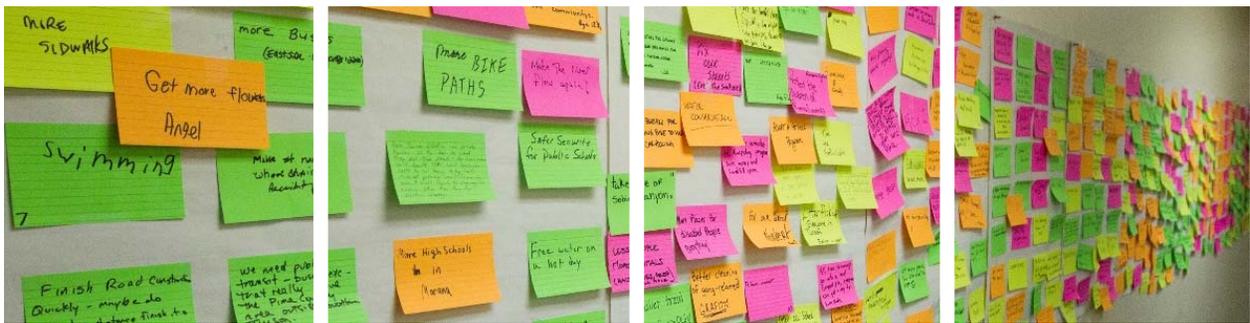


# Public Participation

## Public Participation Overview



### Key Points

- ✓ Imagine Greater Tucson Planning Effort
- ✓ Community Conversations
- ✓ Open Houses
- ✓ MindMixer
- ✓ Additional Outreach Methods

### Introduction

This document (pages 1-15) provides an overview of the County’s public participation efforts associated with the Comprehensive Plan update, *Pima Prospers*. The adopted Public Participation Plan follows this overview. The bulk of the rest of the appendix is a chronological accounting of each community meeting, event, open house, public comment and email received throughout the process. **[Note: This will be updated through the conclusion of the planning process].**

### Imagine Greater Tucson

The Imagine Greater Tucson (IGT) Vision was adopted by the County Board of Supervisors in 2012 and is meant to inform and direct the goals and policies created as a part of the County’s Comprehensive Plan Update. The Vision is not a technical report or policy paper. It is a shared idea about the County’s future.

Imagine greater Tucson is a non-profit organization supporting a community-driven effort to develop and support a vision for the future of the Greater Tucson region. Between 2010-2012, IGT went into the community to find out the answers to two questions, “What do you value about our region” and, “How would you like to grow?” As a result, Shared Regional Values, Principles, and the IGT Vision document were created from over 46,000 responses categorized into 60 categories. From these Shared Regional Values a pattern emerged to create 9 Principle Values.

### IGT Principles

The Shared Regional Values are the heart of the Imagine Greater Tucson Process. They express what is most important to the residents of the region and are the foundation on which decisions about the future should be made. The Vision is built upon the following principles and values:

- Accessibility
- Educational Excellence
- Environmental Integrity
- Good Governance
- Healthy Communities
- Higher Education
- Prosperity Quality Neighborhoods
- Regional Identity

### IGT Process

Building upon the region’s shared values, 650 residents participated in region-wide Scenario Building Workshops. These map-based workshops allowed residents to share their ideas for how the region should grow and develop in the future.

Eight workshops produced over 100 collectively developed maps. From these maps four scenarios were developed to depict a different approach for how our region could grow into the future.

Following the creation of the four scenarios, IGT conducted a survey program asking the public to evaluate each of the maps. The results of this process concluded in the compilation of the IGT Vision document and the Preferred Future Scenario map.

### IGT Vision Document and Board of Supervisors Adoption

The Preferred Future Scenario depicts a region that is more compact, efficient, walkable, bikeable, greener, and transit oriented than it would be if development continued with a business as usual approach to growth. The Preferred Future Scenario accommodates future growth by consuming about one third

the amount of land as current land development practices. In this vision, the County is more compact and contains a much greater variety and mix of housing types and land uses. The Preferred Scenario and the Vision document envision a majority of the population growth and development to occur in and around the urban core.

In 2012, the Pima County Board of Supervisors accepted the Vision for a Greater Tucson Region, which focuses primarily on development in urbanizing and suburbanizing eastern Pima County. It is the County's intent that the vision and values that resulted from the community's work will be incorporated into Pima Prospers.

IGT Vision Applicability to Sub-regions, Urban, Suburban and Rural areas

Not all of the principles outlines in the IGT Vision can or should be implemented in the County's rural areas. Building upon the adopted IGT vision, some refinements will be made to incorporate the needs of the County's rural communities as well as its urban areas.

It is the intent of the Public Participation Plan of Pima Prospers to expand upon the accepted IGT vision to ensure that an all-encompassing vision can be incorporated into the Plan that covers the entirety of the County including rural communities and western Pima County. Now that the County has made great strides in preserving agreed upon priority lands for future generations (accomplished through the CLS system), attention can be given to both the urban footprint and established rural communities, including identifying those areas with the greatest potential to serve as economic development corridors, while addressing questions about where additional services are needed and what kinds of uses are most appropriate and where.

**Pima Prospers Public Participation Plan**



The first phase of Pima Prospers public outreach included the preparation and adoption of the **Public Participation Plan**, outlining the County's strategy for involving local residents, business owners, jurisdictions, interest groups and other stakeholders in the planning process. Public participation and input is vital to the success of the Comprehensive Plan. During its 18-month planning process, the County is tasked with actively engaging the diverse interests of these groups through a variety of options and methods to help set the course for Pima County.

Figure 2: Pima Prospers Public Input – Tucson Meet Yourself

## Pima Prospers Community Conversations

In an effort to focus on areas outside of those represented in the IGT process, county representatives visited 14 separate communities in the fall of 2013 to better understand the various needs of the entire county.

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.

Community representatives participating in the Strategy Workshops provided 665 comments, at 15 separate meetings, related to the County’s Comprehensive Plan Update. These 665 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.



**Figure 1: Community Conversations**

Community Conversations

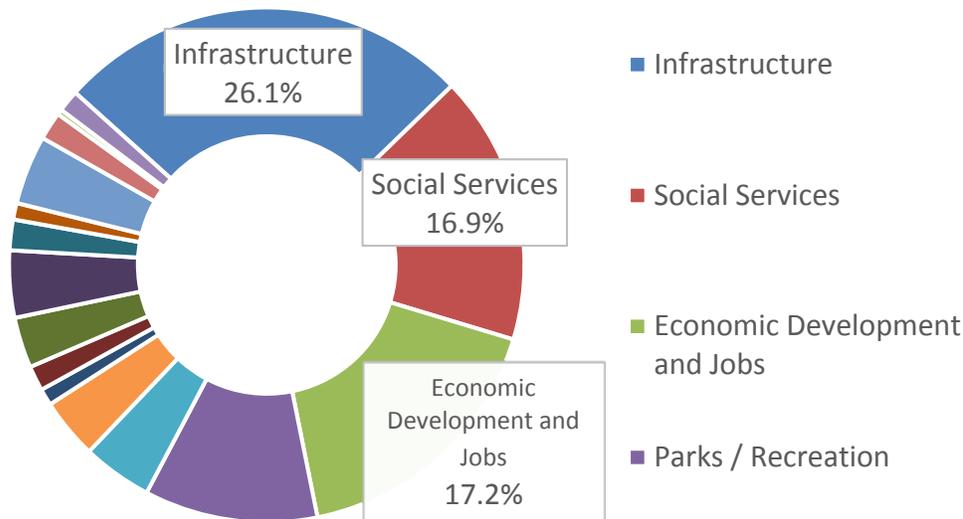
Communities Visited	Participants	Number of Comments	Date	Location
Ajo	28	114	10.24.13	Ajo Ambulance Center
Three Points	9	23	10.24.13	Robles Elementary School
Picture Rocks	11	29	10.15.13	Picture Rocks Community Center
Flowing Wells	7	31	11.06.13	Flowing Wells Community Center
Green Valley	20	34	11.08.13	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
Tucson Estates	N/A	10	02.18.14	Tucson Estates Clubhouse
<b>Total</b>	<b>242</b>	<b>665</b>		



Figure 2: Tucson Meet Yourself Comments

## Community Conversations Summary

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.



### 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.

### 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.

### **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.

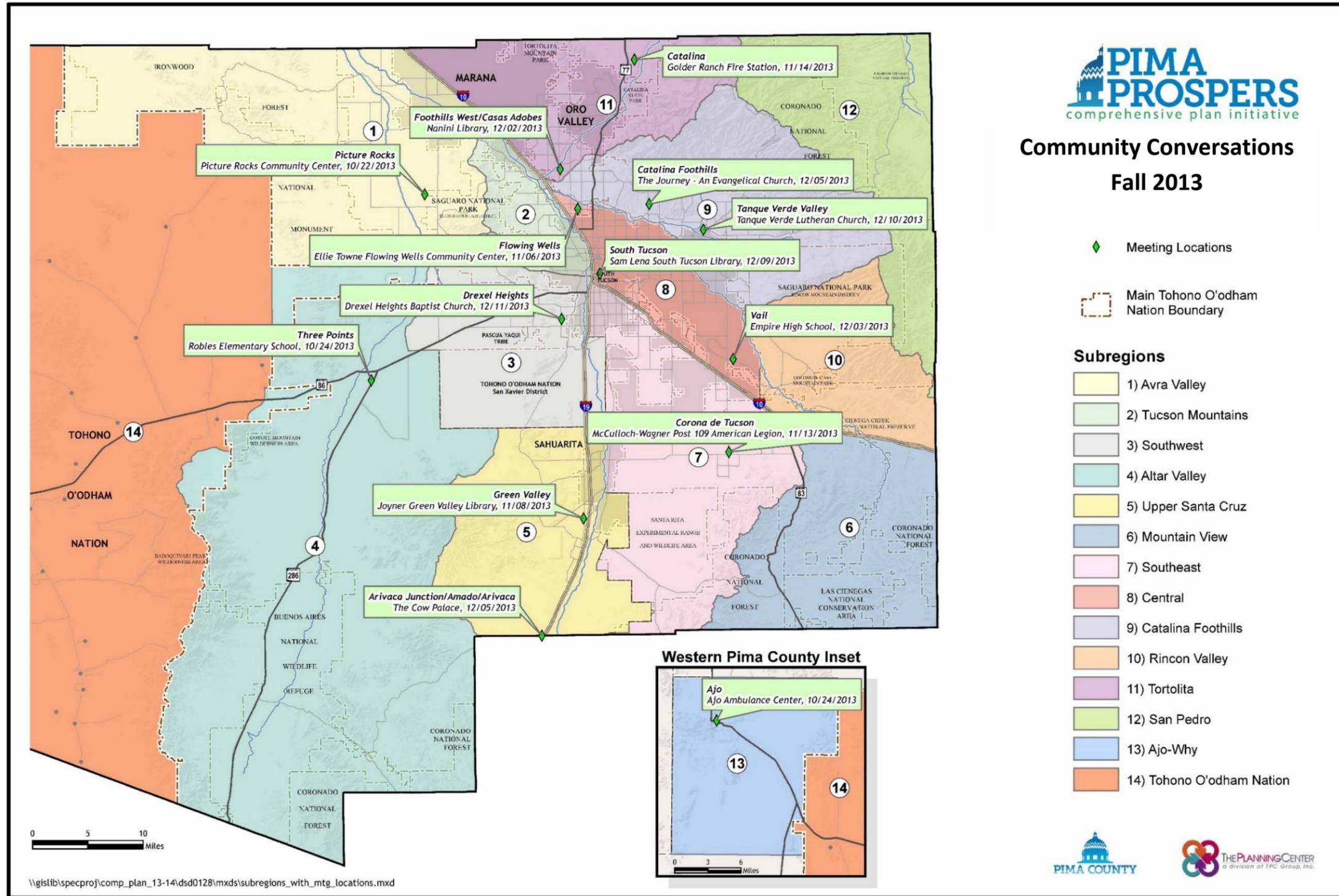
Results of this analysis show a fairly even split of interest between each of the categories. Interest in having a community center or concentration of services was a reoccurring theme at each of the meetings. Additionally, there is growing support for community gardens and concern about food security across the county. Finally, health, and library services received many comments during the Strategy Workshops.

### **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 counterparts.

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.



## Open Houses

### Comprehensive Plan Draft Public Input

In early May of 2014, the initial draft of the Pima Prospers Comprehensive Plan was released to the public (in libraries and online) to generate feedback. The first draft included a vision, core themes and principles, and key background material to set the stage for what the plan contains and the reasoning behind the content. It set out only draft goals and policies in each of the major focus areas of the plan. The draft did not include either the cost of development element, the fiscal analysis or the implementation section. The core of the draft plan is divided into four major sections:

1. Use of Land
2. Physical Infrastructure Connectivity
3. Human Infrastructure Connectivity
4. Economic Development

Additionally, 13 draft land use maps covering the metropolitan area, the Highway 286 corridor from Robles Junction to Sasabe, and western Pima County were included with the release of the first draft. Based on a thorough analysis of opportunities and constraints, maps were prepared identified areas under consideration for land use change. No changes of land use designations were yet proposed during this phase.

### Draft 1 Open Houses

Feedback for the draft was gathered at 10 open houses and online. No presentation was given, but staff was available for questions and comments. At each open house, land use maps and draft policy documents were available for the public to review.

*Open Houses (May-June 2014)*

Location	Address	Time	Date
<b>Pima County Natural Resources Parks and Recreation, Conference Room</b>	3500 W. River Road	5:30 to 7 p.m	05.19.2014
<b>Ryan Airfield, Conference Room</b>	9698 W. Ajo Way	6 to 7:30 p.m.	05.20.2014
<b>Green Valley Community Performance and Art Center</b>	1250 W. Continental Road	10 a.m. to Noon	05.21.2014
<b>Pima County Housing Center</b>	801 W. Congress St.	5:30 to 7:00 p.m.	05.21.2014
<b>Golder Ranch Fire District</b>	3885 E. Golder Ranch Drive	6 to 7:30 p.m.	05.22.2014
<b>Pima County Health Department</b>	3950 S. Country Club Road, #100	5:30 to 7:00 p.m.	05.27.2014
<b>Picture Rocks Community Center</b>	5615 N. Sanders Road	6:30 to 8 p.m.	05.28.2014
<b>Ajo Ambulance Services</b>	1850 North Ajo Gila Bend Highway, Ajo	10 a.m. to Noon	05.30.2014
<b>Andrada Polytechnic High School, The Commons</b>	12960 S. Houghton Road	6 to 7:30 p.m.	06.02.2014
<b>Kirk-Bear Canyon Branch Library</b>	8959 E. Tanque Verde Road	6 to 7:30 p.m.	06.03.2014

**Open House Results**

Combined, the open houses and the online draft produced over 50 comments pertaining to the draft plan. When categorized, the four most important issues were related to the Human Infrastructure Connectivity section, the Physical Infrastructure Connectivity section, and the Land Use section.

60 Day Review Draft Open Houses

Pima Prospers was released to the public on October 21<sup>st</sup> for its official 60 day review. The 60 day review period is statutorily required primarily for certain local, regional and state agencies to provide comments on the draft plan prior to public hearings. However, this review period also presented a good opportunity for the project team to present the draft to the public in a series of eight meetings. A presentation was given and staff was available for questions and comments. At each open house, land use maps and draft policy documents were available for the public to review. There were no attendees at Valencia Library or Littletown Recreation Center.

*Open Houses (December 2014)*

Location	Address	Time	Date
Picture Rocks Community Center	5615 N. Sanders Road	10:00 to 11:30 a.m	12.09.2014
Ellie Towne Flowing Wells Community Center	1660 W. Ruthrauff Road	11 to 12:30 p.m.	12.11.2014
Valencia Branch Library	202 W. Valencia Road	10 a.m. to 11:30 a.m.	12.13.2014
Rincon Valley Fire District, Station #1	8850 S. Camino Loma Alta	6:30 to 8:00 p.m.	12.15.2014
Kirk-Bear Canyon Branch Library	8959 E. Tanque Verde Road	5:30 to 7:00 p.m.	12.17.2014
Quince Douglas Library	1585 E. 36 <sup>th</sup> Street	12:00 to 1:30 p.m.	12.18.2014
Nanini Branch Library	7300 N. Shannon Road	2:00 to 3:00 p.m.	12.19.2014
Littletown Recreation Center	6465 S. Craycroft Road	10:30 a.m. to Noon	12.20.2014

## Targeted Stakeholder Meetings

### Stakeholder Meetings (First Draft)

Targeted stakeholder meetings were held before the release of Draft One of Pima Prospers to capture input directed toward specific topic areas. These were presentations and conversations, and the following four groups participated in a formal participation exercise.

#### Healthy Pima

This workshop produced 54 comments related to the County’s Comprehensive Plan Update. When rated and categorized, the three most important issues were Social Services, Economic Development and Jobs, and Infrastructure.

#### Tucson Elder Alliance

This workshop produced 25 comments related to the County’s Comprehensive Plan Update. When rated and categorized, the three most important issues were Infrastructure, Social Services, and Community Character and Design.

#### Pima Community College Downtown Campus

The Pima Community College event produced 173 comments related to the County’s Comprehensive Plan Update. When rated and categorized, the three most important issues were Infrastructure, Social Services, and Economic Development and Jobs.

**SAHBA Technical Committee**

This workshop produced 16 comments related to the County’s Comprehensive Plan Update. When rated and categorized, the four most important issues were Infrastructure, Government/ Public Process, Community Character and Design, and Green Building and Sustainable Development.

*Other Stakeholder Meetings:*

<b>Organization Name</b>	<b>Location</b>	<b>Participants</b>	<b>Date</b>
<b>Tucson Chamber of Commerce</b>	Tucson Chamber of Commerce	Committee	09/18/2013
<b>The Hispanic Chamber of Commerce</b>	The Hispanic Chamber of Commerce	2	10/10/2013
<b>Citizens for Picture Rocks</b>	Picture Rocks Community Center	5	10/15/2013
<b>Arizona State Land Department</b>	Arizona State Land Department – Tucson Office	1	10/18/2013
<b>Ajo Business Group</b>	Ajo Ambulance Center	15	10/24/2013
<b>Pima County Health Department</b>	Abrams Building	N/A	11/13/2013
<b>TREO</b>	120 N. Stone	N/A	11/13/2013
<b>Pima Alliance for Animal Welfare</b>		N/A	11/19/2013
<b>Southern Arizona Buffelgrass Coordination Center</b>	Southern Arizona Buffelgrass Coordination Center	N/A	11/19/2013
<b>REAC</b>	Hacienda Del Sol	N/A	11/19/2013
<b>Healthy Pima</b>	Abrams Building	20	11/20/2013
<b>Pima County Community Development</b>	Abrams Building	N/A	11/21/2013
<b>SAHBA</b>	Sahba offices	N/A	11/25/2013
<b>Arizona Game and Fish</b>	Arizona Game and Fish Department	N/A	12/13/2013

Targeted Stakeholder Meetings (60 Day Review Draft)

Targeted stakeholder meetings were held after the release of the 60 day review draft, to capture input directed toward specific topic areas and to inform groups about specific goals and policies within the plan. Over 20 local groups were interviewed. No formal participation exercise was performed. Staff was available for question and answer.

Organization Name	Location	Time	Date
<b>REAC</b>	BFL Construction	9:00 AM	10/9/2014
<b>Chamber of Commerce Policy Committee</b>	Chamber of Commerce	8:00 AM	10/16/2014
<b>League of Women Voters</b>	Main Library	10:00 AM	10/18/2014
<b>Imagine Greater Tucson</b>	Co-Lab	10:30 AM	11/10/2014
<b>La Canada/Magee Neighborhood Assoc.</b>	St. Andrews Presbyterian Church Chapel	6:30-8 PM	11/13/2014
<b>Legal Women Voters Green Valley</b>	La Posada	11:30 AM -1 PM	11/14/2014
<b>Pima Council on Aging</b>	8467 E. Broadway	10:00 AM	11/17/2014
<b>Legal Women Voters Northside</b>	Private Home	2:00 PM-4 PM	11/18/2014
<b>Tucson Leading Women</b>	Lodge on the Desert	7:30am	11/18/2014
<b>SAHBA Tech Committee</b>	SAHBA	3:00pm	11/18/2014
<b>Tucson Mountain Association</b>	Milagro Cohousing Common House 3057 N. Gaia Pl.	6:00-8 PM	11/20/2014
<b>City of Tucson staff</b>	OIP Office	1:30 -3:00	12/1/2014
<b>Green Valley Coordination Council members</b>	Green Valley CC office	3:00- 5:00	12/2/2014
<b>Western PC Community Coordinating Council</b>	Bud Walker Community Center in Ajo	7:00-8:30 PM	12/4/2014
<b>Town of Marana Planning staff</b>	Town of Marana	10:00-Noon	12/8/2014
<b>Pima Trails Association</b>	REI at the Tucson Mall	7:00- 8:30 PM	12/9/2014
<b>SAHBA</b>	Sahba offices	2:00-5:00	12/3/2014
<b>SAHBA</b>	Sahba offices	2:00-5:00	12/9/2014
<b>SAHBA</b>	Sahba offices	2:00-5:00	12/12/2014
<b>SAHBA</b>	Sahba offices	8:30-12:30	12/16/2014
<b>Tucson Association of Realtors</b>	TAR Building on Tucson Blvd.	8:30 AM	12/10/2014
<b>Builders/developers</b>	Sahba offices	1:00- 3:30	12/12/2014
<b>Metropolitan Pima Alliance</b>	The Planning Center	12:00-1:00 PM	12/15/2014
<b>Coalition for Desert Protection</b>	Planning Division Office	3:00-5:00 PM	12/13/2014

## Additional Outreach Methods

### 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 later an additional 6 were added. 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. The questions included:

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?
8. Imagine that you are 20 something or you ARE 20 something....what would keep you in Pima County?
9. What does being a pet friendly community mean to you?
10. Name three ways our community can better support our aging population.
11. What is the single most important thing Pima County could do to support your family's health?
12. How do we keep housing safe, decent and affordable for all?
13. What is the best way to get around the region?

### Mind Mixer Results

The site received over 350 active participants, 55% of which were female and 45% were male. In total, Mind Mixer participants provided 514 comments related to the County's Comprehensive Plan Update. When categorized, the three most important issues were Social Services (35.2%), Infrastructure (15.6%) and Economic Development and Jobs (14.6%).

One survey was also included on the Mind Mixer site which included the following questions:

- What priority would you give transportation in Pima County? (80% of respondents said “High Priority”)
- What primary mode of transportation do you use? (83% of the respondents said “Personal Vehicle”)
- What degree of priority should Pima County place on developing multimodal connectivity (pedestrian and bicycle) where appropriate? (52% said “High Priority”, 30% said “Medium Priority”)

A summary of the Mind Mixer comments is provided in the Public Participation Appendix.

### Community Events

County representatives attended and manned booths at four highly attended community events in an effort to reach the greatest number of citizens possible. At each of the community events an exercise to capture community ideas was performed. This exercise consisted 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.

#### **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.

#### **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.

#### **Thanksgiving in the Barrio**

Thanksgiving in the Barrio was an informational event, there was no formal exercise. County representatives tabled a booth and talked with community members, but no comments were recorded.

#### **Tucson Festival of Books**

County representatives received 131 comments at the Tucson Festival of Books related to the County’s Comprehensive Plan Update. When categorized, the four most important issues were Infrastructure, Social Services, Parks and Recreation, and Government / Public Process.



# PIMA PROSPERS

comprehensive plan initiative

## PUBLIC PARTICIPATION PLAN

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## LEGISLATIVE REQUIREMENTS

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. The State of Arizona requires counties to adopt a Comprehensive Plan and update every ten years and provides guidelines to “provide effective, early, and continuous public participation in the development and major amendment of the Comprehensive Plan” (ARS 11-805). This Public Participation Plan enables a proactive, open and inclusive process that will exceed basic requirements and effectively engage the public and other stakeholders. The state deadline for adoption of this update is July 1, 2015.

## INTRODUCTION/BACKGROUND

Pima County’s last Comprehensive Plan update, adopted in 2001, charted a course for Sonoran Desert habitat protection and brought the County’s Plan into compliance with Arizona’s new Growing Smarter statutes. This Plan initiative, to be known by its project name **Pima Prospers**, is proposed to focus on better managing the region’s urban and suburban infrastructure services, creating healthy communities, and addressing economic development goals and social services provision, among other tasks. The Plan initiative will also examine the unique needs of established rural communities and determine implementation actions to address those needs.

Since the last Plan update, Pima County has undergone significant changes, including:

- Residential and non-residential development patterns
- New and changing transportation modes including the Modern Streetcar and The Loop
- Population growth
- Increased focus on healthy communities and sustainable living
- Emergence of major economic development corridors, including the Aerospace/Defense Corridor, the Tucson Tech Corridor and the Bioscience Corridor
- Development of several key warehousing and distribution centers, including the Port of Tucson at Century Park and the Target Distribution Center, and a renewed emphasis on U.S.- Mexico trade corridors
- A housing bubble, followed by a major economic downturn that is now on the rebound
- Significant land areas annexed into local jurisdictions

The first phase of the Comprehensive Plan initiative, **Pima Prospers**, includes the preparation and adoption of this Public Participation Plan, outlining the County’s strategy for involving local residents, business owners, jurisdictions, interest groups, and other stakeholders in the Planning process. Public participation and input is vital to the success of the Comprehensive Plan. Over the next 18 months, the County will actively engage the diverse interests of these groups through a variety of options and methods to help us set the course for Pima County.

The Comprehensive Plan Update will outline the County’s guiding principles, goals, policies and implementation strategies necessary to maintain and enhance Pima County’s quality of life over the next decades. Implicit in those goals will be challenges and opportunities associated with:

- Physical Environment
  - Topography
  - Geology
  - Hydrology
  - Climate
- Changes in Demographics and Socioeconomic Conditions
- Use of Land
- Physical Infrastructure Connectivity
  - Mobility/Circulation
  - Water Resources
  - Energy
  - Wastewater
  - Environmental Quality (Air, Water)
  - Communications
  - Trails
  - Flood Control/Drainage
- Human infrastructure Connectivity
  - Health Care Service Delivery
  - Public Safety and Emergency Services
  - Parks and Recreation
  - Workforce Training
  - K-12 and Higher Education
  - Arts and Entertainment
  - Library Services
  - Animal Care Facilities
  - Local Food Production Systems
- Economic Development and Jobs
  - Quality Employment Retention and Attraction
  - Economic Development Centers and Corridors
  - U.S.- Mexico Border Opportunities
  - Tourism

- Cost of Development and Squaring Economic/Fiscal Impact of Plan on Resources
- At the end of the process, The Pima County Comprehensive Plan will include: (1) The Executive Summary (loose-leaf); (2) The Policy Plan; (3) The Background and Current Conditions Volume (Appendix A); (4) the Implementation, Administrative Procedures, and Plan Monitoring Volume (Appendix B); The Public Participation Plan (Appendix C); The Fiscal Impact Analysis Study (Appendix D); The Glossary and Sources (Appendix E).

## THE VISION FOR A GREATER TUCSON REGION EVALUATION AND REFINEMENT

The Vision for a Greater Tucson Region, resulting from the recent Imagine Greater Tucson (IGT) process, is the culmination of more than two years of input and participation by over 10,000 people countywide. The Vision describes the future desired for the region based on shared values. This process resulted in 60 Shared Regional Values, categorized into nine (9) principles:

- Accessibility
- Educational Excellence
- Environmental Integrity
- Good Governance
- Healthy Communities
- Higher Education
- Prosperity
- Quality Neighborhoods
- Regional Identity

The Pima County Board of Supervisors accepted the Vision for a Greater Tucson Region, which focuses primarily on development in urbanizing and suburbanizing eastern Pima County.

It is the intent of this Public Participation Plan to expand upon the accepted IGT vision to ensure that a vision can be incorporated into the Plan so that it covers the entirety of the County including rural communities and western Pima County. This public engagement program will include outreach efforts to focus on those areas generally outside the urban sphere.

## MAJOR OBJECTIVES

The major objectives of this Public Participation Plan are to:

- Provide opportunities for community participation to all income, age, ethnic and special needs populations from all geographic and economic areas of the County

- Seek out involvement of those potentially affected
- Provide on-going project information
- Comply with requirements of the Arizona Growing Smarter Acts of 1998 and 2000 for early and continuous public participation throughout the process.

## PUBLIC PARTICIPATION PLAN ORGANIZATION

The Comprehensive Plan will be prepared under the direction of the Planning and Zoning Commission and the Board of Supervisors of Pima County. County staff in partnership with a consulting team led by The Planning Center, Tucson, will be directly responsible for managing the Comprehensive Plan effort, facilitating public input and developing the Plan's content, documentation and graphics. The following groups will play significant roles guiding the preparation of the Comprehensive Plan:

### Residents, Business and Land Owners, Neighborhood Organizations, Interest Groups, and Other Stakeholders

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. It will utilize the latest public input techniques as well as in-person conversations such as:

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

Stakeholders will have the opportunity to provide 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. As youth, homebound seniors, younger families and non-English speaking minorities are usually less likely to attend organized meetings for a variety of reasons, the County will reach out to these groups in appropriate ways by attending and participating in community events, through electronic media contact, and visits to social meetings and gatherings.

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## Major Public and Private Land Owners and Other Jurisdictions

Major land owners including the Arizona State Land Department, the Bureau of Land Management, Forest Services, school districts, the Arizona Board of Regents (University of Arizona), Davis-Monthan Air Force Base, Tucson Airport Authority, other jurisdictions owning land in the County, and owners of large tracts of land will have opportunities to provide comment and review at all stages of the planning process. Alignment with their planning efforts will be key to building a Plan that can work regionally and be implemented and funded.

Staff will offer to meet with all municipal and special district jurisdictions of the region—most notably Pima Association of Governments (PAG), cities and towns, fire districts, and school districts—at key points in the planning process to discuss various aspects of the Plan, get input, and coordinate with their planning efforts. All these jurisdictions will also have input during the required 60-day review prior to moving to the Public Hearing phase of the project. While the Pascua Yaqui Tribe and Tohono O’odham Nation are distinct nations and not governed by County Land Use policy, other aspects of the Plan will directly or indirectly affect their own service delivery including certain social services provided through the County and land use as it applies to tribal lands not yet brought into the U.S. Land Trust held for each tribal nation. Staff will contact the appropriate representatives to coordinate with their planning efforts.

State statutes require coordination with the Arizona State Land Department’s production of a conceptual land use Plan for its lands held in trust for beneficiaries of the State Land Trust. If the Land Department proceeds with such a Plan, staff will work to coordinate efforts. If there is no active state conceptual planning at the time, staff will work with the Land Department to keep them informed and offer opportunities to participate in the County’s Planning process.

Pima County will, as required by state law, inform known sand and gravel mine owners of its planning process and invite them to participate in the planning process as well.

## Public Service Providers

Health care systems, libraries, physical infrastructure, fire, police and emergency services, public and private utilities, and animal shelter services are some of the entities that provide vital public services that help create healthy communities. Public service providers will have opportunities to provide comment and review at all stages of the planning process. Many, including the Health Director, Library Director, Pima County Animal Care Center Manager and other key Pima County staff will help the Project Management Team guide and direct outreach efforts.

## Volunteer-based Non-profit Groups

Volunteer-based non-profit groups serving the community such as Chicanos Por La Causa, Primavera Foundation, and a vast array of others that are vital to the success of the region and will have opportunities to provide comment and review at all stages of the planning process. Pima County community development and faith-based initiatives staff will help identify key stakeholder groups and community leadership as well as engage them in the process. These organizations may also assist with the dissemination of materials and information to their members and contacts.

## Stakeholder Management

Pima County staff will compile and monitor a list of stakeholders, both external and internal to Pima County, to determine whether targeted outreach efforts are appropriate. Pima County will contact people and groups regarding Comprehensive Plan events or public meetings it hosts within the appropriate sub-region(s) of the County, and all County-wide events, meetings and hearings. Meetings and community events can also be requested by members of the public. Staff will work with the interested parties (neighborhood groups, business or trade groups, social service entities) to attend and engage with the group during the Comprehensive Plan Initiative. Engaging Pima County employees in the initiative is also important. Many department employees are subject matter experts and the project team will seek their involvement in solutions and strategies. Stakeholder management will primarily be the responsibility of the Project Management Team with direction from the Project Guidance Team.

## Project Management Team

The Project Management Team is comprised of the Pima County Development Services Director, the Pima County Development Services Deputy Director, the Pima County Planning Director and the Consulting Team Project Manager. The Team will meet on a regular basis to monitor Plan progress, identify strategic issues associated with the Plan’s development, and ensure that project goals and objectives are addressed in an appropriate and timely manner.

## Project Guidance Team

The Project Guidance Team will at a minimum be comprised of three to four members of the Planning and Zoning Commission, and key administrators and County department directors or managers who will have direct responsibility for ultimately implementing the Comprehensive Plan, once adopted. This Team will meet at key stages of the Planning process for the purposes of

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receiving information and providing guidance to the Project Management Team. The Team is expected to actively engage in the creation of the Plan and identify strategies and policies to be included in the Plan. Six to eight meetings during the lifespan of the planning process are anticipated.

Additionally there will be individual meetings with department directors and managers who may or may not be on the Project Guidance Team; each is expected to provide resources to define issues as well as contribute to strategy, policy and implementation of the approved Plan. Ideally the Plan will inform the strategic direction of County departments and will be tied to future budgets and capital improvement programs.

## COMMUNICATIONS PLAN

The Project Team will develop a Communications Plan that will manage the dissemination of information both externally and internally to staff and elected and appointed officials. The Communications Plan will manage the process of how staff accepts and organizes comments received by the public at the various stages of the planning process. Members of the Pima County Communications Office will help guide and supplement all communication efforts. They have already played a key role in the development of professionally designed templates, covers and guides for all presentation materials. The Communications Office will play an active role in reporting news on the Comprehensive Plan Initiative and establishing communication vehicles to reach the public.

The Communications Plan is intended to serve from the beginning of the planning process through implementation and will likely be periodically updated during the various stages of the Plan creation, adoption and annual review reports on metrics during the implementation phase.

### Communication Vehicles

To provide ample opportunity to residents and stakeholders for participation, a variety of communication methods and techniques will be employed as follows:

- Presentations
- Electronic Mail
- Electronic Tools
- Progress Reports to the Board of Supervisors
- **Pima Prospers** website

- Facebook
- Banners & Signs
- Board of Supervisors Public Meetings
- Community Events
- Community Meetings
- Press Releases
- Mailings
- Advertising

### Comprehensive Plan Website: Pima Prospers

A website for the Comprehensive Plan will be set and managed throughout the duration of the Comprehensive Plan initiative. The website will include:

- draft documents for public review
- brochures
- announcements
- public input reports
- meeting schedules
- educational materials
- upcoming project milestones
- anticipated public workshops
- public meetings
- plan presentations and graphics
- maps

### Public Online Input Software

The County intends to employ an online software package that enables those who are not likely or cannot attend public meetings throughout the Planning process to participate in the Plan process. This automated tool will provide countywide outreach to individuals who may not have the time or ability to attend meetings but can provide input via computer, smart pad or smart phone, allowing additional opportunities for input and comment from the comfort of their homes or at their convenience.

### Libraries

The Public Library is the traditional repository for information on major planning processes throughout the County, and this Public Participation Plan assumes the same. Planning staff will work with the Pima County Library Director and staff to determine the best ways to distribute the information throughout the library system to make it

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accessible in hard copy, electronically, or both, as is most appropriate for each branch. For disadvantaged populations, it can also serve as a mechanism to provide equal access to the website, email and web based Plan software for input. Libraries may also serve as public meeting places to discuss aspects of the Plan or the process for its creation. The final draft of the Comprehensive Plan will be available to the public via County website and library system.

## INVOLVEMENT VIA PUBLIC MEETINGS

The Public Participation Plan anticipates a series of meetings, strategy workshops and/or community conversations, providing many opportunities for public input. These include:

- 1. Comprehensive Plan Countywide Kickoff Meeting:**  
This meeting is designed to explore themes, challenges, and opportunities such as Growing Smart and Healthy Communities, with widely recognized national experts in these fields.
- 2. Strategy Workshops/Community Conversations with subregions:** The Project Team will host workshops to understand the different needs of the County's urban, suburban and rural areas to guide policies and land use strategies.
- 3. Strategy Workshops/Community Conversations with Established Rural Communities:** The Project Team will meet with Ajo, Catalina, Green Valley, Vail, Three Points, Arivaca, the Pascua Yaqui Tribe, Corona de Tucson, and Summerhaven leadership to ensure these rural communities' participation in the Comprehensive Plan and understand their unique needs.
- 4. Strategy Workshops to Present Materials for Feedback:** These are designed to present the draft vision, guiding principles, goals, policy and comprehensive Plan regulatory map series for public feedback.
- 5. Arizona Revised Statutes Sixty (60) Day Agency Review Period** that mandates the Final Draft of the Comprehensive Plan will be transmitted to the following entities during the sixty (60) day review period for their review and comment:
  - Each municipality in the County.
  - Every other county that is contiguous to the County.
  - Pima Association of Governments, the regional Planning agency in the County.

- The Arizona Commerce Authority (or as designated by the State of Arizona).
- The Arizona Department of Water Resources for review and comment on the water resources element.
- Davis-Monthan Air Force Base (territory in the vicinity of a military airport or ancillary military facility as defined in ARS 28-8461).
- The Attorney General, due to property (Davis-Monthan Air Force Base) in the high noise or accident potential zone of a military airport or ancillary military facility.
- Any person or entity that requests in writing to receive a review copy of the draft Plan.

## PUBLIC HEARINGS

Opportunities for final oral and written comments for modifications to the Final Draft exist at public hearings to be held prior to adoption of a new Comprehensive Plan. Prior to the hearings, the specific comments received from the public and during the 60 day review will be collected on a matrix, noting which proposed changes can be recommended by the Project Management Team, and for those that cannot, an explanation as to the rationale.

### Planning and Zoning Commission (Commission) Public Hearings

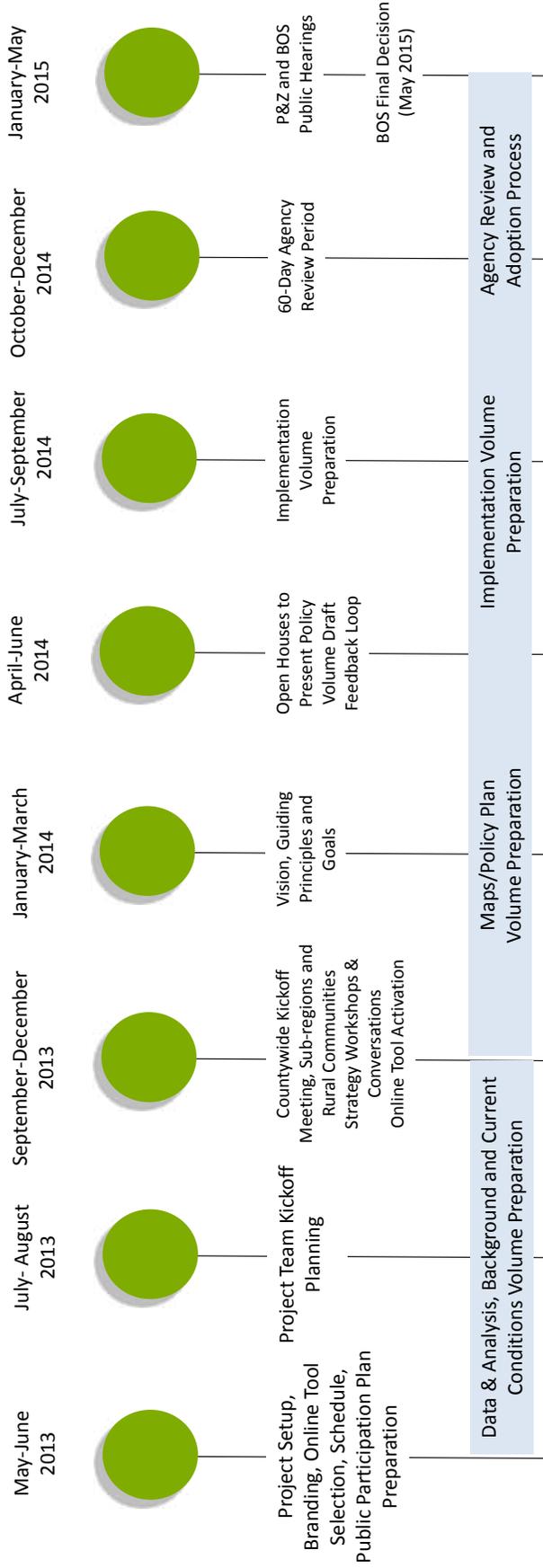
The Commission is required by law to hold at least one public hearing; however, additional hearings may be held. The Commission role is to make a recommendation on the Plan to the Board of Supervisors after reviewing the Final Draft, the input from the public hearing and comment summary received prior to the hearing.

### Pima County Board of Supervisors (Board) Public Hearings

The Commission recommended final draft of the Comprehensive Plan will be transmitted to the Board of Supervisors for consideration at least one public hearing. The Board will receive the Commission recommended Draft Plan, an updated matrix of public comments and may receive additional comments prior to or during the hearing itself. Final adoption of the Plan is by the Board.



# Pima County Comprehensive Plan



## Schedule Major Project Milestones



**Pima County Board of Supervisors**

Ramón Valadez, Chairman, Supervisor, District 2

Ally Miller, Supervisor, District 1

Sharon Bronson, Supervisor, District 3

Raymond J. Carroll, Supervisor, District 4

Richard Elías, Supervisor, District 5

**Pima County Administrator**

Chuck Huckelberry

