



PUBLIC PARTICIPATION PLAN PROGRESS REPORT PHASE 1 ACTIVITY, SEPTEMBER 2013 – APRIL 2014

INTRODUCTION

The Public Participation Plan for the Oro Valley General Plan (now known as **Your Voice, Our Future**) was adopted by Oro Valley Town Council on May 1, 2013. As part of the update process for the Town's General Plan, the Public Participation Plan has a few purposes.

The Public Participation Plan Guiding Principles:

- Is open, transparent, accountable, inclusive, collaborative and ethical
- Ensures involvement opportunities are convenient for residents
- Promotes sustainable decisions that resonate with the voting community
- Seeks and facilitates involvement of all demographics
- Will be assessed on an ongoing basis to ensure best practices
- Includes how the public's involvement helps to shape the decisions made for the General Plan

Additionally,

"This Public Participation Plan was designed to support the Town's primary goal of developing a **community- and consensus-based, defensible and voter-ratified General Plan update**. To accomplish that, the update must represent a shared community vision and guiding principles, and the public participation must be **inclusive, educational and far-reaching**" (p.5).

PURPOSE

This Progress Report is designed to provide an update of activities related to the Public Participation Plan (PPP) for the period starting with the project launch in September 2013 through the presentation of the project's draft vision and guiding principles to the Town's Planning and Zoning Commission in April 2014. The PPP outlines the goal of providing periodic status updates on progress and results and this report is the first in a series of such updates.

METHODS

The approved PPP includes an outline of communications methods and techniques which "are designed to reach a broad spectrum of the community and educate them about the process, garner meaningful input and, ultimately, obtain voter ratification" (p. 8). In addition to the communication methods outlined in the PPP, the plan also includes an attachment identifying community stakeholders, as well as a flowchart outlining the timing for each communication method.

During the course of phase 1 a comprehensive outreach log was maintained which identified events, media and other means of engaging the public. Following is the public participation flowchart, which has been modified to show efforts from this phase. It has been populated with information from the outreach log and involved community stakeholders.

PUBLIC PARTICIPATION FLOWCHART: PHASE 1 – COMMUNITY VALUES (FALL 2013 – SPRING 2014)

| METHOD | 1 ST HALF: GENERAL OUTREACH | 2 ND HALF: VISION & GUIDING PRINCIPLES | STAKEHOLDERS REACHED |
|---|---|---|---|
| Targeted Participation | | | |
| Committees & Boards | | | |
| Environment Committee | <i>not targeted for this phase</i> | | NA |
| Community Committee | <i>not targeted for this phase</i> | | NA |
| Development Committee | <i>not targeted for this phase</i> | | NA |
| Joint Meeting of Committee Reps | <i>not targeted for this phase</i> | (TBD) | Various |
| Small Event Meetings | | | |
| Leadership Interviews (major employers) | Oro Valley Hospital Interview and Booth: Jan 13 Sanofi Adventis Interview: Jan 8 Sanofi Adventis Booth: Jan 17 Sanofi Aventis Employee Newsletter: Jan 17 Ventana Employee Newsletter: Jan Securaplane: Mar 19 Hilton El Conquistador: Mar 31 | Emails to CEO's and Public Information Officers with request to include in employee newsletters: Mar 18 | <u>Business Interests</u> : Large Business Owners; <u>Other</u> : Employees of Large Business in Oro Valley, Oro Valley Hospital Patrons |
| One on Ones with Stakeholders | Individual Meetings – Amber Smith, MPA: Nov 7 Steve Godlewski, SAHBA: Nov 7 Steve Hoffman, TAR: Dec 3 Emails – Amber Smith, MPA: Nov 25 Steve Godlewski, SAHBA: Nov 25 Steve Hoffman, TAR: Nov 25 | Emails – Amber Smith, MPA: Feb 24 Steve Godlewski, SAHBA: Feb 24 Steve Hoffman, TAR: Feb 24 | <u>Building Industry Interests</u> : Metropolitan Pima Alliance (MPA), Tucson Realtors Association, Southern Arizona Homebuilders Association (SAHBA) |
| HOA Meeting Participation Series | Email to all HOAs: Aug 1, Nov 6 Coyote Ridge HOA: Dec 10 Sun City HOA: Jan 14 Lambert Lane HOA: Jan 27 Articles or Ads in HOA Newsletters– Lambert Lane: Jan 1 Rancho Vistoso: Nov 18, Jan 14 | Email to all HOAs: Mar 20 Articles or Ads in HOA Newsletters– Rancho Vistoso: Feb 24 | <u>Residents; Homeowners Associations</u> |

| METHOD | 1 ST HALF: GENERAL OUTREACH | 2 ND HALF: VISION & GUIDING PRINCIPLES | STAKEHOLDERS REACHED |
|--|--|--|---|
| | Sun City: Jan 1 | | |
| Community Conversation on Your Corner | Pie Series Events: Jan 11, 18, Feb 1 | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 | <u>Residents</u> |
| Town Department Review Meetings | Group Meeting: Nov 19 Individual Meetings: Dec 9-12 Group Emails: Nov 6, 20, Dec 6 | Group Emails: Feb 20, 28, Mar 3 | <u>Regulatory and Planning Agencies:</u> Local |
| Stakeholder Mtgs. – Gov. & Schools | Gov/Agency Letters: Jan 15 | Emails: Mar 24 | <u>Regulatory and Planning Agencies:</u> Federal, State, Regional, Local |
| | School Emails – Ironwood Ridge HS: Nov 5 BASIS: Nov 5 Canyon del Oro HS: Nov 5 Pusch Ridge Christian Acad: Jan 6 | School Emails – Ironwood Ridge HS: Mar 5 BASIS: Mar 5 Canyon del Oro HS: Mar 5 Pusch Ridge Christian Acad: Mar 5 | <u>Schools:</u> Pusch Ridge Christian Academy, BASIS Oro Valley, Ironwood Ridge High School, Canyon Del Oro High School |
| Stakeholder Mtgs. – Community Groups | Stakeholder Letters: Dec 4 Chamber of Commerce Monthly Forum: Dec 12 Police Chief’s Advisory Committee: Jan 15 | Emails – Chamber of Commerce: Feb 24 Other Stakeholders: Mar 24 Project Update posted on Chamber of Commerce Website: Mar 5 | <u>Business Interests:</u> Oro Valley Chamber of Commerce, Economic Development Zone, Southern Arizona Lodging & Resort Association, Tucson Regional Economic Opportunities Inc. (TREO); <u>Environmental Interests:</u> Coalition for Sonoran Desert Protection, Tucson Audubon Society, Sonoran Institute; <u>Arts and Cultural Interests:</u> Oro Valley Historical Society, Santa Cruz Heritage Alliance, Tohono Chul Park; <u>Churches;</u> <u>Other:</u> Southern Arizona Hiking Club, Democrats of Oro Valley, Pima County Republican Party, YMCA, Jewish Federation Northwest |
| Stakeholder Mtgs. – AZ State Land Dept | Gov/Agency Letters: Jan 15 | Email: Mar 24 | <u>Regulatory and Planning Agencies:</u> State |

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|--|---|---|--|
| Stakeholder Mtgs. – Developers/Landowners | Property Owner Letters: Feb 10 | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 | <u>Other</u> : Owners of vacant land – large and small |
| | Stakeholder Letters: Dec 4 Emails to TAR, MPA, SAHBA: Nov 25 Tucson Association of Realtors – Gov Affairs Committee: Dec 11 Green Committee: Jan 16 MPA & SAHBA Breakfast: Jan 17 | Emails to TAR, MPA, & SAHBA: Feb 24 | <u>Building Industry Interests</u> : Metropolitan Pima Alliance (MPA), Tucson Realtors Association, Southern Arizona Homebuilders Association (SAHBA), Land Speculators |
| Boards & Commissions Workshops | Planning & Zoning: Apr 2 (2013), Dec 3 Town Council: May 1 (2013), Nov 20 Youth Advisory: Aug 26, Jan 13 Conceptual Design Review: Dec 10 Board of Adjustment: Dec 17 Historic Preservation: Jan 6 Water Utility: Jan 13 Stormwater Utility: Jan 16 Parks & Rec Advisory: Jan 21 | Planning & Zoning: Apr 10 Town Council: May 7 Youth Advisory: Mar 10 Conceptual Design Review: Apr 8 Board of Adjustment: Apr 22 Historic Preservation: Apr 7 Water Utility: Apr 14 Stormwater Utility: Mar 20 Parks & Rec Advisory: Apr 15 Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 | <u>Regulatory and Planning Agencies</u> : Local; <u>Other</u> : Oro Valley Citizen Advisory Boards and Commissions |
| PZ Commission Study Session | <i>not targeted for this phase</i> | | NA |
| Focus Group on Land Use | <i>not targeted for this phase</i> | | NA |
| Focus Group on Economic Development | <i>not targeted for this phase</i> | | NA |
| Youth Values Institute | Youth Advisory: Aug 26, Jan 13 See also “School/Classroom Participation Exercises” category | Youth Advisory: Mar 10 See also “School/Classroom Participation Exercises” category | <u>Residents</u> : Gen Y and Z |
| School/Classroom Participation Exercises | Ironwood Ridge: Dec 12 BASIS (3 classes): Dec 20 Pusch Ridge Christian (2 classes): Jan 21 Canyon del Oro: Jan 23 | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 | <u>Residents</u> ; <u>Schools</u> |
| Neighborhood Gatherings | Fall Festival: Oct 26 | Emails to YourVoiceOV.com | <u>Residents</u> ; <u>Business Interests</u> : |

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|---|---|--|--|
| | Halloween Fest: Oct 26 Farmers Market: Nov 2, 9, 16 Teen Night: Nov 9 Starbucks @ Fry's: Dec 7, 14, 21 Oro Valley Marketplace: Dec 14 Fruit Shack: Jan 4, 11, 18 Pie @ All the Buzz: Jan 11 Pie @ Village Bakehouse: Jan 18 Optimist Club: Jan 22 LDS Church Group: Jan 23 Pie @ Jerry Bob's: Feb 1 | participants: Feb 7, 19, Mar 14, 24 | Small Business Owners; <u>Churches</u> ; <u>Service Organizations</u> |
| Community Participation | | | |
| Large Event Meetings | | | |
| Town Hall I: Project Kick-Off & Future Search | Pie @ Jerry Bob's: Feb 1 | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 | <u>Residents</u> |
| Open House | Pie @ Jerry Bob's: Feb 1 <i>*Please note formal Open Houses will be held as part of Phase III</i> | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 | <u>Residents</u> |
| Public Hearings | <i>not targeted for this phase</i> | | NA |
| Community Events | | | |
| Annual HOA Forum | Oct 25 | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 Email to all HOA representatives and/or management companies: Mar 19 | <u>Homeowners Associations</u> |
| State of the Town | Sep 26 | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 | Various |
| School Functions & Parents Associations | Ironwood Ridge: Dec 12 BASIS (3 classes): Dec 20 Pusch Ridge Christian (2 classes): Jan 21 Canyon del Oro: Jan 23 | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 | <u>Residents</u> ; <u>Schools</u> |
| Aquatic Center, Parks & Sporting Events | Fall Festival: Oct 26 Halloween Fest: Oct 26 | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 | <u>Residents</u> ; <u>Other</u> : Users of Parks & Recreation Facilities |

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|----------------------------------|--|--|--|
| | Farmers Market: Nov 2, 9, 16 Teen Night: Nov 9 Athletic Events: Nov 16 – 30 Parks Newsletter: Jan | | |
| SACCA & TSO Events | 2 nd Thursday Concerts: Nov 14, Dec 12 Arts Festival: Dec 7 Musical Magic: Nov 2, Dec 7 | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 | <u>Residents</u> ; <u>Arts and Cultural Interest</u> : Southern Arizona Arts & Cultural Alliance |
| Town Holiday Events | Annual Tree Lighting: Dec 6 | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 | <u>Residents</u> |
| TOV Volunteer Dinner | Dec 12 | Emails to YourVoiceOV.com participants: Feb 7, 19, Mar 14, 24 Follow-up briefings with Town Boards and Commissions, see “Boards & Commissions Workshops” category | <u>Residents</u> |
| Web and Social Media | | | |
| Facebook | Sep 27, 29, Oct 18, 27, Nov 12, Dec 4, 6, 10, Jan 3, 8, 25, 27, 31 | Feb 4, 5, 7, 8, 11, 12, 19, 20, 26 | Various |
| Twitter | <i>Has recently been initiated as a tool used by the Town, will be used in future phases</i> | | |
| Town Website (orovalleyaz.gov) | Ongoing presence News postings: Sep 26, Oct 31, Nov 5, 12, 19, 21, Dec 3, 10, 19, Jan 2 | Ongoing presence News postings: Feb 7, 19, 28 | Various |
| Mobile app | Mobile access available to YourVoiceOV.com | Mobile access available to YourVoiceOV.com | <u>Residents</u> |
| YourVoiceOV.com | Ongoing presence Announcement Emails: Oct 24, Nov 21, Dec 10, Jan 8, 29, Feb 7, 19 Invitation Email: Dec 9 | Ongoing presence Announcement Emails: Feb 7, 19, Mar 14 Invitation Email: Mar 24 | Various |
| Surveys | | | |
| YourVoiceOV.com | Sept 25 – Feb 9 | NA | Various |
| Survey Published in NW Explorer | Oct 16 | NA | Various |
| Informal Event Surveys & Comment | Various Events | NA | Various |

| METHOD | 1 ST HALF: GENERAL OUTREACH | 2 ND HALF: VISION & GUIDING PRINCIPLES | STAKEHOLDERS REACHED |
|--|---|--|---|
| Forms | | | |
| Phone Surveys | Sep 2013 | NA | <u>Residents</u> |
| Local News Media | | | |
| NW Explorer – Advertising Space | Oct 2, 9, 30, Jan 8, 29 | Feb 26 | Various |
| NW Explorer – Quarterly Article | Nov 20, 27 | Feb 19 | Various |
| Vista Articles | Nov 26 | Mar 1 | Various |
| News Release | Oct 2, Nov 22, Dec 10, Jan 8, 27 Media Coverage – Arizona Daily Star: Oct 9, Dec 4 Iron Quill Newspaper: Dec 1 CDO School Newspaper: Feb 1 | Feb 20, Apr 2 | Various |
| Letter to Editor Response | <i>not targeted for this phase</i> | | NA |
| Articles (or Ads) in HOA Newsletters | Lambert Lane: Jan 1 Rancho Vistoso: Nov 18, Jan 14 Sun City: Jan 1 | Rancho Vistoso: Feb 24 | <u>Residents</u> ; <u>Homeowners Associations</u> |
| Water Bill Inserts | | | |
| Postcards to Advertise Website & YourVoiceOV.com | Nov 6, 20 | Mar 19, Apr 2 | <u>Residents</u> ; <u>Business Interests</u> : Large Business Owners, Small Business Owners |
| Voter Education Postcard | NA | NA | NA |
| Ballot Vote | NA | NA | NA |
| Tools & Techniques | | | |
| Communication Strategy #1: This is important! | In addition to the specifics already included, a project flyer, project update, water bottles and pass-along cards were distributed at numerous events throughout this phase. | | All |
| Communication Strategy #2: Participate! | <i>not targeted for this phase</i> | | NA |
| Communication Strategy #3: Vote! | <i>not targeted for this phase</i> | | NA |
| Community Speakers Bureau | Training: Oct 25 Appreciation Event: Dec 19 Assistance at events: Throughout Emails: Oct 10, 29, Nov 4, Dec 2, 6, | Emails: Feb 3 | <u>Residents</u> |

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|--|---|--|-------------------------|
| Leadership Bureau | 9, Jan 7, 24 General Plan Scoping Committee (2013): Jan 17, 24, 31, Feb 28, Mar 14 Communications Advisory Committee (2013): Aug 22, 29, Sept 5 Your Voice Volunteers – Training: Oct 25 Appreciation Event: Dec 19 Assistance at events: Throughout Emails: Oct 10, 29, Nov 4, Dec 2, 6, 9, Jan 7, 24 Town of Oro Valley Community Academy Presentation: Nov 21 | General Plan Scoping Committee Email: Feb 24 Communication Advisory Committee Emails: Feb 24, 28 Your Voice Volunteers Emails: Feb 3, 24, 28 | <u>Residents</u> |
| Traveling Mobile Display | Various | Various | Various |
| Technical Reports (baseline information) | Ongoing work | Ongoing work | Various |