

Town of Paradise Valley

General Plan Update

Council Work Session 12/03 - PIP



Who Are We Engaging?

"THE PUBLIC"

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

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?

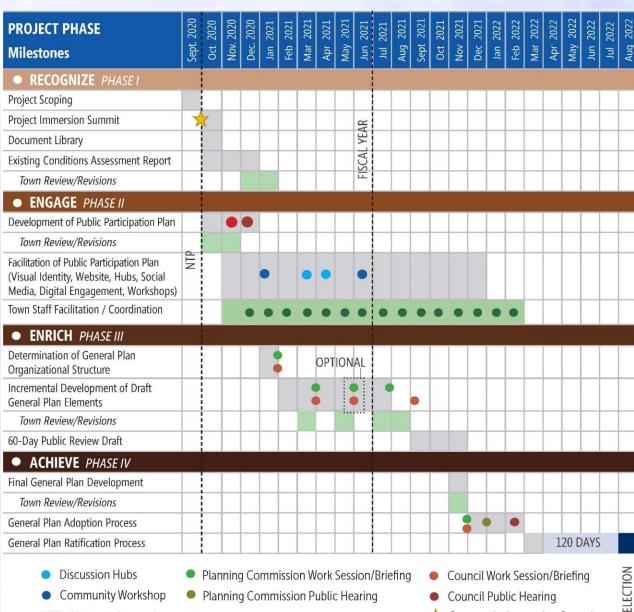
Aug 2022 (Voter Ratification) Oct 2020 Jan 2021 Oct 2021 **ENGAGE ENGAGE** RECOGNIZE **ACHIEVE ENRICH ENGAGE** Conduct final Planning Prepare and share the Commission and Community Council Work Sessions Prepare and share the draft **Assessment Report** (1 each) Continue Online Elements of the General Plan

- **Execute Public Outreach Campaign**
- Launch Online Engagement
- **Conduct Community** Workshop (1)
- **Engage Town Decision Makers**

- 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 State** mandated Planning Commission Public Hearing.
- Conduct State mandated Town Council Public Hearing for formal adoption.
- **Engagement and Public** Education for ratification.
- General Plan ratification by voters - August 2022 Election.

Engagement Timeline



Planning Commission Public Hearing

Briefings/Public Engagement

Council Public Hearing

Community Immersion Summit

Community Workshop

NTP - Notice to Proceed



Thank You For Your Time!

