AGENDA ITEM:  
DATE:  5/5/2014

CITY OF CASA GRANDE  
REQUEST FOR COUNCIL ACTION

<table>
<thead>
<tr>
<th>Date Submitted:</th>
<th>4/11/2014</th>
<th>Date Requested:</th>
<th>5/5/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Action Requested</td>
<td>Resolution</td>
<td>Revising Street Name from Ocotilla Street to Ocotillo Street per City Recommendations and SNAP Guidelines.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

RECOMMENDATION:

It is recommended that the Mayor and City Council adopt an Ordinance changing the current street name of Ocotilla Street to Ocotillo Street between the Schultz Street alignment and Casa Grande Avenue (Exhibits 1 - 4) to comply with City approved street name and addressing (SNAP) guidelines.

DISCUSSION:

A recent review of the Ocotilla Street name as platted in Dosty’s Final Plat on March 7th, 1958 (Exhibit 5), Poole’s Second Addition Final Plat on February 3rd, 1953 (Exhibit 6), and Casa Grande Vista Unit Two Final Plat on August 7th, 1972 (Exhibit 7) determined that the street name should be changed to Ocotillo Street to avoid confusion and EMS delays. This confusion partially stems from spelling errors due to the fact that the proper name of the indigenous plant is “Ocotillo” with “Ocotilla” being the incorrect gender of that name. This confusion is furthered by a naming conflict with a nearby section of the same road alignment (Exhibit 8) which was platted as Ocotillo Street in The Cottonwoods Final Plat on June 12th, 2000 (Exhibit 9).

Staff sent out a total of 148 letters informing potentially affected residents (Exhibit 10) and property owners (Exhibit 11) of the proposed street name correction. 38 letters were returned to the City of Casa Grande after failing to be delivered. 12 were returned due to the use of the Ocotillo spelling of the street name in the supplied mailing address (Exhibit 12), 11 for the location being vacant, 3 for the supplied mailing address being invalid, and 2 for closed P.O. Boxes.

A total of 7 phone calls were received by staff regarding the proposed street name change. 3 of the calls were in support of the change, 3 were not supportive of the change, and 1 did not answer upon return call from the City. The biggest areas of concern for those not supporting the change is the cost and inconvenience they will incur from an address change and titles for the land and houses which were described using Ocotilla Street.
Staff investigated the cost of address changes to the resident and found it to be minimal using the following criteria:

- Pinal County will change the address of each parcel once they receive notification from the City of Casa Grande that an address change has occurred.
  - Residents can change their mailing address with the Pinal County Assessor’s office online for no charge.
- The United States Postal Service will be notified by the City of Casa Grande of the address change and will update the address in their system for no charge.
- Address changes with the Arizona Motor Vehicle Division are available for residents online with no charge.
- All utility companies will be notified of the address change by the City of Casa Grande and will update the address in their system for no charge.

The possibility of resident-incurred costs, or more likely inconvenience, due to the proposed street name does exist as residents may have to update their mailing address with their banks and other companies and organizations that they may routinely receive mail from. However, staff feels that the improved EMS and Police response times in addition to the improved efficiency of mail delivery outweighs any cost and inconvenience that may be associated with this street name change.

**FISCAL IMPACT:**

Positive fiscal impact due to reduced response times for EMS and less staff time devoted to correcting discrepancies due to incorrect mailing addresses.

Reviewed by Finance Director: ____________________________  Reviewed by City Attorney: ____________________________

**ALTERNATIVES**

Prepared by:  Recommended by:  Approved by:

Jeff Little  Paul Tice
GIS Technician  Planning & Development Director  City Manager