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MEMO

Case # Misc 24-24

To: Honorable Mayor and City Council
From: Rick Williams, Planning and Zoning Department Manager
Through: Rodolfo Lopez, Development Services Director
Meeting Date: December 3, 2023
RE: **Community Outreach and Communication Plan - 2026 Maricopa General Plan Update**

REQUEST

A request by Michael Baker International, on behalf of the City of Maricopa, to approve the Community Outreach and Communication Plan for the 2026 General Plan Update. **Discussion and Action.**

APPLICANT

Michael Baker International
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Details of the Request

Maricopa is beginning a State required, community-based planning process to update the City's General Plan. The goal of this project is to provide enhanced policy guidance for future growth that will be better aligned with issues and opportunities that exist within the City of Maricopa. This Plan will build upon the foundation of the current General Plan (adopted in 2016), delivering a more coordinated planning approach to better assist public and private decision-making within our growing City.

Through a series of public outreach and planning activities, the City and our consultant will facilitate the development of this General Plan Update. To further inform this planning process, a Community Outreach and Communication Plan (COCP) has been defined to provide greater input and ensure consistency in direction with community desires.

The purpose of this COCP is to outline how the public will be engaged during the development of the General Plan Update. To comply with A.R.S § 9.461.06, Various outreach goals, communication tools, and techniques are identified to engage the general public, key stakeholders, staff, and council in the planning process.

RECOMENDATION:

Staff recommends **approval** of the **Community Outreach and Communication Plan** for the 2026 Maricopa General Plan Update.

ATTACHMENTS:

Exhibit A: Draft Community Outreach and Communication Plan

-- End of staff report --