

---

---

## MARICOPA ASSOCIATION OF GOVERNMENTS REGIONAL TRANSPORTATION PLAN

### GILBERT FOCUS GROUP RESULTS

The Maricopa Association of Governments (MAG) is developing a new Regional Transportation Plan for the MAG region. As part of this effort, MAG conducted a series of focus groups to identify and document transportation issues and concerns. The focus groups were held throughout the Valley to capture ideas from geographically and ethnically diverse groups of participants. The findings will assist MAG in identifying regional values, goals and objectives that will guide the development of the Regional Transportation Plan.

The format of the focus groups included an opportunity for interactive discussion among participants, as well as a voting exercise that provided insight on priorities. To help structure the process, the discussions were organized into five topic areas. The topics included:

- ✘ Demographic and Social Change;
- ✘ The New Economy;
- ✘ Environmental and Resource Issues;
- ✘ Land Use and Urban Development; and
- ✘ Transportation and Technology.

Participants were encouraged to provide their own issues and concerns that related to each topic, both individually and in a round-table discussion. The responses received were documented in essentially a “verbatim” format so that the message intended by the participant was accurately conveyed.

The results of the **Gilbert Focus Group** are attached. This material has been divided into four parts as follows:



---

---

**Part I. Key Focus Group Issues:** In Part I, the key issues identified at the Gilbert Focus Group are listed by topic area. These issues are those voted by the participants to be the top two concerns in each topic area. Due to ties, certain topics may have more than two issues listed.

**Part II. Comprehensive Listing of Participant Issues:** In Part II, all the issues identified by the individual participants are listed. These issues have been grouped by topic area.

**Part III. Roundtable Discussion Comments:** In Part III, the results from a roundtable discussion are listed. These comments were recorded when all the focus group attendees participated in a general discussion of issues prior to voting on the top issues in each topic area.

**Part IV. Break-out Group Discussion Results:** In Part IV, the issues identified during break-out group discussions are listed. As part of the focus group process, the participants formed into several sub-groups and discussed the five topic areas. The break-out group results were reported to the whole focus group helped establish the key issues identified in Part I.

If you have any questions or comments on the focus group process or the attached results, please contact Roger Herzog, MAG, at 602-254-6300 or rherzog@ mag. maricopa .gov



---

---

## GILBERT FOCUS GROUP RESULTS

### PART I. KEY FOCUS GROUP ISSUES

The participants of the Gilbert Focus Group were given the opportunity to vote on their top two issues in each of five topic areas. The two issues receiving the most votes are listed under each topic. Due to ties, certain topics may have more than two issues listed.

#### *DEMOGRAPHIC AND SOCIAL CHANGE PRIMARY ISSUES*

- x Development of a multi-modal transportation system to combat growth.
- x Improve transit for non-drivers.

#### *THE NEW ECONOMY PRIMARY ISSUES*

- x Develop a convenient, secure, safe, and timely mass transit and light rail system.
- x Develop more localized employment with higher skilled workers to attract “high end” housing.

#### *ENVIRONMENT AND RESOURCES PRIMARY ISSUES*

- x Develop alternative clean operating modes of transportation.
- x Need recreational and open space opportunities.

#### *LAND USE AND URBAN DEVELOPMENT PRIMARY ISSUES*

- x Consider a “metropolitan” plan that is regionally connected.
- x Use existing rail system for commuter transit.



**TRANSPORTATION AND TECHNOLOGY PRIMARY ISSUES**

- x Maintain a commitment to Gateway Williams Airport.
- x Build the Santan freeway now.
- x Encourage the development of airport facilities outside of town.

**PART II. COMPREHENSIVE LISTING OF PARTICIPANT ISSUES**

The following is a comprehensive listing of the issues that individual participants of the Gilbert Focus Group identified as their concerns under each topic.

**DEMOGRAPHIC AND SOCIAL CHANGE ISSUES**

- x Prepare for aging population.
- x Learn and prepare to deal with multi-cultural poor.
- x Pursue education program to focus on: safe transportation routes and corridors.
- x Safety education programs: schools, associations and organizations.
- x Efficient and affordable mass transit: rail, coach.
- x Immigration from Latin American will likely increase.
- x Increased demand for public transit services.
- x Increased need for affordable housing.
- x Older driver of the future will drive more than today's.
- x Increased need for alternatives to driving, in particular, door-to-door services.
- x Get seniors off the road! Especially during rush hour.
- x More kids driving (but keep off road during rush hour).
- x More bike lanes/trails for children going to school.
- x More women at work.



- × Study Mexico City—depending on license plate. It dictates the day you can drive your car.
- × Immigrant population will have more cultural ties due to enhanced communication and multi-lingual media.
- × Neighborhood planning strategies are needed to reduce the need for seniors to drive.
- × Increased emphasis on safety.

#### DEMOGRAPHIC AND SOCIAL CHANGE ISSUES (CONTINUED)

- × Higher density housing should be coordinated with mass transit.
- × CGCC student population will increase approximately 16,000 by 2012.
- × Encourage elitist attitude for alternative means of transportation, i.e., bikes, walking, etc.
- × Develop distribution centers for needs of outer areas.
- × Make public transit more readily available; pick up service in local area for public transit.
- × Support efforts to increase acceptance and develop safer roads and safe reliable public transportation.
- × Food and services will need to be readily available for seniors who will not be able to drive or walk.
- × Need for small electric vehicles for neighborhood errands, especially for seniors.
- × May need smarter streets – less conflict and turning movement locations.
- × Access control.
- × Will need safer streets.
- × Clearly, as our population ages, we need to reduce our reliance on the automobile by providing alternatives that are easily accessible.
- × Need to change the perception that with increased income, there is less reliance on public transit. In the European model, transit is primary for work commute, automobile is primary for recreation use.
- × Planning neighborhoods with village centers.
- × Plan about how you want the future to look for Gilbert.
- × Provide access for suburban-to-suburban travel.
- × Need to identify Nexus point where car, train, pedestrian travel come together to create nodes of activity and access to other points, such as airport, etc.
- × Integrate senior housing.
- × Change perception of travel by car to train, light rail, bus, etc.
- × Age profile of projected population.



- × Distribution of income/wealth, population density/available services.
- × Develop transportation planning to help mobility of all ages.
- × Safety at intersections.
- × Effects of more school age population.
- × More freeways needed.
- × Increased number of seniors will need better and more public transit options for the group.

**DEMOGRAPHIC AND SOCIAL CHANGE ISSUES (CONTINUED)**

- × Number of schools is a concern.
- × Need to make sure residents are receiving a proper education.
- × Lower cost mass transit that is relatively convenient to housing clusters.
- × Transit for immigrants who don't own several cars per household, transit for seniors who can't drive to doctor, grocery, post office, mall, etc.
- × Population will increase in all demographic areas.
- × Public transportation (it'll hurt now).
- × Integrated educational institutes need facilities to prepare students for mainstream society.
- × Transportation assistance for seniors.
- × Affordable and efficient transportation for a variety of groups and cultures; bilingual materials and staff to serve the public's needs.
- × Need for more user-friendly traffic controls for elderly.
- × Affordable and efficient transportation.
- × Bicycle and trail connections to commercial medical, etc.
- × Work on value based education.
- × Provide mixed use (frail, office, services and residential) facilities in village core at the transportation hub.
- × Move people not cars.
- × Mixed modes of transportation have to be planned and implemented.
- × Education is paramount, diversity has to be celebrated.
- × Recognize multi-cultural needs as population increases and its needs must be anticipated in advance.
- × Safety, increased percent of Latinos, and no "majority" culture.



- × Need for assistance in traveling for seniors and disabled.

### THE NEW ECONOMY ISSUES

- × Telecommute and clean industry.
- × Continue development of clean industry.
- × Structure government to actually entice and help business.
- × Telecommuting.
- × Information systems support transportation needs.

### THE NEW ECONOMY ISSUES (CONTINUED)

- × Economy based on development, tourism, and computer and aerospace manufacturing.
- × More tourism = user-friendly roads.
- × More women at work. They need a convenient system to pick up and drop off children.
- × Lack of corporate headquarters.
- × Air accessibility. Career opportunities beyond back office.
- × Higher education that creates an attractive high tech labor pool.
- × Protection of tourism destination environment.
- × Industry vulnerable to technical change.
- × Develop more flexibility in telecommunication for employment.
- × Integrating park and ride and increase access to technology.
- × Support efforts to secure electrical power.
- × Land use planning that is adequate and appropriate.
- × Support education kindergarten through college/skill.
- × Industry vulnerable to technical change and offshore manufacturing.
- × Consolidation and lack of corporate HQ's has created a leadership vacuum.
- × Inadequate power supply.
- × Composition of the workforce, based on development, tourism, computer and aerospace manufacturing; "back office" are low income/low skill jobs; unforeseen changes in technology.



- × More home based workforce-i.e.
- × Telecommuting, videoconferencing, etc.
- × Promote employment centers throughout the planning/process.
- × High tech access in homes for telecommuting.
- × Wire the world/connecting is key.
- × Provide and protect employment in Gilbert.
- × Retain workers and jobs in the community.
- × Develop more localized employment to reduce travel.
- × Diversity.
- × Need for technical expertise-jobs.
- × Need for all transportation to be technologically advanced.

**THE NEW ECONOMY ISSUES (CONTINUED)**

- × Need for diversification of valley and state economy.
- × Market approaches needed to attract “high end” businesses.
- × Find ways to top of “world economy” and stay competitive.
- × How to fill or find workers in low-income jobs.
- × Service industry/Phoenix will always attract a high number of transit users.
- × High tech jobs, workers will need more education.
- × Growth wiping away industry; illegal immigrants won’t be able to find work.
- × Need to spread businesses out.
- × More people should be able to live and work in the same community.
- × Mass transit should be designed with all socio demographic groups in mind to encourage full ridership.
- × Increase taxes/penalties for auto ownership.
- × Central employment areas.
- × 24 hours/7 days a week bus service.
- × Connections that will accommodate different modes of transportation.
- × Bus service that runs throughout the day regularly.
- × Develop clusters that will support a wide range of vocations.



- ✘ Support new initiatives in education to provide a trained work force.
- ✘ Affordable housing in village core; walk to services.
- ✘ Educational opportunities.
- ✘ Programming-retooling.
- ✘ Incubator space development needs to be encouraged.
- ✘ Home businesses will become more significant.
- ✘ A vacuum will be filled by longer-term residents. This needs to be promoted.
- ✘ Increased opportunities for telecommuting to lessen vehicle traffic burden.
- ✘ Flexibility in employee work alternatives such as telecommute, flex schedules, etc.

#### ENVIRONMENT AND RESOURCES ISSUES

- ✘ Open space/parks/trails.
- ✘ Open space and recreational.
- ✘ Water-present and future.
- ✘ Air quality.
- ✘ Environmental concerns will continue to grow.
- ✘ Air quality improvements.
- ✘ Environmental police task force pulling over cars and commercial vehicles for smog.
- ✘ Open space preservation and increased recreational opportunities.
- ✘ Adequate water supply is available in the near-term.
- ✘ Growth and land use planning to consider resource constraints such as water.
- ✘ Adequate water supply.
- ✘ Water usage growth will escalate increase in environmental concerns.
- ✘ Encourage development of fuel-efficient transportation through incentives (reduced license fees).



- × Adequate water supply is available in the near and long term.
- × Decrease depending on autos.
- × Diminishing resources; plan for alternatives.
- × Connectivity to and between open spaces.
- × Fuels with higher potential.
- × Less use and cleaner fuels.
- × Promote telecommute/video conferencing.
- × Open space, environmental concerns.
- × Open space for (OHV off-highway vehicles) users.
- × Clean water, clean air and access.
- × The Federal and State government owns 98% of the state.
- × Provide open space, in neighborhoods.
- × Provide access to the Federal and State lands.
- × Urban areas unplanned; control sprawl.
- × Preservation of valley character/heritage.
- × Develop other alternative fuels to move people.

**ENVIRONMENT AND RESOURCES ISSUES (CONTINUED)**

- × Advanced techniques for air quality as region.
- × Planning for future adequate water supply.
- × How to plan and finance quality open space.
- × Long term planning for utility needs.
- × Long term planning and regional planning for all environmental concerns; State Task Force?
- × Density should be encouraged.
- × Preserve natural resources (water); too much development.
- × Bad air quality.
- × Energy consumption.
- × Reduction of traffic noise.
- × We must reduce dependency on fossil fuel energy production.



- × Rapid transit/mass transit increase will reduce need for asphalt streets (heat sink), impervious areas.
- × Increase water conservation measures.
- × The farther we build out, the higher the cost to handle water, sewer, landfills and power.
- × Maintain open space.
- × Dependency on fossil fuels.
- × Use solar/wind.
- × Water conservation.
- × Explore alternative clean fuels and the latest technology in the development and implementation of that technology.
- × Need more bus service.
- × Different modes of transportation.
- × Fuel economy cars/electric/solar car.
- × Connections between neighborhoods and parks.
- × Transportation vehicles with very low or no pollution.
- × Work with systems to decrease manufacturing pollution.
- × Maintain viable open space with amenities.
- × Density=sprawl=preserving open space.
- × Open space must be preserved.

#### ENVIRONMENT AND RESOURCES ISSUES (CONTINUED)

- × What is the “near-term” water supply availability?
- × What is the maximum available water resource with fixed gallons per person?
- × What is the maximum possible population that can be supported?
- × Open space/recreation opportunities that are accessible.
- × Flexible linkages.

#### LAND USE AND URBAN DEVELOPMENT ISSUES

- × Need regional perspective on all matters.
- × Existing infrastructure.



- × Public amenities and schools equal, regional system of trails around activity centers.
- × Acquire set aside lands for regional trail system.
- × Enhanced connectivity to regional transportation systems.
- × Light rail and improved mobility options are important to maintain economic vitality of the central core.
- × Transit oriented activity centers should be encouraged and nurtured.
- × Regional system of hiking, biking, and equestrian trails is needed.
- × Speed up the process of Williams Gateway Airport.
- × Population will be employed more in the central core.
- × Apartment/condo/high rise development will increase in the central core.
- × Village and urban cores.
- × Land use decisions needed.
- × No major roadways allowed interrupting flow of trails.
- × Provide access for trails.
- × Public amenities and schools must be as good in the central city as those in the suburbs.
- × Tax structure can lead to less land use decisions and competition among jurisdictions.
- × Developments of regional significance and general plan amendments should be reviewed for the land around mixed industrial (not retail).
- × Buy in from corporate America (or industry locating to Valley) that will focus their production activities in the vicinity of workers homes.

#### LAND USE AND URBAN DEVELOPMENT ISSUES (CONTINUED)

- × Land use decisions that allow for development where people can live, work, and play in close premixing should be encouraged.
  - × Regional coordination and cooperation encouraged.
  - × Adequate funding provided existing infrastructure needs to be upgraded and improved as density increases in the core.
  - × Developments of regional significance and general plan amendments should be reviewed from the regional perspective.
  - × Infrastructure.
  - × Planning of villages and urban cores.
  - × Bring the jobs out to people.
- 
- 



- × All local planning efforts (general plans) should coordinate with a regional transportation plan.
- × Funding split between highway development and transit is lopsided; more funding of transit is needed.
- × Need for open space, parks, planning.
- × Plan-provide across demographic strata housing.
- × Access and services-diversity.
- × Balanced residential communities.
- × Density control.
- × Provide open spaces/recreational facilities and parks.
- × Adequate areas/locations of job centers.
- × Transportation plan to utilize all methods of movement of people.
- × Develop general plan to attract businesses to the area.
- × Good land use planning for village/transit balanced community centers.
- × Need for regional approach and action.
- × Planning for future light rail.
- × How to finance light rail/other transit systems.
- × Need for regional financial planning for transit and freeways.
- × Trail/recreation space.
- × Need mixture of business/residential to help reduce congestion.
- × Safer environment for pedestrians/bicyclists.

**LAND USE AND URBAN DEVELOPMENT ISSUES (CONTINUED)**

- × Light rail and network of smaller fuel-efficient buses to act as feeder network to the rail will improve congestion.
  - × Planning should consider greater emphasis on civic clusters of housing/shopping/work schooling/services.
  - × Spread, central areas each community.
  - × Maintenance of natural environments.
  - × Recreational opportunities.
  - × Future and existing transportation corridors need to be planned for high density/intensity uses.
  - × Upgrade existing parks environments to match those being created for newer urban areas.
  - × Connectivity of trails throughout all city areas.
- 
- 



- × Establish bike lanes/path segregated from more vehicles.
- × Bicycle connectivity to other modes.
- × Public transit must be included in the design and the developers must share the cost.
- × Good multi-use trails/bike lanes and light rail that connects to other cities.
- × Avoid development that will decay into urban light.
- × Size streets appropriately for density or urban area.
- × Required easements for future streets acquired early.
- × Economically diversified housing in each development.
- × Regional approach to land planning and economic development.
- × Incentives to promote in-fill.
- × Growth must pay for itself.
- × Increasing density must be encouraged to promote open space and slow sprawl.
- × Light rail with it's own right-of-way (rail on vehicle roads will not result in efficient use of rail).
- × Regional coordination and connections for hiking, equestrian, bicycle.
- × Obtain Union Pacific, 76-mile right-of-way (about to be abandoned) to maintain inter-city heavy rail opportunities for future.
- × Regional system of multi-modal paths/transport available.
- × Mass transit alternatives that are attractive, easy for use, safe.

### TRANSPORTATION AND TECHNOLOGY ISSUES

- × Bike paths/equestrian trails.
- × Telecommunications, flex schedules.
- × Continue and develop regional airports.
- × Congestion is inevitable, commercial air travel will continue to grow and delays will likely worsen.
- × Airfreight is expected to grow even faster, especially international shipments.
- × People still not carpooling enough to justify carpool lanes; Monday, Wednesday, Friday carpool lanes should be open to everybody; Tuesday and Thursday carpool or vice versa.



- × No seniors or snowbirds on road during rush hour traffic.
- × Congestion is inevitable.
- × Air and auto congestion is inevitable.
- × Local freight delivery vehicles should be electric or some other non-polluting method.
- × Protect Williams Gateway.
- × More reliable, quicker and cheaper transportation than automobiles.
- × Transportation to outlying areas as well as central core.
- × Commute patterns are changing-more suburb-to-suburb travel.
- × Freeway driving habits have changed and vehicle spacing is closer resulting in higher capacities.
- × Internet buying will increase freight and local delivery truck traffic.
- × Need to promote Williams Gateway Airport.
- × Need smart highways/streets and plan now for future technology.
- × Expansion of airport should be encouraged outside of metro center; i.e., Williams or south of county line to reduce impact on the center.
- × Telecommuting would reduce traffic.
- × Build/expand airports that are not in the middle of cities.
- × Build the Santan freeway now.
- × Build a safety system into vehicles to reduce vehicle spacing.
- × Increase the system capacity.
- × Coordinated movement from town to town.
- × Develop commuter rail.

**TRANSPORTATION AND TECHNOLOGY ISSUES (CONTINUED)**

- × Use technology to help move traffic; high tech to reduce transit costs.
  - × Santan, expand airports.
  - × Traffic problems worsening-need to provide multiple public transportation options for citizens before they're in 24-hour gridlocks.
  - × Reducing or raising speed limits not having an effect; people still drive the way they want.
  - × Have a well-established bus system that runs very frequently or rapid system.
- 
- 



- ✘ Delivery system of freight/freight distribution centers.
- ✘ Establish network of mass systems to reduce dependency on freeways.
- ✘ Completion of Santan Freeway to serve Williams Gateway to move commerce including to and from the port at Graymas, Mexico.
- ✘ Transit system to serve employment centers in Gilbert.
- ✘ Copy the good ideas from Curitiba, Brazil.
- ✘ Motor vehicle dependency.
- ✘ Use small regional airports for commuting/passenger or industry.
- ✘ Telecommuting.
- ✘ The stigma with public transportation needs to be reversed; as freeway average speeds slow residents will look for alternate transportation modes.
- ✘ Light rail and or heavy rail.
- ✘ We must build a regional transportation system; in order for the system to be utilized it must be a system that is dependable and provides frequent service.
- ✘ Interconnecting alternative trials systems.
- ✘ Develop regional airports.
- ✘ Access around and adjacent to freeways for bikes.
- ✘ Need trains/light rail/and more bus service.
- ✘ Connections between bus stops/bike lanes/paths, etc.
- ✘ Develop Williams Field for commercial passenger traffic. Limit encroaching residential development, and identify potential flight paths.
- ✘ Light and heavy rail development.

### **PART III.     ROUNDTABLE DISCUSSION COMMENTS**

The following are additional issues that were identified by participants in an informal, roundtable discussion held during the Gilbert Focus Group, regarding future transportation in the Valley.

---

---



- x Encourage the development of airport facilities outside of town.
- x Corporate “buy-in” to peripheral development (employment facilities).
- x Consider women in workforce (parents with children).
- x Consider “metro” connected regional plan.
- x More examination of how to finance transportation.
- x More attractive bike planning with amenities.
- x Diminishing resources; alternative, sources with increased costs.
- x Design to reduce urban heat island effects.
- x Concerns over water resources.
- x Balance between resources and the environment through a regional approach.
- x Design buses that carry bikes, to replace park and ride lots.
- x Have corporations provide financial incentives to support mass transit.

#### **PART IV. BREAK-OUT GROUP DISCUSSION RESULTS**

At the Gilbert Focus Group, participants formed into several discussion groups and addressed the five topic areas. The issues generated by these groups are listed below.

##### **DEMOGRAPHIC AND SOCIAL CHANGE ISSUES**

- x The need to be sensitive to many cultural backgrounds.
- x Promote a wide range of job opportunities to allow people to work and live in the same area.
- x Identify more specialized transportation needs for an aging population.
- x Improve transit for non-drivers.

##### **DEMOGRAPHIC AND SOCIAL CHANGE ISSUES (CONTINUED)**

- x Provide transit for immigrants who do not own several cars.



- x Development of a multi-modal transportation system to combat growth.
- x A society mixed with older drivers, a large teenage driving component and multi-lingual component, will drive the need for safer roads and a safe and reliable public transportation system.
- x The need to work with local planning and zoning committees to know where the multi-housing population is centered.
- x Consider women in the workforce (parents with children).
- x Improved transit alternatives for non-driving citizens and seniors.
- x Perception change to encourage use of public transportation by all socioeconomic groups.
- x Will need safer roads and safe/reliable public transportation.
- x Transit for immigrants who don't own several cars per household, and for seniors who can't drive to doctor, grocery, post office, mall, etc. Build around village clusters for shorter distances.
- x Promote a wide range of job opportunities and housing to allow people to work and live in the same area.
- x Expanded social services for needy.
- x Zoning should accommodate affordable housing.
- x Improve communications infrastructure one time digs–dig/plan large pipe/conduct.
- x Encourage mini-cities/village concept.
- x Older people.
- x Work through planning and zoning to plan for multi-cultural housing.
- x Combine efforts to best coordinate transit and housing developments.
- x Population growth will minimize the demand of public transit; a regional plan using all modes of transportation will be needed to combat the growth.
- x Identify more specialized transportation needs for an aging population.



---

---

**DEMOGRAPHIC AND SOCIAL CHANGE ISSUES (CONTINUED)**

- x Alternative modes of non-motorized transportation.
- x Sensitive to multi-cultural backgrounds.
- x Safety.
- x Development.

**THE NEW ECONOMY ISSUES**

- x The need for telecommuting and flex schedules.
- x Affordable and accessible information is paramount.
- x Establish a 7-day a week, 24 hour per day regional transit system.
- x The need for an improved “information infrastructure” to reduce reliance on transportation.
- x Develop more localized employment with higher skilled workers to attract “high end” housing.
- x New economy will be based upon tourism, computer and aerospace manufacturing, development, and unforeseen changes in technology.
- x Develop a convenient, secure, safe, and timely mass transit and light rail system.
- x Improved information infrastructure to reduce reliance on transportation.
- x Penalize auto use to pay for transit, subsidize employers to vanpool.
- x Affordable and accessible education is paramount.
- x Encourage high tech, affordable education.
- x Offer incentives to build long term.
- x Develop dual plans; partner with Mexico.
- x Focus on de-centralizing job centralization.
- x Promote tourism more strongly.
- x Develop more localized employment with higher skilled workers to attract desirable development.
- x Encourage telecommuting.



### ENVIRONMENT AND RESOURCES ISSUES

- × Need recreational and open space opportunities.
- × Build for longevity (recycle not rebuild).
- × Develop alternative, clean operating modes of transportation.
- × Density should be encouraged, because sprawl increases costs for water, sewer, landfills, transportation, power, and causes harm to aquifer replenishment.
- × Reduce the amount of miles traveled.
- × Diminishing resources (alternative sources with increased costs).
- × Design to reduce urban heat island effects.
- × Concerns over water resources.
- × Balance between resources and the environment through a regional approach.
- × Provide access to Federal and State lands.
- × Growth will cause environmental concerns and constraints to escalate!
- × Re use buildings.
- × Implement electric light rail.
- × Alternative/clean operating modes of transportation.
- × Alternative energy: solar farms sources, residential solar.
- × Open space/recreation opportunities.
- × Should have linkages to parks/trails.
- × Focus on water and air quality.

### LAND USE AND URBAN DEVELOPMENT ISSUES

- × Need clean industries.
- × Need a regional approach to land planning and economic development.
- × Establish regional connectivity (among transportation routes, corridors and bike lanes).
- × Local planning efforts should be coordinate with the Regional Transportation Plan.



- × Encourage/establish village clusters to reduce travel and commuting.
- × Balance residential, recreational and industrial land use.
- × Corporate “buy in” to peripheral development (employment facilities).
- × Consider a “metropolitan” plan that is regionally connected.

#### LAND USE AND URBAN DEVELOPMENT ISSUES (CONTINUED)

- × Future and existing transportation corridors need to be planned for high density/intensity uses.
- × Existing infrastructure, etc.
- × Planning of village and urban cores-live, work and play.
- × Village clusters to reduce travel/commuting.
- × Regional approach to land planning and economic development.
- × Concentrate light rail on main freeway routes.
- × Demand developers allow for people and recreation.
- × No homes by airport/power plants.
- × Better joint use by facilities etc., schools/TMCA nonprofits.
- × Recreation/open space.
- × Utilize existing rail system for commuter transit.
- × Balance between residential recreational and industrial land use.
- × Establish regional connectivity, routes, corridors, and bicycle lanes.
- × Public transit included in design and cost share by developers.
- × Clean industry.
- × Mass transit development; regional perspective on all matters.

#### TRANSPORTATION AND TECHNOLOGY ISSUES

- × Maintain a commitment to Gateway Williams Airport.
- × Move people, not automobiles.
- × Promote more efficient, regional transportation systems.
- × Need a bus system serving employment centers in Gilbert (frequent service, flexibility-use other successful places as a model).



- ✘ Need a high-tech multi-modal transportation system to decrease travel time for all residents.
- ✘ Encourage the development of airport facilities outside of town.
- ✘ Need more examination of how to finance transportation.
- ✘ More attractive bike planning with amenities.
- ✘ Design buses that carry bikes, to replace park and ride lots.

#### **TRANSPORTATION AND TECHNOLOGY ISSUES (CONTINUED)**

- ✘ Have corporations to provide financial incentives to support mass transit.
- ✘ Build the Santan freeway now.
- ✘ Expand airports outside of metro center i.e., Williams Gateway.
- ✘ Air and auto congestion is inevitable.
- ✘ Bus system serving employment centers in Gilbert, frequency, flexibility, and copy good ideas from other places like Curitiba, Brazil.
- ✘ We need to move people not automobiles.
- ✘ Build the Santan now.
- ✘ Focus on using Williams Airport for freight traffic and regional airport between Phoenix and Tucson.
- ✘ High tech; public transportation to decrease travel time for all.
- ✘ More efficient regional transportation systems.
- ✘ Improved access for non-motorized vehicles: bicycle lanes cooperated into major arterials, freeway crossing.
- ✘ Commuter airport-Williams Gateway.
- ✘ Develop a flexible mass transit system that works.

