

Flagstaff Area Regional Plan 2012  
**Public Participation Plan**  
City of Flagstaff and Coconino County - Arizona

*Updated 5/29/2009*

## **Introduction**

The current *Flagstaff Area Land Use and Transportation Plan* was adopted November 2001. By State Statute, a municipality's general plan (our Regional Plan) is to be updated every 10 years. The *Flagstaff Regional Plan 2012* is to be adopted by City Council and Coconino County Board of Supervisors in 2011 and voter ratified in 2012. Thus, work begins now to reach that goal.

## **Purpose**

The purpose of the Public Participation Plan is to describe involvement and communication strategies that City and County Staff, the Steering Committee and the Citizen Advisory Committee may employ to ensure the greatest opportunity of public participation in the development of the *Flagstaff Regional Plan 2012*.

Policy makers gain greater understanding of the community's needs and desired future when people of diverse backgrounds come together to openly discuss, debate, and listen to one another. Actively engaging the public in the planning process means to work directly with the public throughout the process to ensure the public's issues and concerns are consistently understood and considered.

## **Elements in document:**

- I. (17) Required Elements by AZ State Statute [ARS § 9-461.05]
  - Land Use Element
  - Circulation Element - Transportation, Transit & Airport
  - Bicycling Element\*
  - Housing Element\*
  - Conservation, Rehabilitation and Redevelopment Element\*
  - Growth Area Element
  - Cost of Development Element
  - Open Space
  - Recreational Element
  - Conservation Element\*
  - Environmental Element
  - Water Resources Element
  - Public Buildings Element\*
  - Public Services and Facilities Element
  - Safety Element
  - Energy\*
  - Neighborhood Preservation and Revitalization\*
  
- II. (5) Optional Elements as encouraged by Arizona Smart Growth Act – *inclusion in the actual document to be determined through the public process:*
  - Community Character and Design
  - Economic Development & Tourism
  - Cultural & Natural Resource Planning\*
  - Social Capital (Education, Diversity, Public Art & Culture, etc.)\*
  - Historic Preservation\*

\* Note – these are new elements not included or required in the 2001 General Plan

## Public Participation Plan Objectives

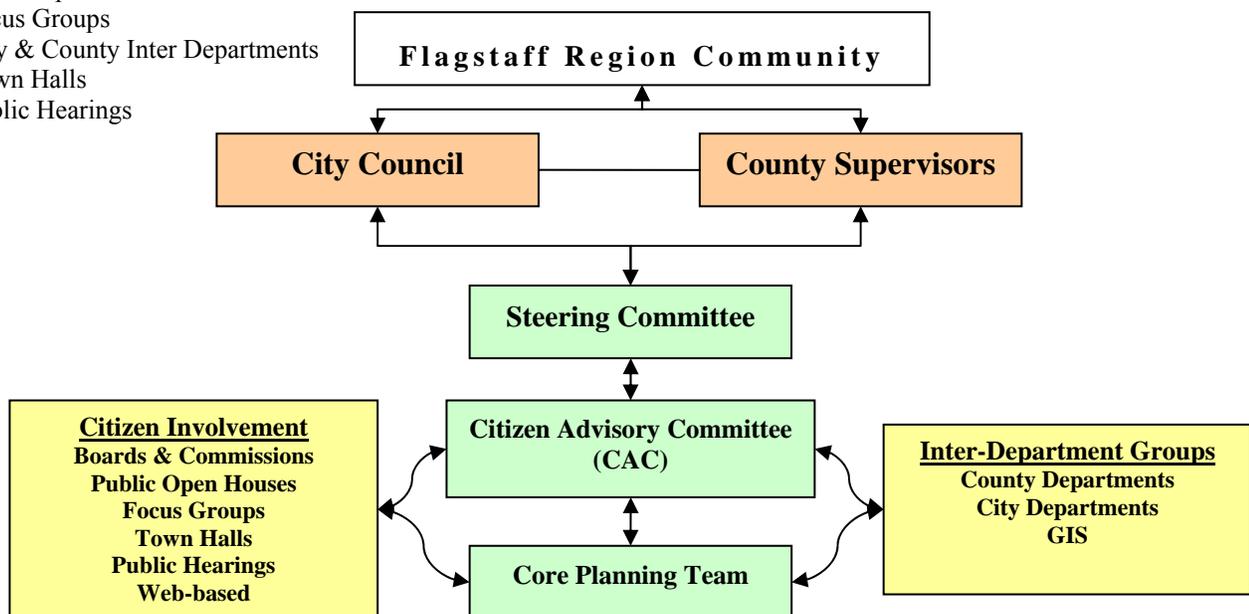
The overall public involvement approach will be to:

1. Facilitate opportunities for **meaningful community participation**;
2. Actively **seek input** from a broad and representative base of the affected population;
3. Ensure that the Regional Plan **accurately reflects the collective voice** of affected population;
4. Maintain a stream of **on-going up to date project information**, easily available to citizens
5. Regularly discuss the **interrelatedness and concurrent development** of the Regional Plan update, the Regional Transportation Plan update, and Land Development Code re-write so that these documents are responsive to community issues and coordinated at the policy level; and
6. **Comply with Arizona Growing Smarter requirements** of early and continuous public participation throughout the region's planning process. According to the Growing Smarter Act, the public involvement procedures must provide for:
  - The broad dissemination of proposals and alternatives.
  - The opportunity for written comments.
  - Public hearings after effective notices.
  - Open discussions, communications programs, and information services.
  - Consideration of public comments.

## Involvement Strategies

There will be multiple public involvement strategies as well as various 'teams' working together to move elements through multiple facets of brainstorming, drafting, reviewing and editing.

1. Flagstaff City Council
2. Coconino County Board of Supervisors
3. Steering Committee
4. Citizen Advisory Committee
5. Core Planning Team
6. Boards and Commissions
7. Public Open Houses
8. Focus Groups
9. City & County Inter Departments
10. Town Halls
11. Public Hearings



## 1. Flagstaff City Council

The Flagstaff City Council is responsible for adopting the finished Regional Plan document by Arizona State Statute. The document, as adopted, becomes the binding ‘General Plan’ for the municipality, and serves as a guidebook for, but is not limited to, the following:

- Making recommendations for future growth and development by way of (specific, area, neighborhood) plans, regulations, financial decisions, and capital budgets
- Making Departmental decisions for work program goals, such as Public Works and Capital projects
- Analyzing development requests
- Producing an annual report of Regional Plan accomplishments and next steps
- Initiating a public education campaign on Flagstaff’s future as defined by the Regional Plan
- Making decisions regarding public property

## 2. Coconino County Board of Supervisors

The Coconino County Board of Supervisors is responsible for adopting the finished Regional Plan document, and the Regional Plan will be an amendment to the existing Coconino County Comprehensive Plan, applicable to a 460 square mile outside the city limits, including Bellemont, Fort Valley, Kachina Village, Mountainaire, Timberline-Fernwood and Doney Park. The County may use the Regional Plan for the same purposes as stated above.

## 3. Steering Committee

The Steering Committee serves as the liaison between process management (staff) and City Council and Coconino County Board of Supervisors. The Steering Committee will meet quarterly with Core Planning Team representatives.

<b><u>Regional Plan Steering Committee</u></b>	
<b>City of Flagstaff</b>	<b>Coconino County</b>
Councilmember Coral Evans	Supervisor Matt Ryan
Councilmember Karla Brewster	Supervisor Mandy Metzger
Kevin Burke, City Manager,	Steve Peru, County Manager
Jim Cronk, Planning Director	Bill Towler, Community Development Director
CAC Chair Paul Babbitt	

## 4. Citizen Advisory Committee (CAC)

The CAC consists of 19 Members + 3 alternates who are engaged in multiple disciplines and some are expected to be experts in a particular discipline. This group will develop the framework of public questions, review survey analysis and public comments from all sources, and help develop the draft document of each element. The CAC is a long-term commitment from citizens, namely meeting monthly for 24-30 months (*January 2009 – Spring 2011*). The CAC was appointed by City Council (for City residents) and County Board of Supervisors (for County residents) in February 2009; appointments are made based upon volunteer qualifications and commitment to the time involved.

**Job Description:** To work with the Core Planning Team (City and County Planning Staff); review and finalize public participation plan and master schedule to ensure adequate outreach; attend most Focus Group and Town Hall meetings to understand public input; develop the framework of public questions, review survey analysis and public comments from all sources; help develop the draft document of each element; approval of draft plan for consideration by Planning & Zoning Commissions, Council and Board of Supervisors.

## 5. Core Planning Team

This team consists of professional planners from both City of Flagstaff and Coconino County who work together to manage the Regional Plan update process, schedule, budget, public participation and documentation. This team manages the process, not the content. The Core Planning Team will meet bi-weekly for 30+ months.

### **Core Planning Team**

#### **City of Flagstaff**

Jim Cronk, Planning Director  
Bob Caravona, Comprehensive Planning Mgr.  
Kimberly Sharp, Neighborhood Planner  
Roger Eastman, Zoning Code Administrator  
Erika Mazza, Housing Planning Mgr.  
David Wessel, FMPO Director

#### **Coconino County**

Bill Towler, Community Dev. Director  
Sue Pratt, Asst. Community Dev. Director  
John Aber, Principal Planner  
Tiffany Antol, Senior Planner

## 6. Boards & Commissions

The relevant Board or Commission will be presented with element chapters that pertain to their functional area with an accompanying ‘gap analysis’, analyzing various current planning documents. In the outline stage, the particular Board or Commission will be encouraged to launch initial discussion on respective Regional Plan elements and at the end of the draft, have an opportunity to review that particular element for final comments. The Planning and Zoning Commissions respective City and County jurisdictions will receive regular updates and invitations to comment. At the conclusion of the process, the CAC will vote to recommend the Regional Plan to the respective City and County Planning Commissions. In turn, the respective P&Z Commissions will review the Regional Plan, host public hearings and vote to recommend approval to the City Council and Board of Supervisors.

- Planning & Zoning Commission, COF and County
- Traffic Commission, COF
- Airport Commission, COF
- Pedestrian Advisory Committee, Bicycle Advisory Committee, COF and FMPO
- Stormwater Advisory Committee, COF
- Water Commission, COF
- Coconino Plateau Water Advisory Council, County
- Sustainability Commission
- Open Space Commission
- Parks and Recreation Commission, COF and County
- Library Board, COF and County
- Beautification and Public Art Commission, COF
- Historic Preservation Commission, COF
- Diversity Awareness Commission, COF
- Tourism Commission; Airport Commission, COF
- Youth Commission, COF
- Flagstaff Metropolitan Planning Organization Board (FMPO)
- Coconino County Board of Health
- Flagstaff Unified School District Board (FUSD)
- Northern Arizona Economic Development Advisory Committee (NAEDAC)
- Flagstaff Housing Authority, COF
- Land Trust Committee, COF
- Inter-Tribal Advisory Council, County
- Hispanic Advisory Council, County
- African-American Advisory Council, County
- Sustainable Economic Development Initiative, County



The basic format of Focus Groups will be:

- Invitations distributed to specific individuals as well as community members who signed-up at the public open houses.
- Meeting time and place prominently displayed on City and County’s web pages for the week before and week of the meeting; e-mail ‘blast’ message to Regional Plan e-mail contact list (364 addresses as of 4/27/09) of Focus Group time and place.
- Specific window of time for work to be completed stated – 3-4 hours.
- Large displays of the 2001 Regional Plan goals, policies and amendments. Public comments from the Open Houses are to be compiled, displayed and available for review.
- Staff will create relevant working maps.
- Glossary of ‘planning’ words to be available on the website and at the focus group meeting.
- Agenda will be as follows:
  1. Introductions
  2. Ground Rules
  3. Overview of existing policies, information, studies, maps, etc. of relevant information. Gather from as many sources as possible.
  4. SWOT (Strengths, weaknesses, opportunities and threats) exercise
  5. Planning and mapping of relevant issues with recommendations
  6. Draft outline of background information, existing policies to remain, new or edited policies, strategies, and recommendations. Possibly break out into groups for this.
  7. Review & consensus



The CAC will review policy statements and finding proposed by the Focus Group. The CAC will consider these statements and public hearings and may incorporate them into the draft Regional Plan.

## 9. City and County Inter-Departments

The various City and County departments will review and provide information, such as existing masterplans, existing conditions reports, for each element which pertains to that particular department. To assist the CAC, the various departments will assist in drafting and reviewing elements.

## 10. Town Halls

The Town Halls will be widely advertised open house meetings held after a number of elements have been reviewed and processed through Focus Groups, inter-department reviews and the CAC. The Core Planning Team will present a draft of the elements for public review and comment. There will be opportunities for verbal and written comments. ‘Electronic’ Town Halls will be used, in which the public meeting is also available via live-feed on the internet; public comments and questions may be obtained via instant messaging during the presentation. A number of Town Halls will need to be held outside of Flagstaff city limits.

## 11. Public Hearings

The mandatory requirements for the Regional Plan 2012 to be adopted by City Council and Coconino County Board of Supervisors is as follows: Sixty day prior to Planning & Zoning (P&Z) hearing full public participation (as outlined above); Two P&Z Hearings at two different locations; One City Council public hearing, must have 2/3 approval by City Council for adoption; public vote by next election or special election at least 120 days after City Council adoption. The plan is effective for ten years.

## Communication Strategies

The Core Planning Team anticipates using the following to GET THE WORD OUT and consistently communicates with the public:

- **E-mail** – extensive Regional Plan e-mail list; will receive meeting notices and ‘Element Draft now available’ notices to review on-line
- **Website** – City & County websites will be updated on a regular basis, most likely weekly, with meeting schedule, summary of comments, element updates and other information. One page will be dedicated to this effort: [www.flagstaff.az.us/regionalplan](http://www.flagstaff.az.us/regionalplan)
- **BLOG** - for public input, live video web cast of public meetings, polling capabilities, and Spanish translations. This blog directs the public to internet web technology social circles – Twitter and Facebook – which provide more opportunity for keeping the public informed and allowing free public comment. [www.flagregionalplan2012.wordpress.com](http://www.flagregionalplan2012.wordpress.com)
- **Cityscape** – the quarterly newspaper local government insert will contain an update of the process, meeting schedule, summary of comments and other information.
- **Quarterly Town Hall meetings** – will be announced by Regional Plan e-mail list, Website publication, AZ Daily Sun advertisements and radio announcements
- **AZ Daily Sun** – Advertise public meetings, at least twice the week preceding the meeting, request for quarterly ‘press releases’ to update public (off-month of *Cityscape* publication) and one full-page fold out insert prior to public hearing process.
- **Eagle 103.7; NAU NPR Radio; KAFF Radio** – send press releases for announcements, asks City’s PR to announce upcoming public meetings and process.
- **Public Survey** – Public opinion surveys assess widespread public opinion. The Regional Plan 2012 team may administer a survey to a sample group of people via a written questionnaire or through interview in person, by phone, or by electronic media. The limited sample of people is considered representative of a larger group. Surveys portray community perceptions and preferences; they can accurately report on what people know or want to know; they can test whether a plan or plan element is acceptable to the public as it is being developed; or identify concerns before a public vote is scheduled. The Core Planning Team recommends the following series of surveys:
  - ◊ **Initial public survey** via [www.surveymonkey.com](http://www.surveymonkey.com) to gauge the public’s current concerns with existing development trends, Flagstaff’s community values, and the best way to communicate with the general public. The survey can be developed by the Core Planning Team, reviewed and edited by NAU’s School of Planning faculty and the CAC; Postcard mailed to every resident in FMPO area notifying them of survey; advertised in AZ Daily Sun. Hard copies of surveys available at City and County Community Development counters, public libraries, and possibly handed out by volunteers in front of particular stores. Summer/Fall 2009
  - ◊ **One in-depth survey about particular planning elements:** development, administration and analysis by NAU’s School of Sociology. Spring/Summer 2010
  - ◊ **One final survey to test final draft of whole plan:** similar in development as initial survey; include satisfaction of process questions. Summer 2011

### **Posted Notices of Public Open Houses** – posted:

- ▶ City Hall, County Buildings – Cherry and Fort Valley
- ▶ Public Libraries- main and east
- ▶ Post Offices – downtown, Postal Boulevard
- ▶ PD Block watch postings & meetings

- ▶ Water bills
- ▶ Chamber of Commerce newsletter
- ▶ HOA newsletters
- ▶ Fire District's newsletters
- ▶ Coffee shops – downtown, NAU campus, FMC, Southside, 4<sup>th</sup> St. and Route 66
- ▶ NAU Buildings –
- ▶ CCC Buildings –
- ▶ FUSD newsletter if acceptable to district
- ▶ Other institutions to approach for interest:
  - ‘Green Lecture Series’
  - Commissions
  - High Schools – host middle school & high school ‘charrettes’ – ask Civics course instructors
  - Stakeholder Groups – service and civic clubs (Rotary, Elks, Soroptomists, etc.)

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