

Marana-Eloy-Red Rock Road Show Summary Report

Date: July 18, 2007 (Wednesday)
Time: 7 pm – 8:30 pm
Location: Red Rock Elementary School Cafeteria

Handouts

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

Attendees: (10)

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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?

- Rural lifestyle
 - No people
 - Mountain views
 - Open space
 - Agriculture
- Quiet
 - No people
- Small-town feel
 - Not metro
 - Friendly
 - Know people
 - Ranch lifestyle
- Affordable cost of living
 - Housing
- History and heritage

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

- Open space
- Views
- Ability to move from place to place, town to town, without congestion; mobility—a lot of outsiders
- Clean air
- Desert land
- Wildlife

What ONE major change have you seen in Pinal County?

- High-density housing
- Increase in traffic
- Growth in general
- Roads are not keeping up
- Wal-Mart has taken over the small businesses/shops

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:

- How does the plan get done? Need to worry about implementation.
- How do we ensure that another Anthem doesn’t happen?

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.

- Need a theme:
 - “Known for the Butterfield Trail”
 - Tim Mix history
- Support relaxing sunsets, not smog

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

- Important; need to preserve more
- Need to find funding sources for preserve
- Ensure diversity of Pinal preserved lands
- What are Pinal’s priorities—we can’t protect everything

#3: Provide choices for transportation and mobility.

- Airport?
- Multimodal—including biking!

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

- Unique
- Be a leader in conservation priorities—solar energy, for example.

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

- Defining career opportunities important
- Important goal
- Pinal is competing with other universities
- Lots of political influence north and south related to educational opportunities
- Developers should play a role/have responsibility (impact fees, etc.)
- Need commercial zoning/planning

#6: Develop Pinal's talent pool.

- Education
- No opportunities for higher education/trained people; you can educate, but need places for the education to work

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

- Provide a sustainable rural lifestyle
- Get ahead of mobility—provide for multimodal forms of transportation
- Provide trails and recreational opportunities

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?

- Affordable cost of living
- Rural, views
- Small towns, farmland
- Open space, no people
- The people's concerns in our community
- Quiet, small-town feel
- Landscape and location

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

- Sense of open space—not crowded
- Views
- Small towns or desert land
- People, when not ready for them
- County feel, open spaces
- State land

What ONE major change have you seen in Pinal County?

- Forward planning and implementation of roads and schools in new developments (Red Rock specifically)
- High-density housing
- Roads are not keeping up with the growth.
- Growth, no infrastructure
- Development, crime is rising, vandalism, theft
- Traffic
- Overbuilding of residential homes

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

- Career employment opportunities close to home with affordable living. State-of-the-art public transportation is a critical success factor to these.
- Rural lifestyle, sustainable
- Farm rich, agriculture
- Get ahead of the curve; put money up front.
- Keep employment in our county. Transportation to and from towns. Growth as the county can sustain. Growth as we can accommodate. Government—"successful"—good leadership, goals/visions.
- Self contained, i.e., work, school, play—all within the neighborhood
- Open and clear of clutter

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.	4.29
Protect miles of desert land and open space.	4.86
Provide choices for transportation and mobility.	4.57
Support unique, "fair share" communities.	3.86
Create and attract "career pay—career path" jobs.	4.57
Develop Pinal's talent pool.	4.57

Responses to "what does each statement mean to you?"

Distinguishing Pinal from Maricopa County and Pima County.

- Create a county that has learned from, rather than repeated, past mistakes.
- Develop a theme—perhaps of historic significance.
- I don't want to be another Maricopa or Pima County.
- Make growth pay up front; not wait for taxes.
- Pinal County to measure up to Pima/Maricopa Counties and stand alone to sustainability. Heritage.
- That people can picture my neighborhood without knowing what town I live in
- Relaxing sunsets, compared to falling smog

Protect miles of desert land and open space.

- Wall-to-wall construction throughout Pinal will create/duplicate Maricopa's capacity issues.
- By preserving its desert and wildlife
- Have my grandchildren (great) enjoy the beauty of the desert.
- Very important to preserve our natural surroundings.
- Not being urban and cluttered
- We need to slow down on building residential home sites.

Provide choices for transportation and mobility.

- Alternative airport to Phoenix and Tucson. Commuter rail along I-10. Light rail within larger communities like Casa Grande.
- Seeking ways to develop different modes
- Will cut back on air pollution
- Need planned, funded roads
- Very important. Has pricey, unreliable transportation
- Public transit—bus system in Pinal cities/turns and light rail that connects to Tucson/Phoenix.
- Light rail to Casa Grande, Maricopa, Central Arizona College, Coolidge, Florence

Support unique, “fair share” communities.

- Create a balance between nature and development that is permanent/sustainable, not temporary.
- Be known for solar utilities in the county. Work with APS.
- Not sure I really understood this one
- Accepting everyone
- Upkeep small businesses; for example, Florence and Globe

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

- Industrial jobs like Maricopa and Tucson commercial/retail jobs will make us a bedroom community.
- Attract companies with incentives.
- This will keep families in and raised in Pinal.
- Support local schools.
- Yes, especially in education and medical field areas.
- Not having to go to Phoenix to get a good paying job or having light rail in the city to keep big buildings out
- I don't mind having to drive for my job. I don't need big buildings crowding my skyline.

Develop Pinal's talent pool.

- Higher education vacuum exists now. No ASU, U of A, NAU equivalent.
- Tech schools, more education
- I'm big on education; we do have very talented citizens.
- Absolutely needed for future planning
- Having a four-year university

- Light rail to ASU, U of A, Central Arizona College

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

- Beautiful
- Careers
- Commitment
- Communities
- Conservation
- Culture
- Desirable
- Education (3)
- Fix up small towns
- Generations
- Historical (2)
- Infrastructure
- Invested in its people
- Light rails
- Manmade lakes
- Medical
- Mom and pop shops
- Neighbors
- Prepared
- Preservation (2)
- Retirement
- State Park land
- Sustainable
- Transportation
- Trust

Demographic Information

Attendees from:

- | | |
|-----------------------------|---|
| • Red Rock | 2 |
| • Eloy | 2 |
| • Arizona City | 1 |
| • Florence | 1 |
| • Florence (unincorporated) | 1 |

I've lived in Pinal County for:

- | | |
|--------------|---|
| < 2 years: | 1 |
| 2-5 years: | 2 |
| 5-10 years: | 0 |
| 10-20 years: | 0 |
| > 20 years: | 4 |

I am:	
18 or under:	0
19-29:	1
30-39:	2
40-49:	3
50-64:	1
Over 65:	0