

Casa Grande Road Show Summary Report

Date: July 7, 2007
Time: 4:30 to 6:00 pm
Location: Casa Grande Parks and Rec Complex; Armadillo and Bobcat Rooms

Handouts

The Future at Pinal executive summary
Comprehensive Plan Fact Sheet
Road Show Questionnaire

Attendees (23)

Ed Barbour, Bill Bridwell, James Caldwell, George Chasse, Bennett and Robbie Curry, J. Dernier, Norm Deweaver, Danny Granillo, Bill Groyon, Sandi Hennessey, Robert Jackson, Gabriela Kinkead, John Lang, Wendy Lotze, Teresa Martinez, Paul McClellan, John McEvoy, Carter McKune, Rick Miller, Helen Neuharth, Regis Sommers, David Wright, Mark Zeibak

MEETING SUMMARY

The purpose of the Road Show event was threefold: introduce the public to the Comprehensive Plan process, discuss the results of the Morrison Institute *The Future at Pinal* report, and to begin a dialogue on the vision for Pinal.

After a brief exercise which identified how long attendees had been residents of Pinal County, the year-long Comprehensive Plan process and current status were presented to the group. Additionally, results from the Morrison Institute were shared, including growth figures, land ownership percentages, and employment data.

Attendees were then asked to share how they answered Section 1 of the questionnaire. The following items were shared:

What ONE thing do you value most about Pinal County?

- Natural Beauty
- Diverse places, faces and spaces
- Not a big city
- Ability to make a living
- Diversity

What ONE thing do you not want to lose in Pinal County?

- A feeling of community in the County
- Affordable housing
- Opportunities to enjoy the outdoors
- Picacho Peak

What ONE major change have you seen in Pinal County?

- More housing
- Roads

- Loss of agricultural land
- Border issues

Participants were then shown results of a peer county analysis. Polk County, Florida, Cobb County, Georgia and Arapahoe County, Colorado were chosen as “peer” counties for their rapid growth over the past 20 years, that they were impacted by rapid growth in neighboring metro areas, contained an urban/agricultural/open space interface, had preservation issues and served in some capacity as a “bedroom community.” After lessons learned were shared from these three counties, participants were asked what Pinal County should take away from the counties experiences:

- Long range planning and political will to stay with the vision
- Keep elected officials (governor, legislature, Congress) up to date and informed
- Need better enabling legislation in the County for planning (wild subdivisions, etc.)

Finally, a presentation of the Morrison Institute’s six “placemaking goals” was given to participants, after which attendees were asked what each placemaking goal meant to them:

#1: Distinguishing Pinal from Maricopa County and Pima County.

- Take the best of what Maricopa County and Pima County have to offer
- Maricopa County doesn’t have distinct communities or a unique identity
- Stop the sprawl; neither Maricopa or Pima Counties good role model for dealing with growth

#2: Protect miles of desert land and open space.

- Do not develop
- Residents of Pinal County want to protect areas

#3: Provide choices for transportation and mobility.

- Pinal County need more places that people can park their car and be able to walk to them
- Basic roads are all consuming

#4: Support unique, “fair share” communities.

- Key to transportation

#5: Create and attract “career pay—career path” jobs.

- Important to all

#6: Develop Pinal’s talent pool.

- Important to all

Participants were then asked, if we do everything right, how would they describe a successful Pinal County in the future:

- Our seniors and children would be taken care of
- All levels of employment would be available
- Financially solvent

- Want our kids to say that “those people were smart back in 2007”
- Small town feeling maintained; prevent congestion
- Maintain identity

Participants were encouraged to participate in future Comprehensive Plan events.

QUESTIONNAIRE SUMMARY

Section 1

Responses to the following questions:

What ONE thing do you value most about Pinal County?

- Ability to make a living
- Desert/rural areas you could see
- Diverse places, diverse spaces, diverse faces
- Diversity
- Geographic diversity
- It still exhibits Arizona’s rural character.
- It’s not a big city.
- Livable-sized community
- Natural beauty
- Our past, safety, education
- Outdoor recreational opportunities
- People care about the area
- Sense of community

What ONE thing do you **not** want to lose in Pinal County?

- Affordable housing
- Agricultural heritage
- Culture
- Desert and rural areas that make it special from Phoenix and Tucson
- Diversity
- Heritage
- Opportunity for growth
- Our identity—once we decide what it is
- Scenic areas, outdoor recreation opportunities
- Sense of community
- Small-town environment
- Small-town feel, caring communities
- Who we are, safety, education

What ONE major change have you seen in Pinal County?

- Development
- Growth (5)
- Growth, change

- Growth, loss of agricultural land
- More commerce and industry
- Population growth—change from loss of agriculture and mining driving county economics
- Roofs everywhere
- Too many houses, not enough parks for everyone, just for subdivisions
- Traffic congestion
- Uncontrolled growth—government leaders (at all levels) who can't say “no” to developers
- Uncontrolled home building

If we do everything right, how would you describe a successful Pinal County in the future?

- A combination of who we are as cities, people, and culture with growth and prosperity
- Economically strong, educated workforce with lots of employment opportunities—higher pay
- Change with caring—planning for the future now
- Planned growth
- A county that does not become Maricopa or Pima that is sustainable and environmentally sensitive
- Balanced development, healthy desert, small communities and agriculture
- Large increase in land allocated for employment—retail, manufacturing, professional
- Large increase in quality of education
- Managed growth with clean air, job centers, and transportation r_____.
- One where jobs are here—that means not retail; can live in and know neighbors without the walls.
- Leaders who have greater vision than houses and retail
- Plan, plan, plan
- Series of medium-sized communities with quality jobs and educational opportunities, open space
- Balance residential and employment growth with good access
- Great quality of life (safety, health, education, transportation)
- A mix of housing, employment, retail to support

Section 2

The average level of agreement for each of the six placemaking goals (1 strongly disagree, 5 strongly agree.)

Distinguish Pinal from Maricopa County and Pima County:	4.07
Protect miles of desert land and open space.	3.87
Provide choices for transportation and mobility.	4.60
Support unique, “fair share” communities.	4.08
Create and attract “career pay—career path” jobs.	4.53
Develop Pinal’s talent pool.	4.62

Responses to “what does each statement mean to you?”

Distinguishing Pinal from Maricopa County and Pima County.

- Services provided to constituents by government and nonprofit
- Distinctively different, higher standard of living and quality of life. New models for growth. Stop sprawl!
- Economy not tied to Maricopa/Pima
- Need to be different, better prepared for future
- Not important
- A rural feel versus urbanization
- Why not think about working with them as well? We all are interdependent, as you pointed out!
- Pinal has its own “character.”
- We’re different—we have an identity.
- Do a better job. Work together to show what county can become. Open spaces, less congestion and living spaces
- Plan better—Tucson baggage (?) Phoenix playing catch-up
- Unique identity
- Very necessary

Protect miles of desert land and open space.

- Keep “untouched” by development
- New growth models, stop sprawl, new urbanism all protect desert land and open space
- For recreation
- Keep the natural beauty preserve
- Important
- Protect p_____ of our unique county, i.e., Picacho Peak area
- Use open space to define individual communities.
- Part of the “pulling power” of Pinal
- “Do not develop” the State Trust lands. Hold.
- Keep what is beautiful about county and for next generations to appreciate.
- Keep areas for recreation and wildlife.
- Withdraw from development.
- Not as important as balanced growth
- Essential

Provide choices for transportation and mobility.

- Buses and light rail
- Freeway/rail
- Develop all alternatives possible.
- High priority
- Transit service, rail, and bus
- Public transit, light rail, walkability
- Long-term road planning cooperatively with other communities

- Transit (rail) connecting Tucson and Phoenix, job centers, park the cars and walk, toll roads
- Not just driving cars—have choices such as train, buses, etc.
- Need different modes, train, car, planes
- Public transit
- Very important—but at what cost?
- Will be necessary for environment

Support unique, “fair share” communities.

- The rich cities should do all they can, but we should also ask poorer cities to do what they can.
- Green
- Coordination between communities
- I believe sub-regional events (?) are more important for “fair share.”
- Government leaders walking the talk. Cooperation extends across the city/town limits.
- Work together as communities helping each community to be great at what makes them special.
- Don’t know how that would be done.
- ??
- Necessary for balanced growth

Create and attract “career pay—career path” jobs.

- Use CAC, i.e., nurse program and then have local hospitals and homes for them to go to.
- Increase educational opportunities and attainment
- Motorola/Intel/C___=employment CTO (?)
- Important
- Then you’ve beaten Tucson!
- Business and economic development—not retail
- Keep our people here in the county that pay a living wage, distribution, ___ information systems
- Need to attract business and people to support them
- Integrated education, economic development, workforce development system
- Employment opportunities
- Definitely important
- Jobs that will support a family—with chance for advancement

Develop Pinal’s talent pool.

- Not sure this is the government’s job, but it needs to be done
- Education/high level job attraction
- Important/high priority
- A new State university
- Provide public education K-16 that excels

- Raise the bar for P-20 performance quality—good paying local jobs. No need to leave to jobs.
- To upgrade education system. Give young people a reason to stay—not to escape.
- They have one, but they leave.
- Major expansion in post-secondary educational opportunities
- Business growth
- Yes.

Responses to “what five key words do you think should be part of the Pinal County Vision Statement?”

- Balance
- Be distinct
- Community
- Cooperation
- Culture (Pinal County)
- Diverse (2)
- Diversity (2)
- Economic development is job #1.
- Education (2)
- Environmentally sensitive (2)
- Golf
- Highest achievements in education (standards)
- High-tech, high-touch
- History and culture
- Jobs/employment
- Liveable communities
- Long-term resident-developed plans that are not changed as the wind changes
- Opportunity
- Pride (in Pinal County)
- Protect heritage
- Quality of life
- Quality of living
- Responsible use of all natural resources
- Safety
- Strong economy
- Sustainable
- Thriving
- Transportation
- Unique
- Value of life here
- Variety
- Work together

Demographic Information

Attendees from:
Arizona City 1
Casa Grande 9
Tucson 1

I've lived in Pinal County for:
< 2 years: 0
2-5 years: 3
5-10 years: 2
10-20 years: 4
> 20 years: 3

I am:
18 or under: 0
19-29: 0
30-39: 3
40-49: 0
50-64: 7
Over 65: 4