IMAGINE GREATER TUCSON LAUNCHES WITH FALL ‘VISIONING’ EVENTS, ANTICIPATES IDENTIFICATION OF ACTION STEPS TO START IN LATE 2011

TUCSON, Ariz. (Sept. 30, 2010) – Imagine Greater Tucson launched today with a series of values statements from diverse community representation during a celebration at Hi Corbett Field.

Imagine Greater Tucson, a collaborative effort to define a publicly supported vision and clear action plan to shape the region’s future, will get under way this fall with participation in a variety of community events to introduce the Imagine Greater Tucson effort to the public and to begin collecting information on what people value about the Tucson region.

“Imagine Greater Tucson’s goal is to create a shared vision and clear action for the Tucson region that will make our community a vibrant and healthy place to live, work and play for current and future generations of all ages,” said Imagine Greater Tucson Director Eileen Fagan. “We also want to learn how to work together as a community in order to collaboratively solve existing and future community challenges.”

Today’s event included a welcoming message from youth representing different cultures in the community and a series of values statements from leaders throughout the region. Following the presentation, members in the audience were asked to share their value statements as well.

“Individual values mean a lot to us and will send a powerful message once they are all collected and combined to provide grassroots direction to our overall region,” said Peter Likins, former University of Arizona President and one of the initial supporters of the Imagine Greater Tucson effort. “Our region is now at 1 million people and is expected to double in size. We cannot stand by without addressing pending challenges. The Imagine Greater Tucson process will prioritize our challenges and identify clear action steps to address them. Our future generations are depending on us to do the right thing now.”

Other fall IGT events include a statistically valid survey and a regionwide series of workshops that will engage the public through conversations that establish shared values. The values and additional public input will be used to build alternative scenarios to help address future challenges.

“Alternative scenarios will be compared to a base scenario that identifies how our future will

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look if we take a status quo approach to addressing the region’s challenges,” Fagan said.

“Once a preferred scenario is identified, we will develop action-oriented strategies that will be implemented to shape our region based on the values we identify early in this process.”

The first major event where Imagine Greater Tucson will engage the public is Tucson Meet Yourself, Oct. 8-10, at El Presidio Park in downtown Tucson.

“We recognize Tucson Meet Yourself as a regionwide event of cultural diversity and chose that as our first community event to talk to people about the Imagine Greater Tucson effort,” Fagan said. “We want to find out what people care about in this region and how the Imagine Greater Tucson effort can make a difference to them.”

For more information about event participation and how you can get involved, please visit www.imaginegreatertucson.org.

Imagine Greater Tucson is supported through public and private sector funding, including a $500,000 planning grant from Pima Association of Governments as initial seed money.

“Pima Association of Governments, a metropolitan planning organization, works collaboratively in the region and we support the collaborative process that the Imagine Greater Tucson effort will engage,” said PAG Chair Ned Norris Jr., chairman of the Tohono O’odham Nation. “We encourage everyone in our region to become familiar with this effort, to participate and to help shape our future to enhance the region’s livability.”

Imagine Greater Tucson has a three-phase process: Phase 1 – Input; Phase 2 – Strategy and Phase 3 – Action. The action phase is expected to identify action steps starting in late 2011.

Follow Imagine Greater Tucson on Facebook at http://facebook.com/IGTucson and Twitter at http://twitter.com/IGTucson

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ABOUT IMAGINE GREATER TUCSON

Imagine Greater Tucson’s purpose is to create a shared vision and clear action for the Tucson region that will make our community a vibrant and healthy place to live, work, and play for current and future generations of all ages. We also want to learn how to work together as a community in order to collaboratively solve existing and future community challenges. Imagine Greater Tucson is supported by public and private sector funding. Visit www.imaginegreatertucson.org for more information.