

PUBLIC PARTICIPATION PLAN



August 2018

M A K E
MARANA
2040 • GENERAL PLAN

PUBLIC PARTICIPATION PLAN

Prepared for:



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1. Introduction

Marana's General Plan is a guide for growth and development in the Town over the next 10 to 20 years, and beyond. Matrix Design Group (Matrix) was the consultant selected by the Town to lead the General Plan Update process. Matrix, along with the Town Planning Staff is referred as the "Core Team".

One of the most important aspects 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. This Public Participation Plan details the Core Team's approach in engaging the public throughout the General Plan Update process.

Arizona Revised Statutes (ARS) Title 9, Chapter 4, Article 6 require every city and county in Arizona to prepare and maintain a general plan, and update at least every 10 years. As part of this statute, ARS §9-461.06(C) requires municipalities to adopt written procedures for "effective, early and continuous public participation" throughout the development of general plans that encompass all residents, including:

- Presenting proposals and alternatives;
- Providing opportunities for and considering comments;
- Holding public hearings;
- Fostering open discussions and communication.

2. Purpose

The purpose of the Public Participation Plan is to involve all members of the community to enable continuous and constructive communication with the Core Team throughout the update process. This plan will help create a community-based General Plan that builds consensus, obtains buy-in, and supports future implementation efforts. Accordingly, participation and input from the community is vital to the General Plan's success.

Key components of the Public Participation Plan will include the following items:

Public Outreach Components

- Advisory Committee
- Citizens’ Forum
- Project Branding
- Stakeholder Interviews
- Focus Groups
- Workshops and Open House Events
- Scenario Planning
- Media Relations
- Informational Brochures
- Project Website
- E-Updates (eBlasts)
- Social Media
- Online Surveys
- Ambassador Program
- Map Atlas
- Public Hearings

3. Outreach Goal

The goal of the outreach process will be to generate active supporters. To accomplish this, the Core Team will develop a thorough understanding of the Town’s existing condition through researching and documenting demographics, current and past plans, as well as developing a comprehensive geographic information system (GIS) database. This baseline knowledge will be used to help educate the Committee and all participants.

4. Advisory Committee

The General Plan Update will be guided by an Advisory Committee, comprised of the Planning Commission. The Advisory Committee will assist the Core Team in the planning process, and provide technical review of draft documents.

Advisory Committee 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 Town. Each meeting will be scheduled for a duration of one to two (1-2) hours. Matrix will work with Town Staff to schedule Advisory Committee Meetings.

Advisory Committee Members

- Thomas Schnee
- Don Duncan
- Terry Fehrmann
- Ron Hill
- Richard Miller
- Sharon Tyson
- Bryan Schachter



5. Project Branding



A uniquely tailored project brand has been created to increase awareness and recognition of the General Plan update. The project logo incorporates vibrant colors representative of the local community. The colors are also intended to reflect the colorful sunrise to sunset hues that can be seen in the Arizona Sonoran Desert environment. These desert hues act as a natural canvas to the various mountain ranges surrounding Marana which contributes to Marana's dramatic and distinct sense of place.

This logo will serve as the project identity and will be incorporated into all materials such as, but not limited to, the project website, meeting sign-in sheets, comment cards, presentation materials, informational brochures, project reports, etc.

6. Stakeholder Interviews

Matrix will conduct individual, face-to-face interviews with Town Departments, key businesses, and community leaders to gain a clear understanding of the issues and expectations for the General Plan update. Up to sixteen (16) interviews with individuals identified by Town staff will be conducted.

7. Focus Groups

Matrix will conduct up to three (3) focus group meetings with groups identified by Town staff. The intent of these meetings is to give community groups an opportunity to participate in free-flowing conversations regarding future growth and development.

Department Directors' Kick-Off Meeting

The Core Team will facilitate a General Plan Kick-Off Meeting with the Town's Department Directors. This meeting will introduce the General Plan Update to the directors to keep them informed and obtain any initial questions and comments they may have as subject matter experts in the Town of Marana.

The meeting will consist of two parts. During the first part, the Core Team will present an overview of the General Plan and describe their expected role of the department directors.

The second part of the meeting will consist of interactive exercises to engage the Directors. These exercises will help gather input on challenges and opportunities facing the community.

Marana Citizens' Forum

The Marana Citizens' Forum is an advisory group of residents and community partners who bring their unique viewpoints and expertise to community discussions to help develop recommendations for broad, town-wide issues. Town Planning Staff will keep the Marana Citizens' Forum continuously involved throughout the General Plan process. In addition to the three group meetings with the Core

Team, Marana Planning staff will meet regularly with the Citizens' Forum to keep them informed and involved. The first meeting will occur during the initial phases of the planning process to introduce the General Plan Update and obtain any initial questions and comments. This meeting will be informative to educate the group and interactive to solicit input.

The second meeting will consist of a review of the key findings from Community Workshop #1. This will establish a factual base of information that the Marana Citizens' Forum members can use to develop a preferred alternative during the second part of the workshop.

The second part of the meeting will consist of a small group exercise. The Marana Citizens' Forum members will split into smaller groups to develop and map a preferred alternative, along with policy ideas that will guide the community. Each group will be assigned a member of the Core Team who will facilitate the process and assist with mapping and writing of policy statements.

During the third part of the meeting, the Marana Citizens' Forum will reconvene to provide a brief presentation of the alternatives and policy concepts they developed. Subsequently, the Core Team will identify, map and publicly record commonalities between the smaller group alternatives in order to advance toward a preferred alternative that will provide the basis of the General Plan update.

8. Workshops and Open House Events

Up to three (3) Community Workshops and two (2) Open House Events will be held during the General Plan update. Each of the workshop and open house sets will be held in two (2) different locations and dates in order to promote better participation and to more effectively engage areas within the Town that may have specific interests and or concerns. Locations, dates and times will be as agreed by the Town and Matrix.

Community Workshop #1. The Core Team 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 may be held at up to two (2) 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 series will consist of two parts. During the first part, the Core Team will present the Town's past and current planning efforts. The Core 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).

During the second part of the workshop, the Core Team will lead an interactive exercise to engage community members in a discussion about issues and opportunities facing Marana's residents, businesses, and others. The discussion will focus on what the community feels are its strengths, weaknesses, opportunities, and threats.



The workshop will also be an opportunity to discuss and identify Marana's community values which will help inform the development of the vision statement for the community.

Community Workshop #2. The Core Team will facilitate a community workshop series on Alternative Scenarios. Workshop series #2 will be held at up to (2) 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 Core 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 Core 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 Core Team 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 Core Team will identify, map and publicly record 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 Core Team will facilitate a community workshop series to review draft land use alternatives and General Plan policy framework. Workshop series #3 will be held at up to two (2) 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.

Community Open House #1. The Core Team will host a community open house to present the results of the land use and policy alternatives.

Community Open House #2. The Core Team will host a community open house to present the draft General Plan at the onset of the 60-day public review period.

9. Scenario Planning

Scenario Planning is a computer-based, analytical approach to assessing the impacts of transportation and land use decisions on mobility, infrastructure costs, economic development and other community and environmental impacts. This analysis is based on specific data sets in a geographic information system (GIS) database. Examples of data sets can include future land use plans, zoning maps, housing

data, commercial and jobs data, transportation corridors, travel patterns, sensitive areas, slope data, flood data, as well as open space and trails information.

- **Workshop Prep.** Prior to the Scenario Planning Workshop, the Core Team will identify up to four (4) specific locations in Marana that is (or will) experience future growth. After identifying the four areas, the Core Team will conduct a site tour of the areas. The tour will give the Core Team a first-hand look into some of the issues and conditions that will be discussed as part of the workshop. Following the tour, the Core Team will finalize the workshop agenda and orientation training for facilitators.
- **Workshop Exercises.** The workshop exercises will be an interactive public participation exercise. This exercise will look specifically at the previously identified four (4) locations and potential development alternatives. The process will be broken into 2 parts as follows.
 - **Part 1:** Participants will first review a baseline analysis of the area using GIS data sets. This baseline analysis will provide a picture of the area’s projected land use character and growth patterns if current development trends continue. This acts as the control – helping us to understand the relative advantages and disadvantages of each alternative scenario. The baseline analysis may include: projection of land development, anticipated housing characteristics, air quality, traffic congestion and water consumption. The baseline analysis may also include an estimate of the market demand for various housing types into the future.
 - **Part 2:** Next, the participants will break out into separate groups with color-coded maps of the four (4) previously identified locations. On this map, each group will negotiate among themselves, areas to delineate for alternative development patterns, considering the alternative scenarios previously developed. Having participants who represent diverse opinions come together to brainstorm long-term future tends to produce practical and innovative solutions. At the end of the exercise, the Core Team will collect the data from the maps through photographs, and document specific development types, densities and intensities, as well as infrastructure and other improvements.
- **Workshop Follow-up.** Following the workshop, mapping results will be entered into the GIS system as additional data sets. These data sets will then be used to develop preliminary scenarios for growth that are an alternative to the baseline projected growth patterns.

10. Media Relations

Press (media) releases will be provided to enable timely and accurate dissemination of General Plan-related information by Town staff to the general public. This will increase general public awareness of the project, as well as help with attendance and participation in the collaborative process. Matrix will work with Town staff to determine the appropriate methods for incorporating the media early in the process to promote a forthcoming and positive planning process that includes all focus groups and interested parties.



11. Informational Brochures

Matrix will prepare three informational brochures with relevant information regarding the General Plan update which will be distributed at all General Plan workshops and open houses, and will be available through the Town's project 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 Marana General Plan update. This brochure will also include a summary of the implementation goals.

12. Project Website

The Town will host and maintain an interactive website (www.MakeMarana2040.com) dedicated to the General Plan as an extension of the Town's webpage. This Project Website will be a primary source of information to keep up-to-date on upcoming events, download documents and presentations, and provide the public with a way to leave comments and suggestions related to the project. Matrix will provide the Town with content in a timely manner to upload to the project website.

13. 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 Town's marketing staff. The Town will be responsible for maintaining this list and the distribution of all eBlasts. The e-mail list will be started by incorporating or using existing e-mail lists, such as those maintained by Town Council members, Planning Commission members, or other interest groups engaged in the update process. Additionally, Matrix will add e-mail addresses for individuals that sign-up on the project website and at public workshops and events.

14. Social Media

Matrix will provide materials and draft messages, as appropriate, to the Town to update the community on the General Plan update process via the Town's social media accounts. The public will be encouraged to comment on topics that are important to them. Social media channels that may be utilized include Facebook, Twitter, and Nextdoor.

15. Online Surveys

The Core Team will conduct online surveys that will cover a broad range of topics as a means to supplement the traditional outreach methods, and provide an opportunity for those who could not attend the Community Workshops.

Online surveys will be accessible through the Project Website. Notices of online surveys will be sent out through an eBlast to those who have signed-up for the e-mail list either online, or at the Community Workshops.

16. Ambassador Program

The Core Team will use 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.

17. Map Atlas

Matrix will compile information on existing conditions within the Town organized by the elements covered in the General Plan Update. This report will focus on identifying and evaluating existing conditions and identifying key trends. The findings of the Map Atlas will be reviewed with Town Planning Staff and the Advisory Committee, and presented to the Planning Commission and Town Council once completed.

18. Public Hearings

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

Public Hearing #1, Planning Commission Hearing

The State mandated 1st Public Hearing of the Planning Commission to accept public comment will be held following the 60-day public review period.



Public Hearing #2, Planning Commission Hearing

Following the first public hearing, the Planning Commission will hold the State mandated 2nd Public Hearing, at a location different from the first public hearing, to hear additional comments and make a recommendation on the proposed General Plan to the Town Council.

Public Hearings #3 and #4, Town Council Public Working Session and Public Hearing

Following the recommendation by Planning Commission, the Town Council will conduct one (1) public working session with the Town Council and one (1) public hearing to adopt the General Plan Update. Both the working session and the public hearing are assumed to occur on the same day.

19. Project Schedule

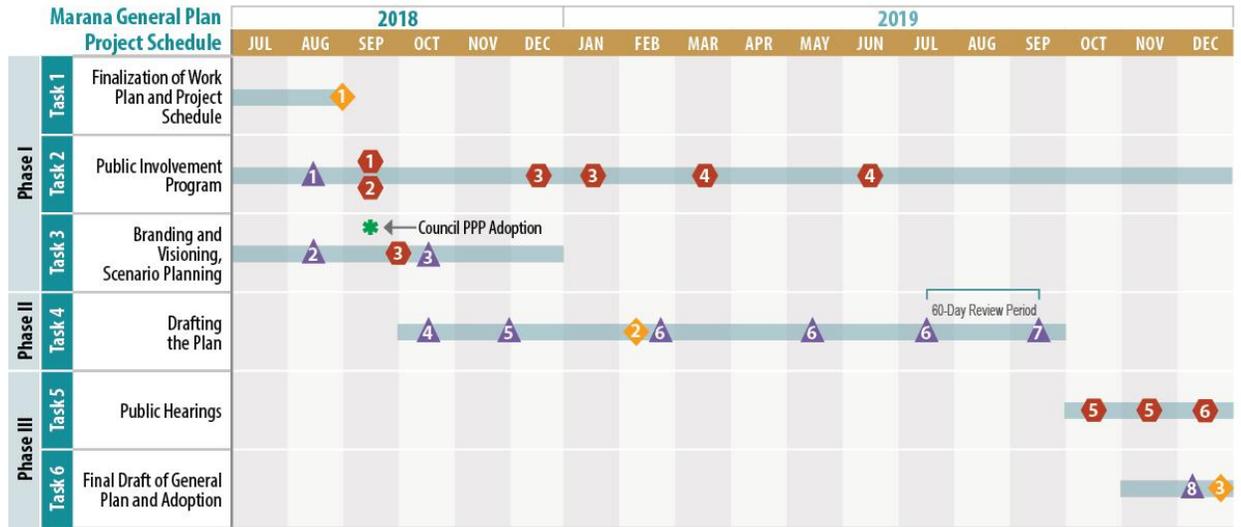
The process for updating the General Plan will be conducted in three phases, and will take approximately 18 months to complete. Phase I is comprised of tasks 1, 2, and 3. These tasks include the detailed research and information gathering necessary for the foundation of the General Plan Update. Many sources of information will be used, including the US Census, State of Arizona, Pima County Association of Governments (PAG), as well as public outreach.

This information is critical as it informs Phase II of the project, which is comprised of Task 4: Drafting the Plan. This task includes the draft goals and polices that will manage growth and development in the Town.

Finally, following the various revisions to the Draft Plan, Phase III includes Tasks 5 and 6 where the Plan is presented for public hearing and adoption by Council. Council adoption is tentatively scheduled for December 2019. Following Council adoption, Arizona State law requires the General Plan to be ratified by Marana voters. Voter ratification for the Marana 2040 General Plan is tentatively scheduled for Fall of 2020.

The schedule that follows shows the current project schedule, highlighting the general timing of the public engagement events and project documents.

PUBLIC PARTICIPATION PLAN



Informational Brochures:

- 1 Project Overview
- 2 Workshop Results
- 3 Executive Summary

Community Participation:

- 1 Stakeholder Interviews
- 2 Focus Groups
- 3 Community Workshop
- 4 Community Open House
- 5 Planning Commission Hearing
- 6 Town Council Adoption

Deliverables:

- 1 Public Participation Plan (PPP)
- 2 Branding / Messaging
- 3 Vision Statement
- 4 General Plan Template
- 5 Map Atlas
- 6 Draft Plan
- 7 Revised Plan
- 8 Final Adopted Plan

PUBLIC PARTICIPATION PLAN



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