

## Coolidge Road Show Summary Report

Date: July 12, 2007  
Time: 6:30 – 8 p.m.  
Location: Coolidge Adult Center

### Handouts

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

### Attendees: (28)

Gordon Brown, C. Alton Bruce, Mark and Linda Doherty, Jill Dusenberry, Ryan Ferguson, Robert Flatley, Randy Grant, Helen Jackson, Gilbert Lopez, Chris Malsbury, Mickey McHugh, Phyllis Mikles, HR Paddock, Bonnie Palmer, Paul Prechcel, Susan Ramos, Anne Reed, Mimi Robidoux, Johnnie Robinson II, George and Sue Rushing, Thomas Shope, Vivien Slabe, Gussie Taylor, Sherry Ulmer, Darlene White, Philip Zeblisky

### MEETING SUMMARY

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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?

- People
- Rural atmosphere
  - People
  - Sites
  - Views
- Open space
- Cultural-agricultural history
- Relaxed lifestyle—slower pace
- Quiet and peaceful
- Stars and no smog
- Potential

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

- Agriculture/desert
- Identity, heritage culture
- Diversity
- Long-time residents

What ONE major change have you seen in Pinal County?

- Houses
- Infill
- Too fast growth
- Traffic congestion
- Regional cooperation
- Opportunity increase
- Economy growth
- More schools
- Crime increase
- Income levels increase

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:

- All six lesson important
- Transportation—light rail into metro area, not just within metro area
- Develop funding mechanism soon/early
- Too late already for planning tools in place—entitlement of 600K houses already
- #2 Who was more stubborn—County or city? Territorial turf issues
- #4 (#2) These go hand in hand.
- Pinal Partnership, Alliance Org., Central Arizona Econ. (of these groups, who shall/will be) the consensus council?
- Need to work with MAG and Pima County on transportation issues, standards, and funding. What design standards?
- All lessons have specific forces, and they/these forces need to be identified (ramifications/consequences).
- Diversity needs to be valued and maintained (don’t want to lose the long-term residents).

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.

- Plan what is unique to Pinal County. Showcase it, enhance the services it provides its citizens.

- Don't understand what they are saying—it's just the trend, the way we are heading (Maricopa and Pima are quality counties. What is the issue?)
- Represent values that people identify with—unique place (rural/urban). Unique destination that others can identify with. Good educational system.
- Pinal is an alternative, not a reproduction or duplication of what Maricopa/Pima are.
- Small business owner values—not big chains. Communities need to value small business rights. Identify values and what contributions they make.
- Our distinguished place

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

- Follow the long-range plan. Regulate early and work with State Trust Land, as they are a big land owner.
- Create recreational opportunities that are unique/diverse (off-road vehicles). Attraction via destination will protect other open space areas.
- Leisure-time planning
- Connected open space system—create a system
- Desert and open spaces should be recreational but also saved for education purposes.

#3: Provide choices for transportation and mobility.

- Multi-modal (planes, trains, autos)
- Municipalities need to do their fair share (Park 'n Ride, buses); they need step up to the plate in terms of funding
- Alternative fuels, unique, renewable energy source. "Green print" leader in alternative fuels/energies.

#4: Support unique, "fair share" communities.

- "Bragging Rights"—What are they?
- Identity
- Can't continue to do same old—be innovative, be unique.
- Work together regionally.
- Pinal County as identity (like Orange County)

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

- Educate, so kids have choices—grow, learn, and live in Pinal.
- Be competitive so you can attract salaries.

#6: Develop Pinal's talent pool.

- Broader educational opportunities—broaden scope across all ranges (tech, college, h.s., etc.)
- Employment training—educational opportunities. Employment working in conjunction with education
- Adults and seniors are big talent pool already—use their talents better.

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

- Healthy lifestyle
- Diversity in opportunities
- State of art—sustainable
- Easily accessible—sustainable
- Well planned
- Place you want to live with opportunities for all aspects of life
- First county to ever follow the plan—implementation of plan
- Symbiotic relationship with cities and county and know each other's strengths and weaknesses and helping each other achieve good things
- County could develop a specific area for development, and cities could develop specific places of open spaces permanently—complement each other

Participants were encouraged to participate in future Comprehensive Plan events.

## **QUESTIONNAIRE SUMMARY**

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### **Section 1**

#### **Responses to the following questions:**

What ONE thing do you value most about Pinal County?

- Agricultural influence
- Friendliness
- History
- Its opportunity to grow into a dynamic place for families to live the American dream
- Open clean air
- Open spaces (4)
- People (3)
- Potential (2)
- Relaxed lifestyle
- Rural (9)
- Slower pace
- Small-town atmosphere
- That it is not Maricopa or Pima Counties

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

- Agriculture influence and history
- Diverse landscape with mountains, desert, and ability to navigate throughout
- Diversity
- Farm atmosphere
- Farmland
- Freedom of choice
- Freedom of religion
- Friendliness

- Heritage
- Identity
- Local control over our future
- Low density
- Nature
- Open areas (5)
- Peaceful
- Quiet
- Rural (4)
- Sense of openness
- Small-town feeling

What ONE major change have you seen in Pinal County?

- Congestion
- Growth (5)
- Growth has brought positive new opportunities to live, work, and play.
- Growth, including new subdivisions, traffic, opportunity
- High-density building
- Housing
- Improved roads
- Increased traffic congestion
- Larger population
- More houses
- New ideas and regional cooperation
- Opportunities for more activities, shopping, cultural experiences
- Overgrowth too fast
- Population growth
- Too much landfills (?)
- Uncontrolled, undesirable growth in county-controlled area

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

- Quality growth, efficient transportation, balanced employment, great quality of life
- Low-density housing with opportunity and resources for choices in shopping, restaurants, appreciation of the history and cultures of all
- Managed growth and transportation, quality of life, self supporting
- Less growth, low-density housing
- Balanced community for families with great schools, great communities, and accessible to amenities of Phoenix, Tucson, and ultimately Pinal County
- A county with higher educational opportunities and quality jobs for our children
- Well planned, recreational and agriculture—protected individual, unique rights
- State of the art, well planned, self sufficient, easily traversable, energy efficient, distinguishable, balanced development
- Controlled growth, keeping the citizens' needs at the forefront of every decision

- Pinal County will support municipalities' individual plans and plan intelligently for unincorporated land. Pinal County government will utilize its strengths and recognize its limits.
- One that restricts the building due to lack of water!
- A great place to live, work and play
- Better schools, more shopping, more theaters for children
- Vibrant, diverse, employment opportunities within County, ability to navigate throughout
- Lots of open space and low density
- Small-town (community) atmosphere with open space and good roads
- Lots of diversity in lifestyle, economic base (jobs), leisure time opportunities
- Lots of shopping, opportunities to enjoy fine arts, etc.

## 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:	4.27
Protect miles of desert land and open space.	4.52
Provide choices for transportation and mobility.	4.73
Support unique, "fair share" communities.	3.95
Create and attract "career pay—career path" jobs.	4.68
Develop Pinal's talent pool.	4.59

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

Distinguishing Pinal from Maricopa County and Pima County.

- Play off the uniqueness of each
- Attempt to maintain current culture of Pinal County
- Keep rural/friendly atmosphere
- Less population
- I have no clue, and I don't understand why we would want to do so. As the fastest growing county in the country, they must be doing something right.
- Lack of traffic congestion
- Keep Pinal County safe from going from tractors to trikes. Small business values—Farmers' Markets
- Create a plan unique to Pinal to showcase its features and enhance its benefits of citizenship.
- Make it a unique destination.
- A unique brand
- Be independent from influence of both counties.
- A unique sense of place—recognizing the heritage and spirit of the county
- Different
- Don't want to be urban rat race like Maricopa or no growth like Pima.
- Pinal should have its own identity.
- Protect our air quality and move traffic freely.
- I don't think the three counties are that different. They were rural 40 years ago.

- Become a destination location.
- Pinal has a national monument.

Protect miles of desert land and open space.

- Protect future common/park/recreation areas—federal and state.
- Resist growth or control growth.
- Peaceful areas to visit in this fast-paced world. Protection of . . . .
- Protect desert, not allow gravel companies.
- Hopefully, create useful and beautiful \_\_\_\_ for people to live and not barriers to development.
- Develop parks and trail system.
- Make solid long-range plans to regulate “open canals.” Preserve our air.
- Maintain parks and trails plans.
- Preplan protected areas and avoid “city creep.”
- Integral to maintaining a high quality of life.
- Limit amount of building. Do not get rid of State land.
- Preserve pristine deserts and encourage appropriate agricultural uses.
- Yes.
- Would maintain rural feel to county
- Low-residential density
- Lands for recreation
- I agree with this.
- Protect mountain view shed and as much agriculture as possible.
- The desert is beautiful, red roof top or not.

Provide choices for transportation and mobility.

- It’s all very critical for quality of life and enjoyment, economic development. Moving people and freight.
- Highways, buses, or mass transit options
- If planned right, choices will be available and not forced.
- County supported transportation from one end of county to other
- Enhancing the telecommuting environment with quality jobs
- Develop county-wide transportation plan to include rail system and buses.
- Green planet thoughts, solar energy, trains
- Develop a creative plan to accomplish this goal.
- Make it possible to live here and commute, i.e., airport transportation.
- Requirement of developers to provide traffic impact studies and build roads to mitigate traffic generated by their development.
- City-owned buses and transportation
- There has to be a better life than four hours a day behind the wheel of two tons of steel and plastic.
- Options
- Keep options open as to various transportation—commuter rail
- Especially commuter rail

- Alternate transportation options
- Most crucial
- Lite rail. Absolutely—must do—San Tan Freeway, car pools/Park ‘n Ride”
- Buses and trains would cut down on a large number of cars on highways.

Support unique, “fair share” communities.

- Planned communities distributed through county
- Focal points—Casa Grande Ruins National Monument, cotton, etc.
- I don’t know what this means.
- Not sure what this means, but I think we need to establish an identity and understand how we are perceived.
- Yes—always.
- Innovative!!? Look forward not back, for planning ideas.
- Allow specific long-term community environments to grow with county population.
- Inclusive, green
- Unique is important.
- Highlight each community’s strengths.
- History and traditions should be showcased.
- Okay, not my priority, but helps everyone if we do.
- Support communities’ cooperation.

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

- Opportunity for quality employment and economic development
- Educational options; professional job market/higher-paying jobs
- With growth, pay and jobs need to follow.
- Better paying/higher paying jobs
- Quality professional jobs that allow us to be self-sustaining and the education to get there.
- Develop employment centers—industrial parks with rail access
- Yes—alternative fuel factors—solar energy.
- Create jobs within the county for county residents.
- Attract business by making laws that favor operating in Pinal County.
- Create zoning that encourages smart commercial development. Solicit and support commercial developers and manage them effectively.
- Provide training and employment opportunities at home career ladders, not just phone bank jobs.
- Retail and no stagnant (?) jobs, etc. Not enough to keep people in community.
- Employment pool
- Economic viability instead of bedroom community
- How can we attract quality jobs?
- Absolutely—must do.
- Increases job opportunities

Develop Pinal’s talent pool.

- Education
- Citizens who are highly skilled in many professions and trades
- Career development
- Local four-year education. Allow community colleges to expand four-year programs.
- Take a look at educational restrictions—many degrees from other states are not approved here, especially media field.
- Attract local youth and county residents to work in this county.
- Bring in jobs that require education.
- This will solve the problem [of zoning that encourages smart commercial development].
- Wider educational choices
- More colleges or at least more varied institutions of higher learning besides just one junior college
- Vocational training
- Trained and educated employees—not everyone needs a four-year degree. Vocational training needed.
- Have jobs available that make lads want to go to school.
- Okay. Will happen as opportunities and expectations rise.
- If jobs are available, residents will be receptive for education.

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

- Access
- Alternative fuels
- Balance
- Better healthcare, more hospitals
- Better transportation to East Valley, i.e. roads
- Clean air
- Code enforcement
- Creative
- Diversity (3)
- Employment
- Enforced zoning
- Environmental protection
- Equity
- Focus on the future
- Foresight
- Great place
- Green energy-wise
- Green planet preservation
- Heritage
- Highly educated or quality education
- Identity (2)

- Innovative
- Keep everything \_\_\_\_\_.
- Livable
- Long-range planning
- Low-density growth (2)
- Make better use of water
- Minimum pollution
- Navigable
- Need more jobs
- Need to protect our open space
- Open space (2)
- Opportunity (2)
- Partnership
- Practical
- Prosperity
- Quality
- Quality education
- Quality employment
- Quality infrastructure
- Quality jobs
- Quality lifestyle
- Quality recreation
- Regional
- Rural (4)
- Safe Progressive
- Small business mecca capital
- Sustainability
- Unique (2)
- Enticing
- Use what we have.
- Values
- Vital
- We should work together.
- Well planned

**Demographic Information**

Attendees from:

- Coolidge 13
- Maricopa 2
- Johnson Ranch 1

I've lived in Pinal County for:

< 2years: 3

2-5 years:	2
5-10 years:	2
10-20 years:	2
> 20 years:	12

I am:	
18 or under:	0
19-29:	1
30-39:	0
40-49:	4
50-64:	13
Over 65:	3