



# Paradise Valley General Plan 2022

## Public Involvement Plan

December 3, 2020

**Michael Baker**

INTERNATIONAL

## INTRODUCTION

The vision, values, goals and policies of a General Plan establish the foundation for a community's future. As Paradise Valley embarks on planning for the next 10 to 20 years, community support will be paramount to achieve ratification of the Town's General Plan in 2022. In addition, Arizona Revised Statute 9-461.06 requires municipalities to plan for and document public input. For these reasons, an inclusive public participation process is a central part of Michael Baker International's (Michael Baker) approach to this General Plan Update.

This Public Involvement Plan (PIP) will work hand-in-hand with the development of the General Plan, providing a framework for how outreach will be conducted within the Town of Paradise Valley. The PIP lays out how the Town and Michael Baker will communicate to the public about the General Plan Update process; why the General Plan is being updated, how residents will be kept informed, and the various methods that will be used to receive valuable input from residents, stakeholders, and the general community overall.

The first step to creating a successful public involvement plan is to know the demographic and socioeconomic composition of the community. As it stands, the following is a brief snapshot of the community of Paradise Valley (sourced from 2018 American Community Survey - ACS Census data for the Town of Paradise Valley):

- Total Population: 14,215
- Total Households: 5,441
- Median Age: 53.5
- 21.1% Under age of 18
- 89.4% White, 5.2% Hispanic or Latino
- 71.7% have a bachelor's degree or higher
- Average household size is 2.6
- Median Household Income: \$204,145
- Median Housing Value: \$1,505,300

Beyond the composition of the community, the public involvement plan must also give consideration to any challenge's residents may face in staying involved and informed about projects and current events in their community. Disabilities, family commitments, work schedules and technological ability are just a few of the challenges that can limit the level of public engagement. Evening meetings frequently have a low turnout due to the impact they place on resident's commute times or the simple fact they conflict with other items on one's limited personal calendar. Furthermore, families often struggle with meeting the needs of multiple schedules without the addition of incompatible weekday meeting times. Today, and perhaps now more than ever due to evolving and comprehensive COVID-19 precautions, digital or web-based engagement can also be intimidating to those residents who are not technologically adept.

This plan will provide ample opportunities to engage residents and stakeholders in a way that can fit into their already tight schedules as well as their preferred methods and health protocols, resulting in a higher level of interaction and comprehensive feedback, leading ultimately to a more well-received General Plan Update. It is also important to recognize; this PIP is subject to change as opportunities for different and/or additional community participation arise over the course of the General Plan Update process.

## THE PUBLIC

The Town of Paradise Valley is made up of many individuals, stakeholders, groups and neighborhoods. This section provides an overview of the varying members of “The Public” that will be engaged during the General Plan Update.

### COMMUNITY MEMBERS

The Town of Paradise Valley is a product of an assortment of individuals and groups with varying points of views, life experiences, and priorities. In an effort to capture those and see them reflected in the General Plan Update, public outreach to the following individuals and groups will be invaluable to the process:

- **Residents**
- Neighborhood/Homeowner Associations
- ~~Local Church Communities and Schools/~~Houses of Worship and Associated Schools Forum
- Resorts
- Education Organizations/Associations
  - Creighton School District (Biltmore Preparatory Academy)
  - Phoenix Union High School District (Camelback High School)
  - Scottsdale Unified School District (Cherokee Elementary School, Cocopah Middle School, Kiva Elementary School, Mohave Middle School, Chaparral High School, Saguaro High School)
  - Phoenix Country Day School
  - Desert View Learning Center
  - The Jones-Gordon School
  - Montessori Academy
- Community Service ~~Organizations~~/Social Groups
  - Paradise Valley Men’s Club
  - Paradise Valley Women’s Association
  - Paradise Valley Police Volunteers
- ~~Paradise Valley Mountain Preserve Trust~~

### DECISION MAKERS

Decision makers range from elected officials to appointed committee members.

- Mayor & Council

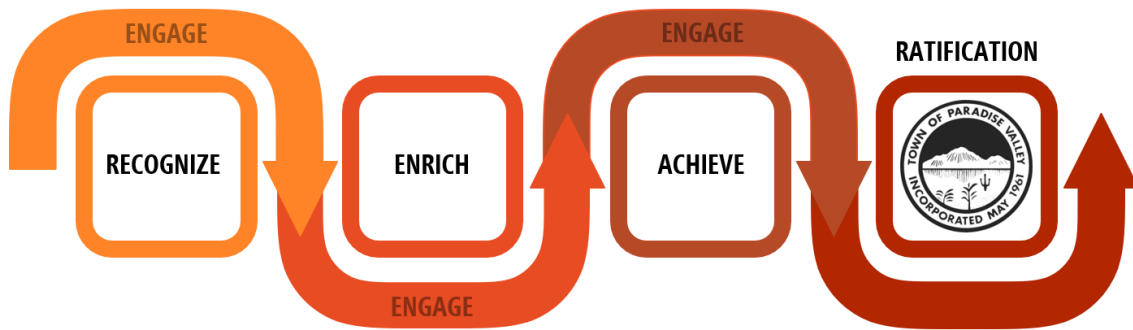
#### RECOMMENDING COMMISSIONS, HEARING BODIES, AND ADVISORY COMMITTEES

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

## STAKEHOLDERS

Stakeholders are groups with direct interests in the community that wish to participate in the planning process or whose support is key to implementing certain aspects of the General Plan. Stakeholders range from major employers and large landowners, to public service providers and agencies. The more diverse the group of stakeholder's expertise is, the more encompassing and successful the General Plan will be. Stakeholders identified to date include:

- Landowners
- Finance and Business Community
- Medical Centers
- Public Agency and Service Representatives
  - Water/Wastewater Service Providers
  - Power Providers
  - Public Safety Providers
  - Solid Waste Providers
  - Communication Providers



## ENGAGEMENT APPROACH AND GOALS

The overall Paradise Valley General Plan Update project process is comprised of three primary phases; Recognize, Enrich, and Achieve. As the following process flowchart displays, Paradise Valley community members, decision makers and stakeholders will be Engaged at each phase of the project. While specific engagement techniques are outlined in subsequent sections, the following is an overview of the engagement process with the key goals and supporting actions of each phase.

### PHASE I & II: Recognize & Engage (October 2020 - January 2021)

- GOAL: Recognize the value in what exists today and build on that foundation.
- GOAL: Understand how the existing General Plan's policies and goals guided growth.
- GOAL: Investigate how will residents' needs change as the community advances.
- GOAL: Explore how the Town manages growth and mitigates impacts from growth.
- GOAL: Investigate how policy changes will (if at all) affect residents and the Town.
- ACTION: Prepare and share the Community Assessment (Existing Conditions) Report
- ACTION: Execute Public Outreach Campaign

- ACTION: Launch Online Engagement
- ACTION: Conduct Community Workshop
- ACTION: Engage Town Decision Makers

### PHASE II & III: Engage & Enrich (January 2021 - October 2021)

- GOAL: Integrate expertise from a variety of disciplines and feedback received in Phase I to establish goals and policies on community issues.
- GOAL: Explain why and how public input was integrated into the Plan/Elements.
- ACTION: Prepare and share the draft Elements of the General Plan with the community
- ACTION: Conduct Council and Commission Work Sessions (1 meeting each, 3 rounds)
- ACTION: Conduct Community Workshops (2)
- ACTION: Host Discussion Hubs (2)
- ACTION: Continue Online Engagement
- ACTION: Facilitate State mandated 60-Day public comment period for the draft General Plan 2022

### PHASE IV: Achieve (October 2021 - August 2022)

- GOAL: Finalize the plan by creating actionable policies that can be carried forward by the Town and the greater public.
- ACTION: Conduct final Planning Commission and Council Work Sessions (1 each)
- ACTION: Conduct State mandated Planning Commission Public Hearing.
- ACTION: Conduct State mandated Town Council Public Hearing for formal adoption.
- ACTION: Continue Online Engagement and Public Education for ratification.
- ACTION: General Plan ratification by voters - August 2022 Election.

## ENGAGEMENT TECHNIQUES

While techniques may ultimately vary to address ongoing management of COVID-19 or new community-based issues that may arise during the General Plan Update process, Michael Baker anticipates a community-wide public engagement process that would, at a minimum, encompass the following key efforts:

### TOOLS

A broad range of techniques and tools will be used to engage and inform Community Members, Stakeholders, and Decision Makers.

- **VISUAL IDENTITY**

Graphic designers, in coordination with Town staff, will create a unique graphic format and project branding to create a recognizable identity for the General Plan Update and garner enthusiasm and unity. This brand will then be used for all project products, meeting materials, and planning documents.

- **DIGITAL ENAGEMENT**

The following digital engagement tools will be applied to establish a “go to them” outreach approach that will cast a wider net than traditional “come to us” engagement methods. The following tools will allow busy residents to engage in the General Plan Update process at their optimal time and also allow for greater participation during COVID-19 restrictions.

- **General Plan Update Website:** A priceless resource of the General Plan Update is the project website. This will be the hub of the General Plan Update where residents can learn about the project, follow the public meeting schedule, find frequently asked questions, review project documents, leave comments, pose questions and locate links to surveys and the Social Pinpoint engagement tool detailed below. The project team will work with staff to develop the content, design, and promotion of the General Plan Update website.
- **Social Pinpoint:** To extend the reach and diversity of participation in the update process, the project team will utilize Social Pinpoint, a new and highly effective online engagement tool that provides residents with one central location to get involved from the convenience of their home computer, tablet, or smart phone. The Social Pinpoint portal is a comprehensive tool that allows residents to respond to community polls and surveys as well as geographically post or “pin” location-based feedback on an interactive map of the community. This one central location for engagement will help to minimize the number of “clicks” or the process in which a community member must go through to provide their feedback. Minimizing clicks is essential to capturing and maintaining community interest once they willfully choose to engage.

The community survey portion of the Social Pinpoint portal will be designed to identify community priorities as well as solicit feedback on the current General Plan itself. The mapping portion of the Social Pinpoint portal will allow residents to more clearly identify areas of focus, growth, or redevelopment.

The Social Pinpoint portal will be hosted on the General Plan Update website. Community residents will be directed to the Social Pinpoint portal through existing Town social media accounts, local print media, and email blasts. However, for residents who may not be comfortable with online engagement, printed copies of the community survey will be made available at Town Hall and by mail via direct request to Town staff.

Social Pinpoint will be used throughout the duration of the General Plan update, however, it should be noted that this is not a static tool and it will be updated with new content and survey questions at key milestones. As such, there may be short periods of time between these milestones when the tool may be inactive. During these periods, public input will still be collected through the other channels outlined herein.

- **Social Media:** Using the Town’s existing Facebook, Instagram, and Twitter accounts, the project team will work together to create content providing project updates and promoting public meeting involvement, as well as create a schedule for message frequency. Public social media platforms such as Nextdoor may also prove to be valuable in the distribution of pertinent project information.

- **E-Mail Lists/Newsletters:** Throughout the General Plan Update process, Michael Baker will utilize existing town focused email lists and newsletters (i.e. Alert Paradise Valley, Friday Wrap-Up, and the various neighborhood, church, social and service organizations, etc.) and a central General Plan Update contact list of e-mails (created from contacts obtained via sign-in sheets at public meeting events and website requests from residents asking to be added to this central contact list) to notify community members of General Plan news and events.

- **PRINT MATERIAL**

The following more traditional print resources will be utilized to complement digital outreach methods and engage residents.

- **Media Releases:** Prior to each phase of outreach, press releases will be prepared and distributed by the Town to local media outlets or through existing Town hosted communication methods.
- **Paradise Valley Independent:** Efforts will be made to encourage media personnel from the Paradise Valley Independent to prepare articles related to the General Plan. This notification will expand upon the typical press release and required public notifications placed in the newspaper.
- **Town Reporter:** On an anticipated project milestone basis, and as space allows, General Plan Update notices will be included in the town-wide Reporter with updates on process activities, and events, and include ways to provide feedback within the process.
- **Informational Display Posters/Flyers:** Michael Baker will design and distribute informational posters and flyers to display at Town facilities (i.e. Town Hall, Public Works Building, Court and Post Office etc.) as well as local gathering places (i.e. AJ's Fine Foods, churches, etc). Flyers will also be shared with local schools and Parent Teacher Associations (PTA's), Homeowner Associations (HOA's), and social groups to distribute through their print communication channels. Posters/Flyers will include background information, web address and contact information as well as Quick Response (QR) codes that can be scanned to conveniently take viewers directly to the General Plan Update website.

## PUBLIC OUTREACH

Public outreach events and online activities will accompany each milestone of the process. When appropriate, these will tag on to other local Town efforts and be designed as interactive, accessible events. These events provide an opportunity for all interested residents and business owners to share and receive feedback on results of each phase.

- **PLANNING COMMISSION AND TOWN COUNCIL WORK SESSIONS**

Woven throughout the project process, there will be a series of work sessions with the Planning Commission and Town Council. Members of the Commission and Council will be met with at key project milestones to seek guidance, provide opportunities for questions, review findings and/or plans and to prepare for formal public hearings. A total of eight work sessions, four with the Planning Commission and four with the Town Council will be conducted over the duration of the

project. These work sessions may be held as part of Council's and Commission's regularly-scheduled meeting times or as dedicated special meetings on a case-by-case basis.

It is anticipated that talking points and status updates will be provided at key milestones. Such updates may be provided independently of the aforementioned work sessions and may be provided by Town staff.

- **COMMITTEE BRIEFINGS**

Town staff will provide quarterly work-in-progress updates to the Town's various sub-committees throughout the plan process. Updates will be given at a regularly scheduled meeting of these committees.

- **DISCUSSION HUBS**

Discussion Hubs will be utilized to address any specific issues that may have greater diversity of perspectives within the town. Discussion Hubs provide the opportunity for residents to learn and build consensus on issues by exploring them in a deeper manner. Discussion Hubs will occur independent of the overall project schedule to allow proper time to review and explore alternatives associated with subject topics. Possible topics may include: Cut Through Traffic, non-motorized traffic, non-residential redevelopment impacts, or even home occupations & commercial uses of residential properties.

- **COMMUNITY WORKSHOPS**

Two Community Workshops will be conducted at key points in the General Plan Process. For each workshop, meeting announcements will be prepared in coordination with Town staff for advertising and distribution. All draft materials will be carefully reviewed with Town Staff prior to their dissemination. The following is a conceptual format for each workshop that will be modified and refined based on further discussion with Town Staff upon the facilitation of each meeting. These workshops will be adaptable to both in-person and online/digital formats to be in compliance with COVID-19 recommendations in effect at that time.

Meeting	Topic	Timeframe	Format	Objective
Workshop #1	Kick-off, Visioning, Principle Values behind the elements	Winter 2021	Virtual Presentation with interactive Elements	The information gained as part of this workshop will help to refresh or amend the existing General Plan vision statement and principle values/themes for the elements which will then guide the development of the General Plan Update. A multi-media presentation and interactive exercises will be used to obtain feedback from the community in a physical or virtual setting.



<b>Workshop #2</b>	Goals and Policies Validation	Spring 2021	Physical or virtual open house with interactive elements	A physical or virtual meeting room will be utilized to present key aspects of the draft plan to engage the community in open dialogue, seek their final concurrence on the plan goals and policies, and identify any remaining and/or necessary changes that must occur prior to finalizing the General Plan Update.
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- **PUBLIC HEARINGS**

As mandated by Arizona Revised Statutes, one Planning Commission Public Hearing and one Town Council Public Hearing will be conducted. These hearings will follow the normal Town public hearing procedures. The general public will be encouraged to participate during these hearings to ensure concerns, suggestions, and related matters are addressed.

## COVID-19 RESPONSE

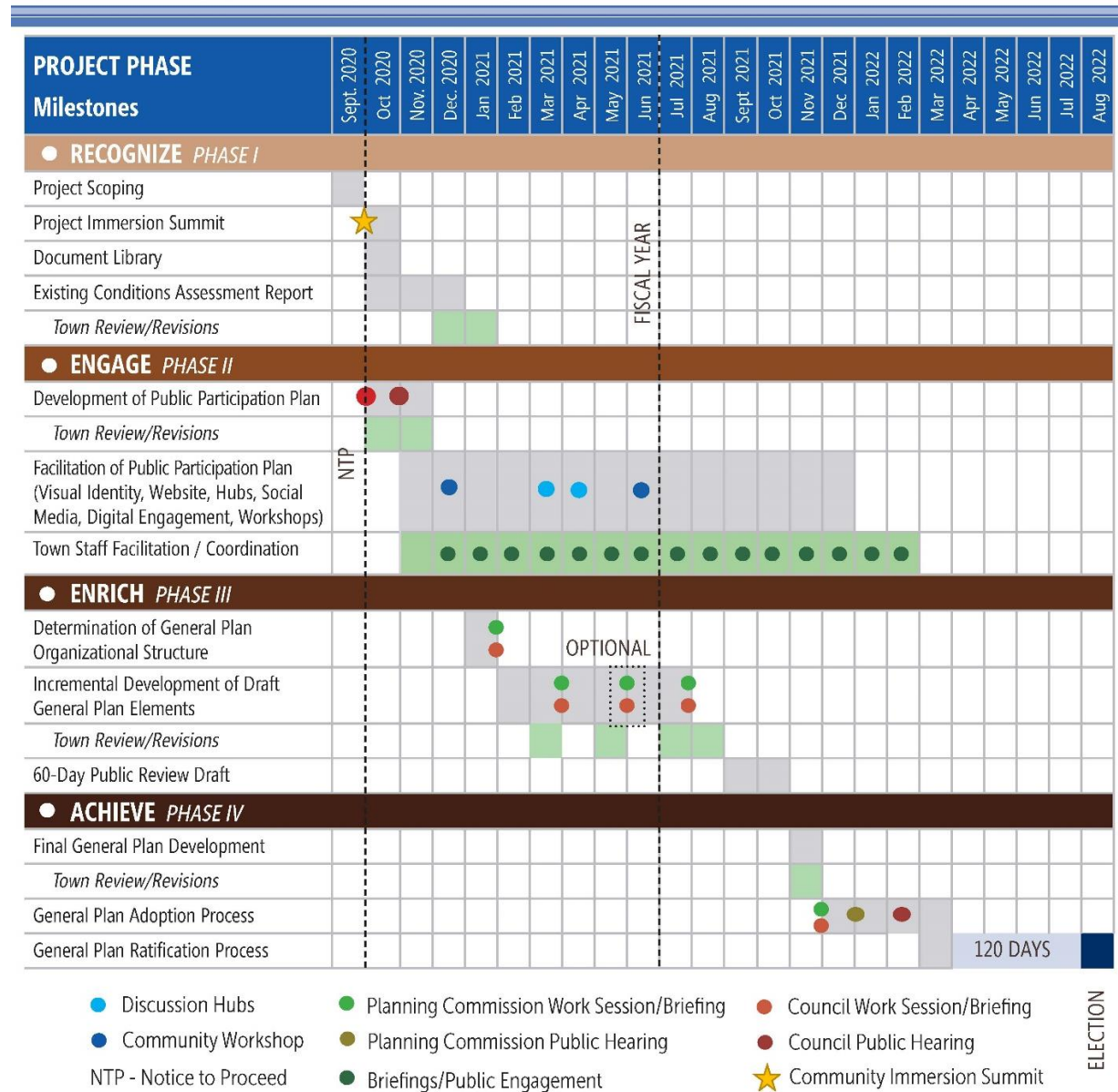
In response to the continuously evolving COVID-19 pandemic, additional outreach methods may be used to ensure the health and safety of residents while maximizing public participation over the life of the project. Modified traditional and digital based methods that may be utilized in association with the engagement tools and public outreach methods listed above include:

- **Preparing business cards** that can be easily distributed across the community (i.e. Town Hall, worship organizations, etc.) to direct residents to the project website to gain more information.
- **Hosting Pop-up meeting locations** to intercept residents where they frequently visit (i.e. Town Hall / Post Office, [resorts, and community pop-up events](#)) for casual conversations.
- **Preparation of 360-degree interactive virtual open house environments** that can be incorporated into internet based virtual community workshops. 360-degree environments place residents into a virtual meeting space where they can navigate and participate as if they were attending a traditional workshop format, but within the safety of their own home.
- **Prerecorded presentations and educational videos** can be posted to the project website to give residents the ability to virtually listen to project team members directly share information or background material on key issues to help inform those watching on the nuances of the issue &/or the basis for future decision making.

## ENGAGEMENT TIMELINE

The Town of Paradise Valley General Plan Update outreach efforts are anticipated to be completed by February 2022, with ratification of the General Plan scheduled for August of 2022. Specific methods and timing of outreach efforts over the life of the project will take into consideration the Town's public event calendar, applicable publication deadlines, and holidays. Thus, the specific schedule of events as depicted below are subject to change.

### PROJECT TIME SCHEDULE



## GENERAL PLAN UPDATE CONTACTS

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