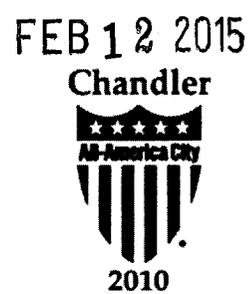




#15



MEMORANDUM Planning Division – CC Memo No. 15-025

DATE: FEBRUARY 12, 2015
TO: MAYOR AND COUNCIL
THRU: RICH DLUGAS, CITY MANAGER RD
MARSHA REED, ASSISTANT CITY MANAGER MK
JEFF KURTZ, PLANNING ADMINISTRATOR JK
KEVIN MAYO, PLANNING MANAGER
FROM: DAVID DE LA TORRE, AICP, PRINCIPAL PLANNER DDJ
SUBJECT: PUBLIC PARTICIPATION PLAN
Adoption of Resolution No. 4837

Request: Adopt a Public Participation Plan, establishing written procedures to provide effective, early and continuous public participation in the General Plan update process.

BACKGROUND

On December 11, 2014, Mayor and Council approved a contract with Partners for Strategic Action, Inc., to assist Planning Staff in updating the General Plan. One of the first steps in the updating process is for Council to “adopt written procedures to provide effective, early and continuous public participation in the development and major amendment of general plans from all geographic, ethnic and economic areas of the municipality” as required by Arizona Revised Statutes (A.R.S.) §9-461.06.C.1. According to A.R.S., the procedures shall provide for:

- The broad dissemination of proposals and alternatives
• The opportunity for written comments
• Public hearings after effective notice
• Open discussions, communications programs, and information services
• Consideration of public comments

The Public Participation Plan not only complies with these requirements, but goes beyond the requirements by offering a variety of additional opportunities and methods for input such as a Planning Lab, multi-event Chandler VisionFest, online feedback and communication through a number of social media platforms including Facebook, Twitter, and Pinterest. A City webpage for the General Plan update is currently being prepared that will provide all of the information

such as a general overview describing what the general plan is, and why it's important; links to documents such as drafts, committee meeting minutes, and survey results; upcoming events and other ways to get involved; and contact information. Staff is also exploring creating short videos that will generate interest and lead viewers to more information about the General Plan update.

The Public Participation Plan is intentionally broad to allow flexibility in determining details such as specific dates and locations at the appropriate times. The Schedule by Phase/Task (last page) provides a general timeline for when the events will occur. The schedule is not exclusive, meaning that additional events such as presentations to civic organizations or the chamber of commerce may be added to the schedule as needed.

The Public Participation Plan was discussed with the Planning/Transportation and Development /Municipal Utilities Department City Council Subcommittee held on January 28, 2015.

RECOMMEDATION

Planning Staff recommends approval of Resolution No. 4837, adopting a Public Participation Plan that establishes written procedures to provide effective, early and continuous public participation in the General Plan update process.

PROPOSED MOTION

Move to adopt Resolution No. 4837, establishing written procedures to provide effective, early and continuous public participation in the General Plan update process.

Attachments

1. Resolution No. 4837
2. Exhibit A, Public Participation Plan

RESOLUTION NO. 4837

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, ADOPTING A PUBLIC PARTICIPATION PLAN FOR THE PREPARATION OF THE CHANDLER GENERAL PLAN UPDATE.

WHEREAS, the City desires to inform and empower its citizens to participate in the update of the City of Chandler General Plan, by encouraging their direction and guidance in the planning process; and

WHEREAS, opportunities for citizens to become involved in deliberations affecting their municipality's future is a fundamental principle of democratic government; and

WHEREAS, ARS 9-461.06.C.1 requires the governing body of each Arizona municipality to adopt written procedures to provide effective, early and continuous public participation in the development and major amendment of the General Plan from all geographic, ethnic and economic areas of the community;

NOW, THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of Chandler, Arizona, as follows:

SECTION I. That the Public Participation Plan, attached hereto as Exhibit "A", be adopted to provide effective, early, and continuous public participation in the update of the City of Chandler General Plan.

PASSED AND ADOPTED by the City Council of the City of Chandler, Arizona, this _____ day of _____, 2015.

ATTEST:

CITY CLERK

MAYOR

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Resolution No. 4837 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting was held on the _____ day of _____, 2015, and that a quorum was present thereat.

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY *KS*

Purpose

The purpose of the public participation plan (PPP) is to define the variety of methods to encourage and solicit public and stakeholder engagement in the general plan update process. Public and stakeholder input offer guidance to elected and appointed officials in matters pertaining to living quality, type and intensity of proposed development, preservation of the environment, and other matters of public health, safety and welfare.

Project Description

Project Scope

The general plan process constitutes an update of the 2008 General Plan *Build-out and Beyond*.

Planning Area Boundaries

The geographical focus for the general plan update includes the current incorporated area of the Chandler Municipal Planning Area.

Engagement Activities

It is important to enable collaboration and broad meaningful involvement opportunities in order to achieve success of developing a general plan that can be adopted by council and ratified by citizens. The following outlines engagement activities, tactics and events to solicit participation from a broad spectrum of interests.

Citizens Advisory Committee

The Citizens Advisory Committee (CAC) will be responsible for reviewing the progress of the project and providing input through regularly held meetings. Representation from various economic, geographical, neighborhood, and demographic considerations will comprise the committee.

Regional Resource Team

Recognition of the city of Chandler's current and future place within a dynamic region must be addressed in the update process. A Regional Resource Team (RRT) will be established to inform dialogue on the dynamic forces that impact Chandler today and into the future. Regional jurisdictions, agencies and organizations will be invited to participate on the RRT. Among the entities that will be invited to participate in the RRT are:

- Utilities (i.e., SRP, APS)
- Surrounding communities and county planning representatives (i.e., Gilbert, Mesa, Chandler, Phoenix, Tempe, Maricopa County, Pinal County)
- Gila River Indian Community

- State agencies (i.e., ADOT, ACA, ASLD)
- Regional organizations (i.e., Maricopa Association of Governments, GPEC, Valley Metro, Phoenix-Mesa Gateway Airport, ASU)

Planning Lab

A Chandler General Plan Update Planning Lab will be established with regular hours (e.g., third Thursday every month from 8 a.m. to noon) that is open to the public to drop by and/or participate in a live online chat about the project. City Staff and/or the consultant will be present at the Planning Lab, which will house milestone products and serve as an organic outlet for on-the-spot creative planning.

Chandler Vision Fest

A multi-day, multi-event Chandler Vision Fest will be employed early in the effort to validate the community vision and seek input on key aspects of the plan. The Vision Fest will include a variety of engagement tactics; potential activities include: in-person dialogues and workshops; brown bag dialogues; visioning exercises with Chandler youth (through teacher/classroom partnerships and/or club activities); virtual online collaboration sessions; mobile visioning booths; and faith-based and/or non-profit organization dialogues.

Board and Commission Meetings

Existing city boards and commissions, such as the Transportation Commission and the Parks and Recreation Board, will be engaged later in the process as the project moves into the adoption stages. Work completed to date, including draft elements of particular interest to the board/commission, will be presented and input solicited.

Social Media Platforms

While use of the city's existing Facebook page and Twitter feed will provide a platform to communicate project events and milestones, use of other social frameworks, such as Pinterest, could be another mechanism to solicit feedback. Linking a project-based "board" on the city's existing page from the project webpage would allow users to "pin" items that represent their vision for Chandler's future.

Public Meetings

At several points in the process, the use of both in-person and virtual online meeting forums will be employed, allowing for a more dynamic engagement effort as well as extending access to the project effort., there's potential to broadcast in-person meetings via webinar, where individuals can view the presentation live online and then contribute via a facilitated dialogue (via teleconference) or through an interactive portal (via chat room/forum).

Online Feedback

Online questionnaires will be used at key points in the process allowing individuals to contribute to the dialogue when it's most convenient to them. Use of the city's Mind Mixer subscription could be used for this purpose, although other opportunities will be explored to solicit feedback at key points using this dynamic tool.

Agency Review

Distribute the 60-day review draft general plan update to agencies for examination and input.

Staff Updates

Mayor and Council and appointed Commissioners and/or Board Members will be briefed on the General Plan update progress.

Public Hearings

Conduct legally advertised public hearings: two with the Planning Commission to discuss and ultimately recommend adoption of the final draft general plan update and a third with the City Council to discuss and ultimately adopt the general plan update and subsequently call-for-election at least 120 days thereafter.

Communication

Project Brand

Develop a project brand/look to identify the effort and assist in improving the visibility and saliency of the project.

Webpage

Develop a city-hosted project webpage (via chandleraz.gov) that will provide general plan update information, meeting announcements, project documents, etc.

Project e-Newsletters

Develop project-based content for e-newsletters and/or e-mail updates (via CityScope Newsletter and/or Chandler's established e-subscription services) to communicate project meeting information and milestones.

Social Media

Explore use of various social media platforms to inform and make accessible the general plan update process (i.e., use of existing city Facebook page; project and/or event hashtag(s) and metadata tracking (via Twitter))

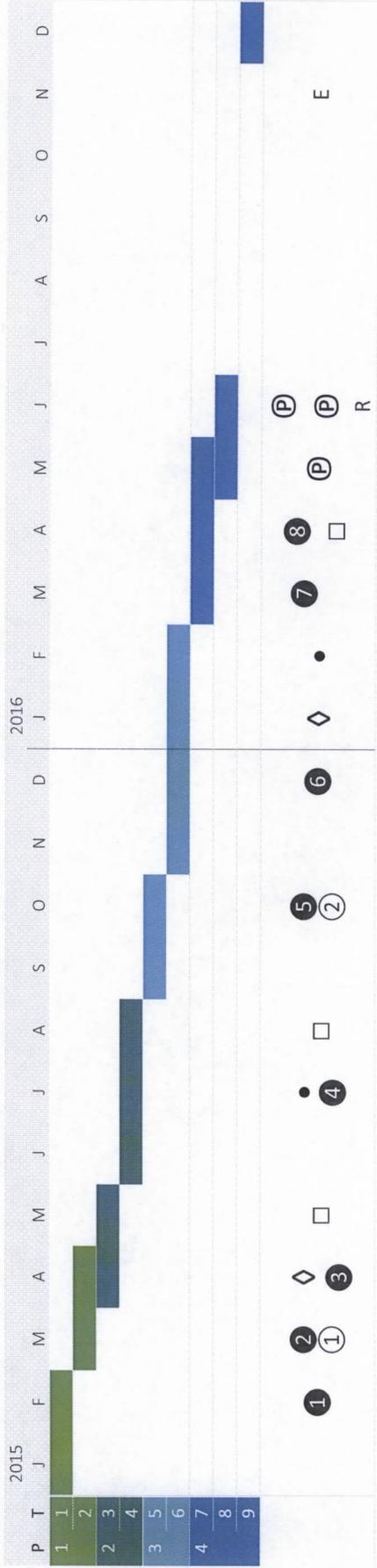
QR Codes

Use project-dedicated QR code(s) for mobile webpage/questionnaire links.

Media Releases

Produce media/press releases at key points in the process.

Schedule by Phase/Task



- ① CAC Meetings
- ① RRT Meetings
- ◇ Online questionnaire
- Vision Fest/public meetings
- Staff Updates
- Ⓟ Public Hearings

Key Dates

June 23, 2016: Council Ratification
 November 8, 2016: Election (120 days prior: July 11, 2016)