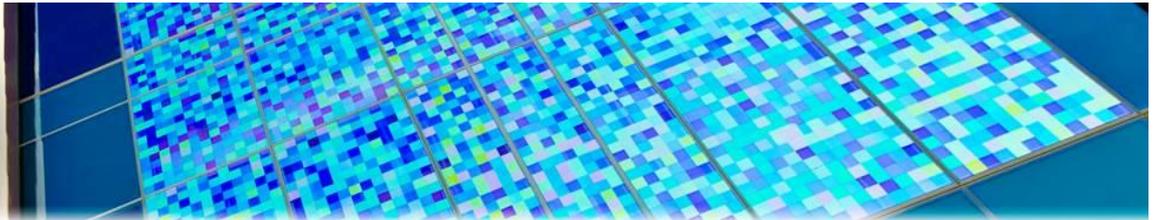
## Public-Participation by the Numbers

- 14 Community Conversations
- 18 Stakeholder Meetings / Forums
- 3 Community Events
- 7 initial Mindmixer questions
- Over 1,500 total comments



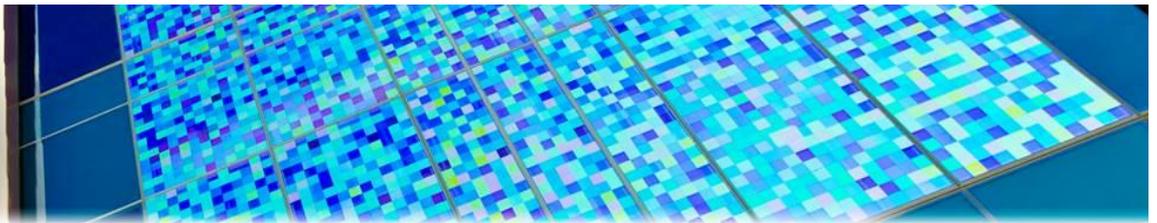
# Community Conversations



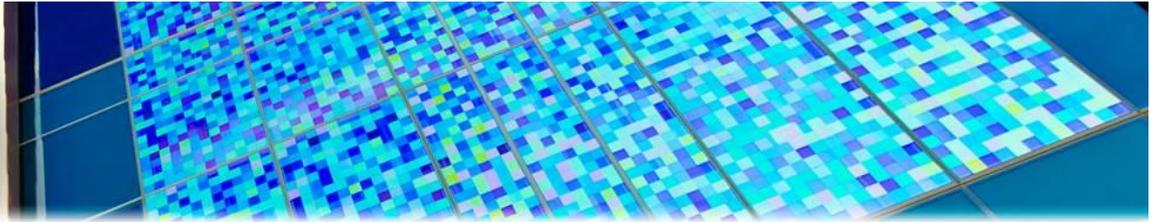


# Outreach Methodology

- Research with Board of Supervisor's Offices to obtain contacts/suggestions
- Community Leaders, newsletters, neighborhood associations
- Churches, community centers, libraries, area businesses, chambers, health centers, food banks
- School Districts – staff and students/parents, school websites
- Blast to Pima Prospers stakeholders, website
- News releases/display ads
- Social media

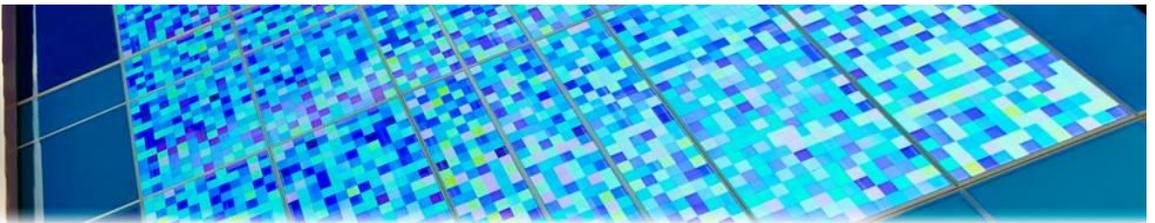


Communities	Participants	Comments
Picture Rocks	11	29
Ajo	28	114
Three Points / Robles Junction	9	23
Flowing Wells	7	31
Green Valley	20	34
Catalina	35	65
Corona de Tucson	49	74
Foothills West / Casas Adobes	13	44
Vail	12	50
Amado / Arivaca / Arivaca Junction	24	82
Catalina Foothills	5	26
South Tucson	7	25
Tanque Verde	18	44
Drexel Heights	4	14
<b>Total</b>	<b>242</b>	<b>655</b>

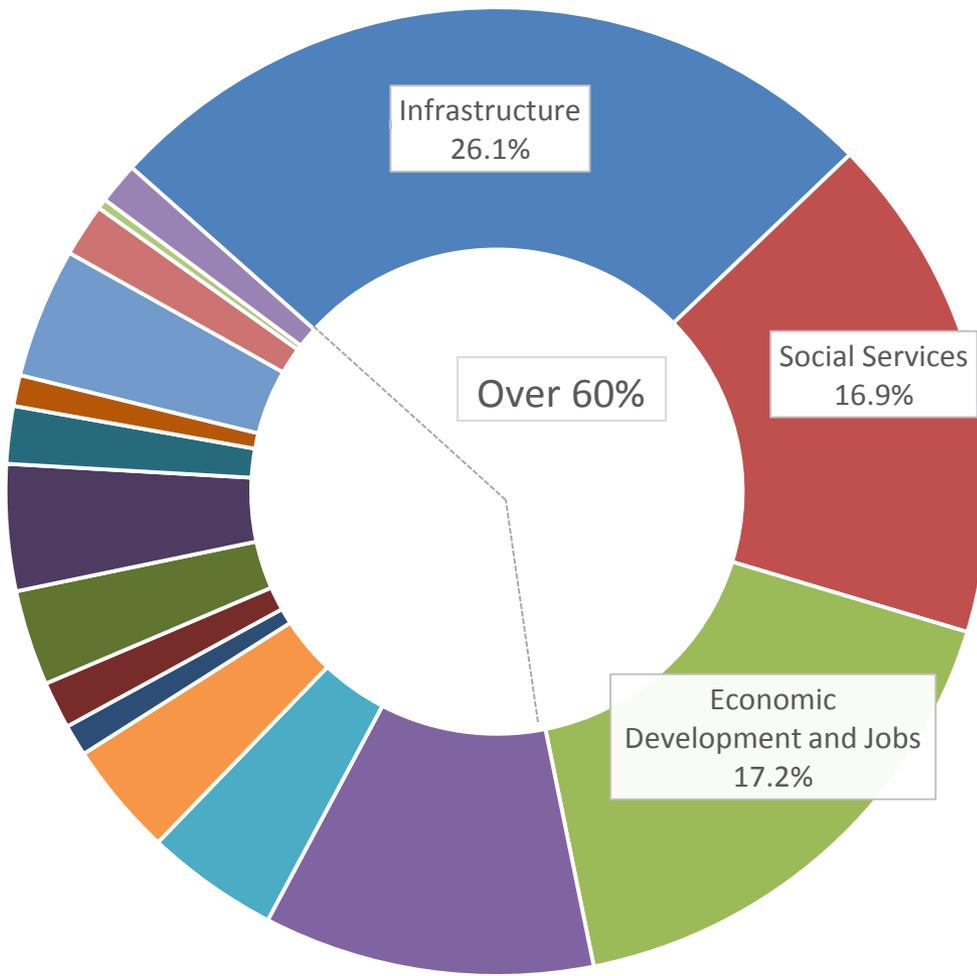


# Community Conversations

- Strategy Workshop Analysis Methodology
  - Comments compiled and analyzed according to a predetermined point rating system
    - Green Dots = 5 points (own idea)
    - Yellow Dots = 3 points (others ideas)
    - Red Dots = -2 points (veto dot)
    - Comments not rated = 1 point
  - Comments categorized into 16 categories

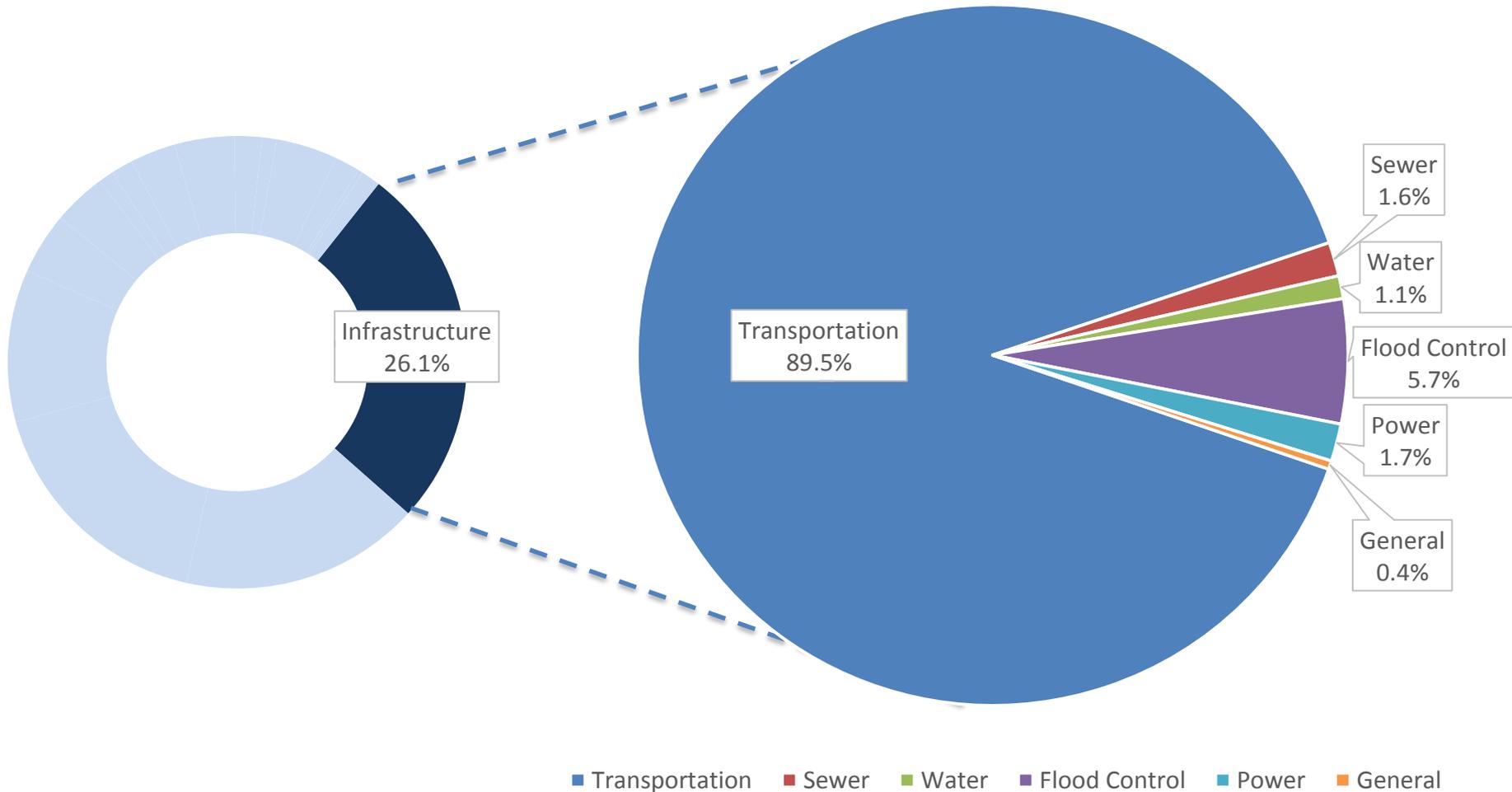


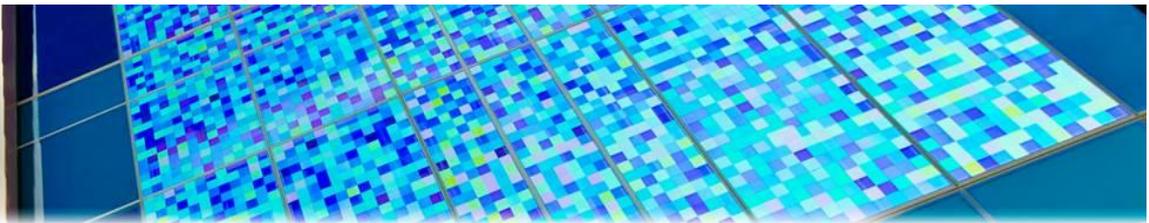
# Community Conversations Results



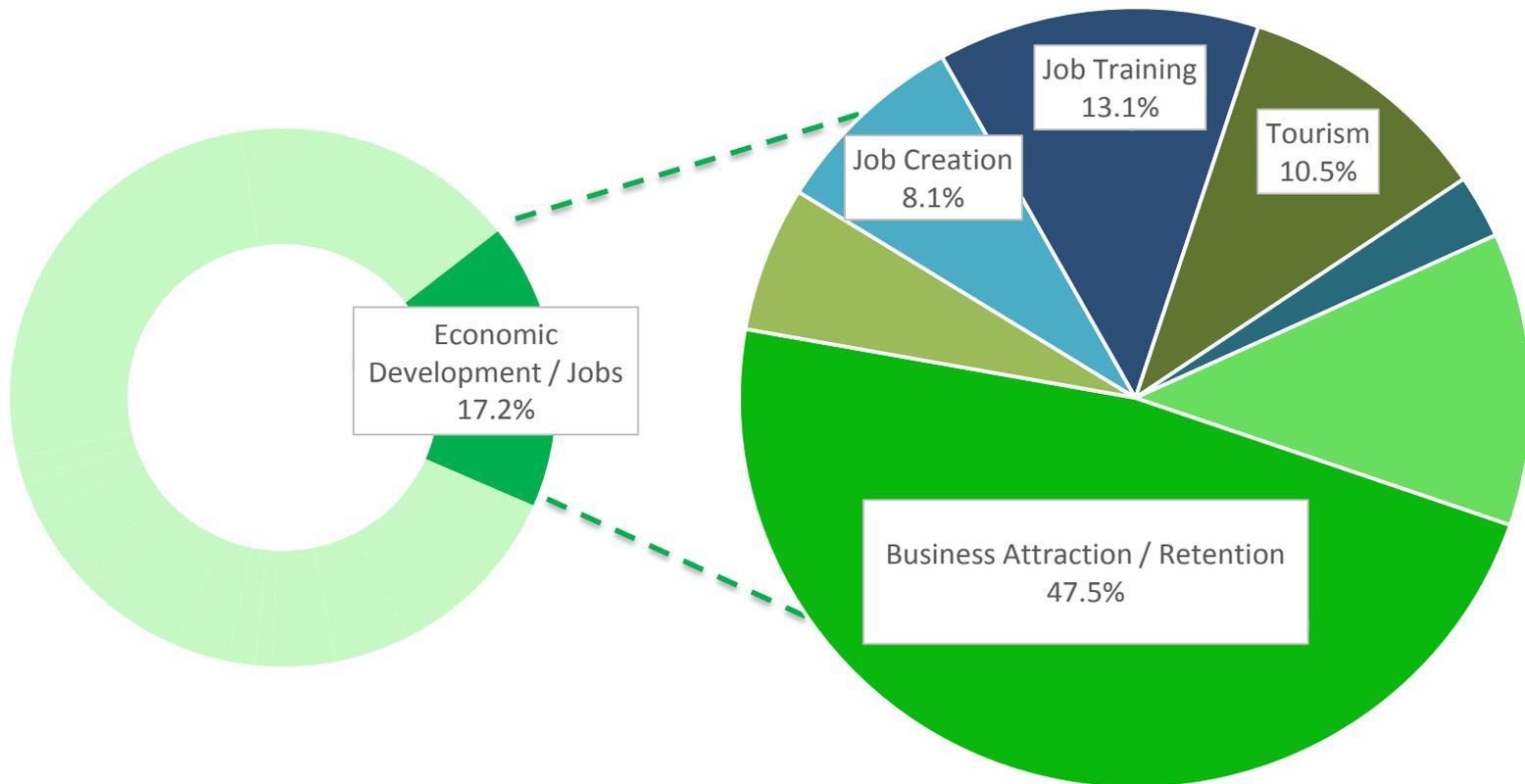
- Infrastructure
- Social Services
- Economic Development and Jobs
- Parks / Recreation
- Government / Public Process
- Open Space / Wildlife Habitat
- Energy
- Water Resources
- Land Use
- Community Character / Design
- Green Building / Sustainable Development
- Cultural Resources
- Public Safety
- Communication
- Air Quality
- Arts / Entertainment

# Infrastructure



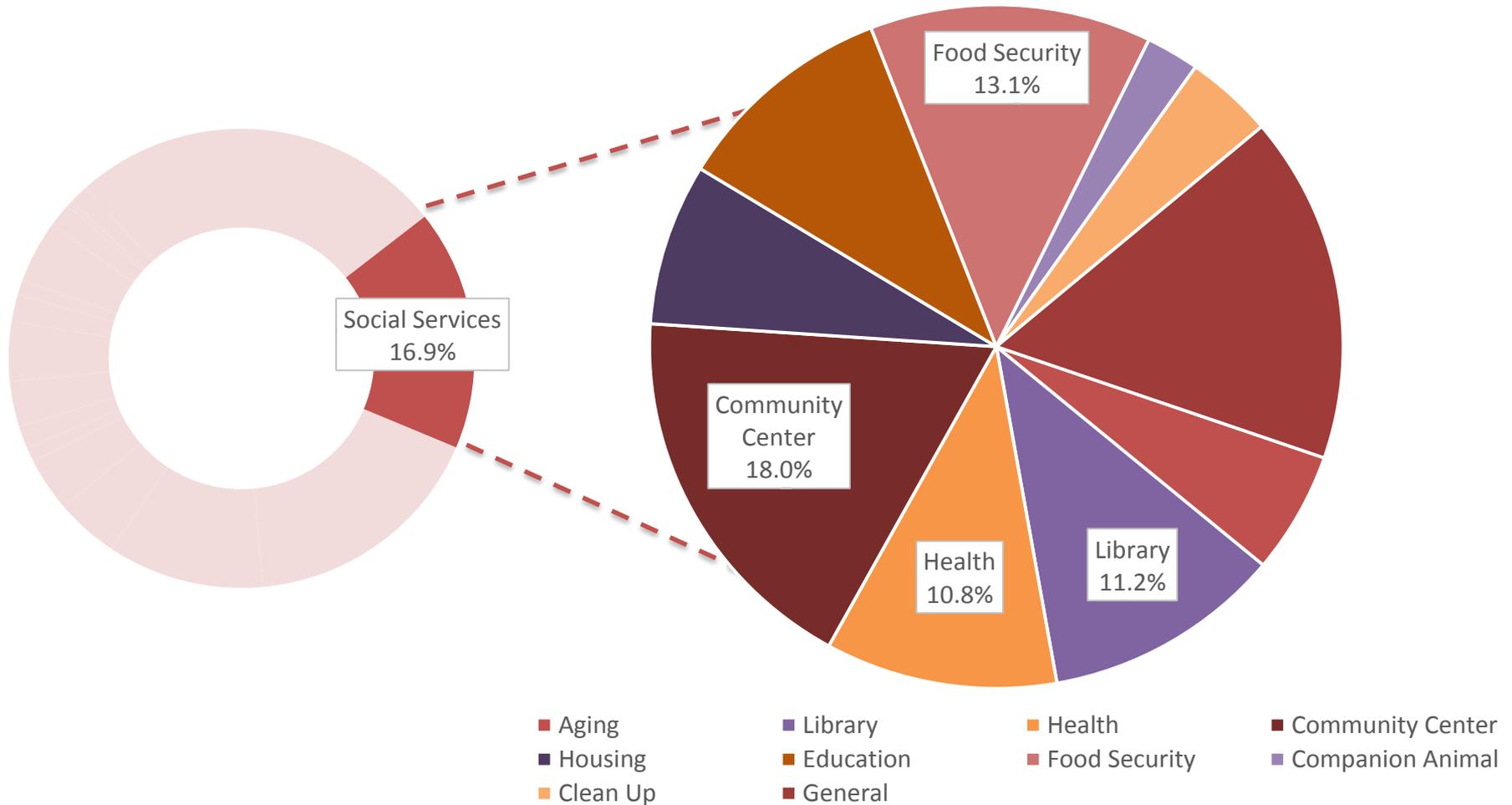


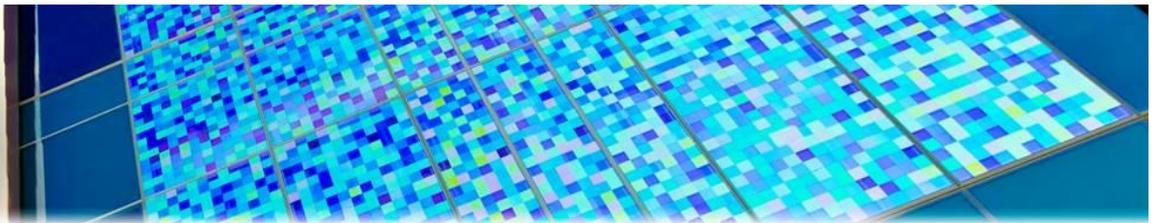
# Economic Development and Jobs



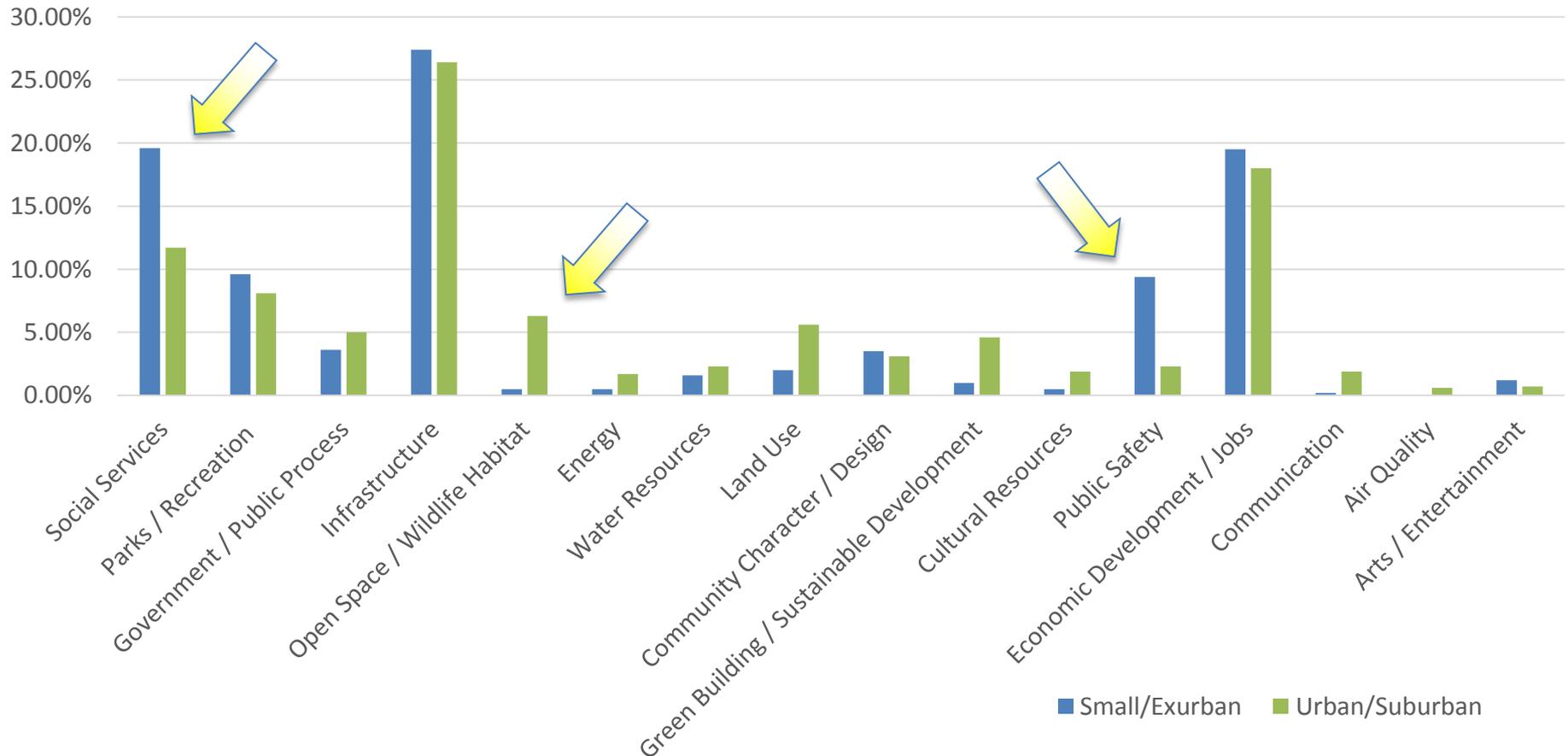
- Business Attraction / Retention
- Industry Focus
- Job Creation
- Job Training
- Tourism
- Workforce Talent
- General

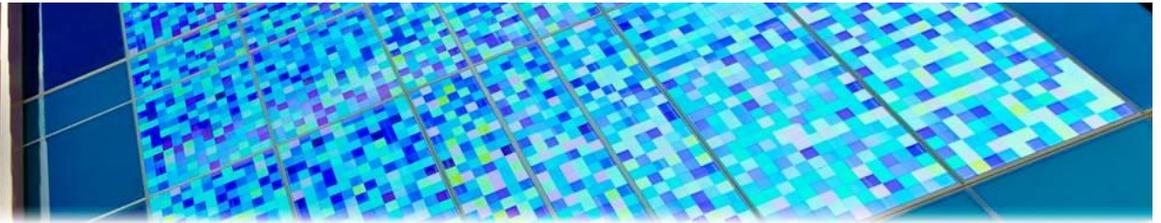
# Social Services





# Small/Exurban Communities vs. Urban/Suburban Communities



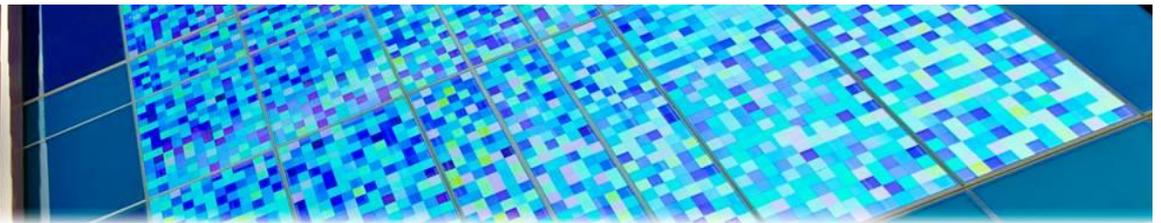


# Stakeholder Meetings / Forums

Stakeholder Groups	Date	Location
Tucson Chamber of Commerce	09.18.13	Tucson Chamber of Commerce
The Hispanic Chamber of Commerce	10.10.13	Hispanic Chamber of Commerce
Citizens for Picture Rocks	10.15.13	Picture Rocks Community Center
Arizona State Land Department	10.18.13	Arizona State Land Department – Tucson Office
Ajo Business Group	10.24.13	Ajo Ambulance Center
Sun Corridor Global Strategy Conference	11.08.13	Hilton El Conquistador
Pima County Health Department	11.13.13	Abrams Building
TREO	11.13.13	TREO offices on 120 N. Stone
Regional Climate Summit	11.14.13	University Marriott
Pima Alliance for Animal Welfare	11.19.13	Community Foundation for Southern Arizona
Southern Arizona Buffelgrass Coordination Center	11.19.13	Southern Arizona Buffelgrass Coordination Center
REAP Meeting	11.19.13	Hacienda Del Sol
Healthy Pima	11.20.13	Abrams Building
Pima County Community Development	11.21.13	Abrams Building
Port of Guaymas	11.22.13	Tucson Convention Center
SAHBA	11.25.13	SAHBA
Arizona Game and Fish	12.13.13	Arizona Game and Fish Department
Economic Outlook Forecasting Luncheon	12.13.13	Westin La Paloma Resort

**Total: 18 Meetings**





# Mindmixer

## TOTAL TRAFFIC

Visitors

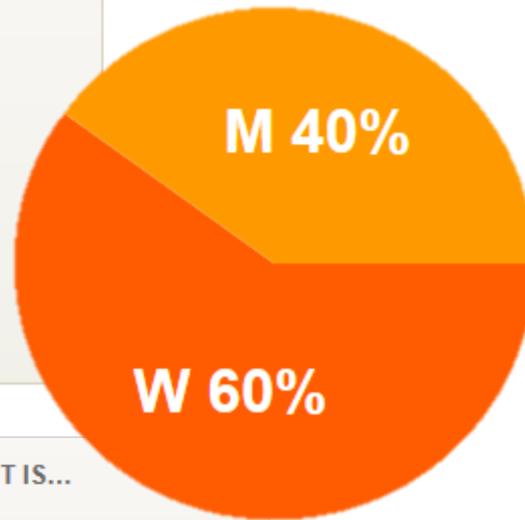


1,317

Page Views



8,782



## YOUR AVERAGE PARTICIPANT IS...

Female

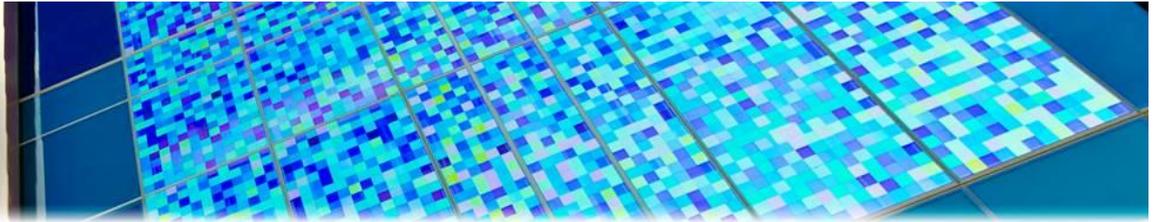


**52** Years Old

Living in these Postal Codes:

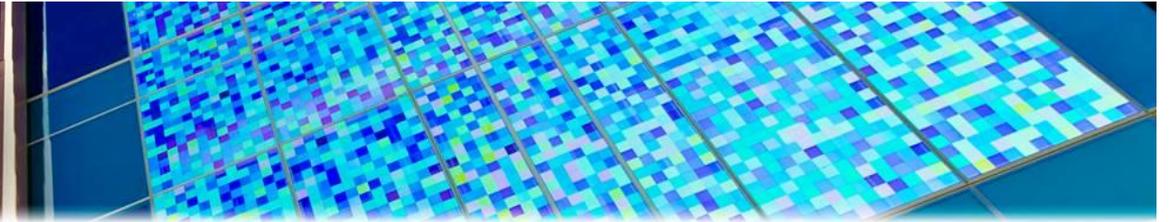
85641, 85701, 85745

- Seven initial questions:
  - What's your big idea?
  - What's your favorite neighborhood or area in which to run, walk or ride, and/or your favorite street or trail?
  - Why did you choose to live in your current neighborhood in Pima County?
  - How can we make sure our economy is also diverse to benefit everyone?
  - What does a healthy community look like to you?
  - What do you want to see discussed in the Pima County Comprehensive Plan?
  - What one place, area, or attraction are you sure to show off to out-of-town guests?
- 192 Total comments



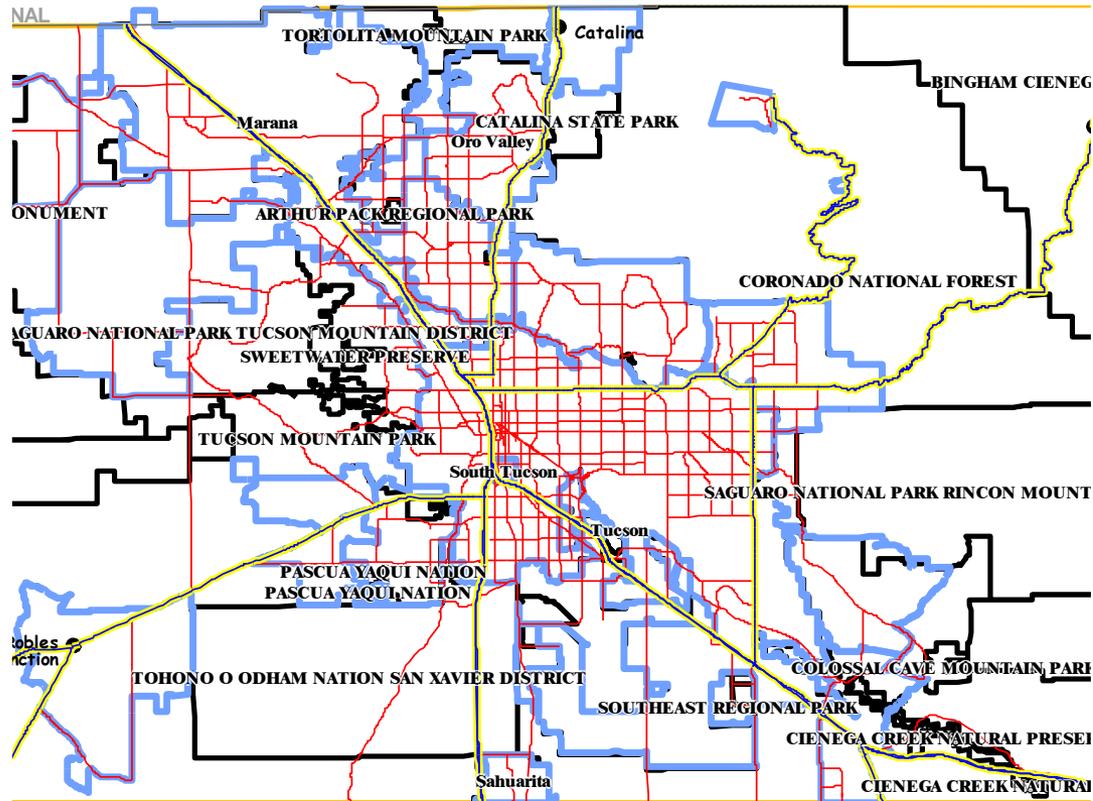
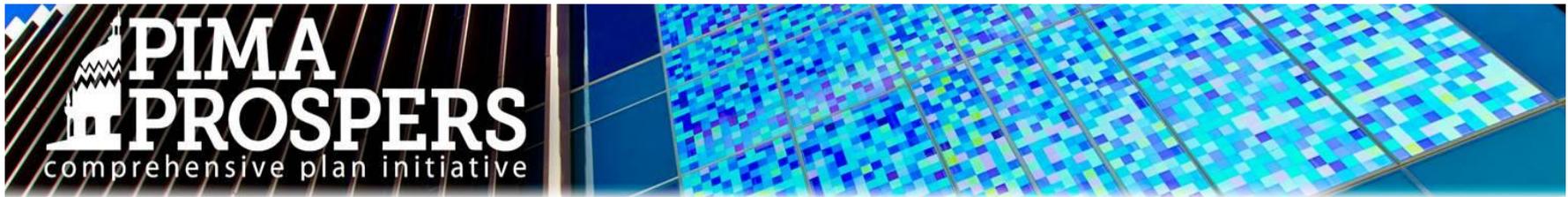
# Mindmixer Initial Results

- 192 Total comments
- Most popular question:
  - Why did you choose to live in your current neighborhood in Pima County? (44 responses)
- Top four comment categories:
  - Community Character and Design 22.4%
  - Infrastructure 18.8%
  - Social Services 13.5%
  - Economic Development and Jobs 13.5%



# Background and Current Conditions

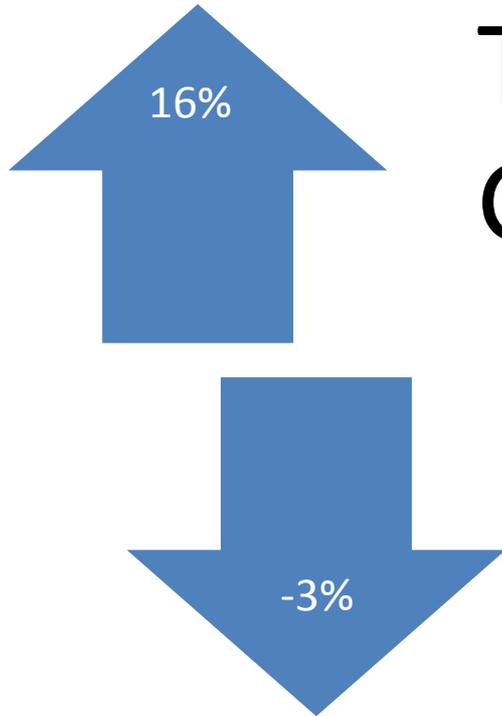
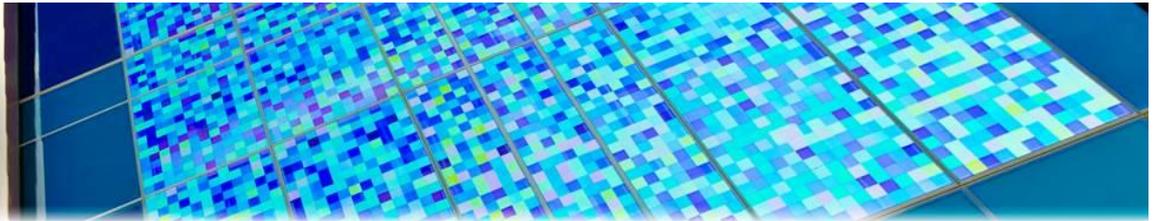
- Currently editing/completing chapters
- Data gaps
- Issues with population projections



## Census Designated Places

Issues:

1. CDP is a change from TAZ designations
2. Large balance of the county outside of CDP including Tucson Foothills and SWIP
3. Some CDP, not logical
4. Tribal Lands included in the Balance of County



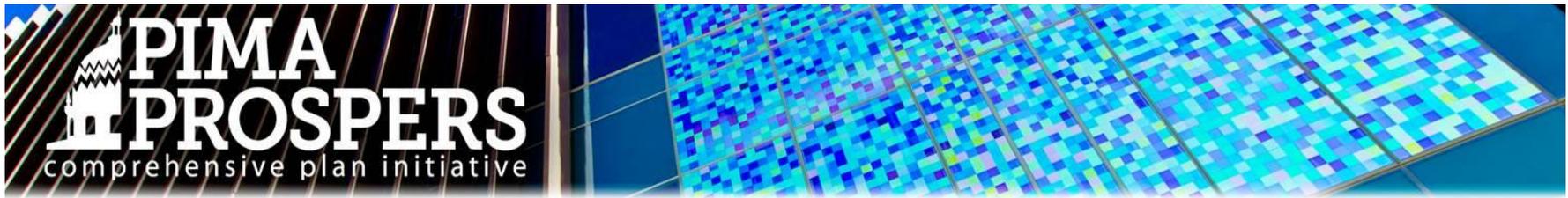
Total CDP  
Growth

Balance  
of County

## Years 2015 through 2025

Issues:

1. Most growth will occur in the Balance of County
2. Little growth will occur in some CDPs currently projected to grow by 15% to 25%

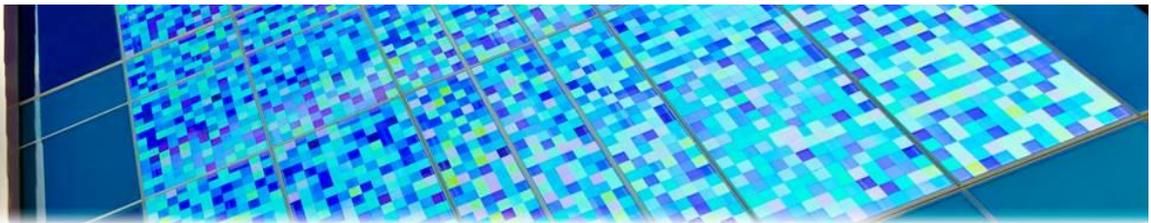


# What's next?

- Policy informing targeted meetings
  - MPA
  - Affordable and Mixed Housing for TOD, Drachman Institute
  - Tucson Estates Annual Meeting
  - Green Valley Coordinating council
  - PCC Student Focus
  - Elder Alliance
  - Eller/U of A Economic Forecast Luncheon
  - Fair Housing Presentation by the SW Fair Housing Council
  - Health Department/Housing Sponsored Health Impact Assessments on Policy and Design

## What's next?

- Complete Background and Current Conditions and circulate to department staff for review
- Continue stakeholder engagement
- Begin initial Comprehensive Plan draft
  - Vision
  - Guiding principles
  - Goals
  - Policy formation

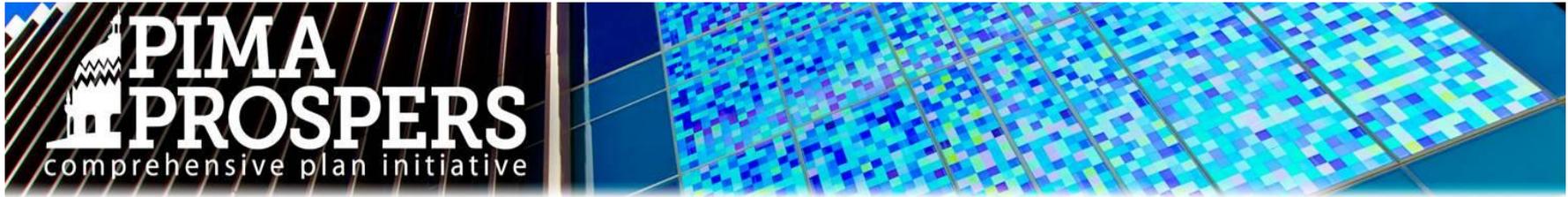


## Pima County Comprehensive Plan



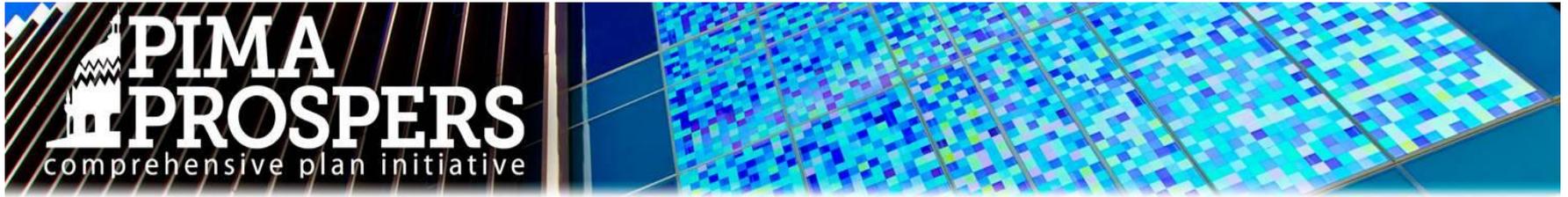
Schedule

Major Project Milestones



# Comprehensive Plan Process

- Process Diagram
- Department Involvement
- Consultant Team Involvement
- Roles and Responsibilities



Questions?