

TOWN *Of* **PARADISE VALLEY**



STAFF REPORT

TO: Mayor Bien-Willner and Town Council Members

FROM: Jill Keimach, Town Manager
Lisa Collins, Community Development Director
Paul Michaud, Planning Manager
Loras Rauch, Special Projects Planner

DATE: March 11, 2021

AGENDA TITLE:

The 2022 General Plan – Community Survey Summary report and discussion on future community outreach efforts.

RECOMMENDATION:

To discuss the preliminary results of the Community Survey and provide direction to staff and consultant on any topics, policies or issues. To discuss and provide direction on future community outreach efforts (Discussion Hubs).

SUMMARY STATEMENT:

The Community Survey and the Mapping Survey (social pinpoint) were first opened and available digitally on January 9, 2021 with the launch of the project website. Starting February 3, 2021, a hard copy format of the Community Survey was added for the public's convenience and made available for pick-up/drop-off in the Town Hall Lobby. In addition, both surveys were made available at the Pop-Up Events held every Thursday in February. Staff discussed the General Plan project and Community Surveys with approximately 40 different residents in the 4 weeks of Pop-Up Events. On Monday, March 1st, after fifty-two (52) days, the surveys were closed.

The Community Survey consisted of 22 questions designed to glean background information from residents and learn about their thoughts on life in Paradise Valley, as well as examine the existing Vision, Values and Goals from the current 2012 General Plan. This approach to validating the current goals of the General Plan provides the Town with data driven results.

As a supplement to the traditional text survey, residents were also given the opportunity to share geographic feedback through a Mapping Survey that gave people the opportunity to click, drag, and drop comments or "pins" on specific locations within Town through this survey (social pinpoint). Respondents were able to select specific pins that focused on three topics; *Cherish*, *Opportunity*, and *Challenge*. After selecting the pin type that most closely associated with the subject of their comment, respondents were able to drag the pin to any location on the map and then provide a more detailed

comment. In addition, all respondents were able to view comments shared by others and provide a follow-up “like” or “dislike” response.

Through the website 365 Community Surveys were received. The Town Hall pick-up/drop-off box collected an additional 21 Community Surveys. Thus, a total of 386 Community Surveys were completed which represents an approximate rate or return of 2.7%. That equates to over a 95% confidence level with a 5% margin of error. The Mapping Survey had a total of 211 unique users who visited the mapping site multiple times for a total number of 497 visits. A total of 10 comments or pins were physically placed on the map.

The consultant has prepared a “summary report” with the raw data results of the Community Surveys for Council’s information and review (Attachment B). Within the various comment sections of this report wherever a proper name or address was written in the surveys that information has been redacted for privacy purposes as is the Town’s normal procedure. The intent is to upload this summary report to the project website on February 17th to share this information as transparently as possible with the community.

Further analysis of this survey data will be done by the consultant as they start to draft/update the plan elements in the next few months. After a cursory review of the survey data, some frequently mentioned issues and comments stood out as perhaps needing further discussion and vetting. While other comments reflect issues that are not directly controlled by the Town, but that may be important issues the Town advocates for on behalf of our residents. A clear example being Short-Term Rentals.

There are two (2) Discussion Hubs proposed; tentatively planned for Wednesday, April 14th and Wednesday, April 28th. Below are suggested topics that may benefit from further vetting at one of these two Discussion Hubs. Our proposal is to have broad discussions that address a variety of points raised by our residents. From the survey results, we suggest the following discussion hubs:

Possible Discussion Hub Topics (with sub-issues - based on survey responses):

❖ **Discussion Hub #1 - Mobility and Connectivity**

- Congestion
- Safety (Vehicle, Pedestrian & Bike)
- Cut through traffic
- Cell Service

❖ **Discussion Hub #2 - Quality of Life**

- Lot splits
- Resort Redevelopment
- Hillside Development
- Stormwater Management

As mentioned, some of the issues raised by residents are controlled by external factors and cannot be resolved or addressed specifically by the General Plan. Nonetheless they are issues of concern for the residents and might best be addressed through an “Education 101” presentation that can be placed on the project website.

Possible “Education 101” topics: (with text and/or videos placed on project website)

- ❖ Short-Term Rentals
- ❖ Raising of lots/building pads

BUDGETARY IMPACT:

None.

ATTACHMENT(S):

- A. Staff Report – March 11, 2021
- B. Community Survey Summary
- C. PowerPoint Presentation - Michael Baker International