

GENERAL PLAN UPDATE
General Plan Committee &
Community Outreach & Communication Plan



City Council
April 18, 2022

General Plan Update



BACKGROUND

- Arizona law requires each municipality to have a General Plan
- Effective for 10 years
- Includes goals and development policies
- Represents comprehensive and long-range statement of community's values and priorities
- Public participation is essential
- General Plan update process has started
- Ratification – May 2024



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GENERAL PLAN COMMITTEE

- Committee to help with creation of General Plan
- Appointed by Council
- Operate under adopted By-laws
- Provide advice to staff, P&ZC and Council
- 15 members with 2 alternates
- Volunteers must meet composition/qualifications in By-laws
 - 12 must be Goodyear residents
 - Others must have long-term commitment to city

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PARTICIPATION PLAN

- City must adopt written procedures for public participation
- All geographic, ethnic and economic areas
- Coordinate with outside jurisdictions, agencies and organizations
- City obligated to implement items identified in plan
- Can always include additional participation elements
- City staff & consultant to work together



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PARTICIPATION PLAN – MAJOR COMPONENTS

- Launch of an awareness campaign
 - Visual identity and branding
 - Project website
 - Print and social media
- Facilitation of community workshops (3 rounds)
- Conducting targeted workshops (4)
- Utilization of digital engagement
- Preparation of media releases
- Working with the General Plan Committee
- P&ZC worksessions & public hearings
- City Council worksessions & public hearings



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PARTICIPATION PLAN – FIRST PHASE 1/22 – 4/22

- Project Kick-Off Summit with executive team (occurred February 1)
- Creation of public participation plan
- Creation of the General Plan Committee and by-laws
- Community Outreach (first open house planned for April 28)
- Creation of existing conditions report underway



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NEXT STEPS...

- Adoption of public participation plan
- Adoption of General Plan Committee By-laws
- Start recruitment process for Committee
- Community open house - 4/28
- Finalization of Existing Conditions report