



Town of Paradise Valley  
**General Plan Update**  
Council Work Session 11/19 - PIP



# Who Are We Engaging?

## **“THE PUBLIC”**

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### **Community Members**

- Residents
- Neighborhood/Homeowner Associations
- Local Church Communities and Schools/Houses of Worship Forum
- Education Organizations/Associations
  - Creighton School District
  - Phoenix Union High School District
  - Scottsdale Unified School District
  - Phoenix Country Day School
  - The Jones-Gordon School
  - Montessori Academy
- Community Service Organizations/Social Groups
  - Paradise Valley Men’s Club
  - Paradise Valley Women’s Association
- Paradise Valley Mountain Preserve Trust

### **Decision Makers**

- Mayor & Council
- Planning Commission
- Board of Adjustment
- Advisory Committee on Public Safety
- Hillside Building Committee
- PV Arts Board
- Historical Advisory Committee

### **Stakeholders**

- Resorts and Landowners
- Public Agency and Service Representatives
  - Water/Wastewater Service Providers
  - Public Safety Providers
  - Solid Waste Providers
  - Communication Providers



# How Are We Engaging?

## ENGAGEMENT TECHNIQUES

### Tools

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- Digital Engagement
  - General Plan Update Website
  - Social Pinpoint (online survey/mapping)
  - Social Media
  - Email Lists/Newsletters
- Print Material
  - Media Releases
  - Paradise Valley Independent
  - Town Reporter
  - Informational Display Posters/Flyers

### Public Outreach Events

- *Planning Commission and*  
Town Council Work Sessions (4 rounds)
- Committee Briefings
- Discussion Hubs (2)
- Community Workshops (2)
- Public Hearings (2)

### COVID-19 Response

- Business Cards
- Mobile Pop-Up Meetings
- Interactive Virtual Open House Meetings
- Prerecorded Presentations and Educational Videos

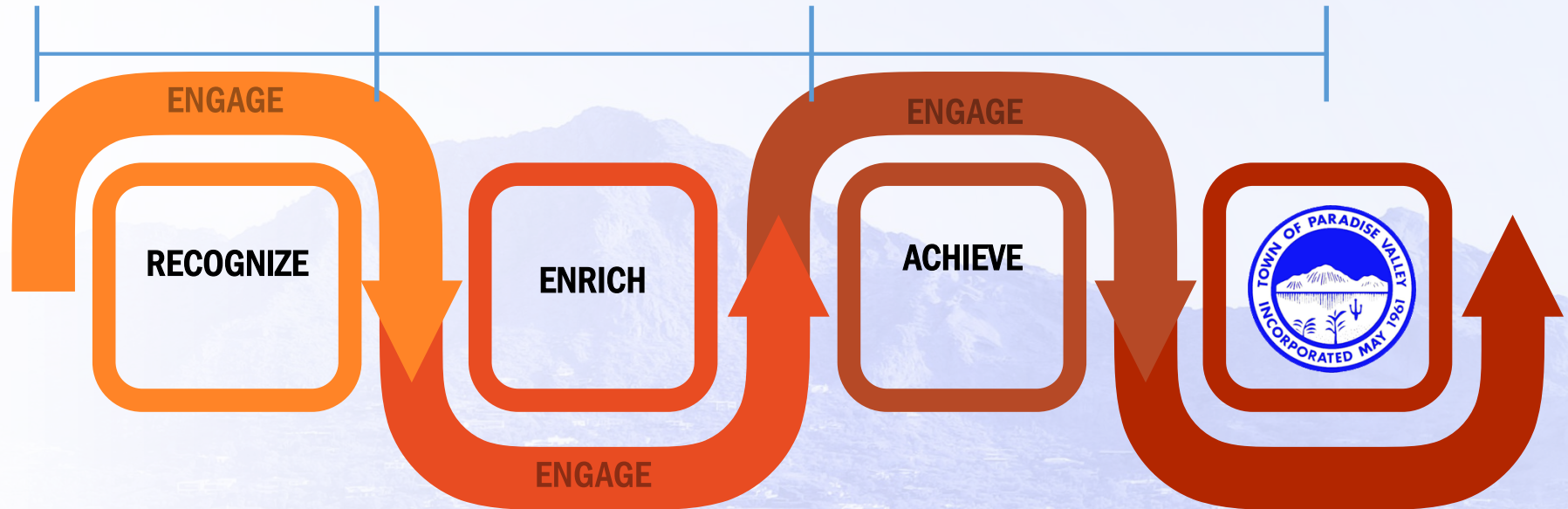
# When Are We Engaging?

**Oct 2020**

**Jan 2021**

**Oct 2021**

**Aug 2022  
(Voter Ratification)**



- Prepare and share the Community Assessment Report
- Execute Public Outreach Campaign
- Launch Online Engagement
- Conduct Community Workshop (1)
- Engage Town Decision Makers

- Prepare and share the draft Elements of the General Plan with the community
- Conduct Council and Comm. Work Sessions (3 rounds)
- Conduct Community Wrkshps. (2)
- Host Discussion Hubs (2)
- Continue Online Engagement
- Facilitate 60-Day public comment period

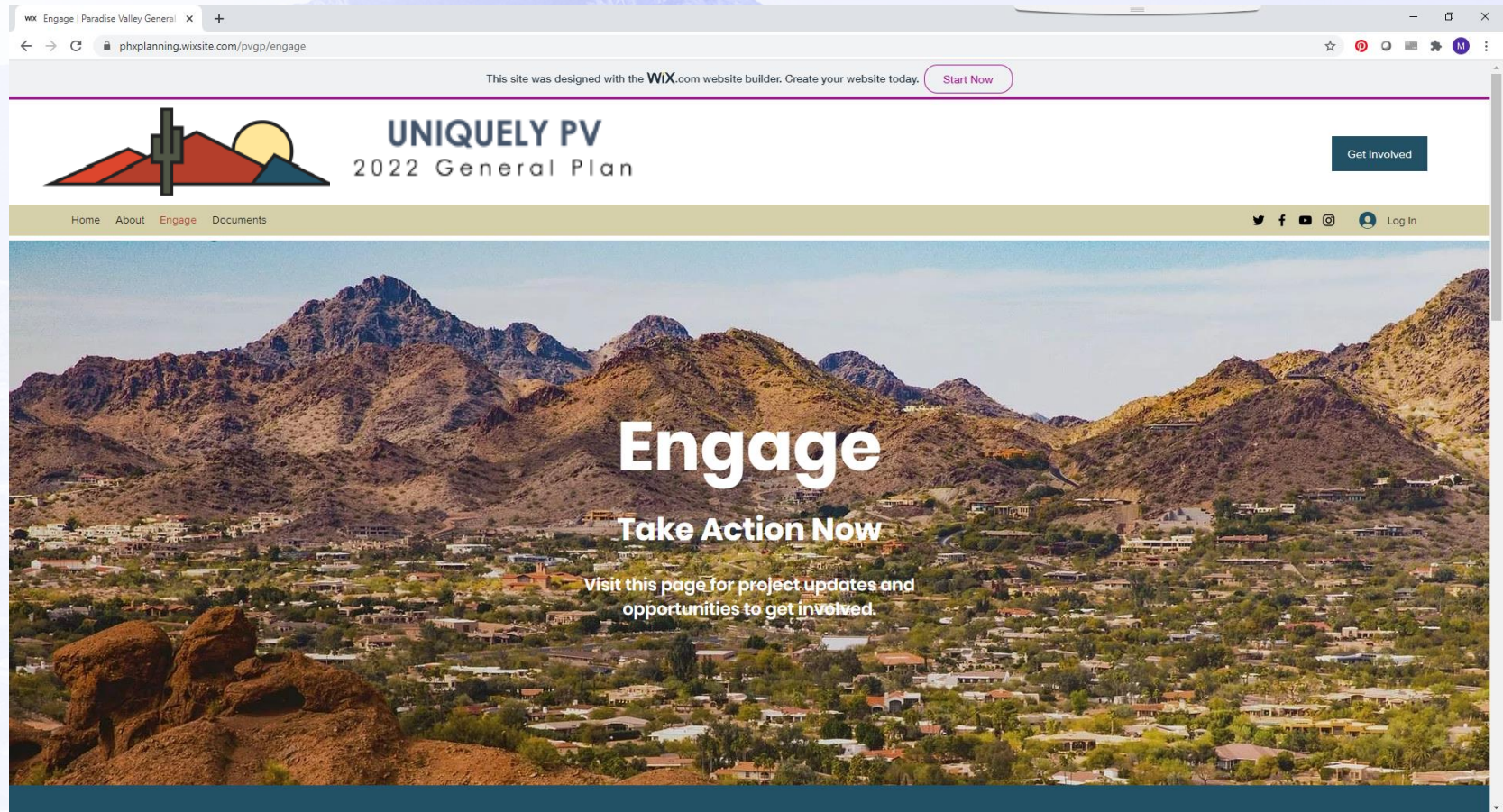
- Conduct final Planning Commission and Council Work Sessions (1 each)
- Conduct State mandated Planning Commission Public Hearing.
- Conduct State mandated Town Council Public Hearing for formal adoption.

- Continue Online Engagement and Public Education for ratification.
- General Plan ratification by voters - August 2022 Election.










# Digital Engagement Demo

## Website/Social Pinpoint



# Branding Exploration

## Colors:

						
R: 34 G: 81 B: 102	R: 80 G: 86 B: 70	R: 34 G: 34 B: 34	R: 210 G: 207 B: 170	R: 180 G: 62 B: 43	R: 236 G: 73 B: 46	R: 255 G: 230 B: 153

## Logo:



### Logo Components:

- Iconic Reference: Camelback Mountain
- Three Abstract Shapes: The Public – Community, Decision Makers, Stakeholders
- Rising Sun: Rising Opportunity, Bright Future
- Saguaro: Unique, Desert Oasis – Paradise
- Blue Arrow: Clean angular design pointing towards the future

## Tag Line Options:



**UNIQUELY PV**  
2022 General Plan



**PARADISE VALLEY, TOGETHER.**  
2022 GENERAL PLAN



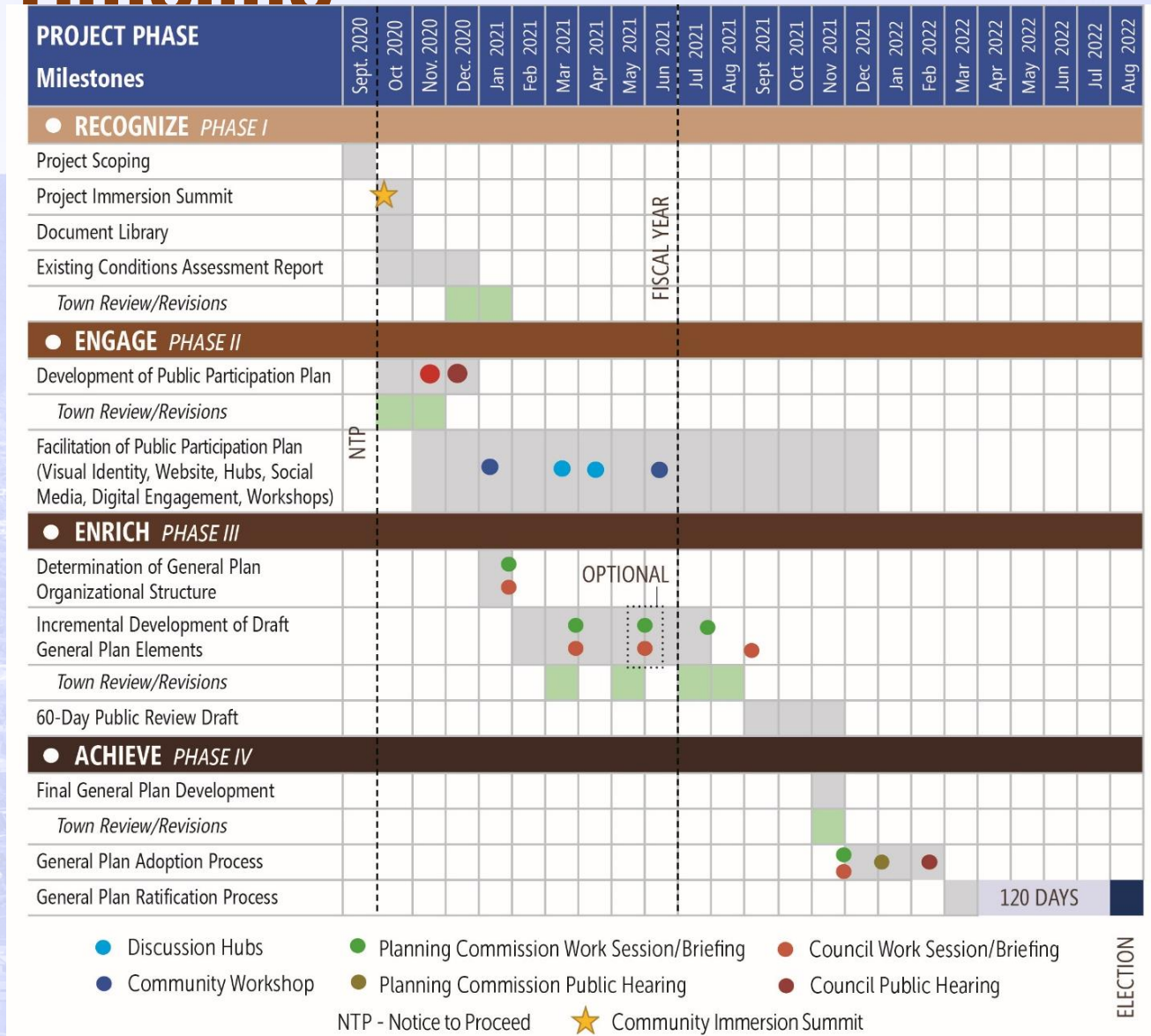
*Uniquely PV*  
2022 GENERAL PLAN



*Achieving Paradise*  
2022 GENERAL PLAN



# Engagement Timeline







# Thank You For Your Time!