



## PUBLIC PARTICIPATION PLAN PROGRESS REPORT PHASE 2 ACTIVITY, JUNE 2014 – OCTOBER 2015

### INTRODUCTION

The Public Participation Plan (PPP) for the *Your Voice, Our Future* Project 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 second phase of the *Your Voice* Project starting with the *Your Voice* Committees’ work through the presentation of the project’s “Recommended Draft” (90% Completion) to the Town’s Planning and Zoning Commission in September 2015. The PPP outlines the goal of providing periodic status updates on progress and results and this report is the second 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 2 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 also indicates which stakeholders identified in the PPP were reached.

**PUBLIC PARTICIPATION FLOWCHART: PHASE 2 – DRAFT AND COMMITTEE REVIEW (JUNE 2014 – OCTOBER 2015)**

METHOD

DRAFT AND COMMITTEE REVIEW

STAKEHOLDERS  
REACHED

Targeted Participation		
Committees & Boards		
Environment Committee	Emails – Sep 11, Oct 1, Oct 15, Oct 29, Nov 10, Nov 26, Dec 9, Dec 22 (2014); Jan 5 (2015) Meetings – Sep 23, Oct 8, Oct 22, Nov 4, Nov 17, Dec 4, Dec 16 (2014)	<u>Residents</u>
Community Committee	Emails – Oct 20, Nov 24, Dec 30 (2014); Jan 15, Jan 29, Feb 5, Feb 6, Feb 12, Feb 19, Feb 26, Mar 5, Mar 17, Mar 23, Sep 18 (2015) Mailing – Dec 3, Dec 23 (2014) Meetings – Dec 18 (2014); Jan 8, Jan 22, Feb 5, Feb 19, Mar 5 (2015)	<u>Residents</u>
Development Committee	Emails – Jan 21, Feb 5, Feb 18, Mar 6, Mar 17, Mar 23, Apr 2, Apr 17, Aug 28, Sep 18 (2015) Mailing – Jan 6, Jan 21 (2015) Meetings – Jan 14, Jan 28, Feb 12, Feb 25, Mar 12, Mar 19, Mar 25, April 8 (2015)	<u>Residents</u>
Joint Meeting of Committee Reps	All-Committee Emails – Jun 3, Jun 4, Aug 29, Sep 3, Sep 26, Oct 8, Nov 8, Dec 19 (2014); Jan 20, Apr 3, Apr 10, Apr 15, Apr 16, Apr 22, May 4, May 20, Jul 1, Jul 15, Aug 13, Aug 26, Sep 2, Sep 10, Sep 18, Oct 6 (2015) All-Committee Mailing – Jun 3, Jun 4 (2014); Apr 13, Aug 26 (2015) All-Committee Orientation – Aug 27, Sep 15 (2014) All-Committee Meetings – May 7, May 29, Aug 18 (2015)	<u>Residents</u>
Small Event Meetings		
Leadership Interviews (major employers)	<i>Not targeted for this phase</i>	N/A
One on Ones with Stakeholders	Meeting: Southern Arizona Home Builders Association (SAHBA) and Metropolitan Pima Alliance (MPA): Jul 7, Aug 17 (2015) Emails: Jun 10, Aug 3, Aug 5 (2015)	<u>Building Industry</u> <u>Interests:</u> Metropolitan Pima Alliance (MPA), Southern Arizona Homebuilders Association (SAHBA)
HOA Meeting Participation Series	<i>Not targeted for this phase</i>	N/A
Community Conversation on Your Corner	<i>Not targeted for this phase</i>	N/A

Town Department Review Meetings	Group Emails: Jun 27, Jul 17, Aug 14, Aug 21, Sep 10, Sep 18, Sep 23, Nov 21 (2014); Jan 20, Jan 26, Apr 17, May 5, May 21, May 28, Jun 10, Aug 12, Sep 14 (2015)	<u>Regulatory and Planning Agencies:</u> Local
Stakeholder Mtgs. – Gov. & Schools	“Stakeholder Review Draft” Mailing – Jun 1, Aug 26 (2015) Emails – Federal, State, Regional, Local – Jun 2, Jun 3 (2015) Meetings – Town of Marana: Jun 17 (2015) Pima County Development Services: Jun 29 (2015)	<u>Regulatory and Planning Agencies:</u> Federal, State, Regional, Local
Stakeholder Mtgs. – Community Groups	Presentations: Chamber of Commerce Meetings: Oct 14 (2014); Jun 18 (2015) City-County Communication & Marketing Association Annual Conference: Sep 4 (2014) Coldwell Banker Residential Brokerage: Oct 14 (2014); Jun 9 (2015) Metropolitan Pima Alliance (MPA): May 5, Jun 23 (2015) Pima Community College – Chancellor and Cabinet Meeting : Oct 7 (2014) Information: Chamber of Commerce: Jul 24, Aug 8 (2014)	<u>Business Interests:</u> Oro Valley Chamber of Commerce, Coldwell Banker Residential Brokerage, Metropolitan Pima Alliance (MPA); <u>Other:</u> Pima Community College
Stakeholder Mtgs. – AZ State Land Dept	Arizona State Land Department: Dec 22 (2014), Oct 7 (2015)	<u>Regulatory and Planning Agencies:</u> State
Stakeholder Mtgs. – Developers/Landowners	Developers Forum Event: Dec 9 (2014) Emails: Nov 7, Nov 24, Dec 19, Dec 23 (2014) Land Owners and Developers Open House Mailing and emails to property owners: Feb 2, Apr 2, Apr 3, Apr 6 (2015) Emails to Building Industry Interests: Feb 6, Feb 26 (2015) Event: Feb 23 (2015) Email to Open House attendees: Feb 26 (2015)	<u>Building Industry Interests:</u> Metropolitan Pima Alliance (MPA), Tucson Realtors Association, Southern Arizona Homebuilders Association (SAHBA), Land Speculators <u>Other:</u> Owners of vacant land – large and small
Boards & Commissions Workshops	Planning & Zoning: Feb 3, May 5, Jun 2, Jul 10 (2015) Town Council: Jun 25, Jun 30 (2015) Youth Advisory: Jun 22 (2015) Conceptual Design Review: Jun 9, Jul 14 (2015) Board of Adjustment: Jul 29 (2015) Historic Preservation: Jun 1 (2015)	<u>Regulatory and Planning Agencies:</u> Local; <u>Other:</u> Oro Valley Citizen Advisory Boards and Commissions

	Water Utility: Jun 8, Jul 13 (2015) Stormwater Utility: Jun 4 (2015) Parks & Rec Advisory: May 26, Jun 30 (2015)	
PZ Commission Study Session	Jun 2, Sep 15 (2015)	<u>Regulatory and Planning Agencies:</u> Local
Focus Group on Land Use	Development Sub-Committee – Emails: Jan 30, Feb 10, Feb 27, Mar 6, Mar 17, Jul 22, Aug 5 (2015) Meetings: Feb 2, Feb 17, Mar 2, Mar 10, Aug 6 (2015)	<u>Residents</u>
Focus Group on Economic Development	Economic Development Forum Emails: Sep 12, Sep 26, Oct 8 (2014) Event: Oct 3 (2014)	<u>Residents; Business Interests:</u> Oro Valley Chamber of Commerce, Coldwell Banker Residential Brokerage, Oro Valley Hospital, Tucson Regional Economic Opportunities (TREO), El Conquistador Resort, Small Business Owners; <u>Building Industry Interests:</u> Metropolitan Pima Alliance (MPA), Southern Arizona Home Builders Association (SAHBA), Land Speculators; <u>Arts and Cultural Interests:</u> Southern Arizona Arts & Culture Alliance (SAACA), Tohono Chul; <u>Schools:</u> Casas Christian K-8, Pima Community College Northwest Campus; <u>Other</u>
Youth Values Institute	<i>Not targeted for this phase</i>	N/A
School/Classroom Participation	<i>Not targeted for this phase</i>	N/A

Exercises		
Neighborhood Gatherings	<i>Not targeted for this phase</i>	N/A
<b>Community Participation</b>		
Large Event Meetings		
Town Hall I: Project Kick-Off & Future Search	<i>Not targeted for this phase</i>	N/A
Open House	Proposed Land Use Change Open Houses Mailing: Jun 22, Jun 24, Aug 28 (2015) Public Sign: Jun 30 (2015) Events: Jul 13, Jul 15, Jul 16 (2015) Emails: Aug 31 (2015)	<u>Residents</u> , Owners of vacant land – large and small
Public Hearings	Planning and Zoning Commission: Oct 6, Oct 20 (2015) Town Council: <a href="#">[upcoming: Nov 4 (2015)]</a>	<u>Residents</u>
Community Events		
Annual HOA Forum	<i>Not targeted for this phase</i>	N/A
State of the Town	Booth and mention in Mayor’s speech: Sep 12 (2014)	Various
School Functions & Parents Associations	<i>Not targeted for this phase</i>	N/A
Aquatic Center, Parks & Sporting Events	<i>Not targeted for this phase</i>	N/A
SACCA & TSO Events	<i>Not targeted for this phase</i>	N/A
Town Holiday Events	<i>Not targeted for this phase</i>	N/A
TOV Volunteer Dinner	Event: Dec 11 (2014)	<u>Residents</u>
Web and Social Media		
Facebook	Oct 21, Nov 2, Nov 12 (2014), Jan 6, Jan 17, Jan 18, Jan 20, Jan 25, Jan 30, Feb 3, Feb 10, Feb 11, Feb 13, Feb 17, Feb 19, Feb 23, Mar 4, Mar 7, Mar 8, Mar 17, Mar 24, Apr 6, Apr 16, Apr 27, Jun 8, Jun 30 (2015)	Various
Twitter	<i>No longer in use by YVOF</i>	N/A
Town Website (orovalleyaz.gov)	<i>Ongoing presence</i> News postings: Oct 8, Nov 12, Dec 23 (2014); Jan 28, Feb 6, Mar 5, Apr 16, Jul 24, Aug 5, Aug 13, Aug 27, Sep 16, Sep 22 (2015)	Various
Mobile app	Mobile access available to YourVoiceOV.com	<u>Residents</u>
YourVoiceOV.com	<i>Ongoing presence</i> Web Announcements: Jun 27, Aug 8, Sep 25, Oct 14, Nov 12, Dec 23 (2014); Jan 15, Jan 28, Mar 5, Apr 16, May 18, Jul 24, Aug 5, Aug 13, Sep 16, Sep 22 (2015)	Various

	<p>Topic Questions: Aug 7, Sep 15, Oct 1, Oct 20, Oct 29, Nov 10, Nov 24, Nov 26, Dec 9, Dec 22, Dec 30 (2014); Jan 5, Jan 15, Jan 21, Jan 29, Jan 30, Feb 11, Feb 12, Feb 17, Feb 19, Feb 25, Mar 2, Mar 5, Mar 10, Mar 12, Mar 19, Mar 25, Apr 8, Apr 29, May 5 (2015)</p> <p>Idea Submissions: Sep 3, Sep 22, Nov 25 (2014); Jan 15, Mar 5, May 21 (2015)</p> <p>Instant Polls: Nov 22, Nov 25 (2014); Jan 14, Jan 15, Mar 12, May 21 (2015)</p> <p>Photo Shares: Jan 14, May 21 (2015)</p> <p>Announcement Emails (YourVoiceOV.com users): Jun 27, Aug 8, Sep 25, Nov 12, Dec 23 (2014); Jan 5, Jan 28, Mar 5, Apr 16 (2015)</p>	
Surveys		
YourVoiceOV.com	<i>Not targeted for this phase</i>	N/A
Survey Published in NW Explorer	<i>Not targeted for this phase</i>	N/A
Informal Event Surveys & Comment Forms	<i>Not targeted for this phase</i>	N/A
Phone Surveys	<i>Not targeted for this phase</i>	N/A
Local News Media		
NW Explorer – Advertising Space	Aug 20, Dec 10 (2014), Jan 28, Feb 19, April 15, Jun 3, Jun 24, Sep 9, Sep 30, Oct 14 (2015)	Various
NW Explorer – Quarterly Article	Oct 15 (2014)	Various
Vista Articles	Jun 4, Oct 8, Dec 1 (2014); Feb 25, Apr 13, Jun 23, Aug 17 (2015)	Various
News Release	<p>Media Releases: Sep 24, Nov 12, Dec 11 (2014); Jun 8, Jun 30, Sep 16, Sep 24 (2015)</p> <p>Talk of the Town: Jun 3, Sep 3 (2014), Jul 6, Aug 16, October 6 (2015)</p> <p>Media Coverage – Explorer: Sep 11 (2014)</p>	N/A
Letter to Editor Response	<i>Not targeted for this phase</i>	N/A
Articles (or Ads) in HOA Newsletters	<p>Emails: Jun 4, Jun 19, Sep 17 (2015)</p> <p>Rancho Vistoso Newsletter: Jul 1, <a href="#">[upcoming: Fall issue]</a> (2015)</p>	<u>Residents;</u> <u>Homeowners</u> <u>Associations:</u> Rancho Vistoso
Water Bill Inserts	Now included in Vista publication.	N/A
Postcards to Advertise Website & YourVoiceOV.com	<i>Not targeted for this phase</i>	N/A
Voter Education Postcard	<i>Not targeted for this phase</i>	N/A
Ballot Vote	<i>Not targeted for this phase</i>	N/A
<b>Tools &amp; Techniques</b>		
Communication Strategy #1: This is important!	<i>Not targeted for this phase</i>	N/A

Communication Strategy #2: Participate!	In addition to the specifics already included, numerous project flyers, fact sheets, executive summaries, cover letters, and plan copies (30%, 60% and 90%) were distributed at numerous events throughout this phase. Announcement Emails (all contacts): Sep 26 (2014); Mar 5, May 18, Jun 2, Jun 29, Jul 24, Sep 16, Sep 24 (2015)	Various
Communication Strategy #3: Vote!	<i>Not targeted for this phase</i>	N/A
Community Speakers Bureau	<i>Not targeted for this phase</i>	N/A
Leadership Bureau	<i>Not targeted for this phase</i>	N/A
Traveling Mobile Display	<i>Not targeted for this phase</i>	N/A
Technical Reports (baseline information)	Background Report published and distributed to <i>Your Voice</i> Committees this phase.	<u>Residents</u>