

Community Academy: OV's Path Forward – Cultivating Residents Vision for the Future

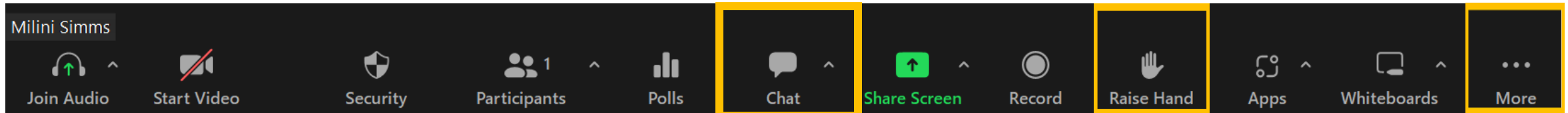
Class 2
October 8, 2024



Town of Oro Valley

Online Participation

- ▶ To participate during the meeting, please raise your virtual hand or use the chat feature.
- ▶ Zoom controls are located at the bottom or type of your screen (depends on device). If you cannot see the “chat” or “raise hand” icon, click on the “More” icon to see both.
- ▶ Videos may be on but please mute yourself unless you have a question or comment.



Phone

Raise Hand: *9

Unmute: *6

Problems with Zoom?

Call Rene Olvera at 520-229-4939

Town of Oro Valley
www.orovalleyaz.gov



27th Annual Oro Valley's Community Academy



Town of Oro Valley

Date	Class
Thurs., October 3	Welcome & Oro Valley 101
Tues., October 8	OV's Path Forward: Cultivating Residents Vision for the Future
Thurs., October 10	Keeping the Lights On: Town Finances
Tues., October 15	Rooftops and Retail: Economic & Commercial Development
Thurs., October 17	Planning for OV's Future: Managing Town Growth
Tue., October 22	Balancing Growth and Nature: Environmental Stewardship
Thurs., October 24	Connections Through Recreation: Parks & Recreation
Mon., October 28	Water Resource Planning: Water Utility
Wed., October 30	Roadway and Stormwater Management: Public Works
Mon., November 4	Public Safety: Oro Valley Police Department & Town Courts
Wed., November 6	Graduation at Town Council and Celebration Dinner



► Participants who attend at least ½ the classes will graduate

Visit orovalleyaz.gov often for class resources.

Questions? Contact Alex Chavez at achavez@orovalleyaz.gov or 520-229-4814



OV has more resident feedback than other jurisdictions



OV was the first jurisdiction to have a 10-year plan fail



TRUE

OV has more resident feedback than other jurisdictions



TRUE

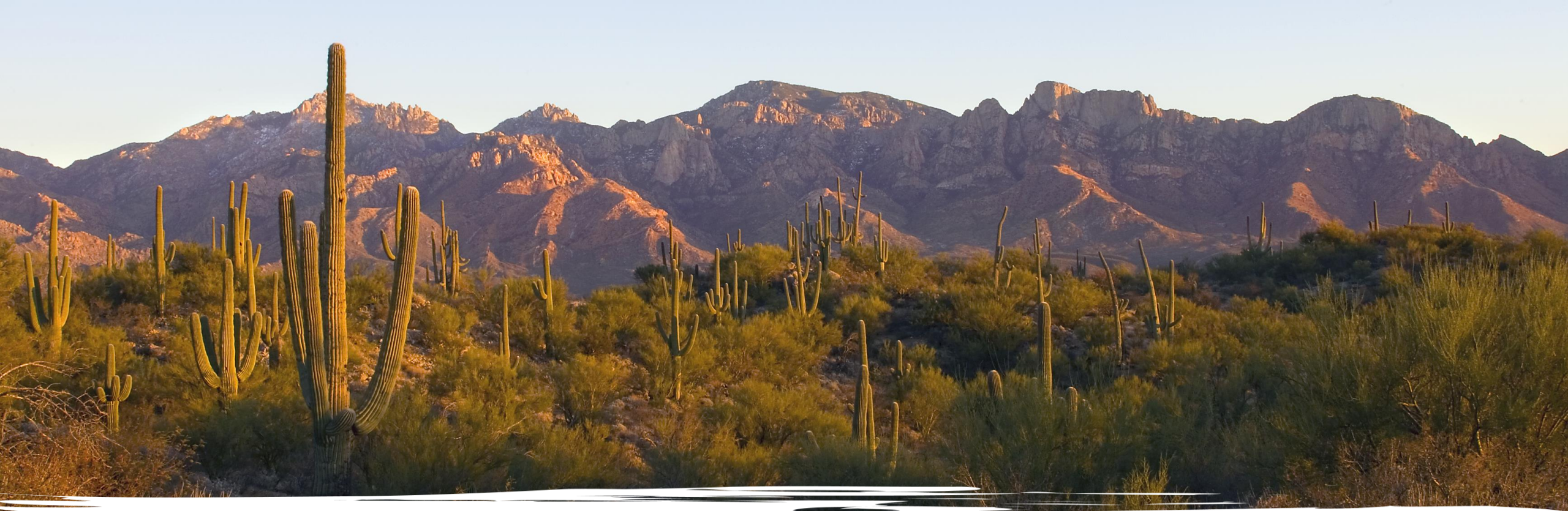
OV was the first jurisdiction to have a 10-year plan fail





ORO VALLEY'S Path Forward

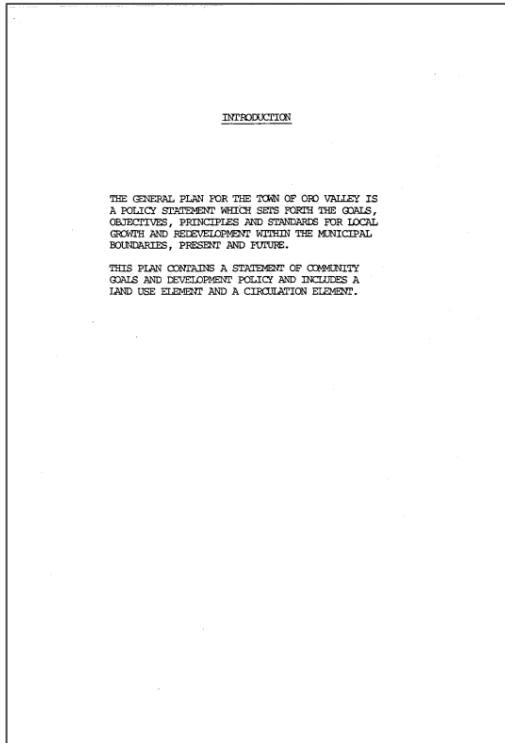
Planning Together for Our Future



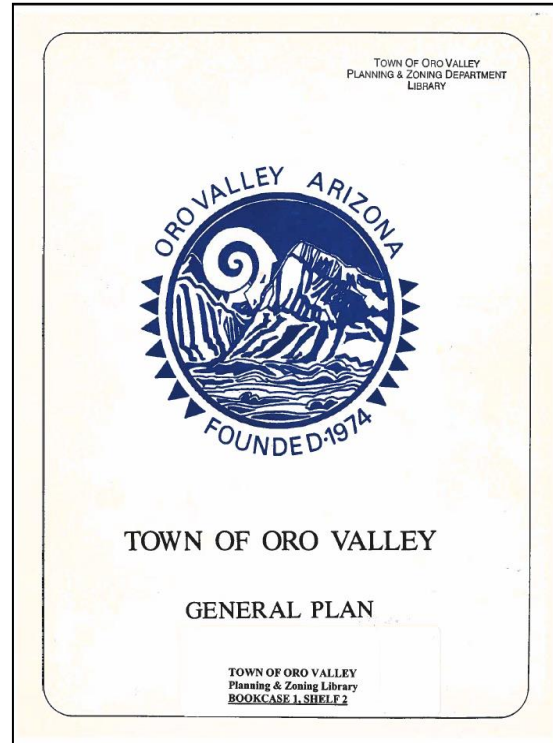
10-year action plan

- Community driven, 10-year policy document guiding long-term decisions for the community.
- Every jurisdictions is required to have a 10-year plan. Topics included in the plan are based on size and growth rate.
- Must be updated or re-adopted every 10 years. Requires:
 - Voter approval (51+%)
 - 2/3 majority vote of Town Council

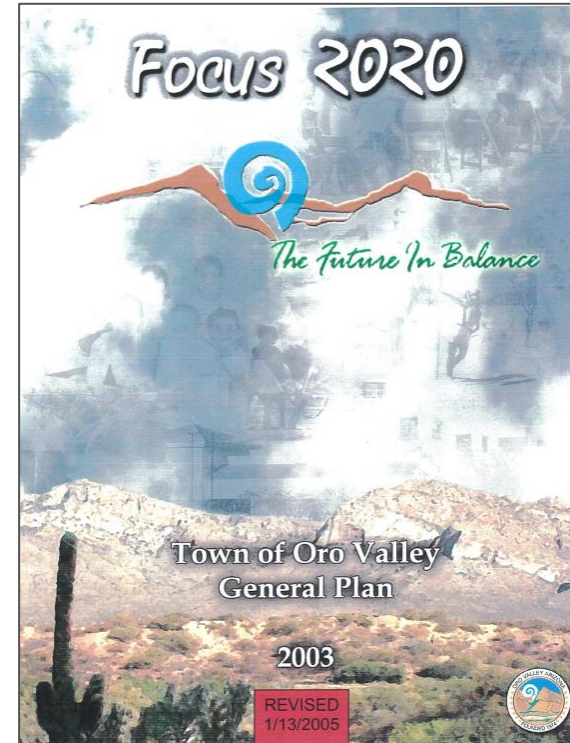
OV 10-year plans



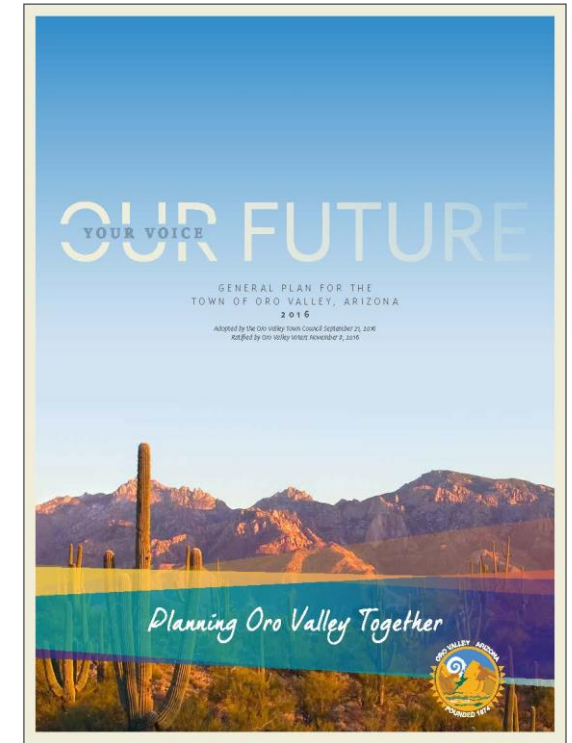
1981



1990



1996
2003
2005



2016

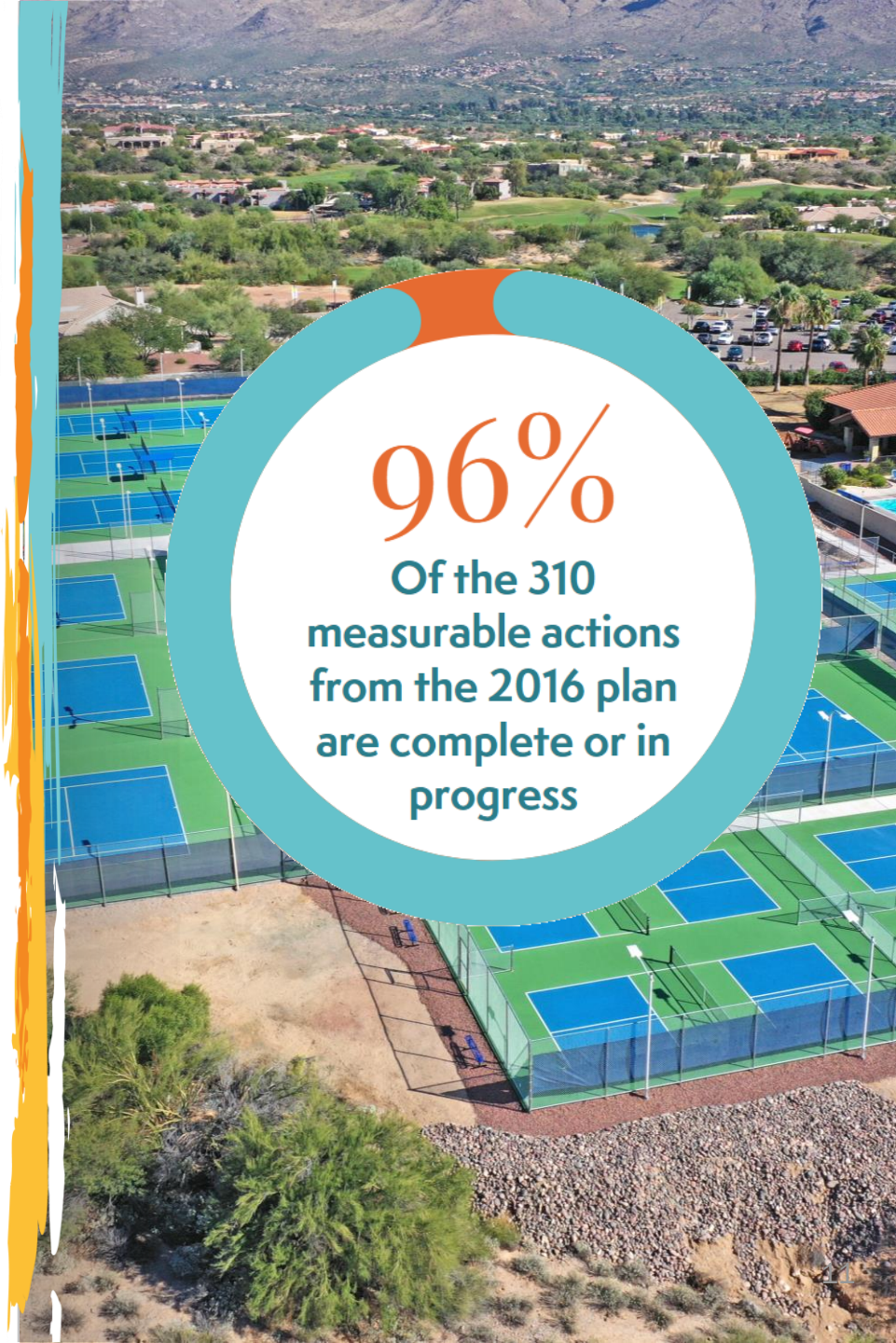
Comprehensive

- State required planning elements
- Addresses topics that determine residents' quality of life
- Something for all interests



Importance

- Leads to real results in the community:
 - Increased accessibility and communication from the Town
 - Best practices for saguaro protection
 - Community Recreation Center improvements
 - Naranja Park improvements
 - Drainage Criteria Manual
 - Water infrastructure expansions
- Must accurately represent residents to stay relevant over a 10-year time frame
- Best opportunity to spark action in the community!



96%

Of the 310
measurable actions
from the 2016 plan
are complete or in
progress



Community Engagement Plan

Resident feedback is the #1 priority

- Guiding Principles for Engagement
 - Be Inclusive and Prioritize Community Input
 - Be Engaging and Effective
 - Be Organized, Efficient and Timely
 - Be Fair and Open
 - Provide Understandable and Accessible Information



Pillars of Engagement

- **Invite** all residents to participate.
- **Inform** residents with information to help them create the 10-year plan.
- **Engage** residents by providing convenient and accessible ways for them to participate.
- **Collaborate** with resident working groups.
- **Empower** resident working groups to use the feedback heard during phase 1 to make decisions that will create the 10-year plan.
Empower all residents to vote on the plan.



Spectrum of Resident Participation

Phase 1: Let's Talk

The #1 goal is to make sure the plan represents what most residents said

- Extensive engagement conducted between October and July
- Received significant direction from residents about OV's future
- Over 8,900 contributions that will be used by resident working groups to build the plan



Phase 1



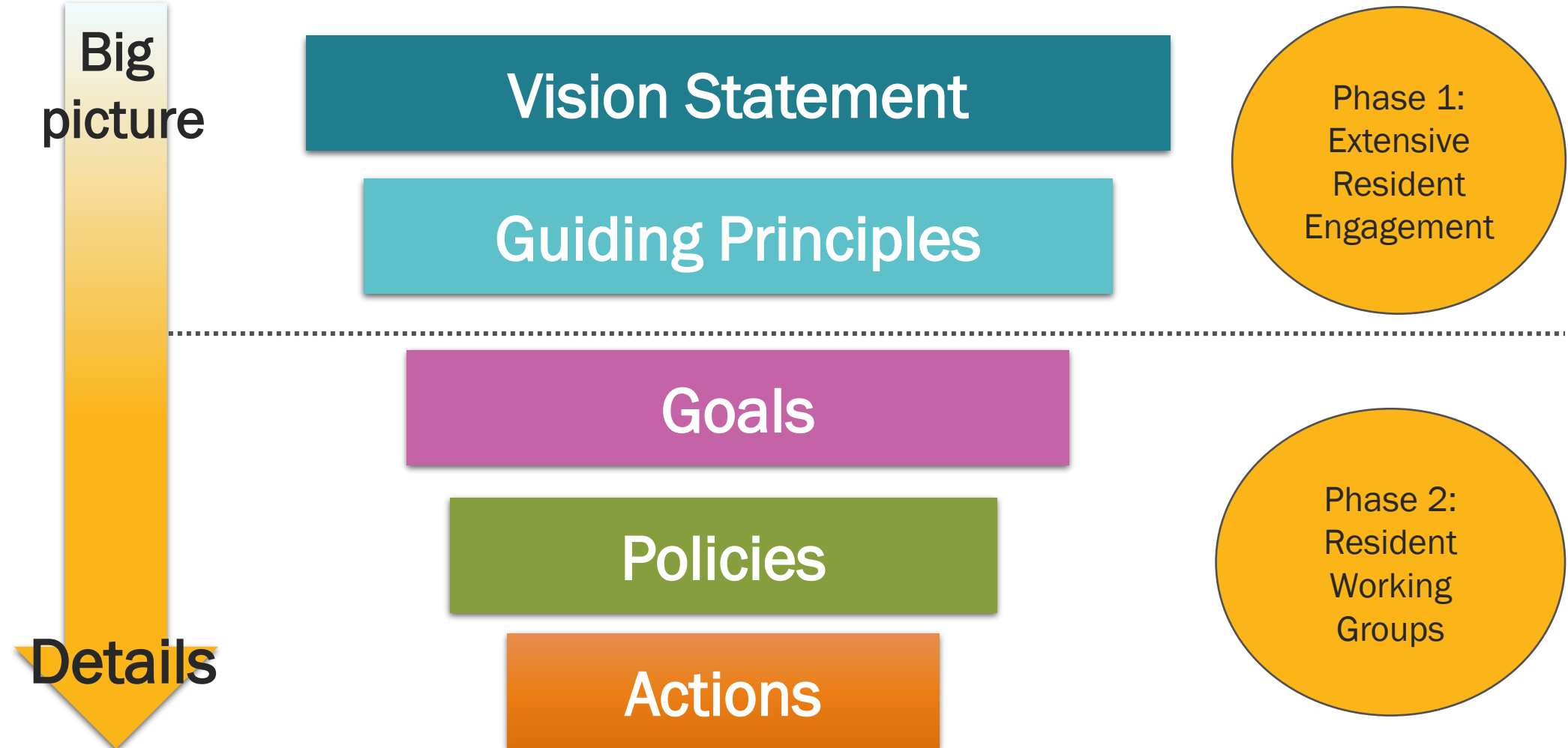
Phase 1 Report

ALL resident responses create the foundational building blocks of the plan.

- Bring all responses together to produce themes
 - Statistically valid phone survey used as a guide – projectable to all OV adults
 - Event and online comments provide additional context the survey did not capture
- References the statistically valid housing phone survey and the Parks and Recreation Master Plan
- Report only includes resident responses – highly consistent amongst all three tools



Resident feedback provides the building blocks for each part of the plan:



Values



Safety, low
crime, OVPD

Environment,
natural beauty,
views



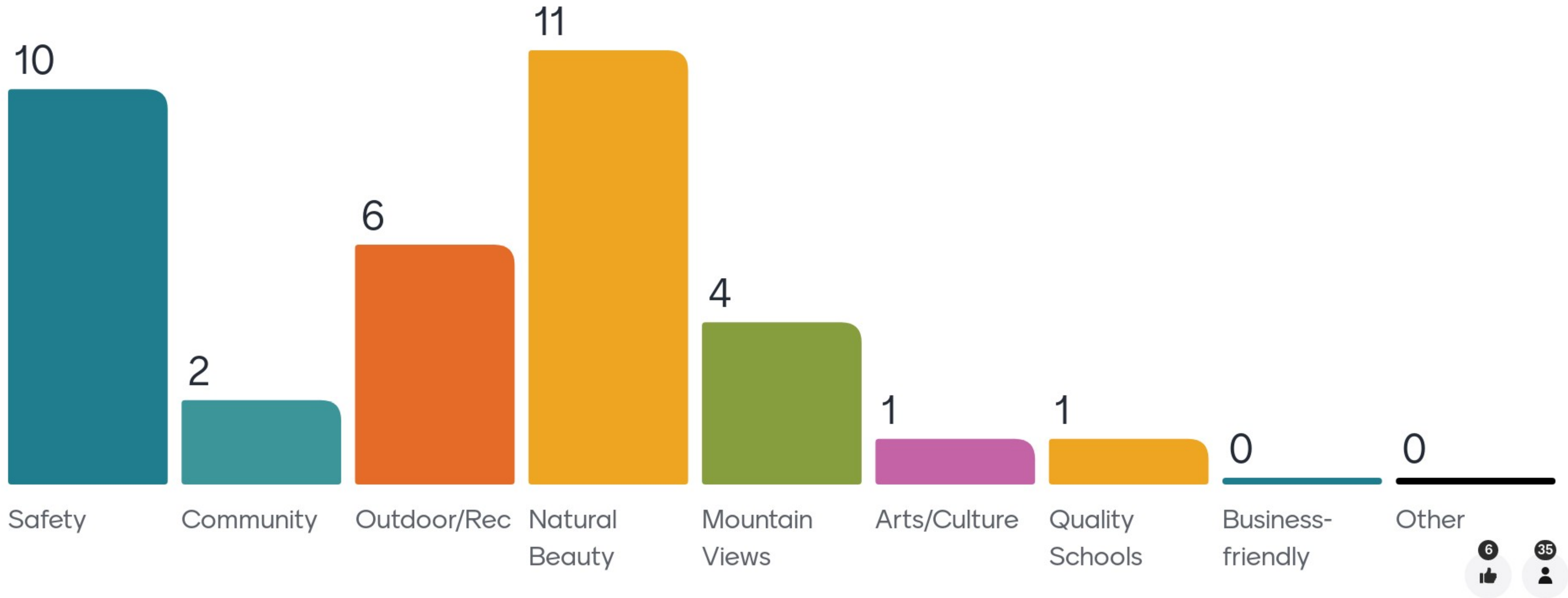
Friendly, kind,
neighborly

Outdoors,
parks, biking,
walking, hiking



- 1981: The General Plan envisions mostly housing, but some business development is anticipated on the remaining undeveloped land in Oro Valley. While each will be distinctive in its own character, a cohesive blend will be required with existing neighborhoods and uses.
- 1990: Multiple visions – Maintain natural community character through constant public attention to environmental values, use compatibility and restraint in the construction of built forms for human activity. Maintain the delicate environmental balance for all living things in Catalina/Tortolita foothills; preserving natural openness of mountains, deserts and washes; preventing further degradation of, and restoring air, water and scenic attributes for future generations' benefits.
- 1996: To be a town that is recognized as a well-planned community that strives to balance the needs of today against the potential impacts to future generations, while recognizing the limitations of its resources.
- 2003/2005: To be a well-planned community that uses its resources to balance the needs of today against the potential impacts to future generations. Oro Valley's lifestyle is defined by the highest standard of environmental integrity, education, infrastructure services, and public safety. It is a community of people working together to create the Town's future with a government that is responsive to residents and ensures the long-term financial stability of the Town.
- 2016: Oro Valley strives to be a well-managed community that provides all residents with opportunities for quality living. Oro Valley will keep its friendly, small-town, neighborly character, while increasing services, employment and recreation. The Town's lifestyle continues to be defined by a strong sense of community, a high regard for public safety and an extraordinary natural environment and scenic views.

What do you value MOST about living in OV?



Let's build a vision statement



- Split into groups and head towards a station. Online participants will be in their own group.
- OV residents' top values are written on large sticky notes. Using the sticky notes and paper, write a vision statement with your group.
 - As a group, choose the values you think should be in the vision
 - Prioritize your top values
 - Use words and phrases to describe values and complete your sentence(s)
- Appoint one person to present your group's vision statement to the class.

Group Vision Statements



The Town of Oro Valley will preserve its stunning natural beauty and exceptionally safe community while welcoming new community, enhancing businesses and services and developing cultural and recreational opportunities that appeal to the residents and visitors of Oro Valley.

Oro Valley residents seek to maintain a safe and friendly community for all. Strive for more amenities, arts and cultural events to enrich the community. Preserve natural beauty, views and recreational opportunities (trails, biking, etc).

Oro Valley strives to preserve its natural beauty, including views. An essential part of OV is the outdoors and recreation. The Town continues to value safety and community.

The people of Oro Valley value a safe community that is known for its views, natural beauty and outstanding outdoor recreational opportunities, encompassing arts and culture while supporting a business-friendly environment, which supports more services and amenities!!!

The Town of Oro Valley provides an environment keeping the safety of its residents at the forefront of the community. Being the stewards to preserve the outdoor natural beauty and environment, providing services and amenities to engage the community to preserve a desired lifestyle.

The Town strives to foster a strong sense of community, prioritize public safety, and values the natural beauty of our surroundings. Oro Valley balances its beautiful outdoor environment and recreation while balancing that with a business-friendly environment and improving and growing its arts and culture.

Draft Vision Statement:

A high-level view of the community's values and aspirations for the future

55% OV should have more live, work, & play opportunities.

85% OV should be known as a low crime community.

80% OV should be known for its desert and mountain views.

74% OV should be known as an outdoor/rec community.

19% Value OV's strong sense of community.

DRAFT VISION:

Oro Valley is a community that provides all residents with **more services, amenities, and opportunities** for high-quality living.

The Town meets the community's expectations through strategic and intentional improvements.

The Town maintains its unique character by prioritizing **public safety, natural beauty, scenic views, outdoor living**, and a **strong sense of community**.

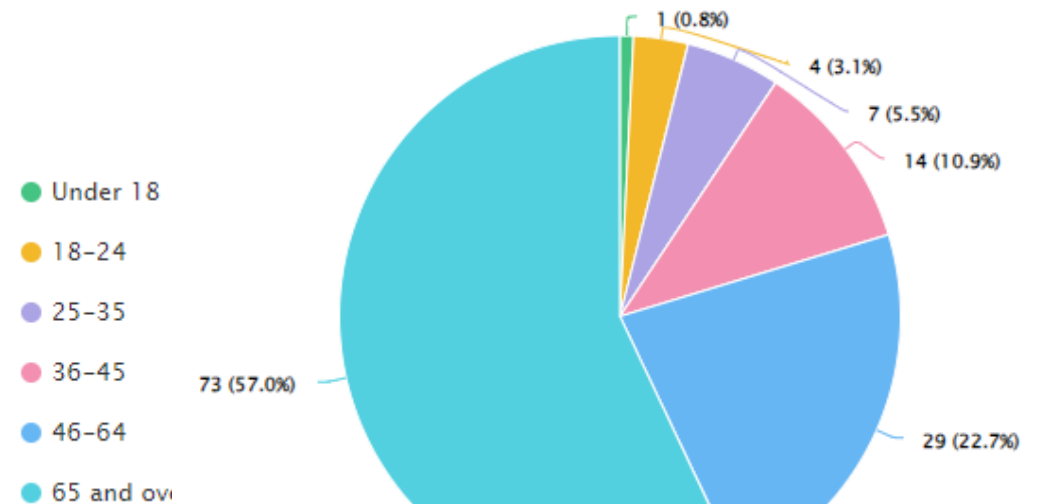


Wordsmith Challenge

Level of participation shows overall, the vision statement accurately reflects what residents' value. Refinements needed.

- Resident feedback on the draft vision and 13 guiding principles
- Promoted by:
 - Postcards to every household
 - Roadway signs
 - E-newsletters, articles, ads, social media
 - 15 events around the community
- 129 residents took the challenge online

Age groups of those who took the challenge

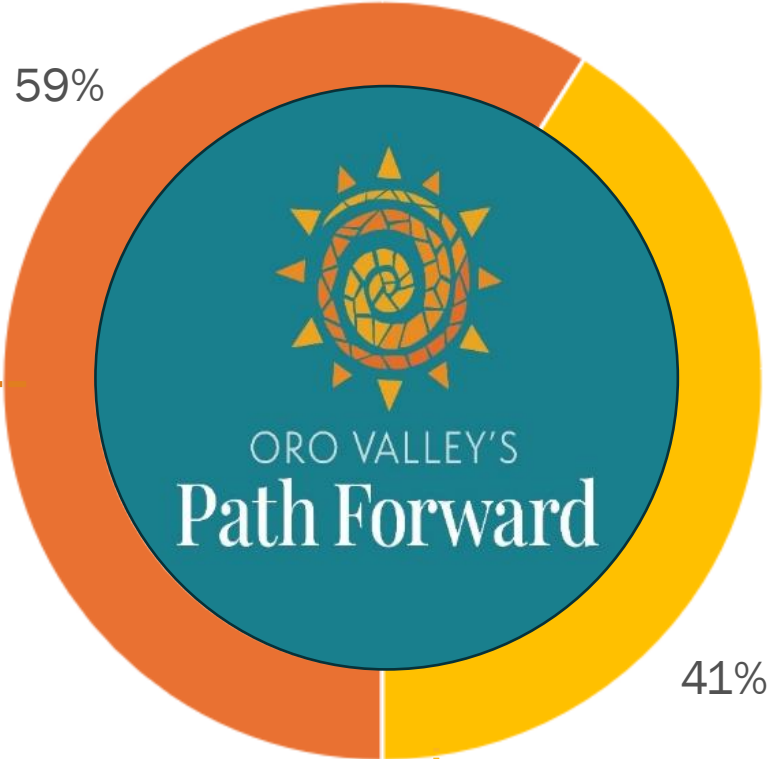


Wordsmith Challenge

3 out of 5 people who took the challenge felt the vision accurately reflects what most residents value

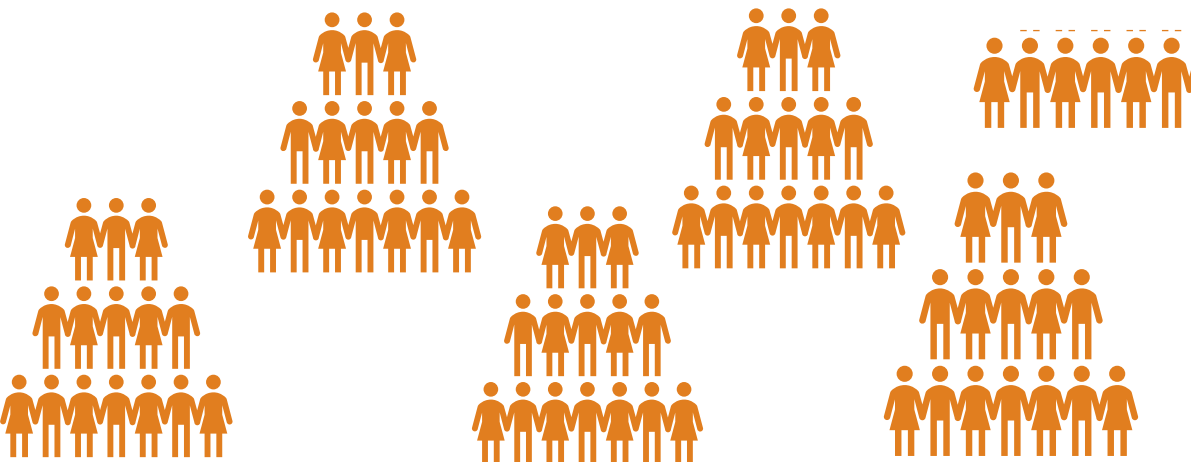


59%



41%

At events, 81 people determined the vision statement reflects what most residents value



48 suggestions were provided to better capture residents' values.

Wordsmith Challenge

Reorder
statements

Make more
succinct

Define or use
other words
instead of “more”

Oro Valley is a community that provides all residents with **more services, amenities, and opportunities** for high-quality living.

Descriptions for
“community”

Revise to be
forward focused.

The Town meets the community’s expectations through strategic and intentional improvements.

Combine
with other
sentences.

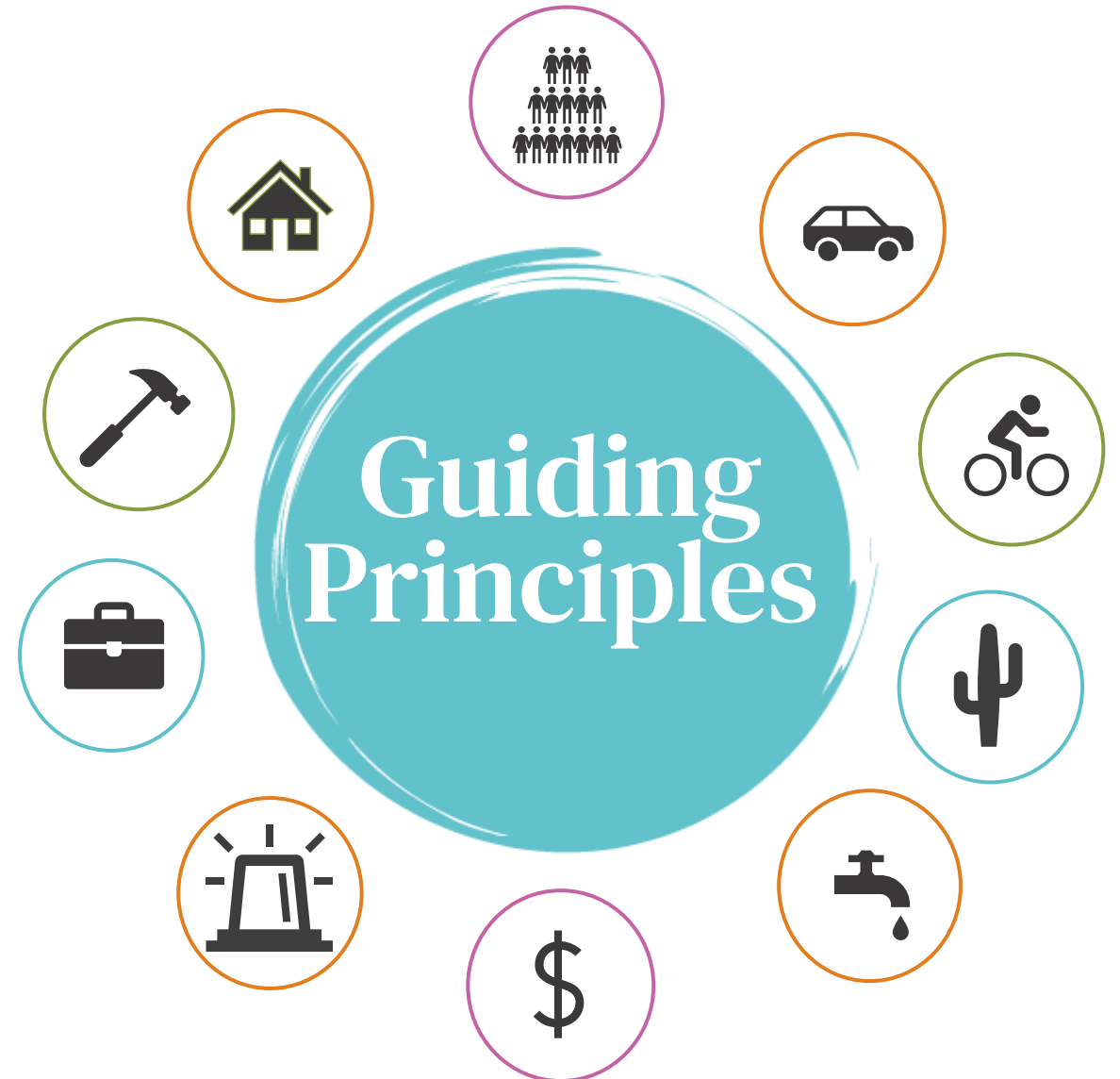
Prioritize views
higher

The Town maintains its unique character by prioritizing **public safety, natural beauty, scenic views, outdoor living**, and a **strong sense of community**.

Add values like art,
culture, business-
friendly

Guiding Principles

- Reflect resident priorities for:
 - Community
 - Housing
 - Growth and development
 - Economic development
 - Traffic and mobility
 - Parks, Recreation, Trails
 - Safety
 - Water
 - Climate and Sustainability
 - Environment and views
 - Town Finances and Services
- Sets the foundation for resident working groups to forge goals, policies, and actions



Stay Involved

- Refined draft vision statement going to the Planning and Zoning Commission and Town Council
- Help build the goals and actions for water, housing, growth and more!
- January – May 2025
 - Mostly online with some in-person
 - Must be an OV resident (full or part-time)
 - Able to commit 4-6 hours a month
 - **Sign-up now on OVPathForward.com or using the form at the entry table**



Join a resident working group

Help build the community's 10-year action plan to spark real results in OV.

**Learn more &
sign up today**

WORK GROUP TOPICS:

- Community, Parks, Rec, Art, Culture, & Safety
- Economic Development & Town Finances
- Environment, Water, & Climate
- Housing
- Development & Roads

Up Next:



Town of Oro Valley

- ▶ Thursday – Town Finances
- ▶ Watch the How OV Maintains Services video or read the associated background report

Visit orovalleyaz.gov often for class resources.
Questions? Contact Alex Chavez at achavez@orovalleyaz.gov or 520-229-4814

