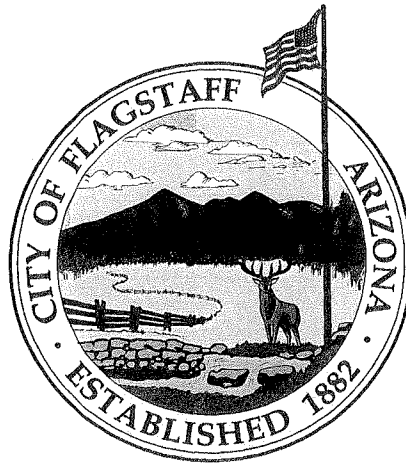


**INFORMATION PAMPHLET
FOR THE
CITY OF FLAGSTAFF, ARIZONA**

**SPECIAL ELECTION
MAY 20, 2014**

Compiled and issued by
CITY OF FLAGSTAFF, ARIZONA

(Spanish version begins on page 9)



**FOLLETO DE INFORMACIÓN
DE LA
CIUDAD DE FLAGSTAFF, ARIZONA**

**ELECCIÓN ESPECIAL
20 DE MAYO DE 2014**

Compilado y publicado por
CIUDAD DE FLAGSTAFF, ARIZONA

(La versión en Español empieza en la página 9)

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To the Voters of the City of Flagstaff:

YOUR VOTE COUNTS! Exercise your right to vote as a citizen of Flagstaff.

The City of Flagstaff will hold a **Special Vote-By-Mail Election on May 20, 2014**, to ask voters to ratify the January 14, 2014, *Flagstaff Regional Plan 2030: Place Matters* of the City of Flagstaff. Preparation of this publicity pamphlet is required by Arizona state law. In compliance with the Federal Voting Rights Act, this publicity pamphlet is being prepared in both English and Spanish. You are urged to carefully read the proposal and the effect a "yes" or "no" vote will have. This information should help you make a decision and to exercise your right to vote.

The Coconino County Elections Department will be conducting the election for the City of Flagstaff and will send a ballot by mail to every registered voter in the City of Flagstaff beginning the week of April 28, 2014. Voters may return voted ballots to Coconino County via the U.S. Mail or may return ballots to the Coconino County Elections Office at 110 East Cherry Avenue, Flagstaff, Arizona.

If you have any questions that are not answered in the pamphlet, please do not hesitate to call me at 928-213-2076.

Elizabeth A. Burke, MMC
Flagstaff City Clerk
City of Flagstaff, Arizona

FREQUENTLY ASKED QUESTIONS

WHO CAN VOTE?

In order to vote in any City election, you must be eighteen years of age or older, live within City limits, and be registered to vote at least 29 days prior to an election. **The last day to register to vote for the Special Election is April 21, 2014.**

IF I HAVE TO REGISTER TO VOTE, WHERE DO I GO TO TAKE CARE OF THAT?

Contact the Coconino County Elections Department located at 110 East Cherry Avenue, Flagstaff. The telephone number for that office is (928) 679-7860. Information is also available online at www.coconino.az.gov/elections regarding voter registration.

WILL I BE ABLE TO VOTE IF I'M OUT OF TOWN FOR THE ELECTION?

If you plan to be out of town during the balloting period and do not have a forwarding address where your ballot can be sent, you may request an early ballot from the Coconino County Elections Office, 110 East Cherry, Flagstaff, Arizona (928-679-7860). Your voted early ballot can be returned to the Elections Office between the hours of 8:00 a.m. and 5:00 p.m. or dropped off at one of the two white ballot drop boxes located at the Coconino County Office Building, 110 East Cherry Avenue, Flagstaff, Arizona or in front of the Coconino County Health and Community Services Building, 2625 North King Street, Flagstaff Arizona.

However, if you are planning to be out of town during the ballot mailing period but have an address where your ballot can be sent, please let the Coconino County Elections Office know where to send your official ballot. You need to let the Elections Office know by April 21, 2014. That way, if you are out of town, your ballot will reach you in time to vote.

I'VE RECEIVED MY BALLOT IN THE MAIL. NOW WHAT DO I DO?

Once you have received your ballot, read all the instructions carefully. Fill out your ballot in **BLACK** ink. Then, place your voted ballot in the return envelope, sign the envelope, and drop it in the mail. The return envelope is self-addressed and the return postage has been pre-paid for you. If you do not want to mail your ballot, you can drop it in one of the white ballot drop boxes located at the Coconino County Office Building, 110 East Cherry Avenue, Flagstaff, Arizona or in front of the Coconino County Health and Community Services Building, 2625 North King Street, Flagstaff, Arizona or deliver it to the Coconino County Elections Office.

All ballots must be returned to the Coconino County Elections Office by 7:00 p.m. on Tuesday, May 20, 2014. The Coconino County Elections Office will be open from 6:00 a.m. to 7:00 p.m. on Election Day to receive your ballot.

I LOST MY BALLOT. WHAT DO I DO?

If you lose your ballot, all you need to do is go to the Coconino County Elections Office, 110 East Cherry, Flagstaff, Arizona, and vote a replacement ballot. Remember that all ballots must be received by 7:00 p.m. on Tuesday, May 20, 2014.

I MADE A MISTAKE ON MY BALLOT. WHAT DO I DO?

If you made a mistake on your ballot, all you need to do is take your spoiled ballot to the Coconino County Elections Office, 110 East Cherry, Flagstaff, Arizona and vote a replacement ballot. Remember that all ballots must be received by 7:00 p.m. on Tuesday, May 20, 2014.

I NEVER RECEIVED MY BALLOT. WHAT SHOULD I DO?

If you did not receive a ballot, your voter registration information could be wrong. If you did not receive your ballot, go to the Coconino County Elections Office, 110 East Cherry, Flagstaff, Arizona, and vote a replacement ballot. Remember that all ballots must be received by 7:00 p.m. on Tuesday, May 20, 2014.

IF I MOVE TO A DIFFERENT RESIDENCE ADDRESS, WILL VOTING MATERIALS BE FORWARDED TO ME?

No. Voting materials cannot be forwarded to a different address from that listed on your voter registration. It is important for the Coconino County Elections Office to have your **CURRENT** information on file. If you change your name or your residential address, you must re-register to vote by April 21, 2014. To determine whether or not your registration is current, please contact the Coconino County Elections Office at (928) 679-7860, or go to the County Elections Office located at 110 East Cherry Avenue, Flagstaff, Arizona.

For more information about the May 20, 2014, Special Election, please contact the City Clerk's Office at (928) 213-2076.

FULL TEXT OF QUESTION NO. 1

QUESTION NO. 1

OFFICIAL TITLE: RATIFICATION BY THE VOTERS OF THE FLAGSTAFF REGIONAL PLAN 2030: PLACE MATTERS AS THE NEW GENERAL PLAN OF THE CITY OF FLAGSTAFF, ARIZONA.

DESCRIPTIVE TITLE: The *Flagstaff Regional Plan 2030: Place Matters* is a general plan establishing Flagstaff's land use goals and policies, including all elements required by A.R.S. 9-461.06 to maintain and develop Flagstaff in accordance with the Plan's vision statement.

A "YES" vote shall have the effect of approving the *Flagstaff Area Regional Plan 2030: Place Matters* as the new general plan of the City of Flagstaff, Arizona.

A "NO" vote shall have the effect of rejecting the *Flagstaff Area Regional Plan 2030: Place Matters* as the new general plan of the City of Flagstaff, Arizona.

YES
NO

ARGUMENTS "FOR" QUESTION NO. 1

Regional Plan Statement of Support

We are a group of City and County residents that has been deeply involved in the update of the Flagstaff Regional Plan, and we support adoption of the plan. This Plan is important because it;

- Will guide development and conservation in the Flagstaff area for the next decade.
- Sends the signal that Flagstaff is and will remain a desirable place to live and work.
- Lights the way for developers and others to meet their aspirations in harmony with the community and the natural environment
- Enhances conservation values
- Will not decide specifically what is conserved or how a particular property might be developed and protects private property rights.

We are heartened that the City Council has unanimously endorsed the updated Plan. We add our voices of support as well, and encourage City residents to VOTE for adoption of the Plan!

Rick Miller Sat Best Bruce Higgins Brian Geils

For the Conservation Study Forum

A Letter in Support of The Flagstaff Regional Plan 2030: Place Matters Habitat Harmony, Inc: Walking in Harmony with Wildlife

Habitat Harmony, Inc. supports The Flagstaff Regional Plan 2030: Place Matters. We support public adoption of the new Regional Plan because it supports our mission to assist humans to live in harmony with wildlife, and because it promotes conservation of wild places in our community.

Some of the most important reasons we support the Regional Plan are:

- 1) In its maps and policies, the Plan includes well-established wildlife corridors in the Flagstaff Metropolitan Planning Area. In particular, the A-1 wildlife corridor from the San Francisco Peaks to the Mogollon Rim is critically important in supporting the movements of large mammals such as Black Bears and Rocky Mountain Elk, and likely provides connectivity for smaller mammals, birds, and reptiles. We applaud the

- Plan for not calling for a bypass through this important wildlife corridor.
- 2) It includes maps and policies supporting protection for Gunnison's Prairie Dog colonies within the greater Flagstaff Area. This keystone species has declined over 96% across its range in the last century and is considered a Species of Greatest Conversation Need in Arizona. The open grassland habitats within the Flagstaff planning area remain an important refuge for this species and the many other wildlife species that rely on it.
- 3) It is a regional mechanism for identifying important elements of the natural landscape, and bringing those into consideration for protection when areas are proposed for development.
- 4) The new Regional Plan will help preserve the unique natural environment that makes Flagstaff attractive to families and businesses.

Tish Bogan-Ozmun Habitat Harmony, Inc. Director	Erika Nowak, PhD Habitat Harmony, Inc. Director
Jean Myers Habitat Harmony, Inc. Director	Emily Renn Habitat Harmony, Inc. Director

Regional Plan Voter Guide – Statement of Support

The Greater Flagstaff Chamber of Commerce offers its full support for the Regional Plan 2030 and encourages the citizens of Flagstaff to vote for its adoption.

The Regional Plan is the culmination of several years of work by the Citizen Advisory Committee (CAC), the city council, and various interest groups and individuals. The Greater Flagstaff Chamber spent much of 2013 heavily involved in the review and amending of the document when it came before council. Through our Community and Economic Development Committee, we spent countless hours combing through the sections, making edits that we submitted to the city that we felt would help the plan better echo the aspirations of our businesses, tourism industry, and academic communities.

The final document voted on by the city council is one that is balanced. It is a reflection of our community's character that supports open spaces and sustainability, while also recognizing our needs to retain, expand, and attract businesses that offer competitive salaries that allow our residents to take part in the quality of life that Flagstaff offers.

The Regional Plan is a compromise. Through the various inputs of the city council, the CAC, groups, and individuals, a common ground was met that bridges the gaps between competing interests and embraces a forward looking vision for our city. While not perfect, and few government documents are, the Greater Flagstaff Chamber believes that the plan before you will be a quality guide for the future growth and sustainability of our great city. We encourage you, the voter, to give the Regional Plan a supporting vote.

Julie Pastrick Guillermo Cortes
President & CEO Chairman of the Board

ARGUMENTS "AGAINST" QUESTION NO. 1

No arguments submitted.

The "for" and "against" arguments were reproduced exactly as submitted and were not edited for spelling, grammar, or punctuation. These arguments represent the opinions of the authors and have not been checked for accuracy of content.

INFORMATION RE THE FLAGSTAFF REGIONAL PLAN 2030: PLACE MATTERS

Summary

The *Flagstaff Regional Plan 2030: Place Matters* (commonly referred to as the Regional Plan) is a unique document, as it serves as the general plan for the City of Flagstaff and as an amendment to Coconino County's Comprehensive Plan. The Plan has been developed in collaboration with City and County staff, area residents, and businesses allowing for a more holistic approach for a future vision for the Greater Flagstaff Region. Preparing the Regional Plan was a grass-roots planning effort, with community members and City/County staff developing a document to guide the future growth and development of the region. The planning area follows the Flagstaff Metropolitan Planning Organization (FMPO) boundaries, encompassing 525 square miles—including the City of Flagstaff and the outlying unincorporated communities of Bellemont, Fort Valley, Kachina Village, Mountaineer, Timberline-Fernwood, and Doney Park.

Flagstaff Regional Plan 2030: Place Matters replaces the Flagstaff Land Use and Transportation Plan (RLUTP) that has been in effect since April 2001.

The Regional Plan's Vision

The greater Flagstaff community embraces the region's extraordinary cultural and ecological setting on the Colorado Plateau through active stewardship of the natural and built environments. Residents and visitors encourage and advance intellectual, environmental, social, and economic vitality for today's citizens and future generations.

The Regional Plan's Guiding Principles

To realize the community vision, the Plan includes eight guiding principles for future development. They represent our collective community values, and their achievement over time depends on putting into effect specific and carefully crafted policies.

- The environment matters
- Prosperity matters
- Cooperation matters
- Sustainability matters
- People matter
- A smart and connected community matters
- Trust and transparency matter
- Place matters.

The Regional Plan is organized based on four major sections each of which provide a narrative and supporting background information specific to each chapter, as well as goals and policies. These sections include all of the elements required by state law to provide the framework to achieve the City's long-range goals.

1. Introduction

This section introduces the Regional Plan and its vision and guiding principles, and it provides background information, for example, on past and future growth and population. The section also describes who the Plan is for, and how it will be used and implemented.

2. Natural Environment

This section is organized into four chapters (elements) that support goals and policies specific to the region's natural environment.

- Environmental Planning & Conservation
- Open Space
- Water Resources
- Energy

3. Built Environment

This section is organized into five chapters (elements) that support goals and policies specific to the region's built environment.

- Community Character
- Growth Areas & Land Use
- Transportation
- Cost of Development
- Public Buildings, Services, Facilities, & Safety

4. Human Environment

This section is organized into three chapters (elements) that support goals and policies specific to the region's human environment, i.e. its people.

- Neighborhood, Housing, & Urban Conservation
- Economic Development
- Recreation

QUESTIONS AND ANSWERS

Why do we need to update the Regional Plan?

Arizona law requires every community with over 2,500 residents to update their general plan every 10 years. The City's last general plan or Regional Plan was ratified by the voters in 2001. The Arizona State Legislature extended the 10-year deadline for updating the Plan in 2010 to 15 years in light of the economy and the limitations on Arizona cities and towns at that time to complete such a planning endeavor. The Flagstaff Regional Plan was adopted by the Flagstaff City Council on January 14, 2014 and is now scheduled to go to the voters for ratification on May 20, 2014.

Why is the Regional Plan being voted on?

Arizona law requires that each city's general plan must be approved by voters before taking effect. County general plans do not have to be voter-approved; consequently, voters outside the City limits will not vote on the Regional Plan.

What is the significance of the Regional Plan?

The *Flagstaff Regional Plan* is a policy guide, serving as the general plan for the City of Flagstaff and an amendment to the *Coconino County Comprehensive Plan*. As mandated by state law, the plan covers a range of topics with information on current conditions and our vision for the future as it relates to the topic at hand. In addition, the Plan outlines carefully developed goals and policies to realize the future vision. As a policy guide the Plan provides a framework for other detailed planning documents and planning tools, such as the zoning code, strategic plans (perhaps for a neighborhood or other area of the City), and master plans (utilities, parks and recreation, etc.).

The *Flagstaff Regional Plan* is not a budget or commitment to spend money or a list of projects to build, and it does not include ordinances or regulations.

What is the difference between a goal and a policy?

A goal is the desired result a community envisions and commits to achieve, while a **policy** is a deliberate course of action, mostly directed at decision makers in government, but also may be for institutional and business leaders, to guide decisions and achieve stated goals.

Why is it called a Regional Plan?

The Plan emphasizes a regional approach rather than just a local jurisdictional approach to regional problems and issues. State law stipulates that "each planning agency shall prepare, and the legislative body of each municipality (i.e. the City Council) shall adopt, a comprehensive, long-range general plan for the development of the municipality." The City and County chose to partner on the Regional Plan even though they were not required to do so by state mandate. The Plan addresses a wide variety of issues that do not end at the City's boundaries, therefore, incorporating the larger geographic perspective makes the plan more meaningful and provides a tool for continuity in the way we grow as a region.

Who developed the Regional Plan?

The City Council and County Board of Supervisors appointed a Citizen Advisory Committee (CAC) with members from the greater Flagstaff community. The CAC included a diverse cross-section of citizens from business, development, environmental, and real estate interests, as well as interested citizens.

Public engagement was a hallmark of the Regional Plan process, and such techniques as open houses, focus groups, stakeholder meetings, and working groups, were employed as well as the use of a community-wide survey, social media, video interviews, and a community design charrette. The July 2011 Community Design Charrette attracted over 200 people who drew maps and expressed opinions on how our community could grow over the next 40 years using three potential development scenarios as the basis for their decisions. These three scenarios were developed through a public process made possible by a Planning Assistance for Rural Arizona (PARA) Grant through the Arizona Department of Transportation (ADOT). Kimley-Horn and Associates, an Arizona planning and design firm, incorporated these various scenarios into Community Viz software, enabling the team to analyze such metrics as water and energy use, housing mix, jobs produced, and land consumption based upon each scenario. These metrics have enabled an informed discussion with the CAC, City and County planners, and interested residents with regard to future land use patterns to fulfill the community's vision.

Incorporating thousands of community members' ideas and opinions, the conclusions from a community survey prepared by Northern Arizona University, and a diligent and dedicated CAC, the *Flagstaff Regional Plan* has been developed by Flagstaff residents. Each draft of the plan received and incorporated hundreds of suggested edits. Planning in public is vital for the long-term success of articulating a community vision; indeed, full community support ensures implementation of the plan's concepts and strategies from both the public and private sectors. An easy to navigate web-site has been created as an important tool so that the Regional Plan is accessible to the general public and voters - www.flagstaffmatters.com.

What kind of community feedback/involvement was involved in the development of the Regional Plan?

After a citizen survey, thousands of public comments, and hundreds of public meetings, the final *Flagstaff Regional Plan 2030: Place Matters* document was drafted. Each draft of the plan received and incorporated hundreds of suggested edits. During the City Council's review of the Regional Plan last year, many people addressed the Council to express their support for the Plan, or to suggest changes. By the end of the year, the Council provided direction on what changes were needed, and as late as January 14, 2014 when the Plan was unanimously adopted by the Council, further edits and changes to certain policies were made.

How will the Regional Plan be used?

The *Flagstaff Regional Plan* is used for decision making so that Flagstaff City government is accountable for publicly derived policy outcomes and goals. It also provides the basis for policies and regulations to guide physical and economic development within the Flagstaff region. The Plan will be used as a guide, or roadmap, for the future of the City and the region, and it establishes priorities for public action and direction for complementary private decisions, thus striving to establish predictability in the decision-making process. The Plan will also serve as a benchmark for citizens, developers, and public officials. It will provide all these groups a standard to evaluate future proposals and decisions concerning the region's future development.

How does the Regional Plan support and protect property rights?

The Regional Plan does not affect existing property rights or entitlements, and it differentiates, for example, between currently undeveloped land and land that is preserved as open space. The Plan does not call any property 'Open Space' unless it has been purchased or legally designated for conservation purposes, as vacant undeveloped land always has the potential for development consistent with zoning entitlements. The Open Space chapter outlines all legal and financial tools to acquire/buy vacant land for conservation purposes. The maps also include notes stating that existing development rights remain and that the 'maps' are illustrations for a future vision.

What is new in the Flagstaff Regional Plan 2030 compared to the former RLUTP?

Much of the Regional Plan maintains and builds upon the goals, policies, and approach of the 2001 RLUTP. For example, the vision, guiding principles, and desire to promote a more sustainable Flagstaff remain the same, and the Plan continues to find a balance between economic growth and natural resource preservation. There are however, a number of important differences as listed below.

- The former Land Use Map that provided fairly precise land use designations for properties within the planning area has been replaced by a more generalized Growth Illustration that maps the region as being urban, suburban, rural, or for employment. Activity centers in which more compact development is encouraged are also mapped.
- As the Growth Illustration is less specific than the former Land Use Map in the RLUTP, greater emphasis will be placed on evaluating goals and policies when applying the Regional Plan or evaluating development proposals. The proposed Growth Illustration map is included in the center of this pamphlet.

- Goals and policies in many chapters have been strengthened to reflect the desires of community residents, including open space, water resources, energy, and heritage preservation.
- Consistent with state law, new housing and economic development elements have been added.
- As required by state law the annual reporting requirements are clearly defined in Appendix D.

How does the Regional Plan affect the zoning on my property?

The Regional Plan does not change or affect the existing zoning on one's property. Future zone changes, however, must be consistent with the Plan.

Will the Regional Plan affect taxes?

No. Approval of the Regional Plan will not carry any added direct cost to taxpayers.

If approved, when will the Regional Plan take effect?

The Regional Plan takes effect upon official certification of a favorable election outcome.

What happens if the voters do not approve this Regional Plan?

By state law, a city general plan cannot become effective until approved by the City's voters. If this Plan is not approved, the City's current general plan, (RLUTP 2001), will remain in effect until a new plan is approved by the voters. It is likely that additional information would be sought from the community to determine whether we should re-adopt the 2001 Plan with some amendments, or edit the Plan that was not ratified and bring a revised version to the citizens at a future election. If the Regional Plan is not ratified in May 2014, the current Regional Plan will still prevail until an updated Plan is adopted and ratified.

Where can I find additional information on the Regional Plan?

The Regional Plan is available at City Hall, Planning and Development Services Section, 211 West Aspen Avenue; the Flagstaff Library, 300 W. Aspen Avenue; and at the Regional Plan website: www.flagstaffmatters.com.

If you have any questions, contact Sara Dechter, Comprehensive Planning Manager in the Planning and Development Services Section at (928) 213-2631 or via e-mail at sdechter@flagstaffaz.gov.

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FLAGSTAFF, AZ 86001-5359



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OFFICIAL VOTING MATERIALS - ONLY ONE PAMPHLET HAS BEEN MAILED TO EACH HOUSEHOLD CONTAINING QUALIFIED ELECTORS OF THE CITY OF FLAGSTAFF. PLEASE MAKE IT AVAILABLE TO ALL QUALIFIED ELECTORS IN THE HOUSEHOLD.

MATERIALES OFICIALES ELECTORALES - SOLAMENTE UN FOLLETO SE HA ENVIADO A CADA DOMICILIO EN CUAL RESIDEN ELECTORES CALIFICADOS DE LA CIUDAD DE FLAGSTAFF. FAVOR DE COMPARTIRLO CON TODOS LOS ELECTORES CALIFICADOS EN SU DOMICILIO.

**OFFICIAL BALLOTS WILL BE MAILED TO REGISTERED VOTERS
LAS BALOTAS OFICIALES SE ENVIARÁN POR CORREO A LOS VOTANTES REGISTRADOS PARA VOTAR**