



Town of Paradise Valley  
**General Plan Update**  
Council Work Session 12/03 - PIP

# Who Are We Engaging?

## “THE PUBLIC”

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### Community Members

- Residents
- Neighborhood/Homeowner Associations
- Houses of Worship and Associated Schools
- 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 /Social Groups
  - Paradise Valley Men’s Club
  - Paradise Valley Women’s Association
  - Paradise Valley Police Volunteers
- Paradise Valley Mountain Preserve Trust

### Decision Makers

- 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

- 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

# How Are We Engaging?

## ENGAGEMENT TECHNIQUES

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### Tools

- 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

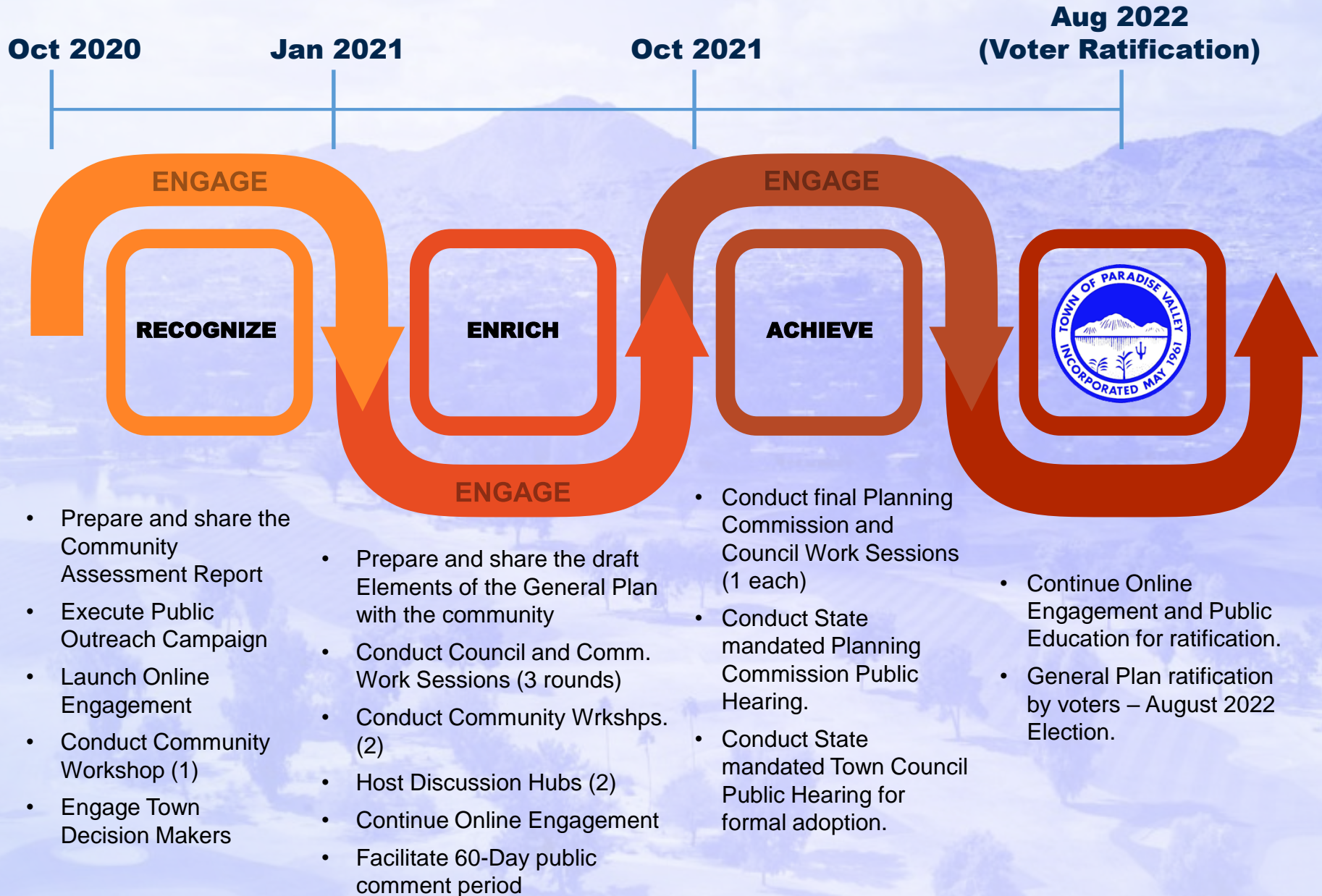
### Public Outreach Events

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

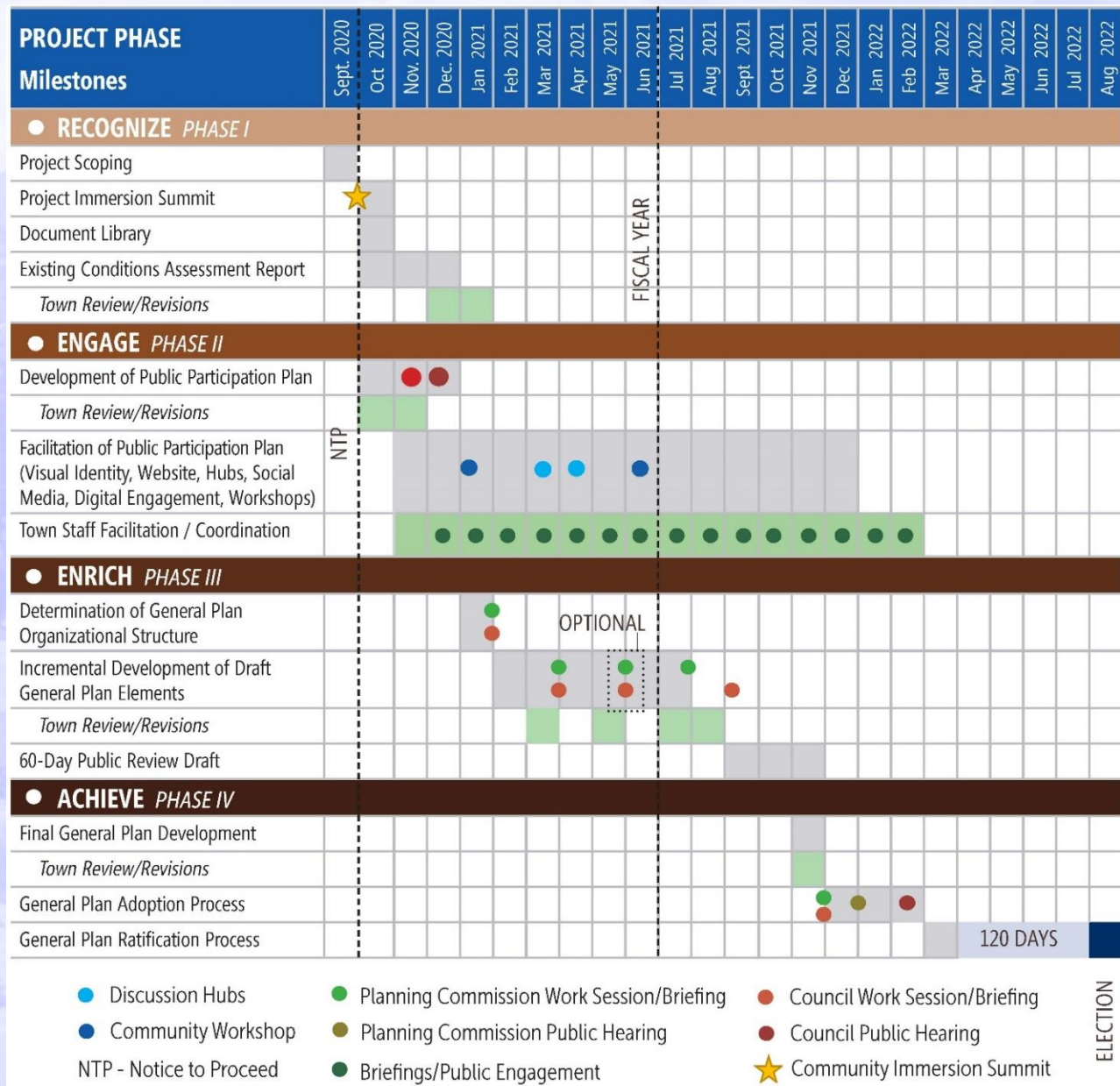
### COVID-19 Response

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

# When Are We Engaging?



# Engagement Timeline





# Thank You For Your Time!