

Florence Road Show Summary Report

Date: July 12, 2007
Time: 4:30 – 6 p.m.
Location: Town of Florence—Council Chambers
775 N. Main Street, Florence

Handouts

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

Attendees (35)

Pete Aygig, Paul Babeu, Bonnie Bariola, Greg Bernosky, Margaret Carstens, Art Celaya, Caryl Chase, Bob Dailey, Vinson Dobson, Jennifer Evans, Karen Felix, Virginia Flahart, Lisa Garcia, Jackie Guthrie, Joyce Hahn, Dale Harman, Gilberto Hoyos, Robert Ingulli, Dianna Kalandros, Denise Keller, Maryanne Lucas, Jack Malpass, Himanshu Patel, Gary Pranzo, Arnold Raasch, Jaclyn Revis, Jacque Reynolds, Joan Sacramento, Jessica Sarkissian, Frank Shelton, Arline Stanley, Jeff Studley, Angela Wesley, Mary Wisdom, Steve Wyrick

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?

- Potential
- Location—access to metro areas
- Ruralness—agricultural farms, pockets around areas
- Diversity
- Safe and affordable
- My community

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

- Uniqueness—desert, agriculture, N.P., forest, communities
- Open space
- Misuse of water

- History, heritage

What ONE major change have you seen in Pinal County?

- Traffic
- Unplanned growth
- Commercial development
- Mines closing
- Growth
- Lots of new people
- Less cotton fields
- Demographics
- Shopping areas
- Shift from crisis management to planning

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:

- #1 Need to move people in and out, regardless of rooftops
- #3 Work with developing cities (#1 and #3 work together)
- #4 If you don’t have this, the others don’t work.
- #5 Addresses all other ones
- Did any counties reviewed look at growing retirement and education issues/concerns?

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.

- Integrate rural character, but have employment and growth
- Make it a destination—not a drive-through. Look at tourism and attracting . . .
- Not having the 800 lb. gorilla

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

- Open space is on perimeter of county, not within interior of county.
- Critical to maintain O.S. (open space), which makes it different than Pima and Maricopa

#3: Provide choices for transportation and mobility.

- Need to work with both Pima and Maricopa County to address a regional transportation system

- Ugly auto determined growth—traditionally need to plan with people in mind and moving people, not cars.
- Think big and outside the box. Look at several alternatives.

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

- Community, not just MPDs, all staying unique communities together
- Green standards as tools! Think ahead—the door is open.

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

- Align three entities (job creation, _____)

#6: Develop Pinal’s talent pool.

- Keep them here for education, and they stay here.
- Use innovative ways before get big institutions (internet).
- Plan and invest.
- “Pinal State”
- Tech, schools—in areas where there are jobs and the need for trained talent pool

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

- Progressive
- Diversified
- Healthy
- Balanced
- Innovative
- Green – open space (Environment)
- Opportunity
- Accountable
- Committed
- Financially stable
- Business friendly

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?

- Diversity
- Safe and affordable
- Rural area with potential for business
- Rural, yet moving to metropolitan type of area
- Potential for growth with caring staff
- Open desert and history

- Rural flavor
- Shift from crisis management to planned growth, open spaces, desert/diversity. Potential accessibility to Tucson and Phoenix, ruralness, agriculture, safe and affordable communities.
- Character/heritage
- Cultural diversity
- Opportunity
- Diversity in people, land
- Potential (and open spaces)
- Open space with significant potential
- Community
- It is a new and growing area with open areas.
- Lack of traffic
- Great disposition of residents and business leaders, agriculture, land uses
- Location
- Uniqueness/agricultural based
- Dark sky, desert, its potential
- Potential

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

- Agricultural areas on a large scale
- Being aggressive in development currently (a change from pool)
- Community
- Dark sky
- Historic main streets/rural horse facilities
- Historical charm
- Identity—not a clone
- Individuality
- Open areas
- Open space (2)
- Open space and small-town feel
- Quality of life (safe, affordable, rural)
- Quiet, rural and farmlands
- Rural flavor/community
- Sense of community identity of being from Pinal
- Strong leadership with vision
- The small town. I do not want to be another Maricopa County.
- Uniqueness
- Uniqueness/agriculture
- Uniqueness—desert, agriculture, communities, open space, misuse of water, history, heritage
- Wild lands, native flora and fauna

What ONE major change have you seen in Pinal County?

- Unplanned growth
- Population growth
- Too much traffic with not enough roads
- Growth
- The growth of housing developments
- Growth—residential
- Mini's (?) close
- More businesses, road congestion, traffic, unplanned growth, commercial development, mines closed, growth, new people, shopping areas
- Improved roads and public services (schools)
- Growth
- More people
- Influx of residential without commercial
- Unplanned growth
- Growth
- The amount of people coming to the area and the new businesses coming to the area
- Too many new houses
- Residential/commercial development
- Commercial development
- Growth
- Traffic
- Traffic increase/shopping

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

- Progressive
- Honest, accountable, and professional management who will properly plan
- Good entry and exit from all areas of Pinal with freeway closeness and good roads
- Self-sufficient individuality, yet a good neighbor of Pima and Maricopa counties
- Diversity of housing, environmentally sound planning
- An economically effective, thriving county that promotes healthy growth, change
- Good roads, hospitals, schools, small-town flavor
- Jobs, roadways
- Successful historic towns/cities which also offer areas of destination shopping and services
- An integrated rural/urban area with large areas of open valley desert land in a greenbelt from Superior to Oracle and public transportation to allow easy access to the urban centers of Tucson and Phoenix, while preserving our unique history and cultural diversity
- Successful, community oriented, rural
- A place where most people live and work—commercial to include quality health care
- Great place to live and work, worship, shop with a strong sense of community

- A good place to live and work—let’s be #1 livable place.
- A united county of towns and unincorporated areas
- You can’t stop growth because of the greed of man. So the answer is planned growth. Also, you need to have a better relationship and ease of permits between the Building Department and the developers/owners.
- A place with a diversified economy that people will seek out to live, work, and recreate
- A good, safe place to live and work
- Financially stable—being able to offer services to anyone in need
- Irving, California open spaces with strong business/manufacturing/residential presence

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:	3.71
Protect miles of desert land and open space.	4.00
Provide choices for transportation and mobility.	4.58
Support unique, “fair share” communities.	4.17
Create and attract “career pay—career path” jobs.	4.54
Develop Pinal’s talent pool.	4.65

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

Distinguishing Pinal from Maricopa County and Pima County.

- Rural living
- Uniqueness—no central C____ maybe changes
- Why? We need to be more like Pima/Maricopa.
- Not critical
- Pinal should keep its rural flavor.
- Make Pinal County a destination, not a pass-through zone. This will happen naturally as growth and employment centers arrive.
- Not one large dominant metro
- Just correctly plan out the growth and progress forward with proper funding availability.
- Try not to look like everyone else—unique.
- Pinal County should retain its agricultural and mining history.
- Keep unique flavor of Pinal—history, ruralness, community.
- Make Pinal a destination, a place people are proud to be from and live in. Someplace that is recognized.
- As much as people like the idea and concept of individuality, we will also need to incorporate some of their successful ideas. Get rid of tan houses. Open spaces, where openness promotes destination? Adds value to developable real estate. Promote alternate fuel, not only for cars but for all uses (home/industry).
- Pinal as a destination county
- Make sure we are an identifiable place.

- Quality of life
- Keep rural
- I don't want Pinal to be a big metropolitan area. I want cultural activities and historical charm.
- Anti-development/restorative (?) land-use planning
- Make our decisions rather than having Maricopa have input in direction.
- We are unique. Let's keep our uniqueness.
- Be a "go to" county, not a "go through."
- Maintain uniqueness/ruralness. Integrate ruralness with upcoming vision.

Protect miles of desert land and open space.

- Trail system
- Preserve area where natives can be appreciated.
- Through proper planning, this will be achieved.
- Critical!
- Use desert land for houses. Use Arizona land for farming to maintain open spaces.
- Keep the vistas and mountain areas free from development.
- Preserve major views. Work with developers toward common goal of preservation.
- Hunting, motor bike, four-wheeling
- Parks, trails, protected desert land
- Preserves (state and federal)
- This is essential to maintain our uniqueness.
- Keep openness, not back-to-back houses.
- Big parks close to communities
- That is important, but how much is already protected by tribes or feds. Let's not be redundant.
- Balanced development with planned open space
- Preserve views and wildlife.
- Quality of life
- We need this; it is part of Arizona.
- I love watching the sunsets with only plant and animal life. No building skylines for me.
- Balancing open space and development needs
- Not as important as other priorities
- We don't need to be a sea of rooftops.
- We are the desert; let's build around it.
- Too much open space inhibits ability to build infrastructure.

Provide choices for transportation and mobility.

- Highway-ADOT-forget it.
- Think outside the box—regional, _____, light rail systems
- Plan for roads, bus, and rail—then fund building.
- Most important

- Plan for freeways and crossroads (east to west) to help development of whole county.
- Get alternatives to cars, like a light rail between Tucson and Phoenix.
- Already, people don't want to move here because of the commute and lack of alternate roads. We need more options or an effective freeway!
- Mass transit
- Rail line, buses, airport, air travel
- Alternative transportation (bus facilities, trains, commuter rail)
- Railroads
- Need transportation badly, especially to County seat
- Mass transportation—move/connect people to all the communities where there are services
- Important. Hard to find before buildout? What money options are available?
- Balanced transportation policy—use all sources
- We must look toward phasing individual vehicles out—mass transit.
- Economic development
- Different ways to move traffic from one area to another
- I want bike paths, light rail but light, light, with a southwest theme, not modern looking.
- High speed and light rail, bike trails, toll roads
- Screw-up by Supervisors over the monitoring County Supervisors (?)
- It's a "must have" for growth.
- Prevents road rage
- Improve accessibility to freeways—more freeways.

Support unique, "fair share" communities.

- Not sure what it is
- Become one in strategizing.
- Every stakeholder working for success
- Working with communities rather than against
- What is definition of "fair share?"
- Keep the closeness of communities—people know each other.
- Municipalities working together for easy blending growth transition
- Equal housing opportunities (personify low income)
- Working together to achieve the other goals
- Environmentally sound buildings, recycling, alternative fuels
- Massively important to maintaining community cooperation or any future issues
- Unclear—balanced a better word
- All communities would be equals and work together toward a common goal.
- Sustainability
- Don't know what this means
- Cave Creek has a unique character, i.e., Maricopa—support similar efforts.
- Stop heavy-handedness of County ("don't care" attitude of County)
- For those unincorporated areas, they may need that next level of governance.

- Developments, associations, block watches, non-profits

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

- Diversity in disciplines
- Varied industries
- Establish commercial/opportunity zone for jobs.
- Let’s keep good workers near home.
- Need quality jobs—the rest will come.
- Pinal needs sustainable industry.
- This is essential to keep people living in Pinal County. At this point in my life (I’m 23), I can’t imagine I’ll be able to stay in Pinal County if I plan to move forward in my career.
- Professional careers
- Industrial, blue-collar workers #1
- Employment areas to get a professional office job with other companies around to grow at for career change options
- If you provide a way for people to work and live, they stay and give community (?).
- Strong economy
- Key, without a profit, families will have to take their money into town for work. I do not want to create a bedroom community county.
- A complete economic development/employment/education alliance.
- Emphasize education.
- Education
- This needs to come if we want to grow.
- I don’t want yuppies here.
- Support long-term residential growth—place where people want to stay.
- Desire to live in community where these opportunities exist!
- This is how you build a stable, productive community.
- Let’s become better ecologically-minded—promote carpool and create jobs close to home.
- More industry/manufacturing/academic

Develop Pinal’s talent pool.

- Community college system
- Enhance and preserve the wellbeing of Pinal County.
- Need four-year college/university
- Kids are our future—where is the University of Pinal?
- Quality companies will draw t____ employees.
- Build schools, colleges to allow people choice of careers.
- If “career pay—career path” jobs are created, there needs to be a more local source for finding employees to fill those jobs.
- Doctors, dentists, ets, etc. (hospitals)
- Four-year university/trade schools/incentives

- Stress education centers and support schools
- Improve our local schools.
- Diversify
- Everything from preschool, elementary, high school, university
- If they don't have to move for the education
- Job creation through economic development
- Foster and nurture our kids. Keep them here. If there are options, they will stay.
- Quality of life
- This will help the county grow and maintain its stability.
- Education is too expensive in Arizona.
- Improve educational opportunities.
- Vo tech schools
- Education is critical in advancement and forward thinking.
- Higher education. Emphasize education now to the children.

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

- Accessible
- Accountable
- Adaptability
- Balance (3)
- Business friendly
- Celebrate
- Commitment
- Committed consensus
- Community (3)
- Connectivity
- Conservation
- Control
- Controlled growth
- Crime—not addressed. Look at crime rate in Phoenix—result of growth. (5)
- Demographic diversity
- Destination
- Diversity (4)
- Economic development
- Economics
- Education (5)
- Employment
- Environmentally sound
- Environmental responsibility
- Environmental responsibility (air quality/water consumption)
- Foresight
- Forward thinking

- Fundamentally sound
- Future
- Future friendly
- Governance
- Great schools
- Green
- Growing economy
- Growth
- Growth management
- Healthcare
- Healthy
- Heritage (2)
- History
- Incentives
- Infrastructure
- Long-range goals
- Moving forward
- Nature/desert
- Open
- Open space
- Opportunities (4)
- Opportunities (employment and other)
- Plan (5—all from same person)
- Planned
- Planned growth
- Planning
- Preserve our heritage
- Professional
- Progress forward
- Progressive
- Promote (2)
- Quality of life (2)
- Regional leadership
- Rural and metro
- Safe
- Smart growth
- Socially responsive, flex planning (comma entered by typist)
- Sustainability (3)
- Transition
- Transportation (2)
- Unique
- United
- Versatility

- Visionary (3)
- Welfare
- Well-planned

Demographic Information

Attendees from:

- Florence 8
- San Tan 2
- Queen Creek 5
- Casa Grande 1
- Gold Canyon 2
- Gilbert 1
- Unincorporated 1

I've lived in Pinal County for:

- < 2 years: 6
- 2-5 years: 8
- 5-10 years: 3
- 10-20 years: 2
- > 20 years: 3

I am:

- 18 or under: 0
- 19-29: 2
- 30-39: 5
- 40-49: 2
- 50-64: 12
- Over 65: 1