

Written Procedures for Public Participation Plan City of Maricopa 2016 General Plan Update

Purpose

The purpose of this public participation plan (PPP) is to define the variety of methods, both employed to-date and to occur throughout the update process, to encourage and solicit public and stakeholder engagement in the General Plan Update. It is designed to provide the community and stakeholders with diverse and meaningful opportunities for engagement. It specifically targets the City's current demographics and includes a variety of ways to consult and collaborate with them. Understanding what stakeholders' concerns are and the aspirations they hold for themselves and their community are essential to the success of the update. A successful public participation plan should create a sense of community ownership that will ultimately result in an improved, supported and sustainable General Plan.

For a city of Maricopa's size, the plan update must be ratified by the voters. The project schedule will allow the Mayor and Council to adopt the 2016 General Plan Update by the end of this calendar year and be ratified by voters at the November 2016 General Election. This timeframe will be used to engage, incorporate citizens' input and educate the community in order to build consensus for voter-ratification, while maximizing the City's resources.

As required by A.R.S. §9-461.06.C.1 the City Council shall, "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." 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.

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

Engagement Activities

The following outlines the community engagement, communication, tactics and events to solicit participation from a broad spectrum of interests:

2040 Vision

The nine-month-long citizen-driven visioning process, which began in September 2014, is scheduled to be considered by City Council in May 2015. The community outreach and public participation during this process has been remarkable. With the kick-off in September 2014, eight Community Forums were held to gather citizen input for the development of the 25 year strategic plan. Also in September, the Mayor and City Council

appointed a 16 member Steering Committee made up of citizens and stakeholders of Maricopa, tasked to guide the long-range visioning process.

Following the completion of the Community Forums, seven Issue Project Teams were selected and trained to review and consolidate the data gathered at the Forums. The Teams addressed the core vision elements to determine a vision statement, goals, rationale and strategies. This information will be the basis of the completed 2040 Vision.

Overall, the 2040 Vision outreach and public participation will have included over 50 public meetings and opportunities for the citizens to be heard and their comments integrated in the final document. Therefore, the 2040 Vision outreach will fulfill the visioning portion of the 2016 General Plan Update.

Public Meetings

At several points in the process, public meetings and presentations for various groups and stakeholders will be scheduled. For example, Maricopa 101 (economic development forum), homeowners associations, and the City's various standing boards and committee (PRL, TAC, Heritage Advisory District, Youth Council, etc.) meetings will receive presentations and opportunities for discussion during their regular open meetings. The public will be invited for a more dynamic engagement effort respective to each board's and committee's specific areas of focus as they relate to the 2016 General Plan elements. In addition, the Planning and Zoning Commission and other standing committees will participate in periodic public informational hearings/input sessions as needed during the planning process.

All meetings conducted by the City Council, Planning and Zoning Commission and Committees will be open to the public and adequate notices posted as required per statute.

Open Houses

2016 General Plan Update draft review Open Houses will be held upon the completion of each general plan draft and/or elements thereof. These Open Houses will explain the details and highlights of the draft, changes that may have occurred from previous drafts, allow for Q & A, education on specific topics, and advertise the opportunity and mediums for written comment per A.R.S.§9-461-.06 C.1. All comments will be evaluated and the resulting analysis, along with alternatives and potential solutions will be presented to the Planning and Zoning Commission for recommended modifications. The tentative 2016 General Plan Update schedule anticipates a minimum of two open houses will be held during the general plan drafting process.

Public Hearings

A notice of the hearing must be published at least fifteen (15) and not more than thirty (30) calendar days prior to the hearing in a local newspaper. The notice will meet the requirements for proper notification regarding date, time, location, etc. Prior to the adoption of the general plan by the City Council, there will be a total of two public hearing meetings conducted by the Planning and Zoning Commission and at least one public hearing by the City Council, which complies with that required by statute. In accordance with A.R.S. § 9-461.06 (E), the Planning and Zoning Commission will participate in at least two public hearings at different locations to promote citizen participation.

Regional Jurisdictions

Recognizing the City of Maricopa's current and future place within a dynamic region will be addressed in the update process. Regional jurisdictions, agencies and organizations will be

invited to participate and comment throughout the update process. Among the entities that will be contacted are: Ak-Chin Indian Community, Gila River Indian Community, City of Casa Grande, City of Goodyear, Arizona State Land Department, BLM, UPRR, Pinal County, CAG, MAG, MUSD, Casa Grande School Districts, and other private and public agencies. These groups will be notified in accordance with the statutory 60-day review provisions and advertisement period as required.

Public Outreach at City-Sponsored Events

In addition to the meetings needed per statutory requirements, staff will maintain a booth to disseminate information, receive comments, and answer questions from the general public during the two largest annual City-sponsored events: Salsa Festival on March 28 and The Great American Barbeque on July 4, 2015. Foam board posters (24" x 36") will be placed strategically and a special banner with a General Plan Update sign will be mounted to guide the public to the booth. Postcards advertising the General Plan Update process and other related communications will be distributed as well. A similar format will be employed at these events for voter education in 2016.

Communications

Acknowledging the need for continuous public involvement throughout the planning process and the requirements of A.R.S. §9-461.06 C.1, the City will adopt these written public participation procedures. These adopted procedures will provide the City with the framework needed to maximize public awareness and involvement throughout the planning process.

In keeping with the public participation plan's guiding principles, communication methods and techniques are designed to reach a broad spectrum of the community and educate them about the process, garner meaningful input and, ultimately, obtain voter ratification.

To this effect, bilingual (Spanish) flyers and postcards will be mailed out. In addition, all signs posted throughout the city will be in Spanish and English languages. Community forums and meetings will also have Spanish speaking interpreters to assist those who need help understanding the process, and to answer any questions.

Posting/Notifications

Public notification for the City Council, Planning and Zoning Commission and other meetings will be posted at the following locations:

- City of Maricopa City Hall
- Other locations throughout the community as typically posted by the City Clerk's Office
- In addition, signs and notices will be posted as and where needed

In addition, staff will prepare and post notices for General Plan specific meetings in the local newspaper and notice the meetings in three or more locations within the City for maximum outreach and exposure. For example, notice will be posted at the City Hall, Library, Copper Sky, Fire Station#575, Copa Center, MUSD District Office, Central Arizona College Campus, Maricopa Chamber of Commerce, Post Office and other places that will be most effective to get the message out.

Online Resources

Prior to the implementation of the public participation plan, a General Plan Update project

webpage will be made available where the public will be able to get General Plan Update information, meeting announcements, project documents, upcoming events and other ways to get involved, leave feedback; and contact information. Other social media platforms can be used as an additional resource and will be made available.

Project e-Newsletters

Project-based content for newsletters, articles and/or email updates will be provided to communicate project meeting information and milestones.

Media Releases

In coordination with City's public information officer, staff will provide media/press releases at key points in the process.

Public Comments

In all cases Arizona's open records law will be complied with. During the preparation of the General Plan, a copy of the draft plan will be kept on file at the City Hall and will be available for public inspection during normal office hours. General Plan drafts will also be available electronically via the General Plan website. The public is encouraged to submit written comments on the plan or any amendments of the plan. Written comments should be addressed to the Planning Division, or the City Clerk who will record the transmittal and forward copies of the comments to the City Council, the Planning and Zoning Commission and staff for consideration.

State Statute § 9-461.06 and Growing Smarter Act define a broad spectrum of stakeholders. The law requires that the governing body *"Consult with, advise, and provide an opportunity for official comment by public officials and agencies, the county, school districts, associations of governments, public land management agencies, the military airport...other appropriate government jurisdictions, 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 in the general plan"*.

This mandate is in line with the City's objective to be inclusive. Each public agency will be contacted during the 60-day review period and invited to participate and provide comments.

Special Accommodations

As mentioned earlier, every effort will be made to accommodate people with special needs who would like to participate. Summary information related to the update will be made available in languages other than English, as requested. Additionally, notifications for public meetings will be posted in both Spanish and English.

State Statutes

Where there is a conflict with these written procedures and provisions of ARS §§ 9-461.05 & 9-461.06, procedures for adopting a general plan, the state statutes shall apply.

Status Updates

Staff will update the City Council on the progress and results of the Public Participation Plan periodically and as applicable.

Voter Ratification

Upon adoption by City Council, the 2016 General Plan Update call-for-election period will initiate for a period of 120 days thereafter. A Public Information program will be determined as necessary to broadly notify and educate the electorate of the general plan ballot item on the November 2016 General Election.