



PUBLIC INVOLVEMENT PROGRAM FOR



"One generation plants trees, the next enjoys the shade"

City of Tempe
2040
general plan

Prepared by

Community Development Department
Neighborhood Services Division

Adopted by

Mayor and City Council, September 6, 2012
Resolution # 2012.106

TABLE OF CONTENTS

1.	INTRODUCTION.....	1
	General Plan	1
	Public Involvement Requirements	1
2.	PROGRAM PURPOSE AND SCOPE	2
3.	STAKEHOLDER ANALYSIS.....	2
	Internal	2
	External.....	3
4.	INVOLVEMENT TECHNIQUES & COMMUNICATION APPROACH	3
5.	PROJECT TIMELINE	4
6.	PUBLIC MEETING SCHEDULING, LOCATION & ACCESS.....	5
7.	RESPONSIBLE DOCUMENTATION.....	6
8.	PROCESS EVALUATION	6

1. INTRODUCTION

General Plan

The mission of General Plan 2040 is to guide Tempe in its efforts to foster and maintain a livable and sustainable urban environment that is sensitive to issues which impact the people who live, learn, work and play in Tempe. The focus is on land use maintenance and management, affirming Tempe's commitment to quality physical development.

The primary purpose of the General Plan is to assist the City Council, residents, Boards and Commissions, staff and developers throughout the development process by documenting the city's formally adopted goals, objectives and policies through which growth and development will occur.

Arizona Revised Statutes (ARS) 9-461.06 requires that a municipality's plan be readopted or a new General Plan be adopted every ten years. House Bill 2145, passed in April 2010, extended the ten-year provision to July 1, 2015 for both counties and municipalities. The City of Tempe is updating its general plan with the goal to hold an election to ratify it in 2014.

Public Involvement Requirements

ARS 9-461.06 also requires that the governing body adopting or amending a general plan shall:

1. 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, communication 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 government, public land management agencies, 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 on the general plan.

The *Tempe Involving the Public Manual* serves as the primary set of guidelines for public involvement activities undertaken by the City of Tempe. This Public Involvement Program provides the framework for how the City will meet the requirements for early and continuous public participation.

2. PROGRAM PURPOSE AND SCOPE

The City of Tempe values public input and believes that community members should be engaged early on in decisions that affect them. The purpose of the Public Involvement Program (PIP) is to create an open and transparent process to guide the design of Tempe's General Plan 2040 resulting in a shared community vision.

The scope of the PIP is to:

- Provide objective information to assist the public in understanding the purpose and process for a general plan.
- Seek and encourage the involvement of all community members.
- Provide a variety of opportunities for the public to contribute ideas and provide feedback through all phases of the process.
- Make the process accessible and engaging to interested community members.
- Consider the public input in the design of the general plan.
- Initiate new forms of community input on a broad base with technology.

3. STAKEHOLDER ANALYSIS

An early step in the Public Involvement Program is to identify the internal and external community members that have an interest in the process.

Internal

Mayor and Council

Council Committees

City departments

General Plan 2040 Community Working Group

Boards and Commissions:

Aviation Commission

Board of Adjustment

Commission on Disability Concerns

Development Review Commission

Double Butte Cemetery Advisory Committee

Historical Museum Advisory Board

Historic Preservation Commission

Housing Trust Fund Advisory Board

Library Advisory Board

Mayor's Youth Advisory Committee

Municipal Arts Commission

Neighborhood Advisory Commission

Parks, Recreation and Golf Advisory Board

Transportation Commission



Governmental agencies and service companies required to review and comment:

- Maricopa County
- City of Chandler
- City of Mesa
- City of Phoenix
- City of Scottsdale
- Town of Guadalupe
- Salt River Pima Maricopa Indian Community
- Maricopa Association of Governments
- Flood Control District of Maricopa County
- Arizona Department of Transportation
- Arizona State Land Department
- Arizona Department of Commerce
- Arizona Department of Water Resources
- Salt River Project
- Arizona Public Service
- SW Natural Gas
- Valley Metro

External

- Residents
- Property owners
- Neighborhood and Homeowners' Associations
- Civic, Non-profit and Religious Groups
- Educational Groups (school districts, community colleges and ASU)
- Businesses

4. INVOLVEMENT TECHNIQUES & COMMUNICATION APPROACH

The *Tempe Involving the Public Manual (TIP)*, serves as the primary set of guidelines for all public involvement activities undertaken by city staff. Public involvement and communication techniques may vary depending on the phase of the general plan review. The level of public involvement used for the update of Tempe's general plan will be to involve, as explained in the TIP Manual, which directly engages the public. The approach will be to facilitate working directly with the public throughout the process to ensure that public issues and concerns are consistently noted, understood and considered.

While traditional methods (meetings, presentations, and hearings etc.) will still play an important role in public engagement, new participation and communication tools will also be extensively used to disseminate information and broaden outreach.



The following dedicated websites and online URLs will be used to share information and to collect feedback throughout the process:

Website <http://www.tempe.gov/GP2040>
E-mail GP2040@tempe.gov
Facebook <http://www.facebook.com/CityofTempe>
Twitter @tempegov
YouTube <http://www.youtube.com/Tempe11Video/GP2040>

Some or all of the following methods will also be used to achieve broad and continuous public participation:

- Documents will be posted on the project website and made available at the City Clerk’s Office and the Tempe Public Library.
- Comment forms will be available at general plan public meeting(s), hearing(s), presentation(s), and on-line.
- Community survey of residents, businesses and other interested parties.
- Online dialogue and interactive activities. These will include the Tempe Forum powered by Peak Democracy, which was founded to provide an online platform for citizen engagement designed to have the order and decorum of government meetings.
- Presentations to stakeholder Boards and Commissions

The communication methods used will include:

- Press releases
- Tempe Today articles
- Water bill flyer insert
- Brochures and posters located in common public areas
- Mailed Notice
- Social media
- Tempe 11 video/banners
- Advertising
- Partner communication vehicles - work with the Tempe Chamber, Tempe Tourism, the Downtown Tempe Community, Arizona State University, the school districts and others to include information about the General Plan in print newsletters, e-newsletters and online.

5. PROJECT TIMELINE

Phase I - Internal Technical Corrections and Text Changes – January 2012- August 2012

Phase II – Public Review of the Draft Plan – November 2012 through May 2013

Phase III – Development Review Commission Hearings – September 2013 and October 2013



Phase IV – City Council Public Hearings and Adoption – November/December 2013

Phase V – Election to Ratify General Plan – May 2014

6. PUBLIC MEETING SCHEDULING, LOCATION & ACCESS

There will be three phases of general public meetings held; the first to collect the community's vision for the General Plan 2040 and the second to adopt the Final General Plan 2040. Public meetings will be scheduled at times and in various locations in the city that help maximize attendance, will be held in locations accessible to persons with disabilities and will be held as near as possible to transit routes when possible. The third phase will be the public vote to ratify the General Plan.

With 48 hours advance notice, special assistance will be provided for persons with sight and/or hearing impairments; a Spanish translator can also be made available for the meeting.

GP2040 Community Working Group Meetings - November 2012 through May 2013
on the second Wednesday of the month

Location: Tempe Transportation Center, Don Cassano Room

Time: 6 – 8pm (proposed)

Neighborhood meeting on Monday, September 24, 2012

Location: Tempe History Museum

Time: 5 –7pm

Neighborhood meeting on Tuesday, January 22, 2013

Location: Tempe History Museum

Time: 5 -7pm

Development Review Commission Hearings – September and October 2013

Location – One Meeting in northern Tempe, one meeting in southern Tempe

City Council Hearings – November/December 2013

Location City Council Chambers

Voter Ratification of the General Plan – May 2014



7. RESPONSIBLE DOCUMENTATION

Documentation of all phases of the process will occur for future use and understanding of how the program worked, what comments were received and how the results of the public involvement were used in the development of the Tempe's General Plan 2040.

Documentation will include:

- The adopted Public Involvement Program
- List and samples of outreach and communication documents
- Database of participant contact information
- All public comments made
- Results of Surveys
- Meeting summary notes
- Consensus agreements or statements
- Official minutes of all public hearings

Information related to General Plan 2040 will be translated into Spanish. Such summary information will be made available in other languages as requested.

8. PROCESS EVALUATION & CONCLUSION

The City of Tempe seeks continual improvement of all of its activities. Evaluation will be performed throughout the public involvement process to ensure the Public Involvement Program is meeting participation requirements mandated by state law. Feedback opportunities related to public involvement techniques will be provided through the website and meetings and continuously reviewed.

This Public Involvement Program may change as conditions change or additional resources become available. The most current information about upcoming meetings and comment opportunities will be available on the dedicated website.

For further information about the process, please contact the following City of Tempe staff:

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