



Public Participation Plan City of Buckeye 2016 General Plan

The City of Buckeye is updating its General Plan. The General Plan is a guide for growth and development in the City over the next 10 – 20 years. One of the most critical elements of a General Plan is community engagement. Through a coordinated public outreach effort, community engagement will help create a community – based plan that builds consensus and obtains buy-in and support for implementation efforts. The outreach effort will be guided by this Public Participation Plan.

Purpose

The purpose of the Public Participation Plan is to involve and capture all segments of the population in order to enable continuous and constructive communication with the project team throughout the planning process.

Utilizing various outreach tools, the overarching goal of the Public Participation Plan is to inform the project stakeholders of the plan and the process in order for the community to gain a common understanding of the objectives, as well as, support and acceptance of the final 2016 Comprehensive Plan.

Key components of the Public Participation Plan to be completed by Matrix Design Group (Matrix), the consultant and project team leader hired to develop the Comprehensive Plan, will include the following items:

Public Outreach Components	
▶ GPAC Meetings	▶ Flyers
▶ Project Branding	▶ E-Updates (eBlasts)
▶ Public Workshops / Hearings	▶ Informational Brochures
▶ Focus Groups	▶ Project Website
▶ Community Workshops	▶ Video
	▶ Media Relations
	▶ Social Media

Outreach Goal

The goal of the outreach process will be geared toward generating active supporters. To accomplish this, the project team will develop a thorough understanding of the City's condition through researching and documenting existing and past plans as well as development a comprehensive GIS database. This baseline knowledge will be used to help educate the Committee and all participants.

General Plan Advisory Committee

The General Plan Advisory Committee (GPAC) is an advisory body, established to help guide the outreach process by providing feedback and recommendations for the Comprehensive Plan. In addition to their own meetings, the fourteen Committee members will also participate in public workshops and meetings. The GPAC consists of the seven Planning Commission members, as well as, the seven alternates in the Planning Commission. A list of the GPAC members can be seen below.

Advisory Committee Members

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|--|--|
| ▶ Carol Kempaik
Planning Commission
Chairperson | ▶ Jeffrey Nagy
Planning Commission
Member |
| ▶ Nick Hudec
Planning Commission Vice
Chairperson | ▶ Bill Elliott
Planning Commission
Alternate |
| ▶ Clayton Bedoya
Planning Commission
Member | ▶ Jesse Knight
Planning Commission
Alternate |
| ▶ Gregory Clemmons
Planning Commission
Member | ▶ Deanna Kupcik
Planning Commission
Alternate |
| ▶ Preston Hudley
Planning Commission
Member | ▶ Duane Mitry
Planning Commission
Alternate |
| ▶ Thomas Marcinko
Planning Commission
Member | ▶ Gail Reese
Planning Commission
Alternate |

GPAC Meetings

GPAC meetings will be held approximately every other month, depending on topics appropriate to discuss. Up to ten (10) meetings will be held and meeting dates may be changed or combined as needed. Meeting summary minutes will be produced for all meetings and will be made available to the public as requested by the City. Each meeting will be scheduled for a duration of one to two (1-2) hours.

Generally, committee meetings will be scheduled and held one hour prior to the regularly scheduled Planning and Zoning Commission meeting or as part of the regular 6:00 PM Planning and Zoning Commission time if no other items are scheduled.

Project Branding

A uniquely tailored project brand will be created to increase awareness and recognition of the General Plan update. A project logo will be created based on elements of the local community, environmental characteristics, and elements that are easily recognizable. This logo will serve as the project identity and be used for all materials, such as the project website, meeting sign-in sheets, comment cards, presentation materials, fact sheets, project reports, etc.

Public Workshops / Hearings

These meetings are typically held by a City body such as the City Council, Planning and Zoning Commission or the Advisory Committee.

Public Hearing #1, Planning and Zoning Commission

Hearing: Planning and Zoning Commission hearing held at the start of the General Plan 60-day public review period.

Public Hearing #2, Planning and Zoning Commission

Hearing: After the 60-day public review period, the City will conduct one (1) public hearing with the Planning and Zoning Commission to review and recommend the proposed final General Plan update.

Public Hearing #3 and #4, City Council Public Workshop and Public Hearing

After the 60-day public review period, the City will conduct one (1) public workshop with the City Council and one (1) public hearing to adopt the General Plan Update. Both Public Hearings #3 and #4 are assumed to occur on the same day.

Focus Groups

The Matrix Team will conduct up to three (3) Developer Partnering Focus Group meetings with individuals identified by City staff. The intent of these meetings is to give a more one-on-one atmosphere with the development community and to encourage the exchange of information.

Community Workshops

Up to four (4) Community Workshops sets will be held during the General Plan update. Each of the four workshop sets will be held in three (3) different geographic locations or dates in order to promote better participation and to more effectively engage areas within the City that may have specific interests and or concerns. Examples of these interests or concerns may be the White Tank Mountains, the Gila River, Sun Valley Parkway or State Route 30. Locations, dates and times will be as agreed by the City and Matrix.

Community Workshop #1: The Matrix Team and City staff will facilitate a community workshop series to educate attendees about what a general plan is and what it is not, as well as go over existing conditions and gather input on challenges and opportunities facing the community. Workshop series #1 will be held at three (3) locations on

different dates during the same week (Monday, Wednesday and Thursday nights) in locations directed by staff. Each workshop will be programed to last up to two (2) hours.

This workshop series will consist of two parts. The first part consists of a history of the City's past and current planning efforts. The Matrix Team will also provide an overview of current and emerging planning trends and refinements that will shape new policy (e.g., scenario planning sustainability, healthy communities, multi-modal transportation systems and smart growth). The second part consists of an interactive exercise to engage the community members in a discussion about issues and opportunities facing Buckeye's residents, businesses, and others.

Community Workshop #2: The Matrix Team and City staff will facilitate a community workshop series on Alternative Scenarios. Workshop series #2 will be held at three (3) locations on different dates during the same week (Monday, Wednesday and Thursday nights) in locations directed by staff. Each workshop will be programed to last up to two (2) hours.

The workshop will consist of three parts. During the first part the Matrix Team will present the key findings identified in the Issues and Opportunities Summary. This will establish a factual base of information that workshop participants can use to develop a preferred alternative during the second part of the workshop.

During the second part of the workshop, the Matrix Team will lead an exercise with workshop participants who will be split into smaller groups. The objective of each smaller group will be to develop and map a preferred alternative and to develop ideas for preferred policies that will guide the community. Each group will be assigned a member of the General Plan Team (Matrix Team members and City staff) who will facilitate progress of each group and will assist with mapping and writing of policy statements.

During the third part of the workshop, all participants will reconvene and a brief presentation of the alternatives and policy concepts from each small group will be made by the group facilitators. Subsequently, the Matrix Team will identify, map and publicly recorded commonalities between the smaller group alternatives in order to advance toward a

preferred alternative that will provide the basis of the General Plan update.

Community Workshop #3: The Matrix Team and City staff will facilitate a community workshop series to review draft land use alternatives and General Plan policy framework. Workshop series #3 will be held at three (3) locations on different dates during the same week (Monday, Wednesday and Thursday nights) in locations directed by staff. Each workshop will be programed to last for up to two (2) hours.

Flyers

For each community meeting / workshop, Matrix will prepare a flyer that the City can use to post around the City as another method of getting the word out about upcoming meetings. All flyers will be reviewed, approved and distributed by the City.

E-Updates (eBlasts)

During the General Plan update, Matrix will collect the names and e-mail addresses of interested individuals and groups and provide to the City's marketing staff. The City will be responsible for maintaining this list and the distribution of all E-Updates. The e-mail list will be started by incorporating or using existing e-mail lists, such as those maintained by City Council members, Planning and Zoning Commission members, Development Partnering Groups, or other interest groups engaged in the update process. To this, Matrix will add e-mail addresses for individuals that sign-up on the project website and at public workshops and events.

Informational Brochures

Matrix will prepare three informational brochures with relevant information regarding the General Plan update which will be distributed at all General Plan public meetings and will be available through the project's website. The intent of each brochure is to provide decision-makers, the public, and landowners a solid understanding of the update process at critical stages of the update.

Informational Brochure #1 (Overview): The first brochure will describe the purpose, goals, and objectives of the General Plan update, project contacts, and methods by which the public can provide input into the update process. The brochure will also provide an overview of the standard

General Plan elements and any new elements that will be included in the update process.

Informational Brochure #2 (Visioning and Scenario Planning Results Brochure): The second brochure will describe the results of the visioning and scenario planning process. It will also provide an overview of the standard General Plan elements and any new elements that will be included in the update process.

Informational Brochure #3 (Executive Summary): The third and final informational brochure will be prepared to provide an executive summary of the final draft of the Buckeye General Plan update. This brochure will also include a summary of the implementation goals.

Project Website

An interactive website provides easy access to current information on the status of the project, a means to advertise upcoming events, and provides a way to download documents and presentations. The Buckeye General Plan update website will:

- ▶ Include information on the project, public participation events, and a library of all public materials.
- ▶ Contain two (2) online surveys that can be completed by participants. Given the distribution, these will be informational surveys, but will not be statistically controlled.
- ▶ Provide online access to key geographic information on existing conditions, alternatives and draft land use plan using ArcGIS Online technologies.

Video

One (1) short (3 minute) video may be developed and used during the project to illustrate sites or planning options.

Media Relations

Draft news releases will be prepared relative to the General Plan update process, milestones, and public outreach events. Up to three (3) news releases will be prepared for the Planning Commission and City Council Workshops and Public Hearings, two (2) for Planning and Zoning Commission meetings and one (1) for City Council.

Social Media

Using Social media effectively can help engage diverse populations that have not participated in planning events in the past. For the Buckeye General Plan update, short statements will be created that the City can post on Facebook and/or Twitter accounts. These posts will highlight upcoming public engagement events or other key milestones in the plan process. Below is a tentative schedule of tweets prior to each public meeting, workshop or hearing. Also included is a sample tweet.

Meeting & Timing	Purpose and Sample Tweet
General Rules	Follow others. Retweet others, especially followers. Post interesting articles relating to planning content from other sources. Always use #EnvisionBuckeye2040 in tweet.
Workshpp-1: 10 Days Prior	
1	#EnvisionBuckeye2040 is Buckeye's General Plan update. Learn more here: (link to website)
2	Join #EnvisionBuckeye2040 for our community kick off meeting. (link meeting flyer and agenda)
3	What is a General Plan? It has three defining features, General, Comprehensive and Long-range. (link Fact Sheet #1)
Workshop-1: 1-5 Days Prior	
4	#EnvisionBuckeye2040 is Buckeye's General Plan update. Learn more here: (link to website)
5	See what other communities have done. (link other community examples) #EnvisionBuckeye2040
Workshop-1: Event Day	
6	Post interesting info during meeting along with photo.
Workshop-1: 1-3 Days After	
7	Post summary of meeting along with photos and materials.

Ambassador Program

Matrix uses an Ambassador Program that is designed to engage community members in spreading information on the General Plan update. Select members of the community will be provided with presentation materials and training so that they can present general information on the plan and gain input from local organizations they belong to in the community.

Project Schedule

The process for updating the General Plan is extensive and allows several opportunities for residents to participate raise their concerns and provide ideas for inclusion in the final plan. The process will take two years to complete through six (6) different phases starting in the Spring of 2016 and ending in the Fall of 2018 with a public vote.

During the process a number of other documents will be available for public review and comment. These documents are described below along the description of the tentative phases of the project.

Phase I – Project Start-up

Phase one is designed to establish a firm foundation on which to develop the planning effort. This phase includes the initial data gathering, branding, mapping and analysis of the study area.

Phase II – Technical Studies, Map Atlas

During phase two, results of the data analysis will begin to be disseminated. This information will be distributed in various forms including an issues and opportunities analysis and a Map Atlas. The Map Atlas provides a snapshot of the existing conditions and trends that are influencing Buckeye today. The information on existing conditions will be used to better understand the issues facing the city and will allow the residents and the project team to develop ideas for solutions. Each topic presented in the Map Atlas will include associated maps or visual representation to provide a quick reference and user-friendly tool.

Phase III – Visioning and Scenario Planning

As part of the public engagement process, an assessment of what residents value about living in the city will be conducted in a series of community workshops. This assessment activity will be done through various visioning and scenario

planning exercises. During these exercises, residents will have an opportunity to consider various growth scenarios. The workshop results will help the project team understand how growth, transportation and environmental issues impact residents' most fundamental values in order to develop the plan.

Phase IV – Draft General Plan Elements

During phase four, a draft General Plan will be prepared. The organizational structure or the backbone of the entire General Plan will be developed during this phase. This phase will also produce the draft General Plan for public review and will contain the goals and policies that will guide future development within the city. It also identifies a full set of implementation measures that will ensure the policies of the General Plan are carried out. A public draft will be available to the community to review and provide comments.

Phase V – Public Hearings

Phase five will begin the official public hearing phase where the Planning and Zoning Commission and the City Council will hear public comment and consider the plan for recommendation and final adoption. In this phase, the full draft Plan will be produced, the final community workshop will be held, and the final informational brochure will be released.

Phase VI – Voter Ratification

Following adoption by the Buckeye City Council, the final approved plan will be forwarded to the City Clerk and scheduled for a public vote. The public vote is tentatively scheduled in August of 2018.

A graphic of the tentative project timeline follows on the next page.

Imagine Buckeye 2040 General Plan Update

Phase I Spring 2016	Phase II Summer 2016	Phase III Winter 2017	Phase IV Summer 2017	Phase V Winter 2018	Phase VI Fall 2018
Project Start-up	Technical Studies, Map Atlas	Visioning and Scenario Planning	Draft General Plan Elements	Public Hearings	Voter Ratification
<p>Designed to establish a firm foundation to develop the Plan and includes mapping and analysis of the study area.</p>	<p>Distribution of the Map Atlas, a snapshot of the existing conditions and trends that are influencing Buckeye today.</p>	<p>Visioning and scenario planning exercises will give residents an opportunity to consider various growth scenarios.</p>	<p>A draft General Plan will be prepared for public review and will contain the goals and policies that will guide future development within the city.</p>	<p>The official public hearing phase with the Planning and Zoning Commission and the City Council will allow public comment and final adoption of the plan.</p>	<p>Following adoption by the Buckeye City Council, the plan will be forwarded to the City Clerk and scheduled for a public vote.</p>

