

# Common Ground Awards Spotlight Collaboration

By Erin Coulter

True collaboration towards a common goal is something too rarely achieved – but when it is, the accomplishment should not go unrecognized.

That is the purpose of the Common Ground Awards, the annual event developed by the Metropolitan Pima Alliance (MPA) to honor projects and organizations that have made a significant impact in the greater Tucson community.

“There are a lot of projects, programs and events that occur every single year in the region that are above and beyond what the norm would be for individuals and groups working together – and we feel it is important to acknowledge them,” said Michael Guymon, MPA’s Executive Director.

The Alliance was founded in 1997 with the goal of bringing together the public and private sectors in a partnership atmosphere to be the proactive, collaborative voice for development in Pima County. In 2005 MPA developed the Common Ground Awards to foster that spirit of cooperation and collaboration and help spread awareness of the positive work and development taking place in Tucson.

“It’s fun to go in various offices throughout town and see the awards displayed in their lobby,” Guymon said. “I’ve heard time and time again how important they feel this award is to them. They know this award means not only did they do something positive for the community, but they did something that was built on compromise and collaboration.”

In 2009, the Town of Marana received a Common Ground Award for its strategic plan, which Guymon said was based on “people understanding that

quality of life is built off both healthy neighborhoods and a strong business community.”

“The MPA Common Ground Award is a special recognition that brings tremendous pride to the men and women who strive to produce successful projects. The Town of Marana believes in collaborative partnerships that generate high quality projects,” said Gilbert Davidson, Town Manager for the Town

“Great achievements are more easily made when all of the parties work toward finding common goals.”

– David Modeer  
Central Arizona Project

of Marana. “The Common Ground Award represents the best in our region and we value the opportunity to achieve regional recognition.”

MPA received more than 50 nominations for the 2010 Common Ground awards, which are divided into eight categories: Architecture, Planning & Design; Development; Economic Development; Events; Programs & Studies, Public Policy, Public Works, and Revitalization and Historic Preservation. (See list of finalists on page XX).

“When the Common Ground awards program was fairly new, we had to go out and seek nominations and brainstorm projects that we thought were worthy of the award. This year we just put out the request for nominations and we got well over 50 high-quality nominations,” said Mark Jaffee, a member of the Common Ground Awards selection

The Central Arizona Project (CAP) was selected as a finalist for the 2010 Common Ground Awards for its Project ADD (Acquire, Develop, Deliver) Water, one of the largest collaborations among the nominees.

“The Common Ground nomination recognizes not only CAP, but the hundreds of hours of effort by more than 75 entities with a stake in developing additional water supplies for the future,” said CAP General Manager David Modeer. “Since its inception, CAP has discovered that great achievements are more easily made when all of the parties work toward finding common goals.”

From public works projects, to historic preservation, to programs and events, the 2010 Common Ground Awards will honor a wide variety of proactive development being achieved in Tucson.

“The level of collaboration was quite high in many of the projects nominated this year, and the benefit to the community of the finalists is significant,” said Jaffee.

The awards event is generally attended by about 400 people, and is not only a great networking opportunity but also an important fundraising event for MPA. Guymon explained that funds from the event allow MPA to continue its work of bringing together the public and private sectors.

**Biz**



**METROPOLITAN PIMA ALLIANCE 2010 COMMON GROUND AWARDS  
PRESENTED BY EPCOR UNITED WATER**

6-9 p.m. Friday Oct. 15 Reid Park Zoo \$100 MPA members, / \$125 non-members  
Business casual attire. Event is outdoors and on grass so choose footwear accordingly.  
For more information or to register visit [www.mpaaz.org](http://www.mpaaz.org)

## ARCHITECTURE, PLANNING & DESIGN

- **Historic Ft. Lowell Park Master and Restoration Plan**  
The 5.5-acre expansion will allow interpretation of existing cultural and historic resources and enhance recreational opportunities. Collaborators include SAGE Landscape Architects, Pima County, City of Tucson and area neighborhoods.
- **University of Arizona Student Recreation Center Expansion**  
This is the first LEED Platinum building on campus. Sundt Construction and M3 Architecture led the private-sector team, including collaboration with the surrounding historic neighborhoods, to build the architecturally significant structure
- **Vail Academy & High School at UA Tech Park**  
Swaim Associates led the team that designed and constructed the new Vail School District high school, on land donated by the UA, at the UA Tech Park. The team included teachers, students, community members, Lloyd Construction and UA staff.

## DEVELOPMENT

- **BASIS Charter School**  
The collaborative team of Krebs Carhuff Architects, Diamond Ventures, Evergreen, Canyon Building & Design and the Town of Oro Valley designed, received permit approvals and constructed a new BASIS Charter School within the Steam Pump Ranch Development in an unprecedented five months.
- **Park Centre Homes at La Posada**  
These new homes meet or exceed Pima County green building/sustainability criteria. The collaborators include La Posada, a nationally accredited non-profit serving 750 residents, Pepper Viner, WLB Group and Anderson Studio.
- **Sunnyside Pointe Homes**  
Affordable energy-efficient homes are the result of this “recycling” of a 267-lot subdivision near Park Avenue and Irvington Road. Collaborators include La Frontera Arizona, Old Pueblo Community Foundation and Pepper Viner Homes.

## ECONOMIC DEVELOPMENT

- **Kino Health Campus Planned Area Development (PAD)**  
Comprehensive planning addressed the shortages of physicians, nurses and facilities for a medically underserved area. Collaboration between Pima County, City of Tucson, University Physicians, The Planning Center and surrounding neighborhoods was key.
- **Marana Economic Roadmap**  
The Technical Advisory Committee of 22 individuals representing 14 organizations outlined goals for achieving economic sustainability. As a result, the town created two new incentive programs aimed at attracting high-wage jobs.

## Solar Zone at the UA Tech Park

The 200-acre Solar Zone was developed at the UA Tech Park as a means for Tucson Electric Power to attain Renewable Energy Standards requirements and for students to work hand-in-hand with solar companies to advance new solar technologies.

## EVENTS

- **Cyclovia**  
More than 5,000 participants walked, cycled and skated in Tucson’s inaugural event April 18, 2010. Pima County, City of Tucson, PAG, Activate Tucson, BICAS, Main Gate Square Merchants, Downtown Tucson Partnership, 4th Avenue Merchants, GABA and others collaborated to bring this international event to Tucson.
- **First Fridays**  
Tucson Young Professionals created First Fridays for individuals age 21 and over “to promote, attract and retain” young professionals. This monthly event brings together a diverse group of individuals. Proceeds go to community development projects.
- **Marana Can-Do 5K**  
More than just a 5K race, this event raised 3,037 pounds of food and \$450 for the Marana Community Food Bank – triple initial projections. Collaborators include Marana Chamber of Commerce, Northwest Medical Center, Comcast and Marana Parks & Recreation.

## PROGRAMS & STUDIES

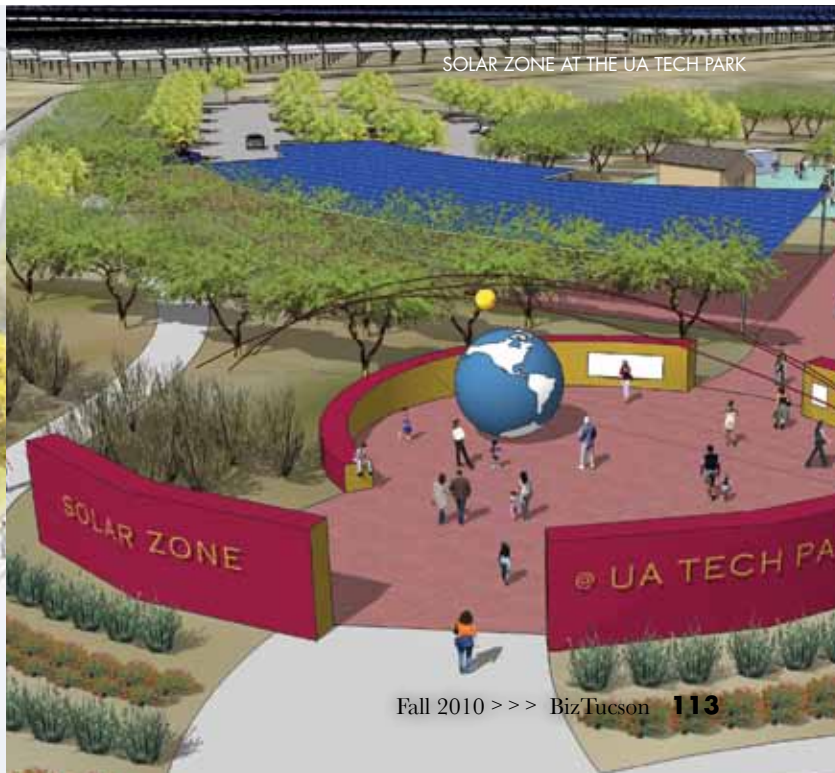
- **AACM Tucson Outreach Committee**  
In 2009 the Arizona Association of Community Managers won a Common Ground Award for its work with the Arroyo Vista Neighborhood. This year AACM focused on the Community Food Bank, helping raise 3,000 pounds of food. Next year they plan to provide maintenance and support for the Ronald McDonald House.
- **Lee Moore Wash Basin Management Study**  
This plan outlines a multi-faceted flood-control protection program for a 198- square-mile watershed in southeast Pima County. Stantec Consulting led the collaboration team including six jurisdictions and multiple citizen groups.
- **Tucson Solar Initiative**  
This program funded by U.S. Energy Department seeks to identify and remove barriers to the widespread deployment of solar facilities in the region. Many jurisdictions worked together to provide a setting where information can be readily exchanged while eliminating duplication of efforts.

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Museum of Contemporary Art (MOCA)



SOLAR ZONE AT THE UA TECH PARK



continued from page 113

## PUBLIC POLICY

- **Central Arizona Project / ADD (Acquire, Develop, Deliver) Water**  
More than 75 diverse stakeholders came together to address how new water supplies should be shared and paid by water users in the Central Arizona Project service area. Their consensus addressed assured water supply, governance and many other issues.
- **Oro Valley Landscape Conservation Code**  
The new Oro Valley Landscape Conservation Code includes elements of water harvesting, irrigation instillation audits and maintenance that will result in substantial water savings for future development. Collaborators included MPA, SAHBA, engineers, landscape architects and Oro Valley staff.
- **City of Tucson Planning & Development Services / Development Package**  
A diverse group of individuals worked with city staff to improve the development review and permitting process. This resulted in an approved package that reduces review time by 50 percent, eliminates one series of reviews and increases consistency of reviews.

## PUBLIC WORKS

- **The Crossroads at Silverbell District Park**  
Town of Marana officials worked with engineers, contractors, archaeological specialists and Pima County to construct a 40-acre district park while preserving a pre-historic Hohokam village and remnants of the Boroquez-Aquiere Ranch on the site
- **Jacome Plaza Renovation**  
On a limited budget, the area south of the Joel Valdez Main Library was transformed into a functional urban green space more accommodating to community events and gatherings. Collaborators included The Downtown Tucson Partnership, City of Tucson, Norris Design, EEC, GLHN and others.

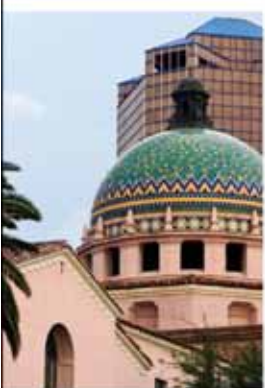
- **Twin Peaks Interchange/Camino de Manana**  
One of the state's largest transportation projects, this encompasses a new traffic interchange, I-10 reconstruction, four bridges, drainage and Santa Cruz River improvements, plus Southern Arizona's first mule-deer crossing. This intensely collaborative project connects Marana's east and west side.

## REVITALIZATION AND HISTORIC PRESERVATION

- **Ott family YMCA Additions and Renovations**  
Opened in 1969, the Ott Family YMCA, needed major upgrades to continue to serve area residents. Collaborators T.L. Roof & Assoc, City of Tucson, Tucson Electric Power and Tucson Conquistadors renovated playgrounds, workout and community rooms, and incorporated water harvesting and solar elements while keeping the doors open.
- **Museum of Contemporary Art (MOCA)**  
MOCA is the only museum of its size in the nation to conceive of and build without a major donor or endowment. MOCA worked with the arts community, architects and City of Tucson to transform a vacant space into a world-class contemporary art museum downtown..
- **The Rialto Block/BODIES**  
BODIES exhibit organizers asked The Rialto Block, already experienced at turning an under-utilized space into an attractive venue, to renovate space for their exhibit in just 60 days. Tucson Downtown Partnership worked with contractors to complete an immense amount of work in the limited timeframe.

**Biz**

## YOUR COMMITMENT SHINES THROUGH



EPCOR United Water shares your commitment and vision to foster common ground through public involvement within the communities we serve. By focusing on people and the environment, we deliver safe and sustainable water and wastewater management solutions.

*Thank you finalists for your commitment to Pima County.*

[www.epcorunitedwater.com](http://www.epcorunitedwater.com)

