



Legislation Details (With Text)

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Title: 2022 General Plan Update - Draft Public Involvement Plan (PIP)
60 Minutes

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Attachments: 1. A. 2022 Public Involvement Plan, 2. B. Project Branding Exploration, 3. C. PowerPoint Presentation
- Michael Baker Intl

Date	Ver.	Action By	Action	Result
11/19/2020	1	Town Council	Received and Filed	

TO: Mayor Bien-Willner and Town Council Members

FROM: Jill Keimach, Town Manager
Paul Michaud, Planning Manager
Loras Rauch, Special Project Planner

DATE: November 19, 2020

DEPARTMENT: Community Development

AGENDA TITLE:

2022 General Plan Update - Draft Public Involvement Plan (PIP)

SUMMARY STATEMENT:

To present to the Council the draft Public Involvement Plan (PIP) identifying the community outreach efforts for the 2022 General Plan Update project for Council's review and comment. This also includes discussion of the project's branding and website design going forward.

BACKGROUND:

In accordance with **A.R.S. §9-461.06.C.** the governing body shall:

1. Adopt written procedures to provide effective, early and continuous public participation in the development and major amendments of general plans from all geographic, ethnic and economic areas of the municipality. The procedures shall provide for:
 - a) The broad dissemination of proposals and alternatives
 - b) The opportunity for written comments
 - c) Public hearings after effective notice
 - d) Open discussions, communications programs and information services

- e) Consideration of public comments.
2. Consult with, advise and provide an opportunity for official comment by public officials and agencies, the county, school districts, associations of governments, public utility companies, civic, educational, professional and other organizations, property owners and citizens generally to secure maximum coordination of plans and to indicate properly located sites for all public purposes on the general plan.

Based on the Town's population, the Paradise Valley 2022 General Plan must include at a minimum the following elements per A.R.S. requirements:

- ✓ Land Use Element
- ✓ Circulation Element
- ✓ Open Space Element
- ✓ Growth Area Element
- ✓ Environmental planning Element
- ✓ Cost of Development Element
- ✓ Water Resource Element

PROJECT UPDATE:

Since the general plan must be ratified by the voters it will be extremely important that Council adopt a Public Involvement Plan (PIP) that provides ample and various opportunities for citizen participation in updating the general plan. Transparency, inclusivity and accessibility for people with different working schedules and limited personal calendars to provide their input and dialogue into the plan-making process will be key to voter buy-in and ratification of the plan.

Working with staff, the consultant Michael Baker International, has drafted a comprehensive PIP that identifies the engagement approach and goals, engagement techniques, public outreach events and the engagement timeline for the project. Staff believes that the draft PIP meets the intent of the regulatory statutes as well as the Town's desire for transparency, inclusivity and accessibility. Staff has also worked with the consultant on the proposed project website and the branding concepts for project identification.

Staff and the consultant would like Council's review of and comments or suggestions on the draft PIP so the consultant can move forward on preparing the final version for adoption by Council at their December 3, 2020 meeting. Also, the consultant would like Council's opinion on both the project website and the different branding concepts so final versions of both can be developed and ready to launch/use once Council adopts the PIP at their December meeting.

BUDGETARY IMPACT:

Project budget costs for the Community Outreach & Participation Plan were identified in the contract approved by Town Council on October 8, 2020 and signed by the Town Manager.

ATTACHMENT(S):

- A. 2022 Public Involvement Plan - Draft
- B. Project Branding Exploration
- C. PowerPoint Presentation - Michael Baker Intl