For immediate release
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IMAGINE GREATER TUCSON ANNOUNCES REGIONALLY SHARED VALUES, OUR FUTURE SCENARIO AND THEIR DIFFERENCES
Scenario-building workshops set for May 18, 24 and 25; open to the public

TUCSON, Ariz. (April 7, 2011) - Imagine Greater Tucson, a regional visioning process, today unveiled nine regionally shared values and our future scenario based on existing trends.

The values, which were identified through community conversations, surveys and events to obtain public feedback, were unveiled in a video during the community presentation at the Tucson Marriott University Park. (See attached list of values.)

The future scenario depicts a projected population growth of 1 million. It was presented in two maps, one showing the current footprint of the built environment, the other how this footprint is likely to change if we continue to develop based on current trends of job and housing densities.

“In comparing the trends scenario and the values, we have determined that our region’s potential future does not align with many of our values,” said Eileen Fagan, Director of Imagine Greater Tucson. “The scenario indicates a continuation of such things as urban sprawl, increased traffic congestion and travel times, which would affect our overall air quality, access to our great outdoors and connections to activity centers. The latter items are all listed among our values.”

Arlan Colton, Planning Director for Pima County, said the Imagine Greater Tucson process identified diversity as one of our shared regional values.

“The IGT process has identified that our region values diversity, yet continuation of our single-use development pattern will continue to fragment our community,” he said. “We want accessibility to key services but our land use and transportation pattern works in the opposite direction.” (See the attached Trends Scenario Overview.)

Robert Grow, Founding Chair Emeritus of Envision Utah, highlighted the gaps between the future scenario and the values. “Other communities and regions that have gone through a visioning process also have found gaps between their values and where they are headed,” he

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said. “The next step is for stakeholders and the public to come together at scenario building workshops to develop alternative scenarios that will help close those gaps.”

Imagine Greater Tucson has scheduled three large-scale, action-packed public scenario building workshops in May.

**Wednesday, May 18**
Tucson Convention Center
260 S. Church Ave.
Copper Ballroom
Registration: 5:30 p.m.
Workshop: 6-8:15 p.m.
Free Parking.

**Tuesday, May 24**
Hilton El Conquistador Resort
10000 N. Oracle Road
Registration: 5:30 p.m.
Workshop: 6-8:15 p.m.
Free Parking

**Wednesday, May 25**
Diamond Center
I-19 and Pima Mine Road
Registration: 5:30 p.m.
Workshop: 6-8:15 p.m.
Free Parking. Use north parking lot and entrance.

Keynote speaker Lattie F. Coor, Ph.D., Chairman and CEO of The Center for the Future of Arizona, said it is important for key stakeholders, representing the business community, nonprofits, environmental groups, educators, cultural groups and other diverse interests to participate in the workshops and become engaged in the next phase.

“We went through a visioning process at the state level and we know that the development of the vision is important to the various community stakeholders and leaders,” he said. “This next effort takes more than sitting at the sidelines. You need to roll up your sleeves and participate in order to develop a vision that you can truly support as a region.”

Coor also noted a great similarity between the goals of *The Arizona We Want* and Imagine Greater Tucson. The Center for the Future of Arizona, which was established in 2002, launched *The Arizona We Want* Institute in late 2009 with the release of the “Arizona We Want” report, which focuses on what citizens think about life in Arizona communities and what they want for the future. The institute is developing short-term and long-term plans for achieving the report’s goals and is working with others around the state to develop strategic alliances.

During its second phase, Imagine Greater Tucson will continue working with scenario modeling software developed by Fregonese Associates, a nationally recognized, regional planning firm in Portland, Ore.

**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.