



Community Outreach & Communication Plan

Goodyear General Plan Update
April 2022

Michael Baker

INTERNATIONAL

Introduction

The purpose of this Community Outreach and Communication Plan (COCP) is to outline how the public will be engaged during the development of the City of Goodyear General Plan Update. To comply with A.R.S § 9.461.06, various outreach goals, communication tools, and techniques are identified to engage the general public, key stakeholders, staff, and council in the planning process. The International Association of Public Participation (IAP2) has developed the following core values for effective public participation:

Core Values for Public Participation

- 1 Public Participation is based on the belief that those who are affected by a decision have a right to be in the decision-making process.
- 2 Public Participation includes the promise that the public's contribution will influence the decision.
- 3 Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
- 4 Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- 5 Public participation seeks input from participants in designing how they participate.
- 6 Public participation provides participants with the information they need to participate in a meaningful way.
- 7 Public Participation communicates to participants how their input affected the decision

Understanding the socioeconomics of Goodyear is vital for effective public engagement within this unique community. According to the 2019 American Community Survey 5-Year Estimates:

- 24.5% of residents are under age 18
- 27% of residents are age 25-44
- 15.9% of residents over age 65
- 9.2% of residents have a disability
- 75.8% are White alone and 28% are Hispanic or Latino by ethnicity
- 91.9% have a high school degree or higher and 31.2% have a bachelor's degree or higher
- The average household size is 3
- 2019 Median household income is \$83,866

Goodyear's demographic profile describes a community of predominantly young, educated families. Transportation and literacy will not be barriers for many Goodyear

Residents but families with children and long commute times may make it challenging for a majority of the community to effectively participate in traditional weekday outreach initiatives. Greater turnouts may occur on weekends depending on youth sports/extracurricular schedules due to the community's strong family orientation. The higher education levels may lead to greater depths of information being desired from the community for meaningful outreach. As a more tech savvy/connected community that has limited time, these demographics could also support online and virtual engagement.

A variety of techniques and outreach initiatives with both virtual and in-person options are further outlined in this document with the versatility necessary to meet the variety of needs of Goodyear residents. Diversity in approach and broad in scope, the outreach plan outlines initiatives that will bring everyone to the table including those with no institutional knowledge or formal education. Materials will also be available upon request in Spanish, Braille, large print, or other special formats.

The Public

This section identifies the key audience for the General Plan Update inclusive of the general public and stakeholders:

Community Members

Goodyear's community is defined not only by individual residents but also by larger groups within the community. The planning team of the General Plan will seek out the following:

- Residents
- Community Service Organizations
- Neighborhood/Homeowner Associations
- Faith Communities
- Education Networks
- Healthcare Groups
- Youth Organizations

Stakeholders

Stakeholders are identified as groups or individuals involved in the decision-making process within the community or those whose support is critical to the success of the General Plan implementation. These stakeholders are also associated with a field of expertise that will enhance the broad range of perspectives. Stakeholders identified include:

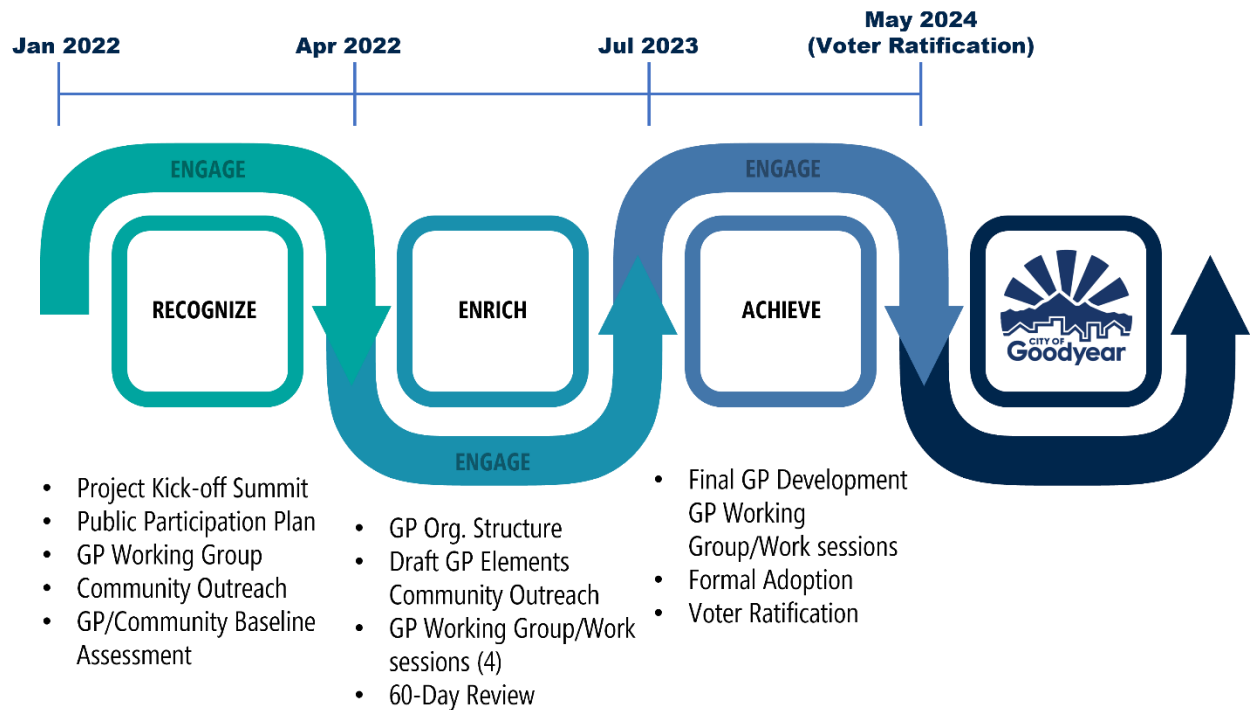
- City Council and Commission Members
- Southwest Valley Chamber of Commerce
- Major Employers and Business Leaders
- Landowners and Community Developers
- Franklin Pierce University
- Estrella Mountain Community College
- Phoenix-Goodyear Airport
- Luke Air Force Base
- Irrigation Districts
- Arizona State Land Department

Engagement Approach and Goals

Throughout this process, community and stakeholder involvement will be supplemented with an array of engagement techniques that are outlined in the next section. The ultimate intent of this approach is to gain input to inform the decisions of the planning team, City staff, as well as appointed and elected officials who all play a key role in the facilitation of this General Plan Update effort.

As mandated by State Statutes, once the final draft is completed, the General Plan undergoes a formal 60-day review period, before receiving a Planning & Zoning Commission recommendation, followed by City Council Adoption. With Council adoption, the General Plan is then sent to voters to be ratified. Currently, it is anticipated ratification of the General Plan will be conducted through a Special Election held in May of 2024.

The overall phasing of the project is broken out into four key efforts: “Recognize”, “Enrich”, and “Achieve”, with the fourth effort “Engage” intertwined throughout the life of the project as outlined below:



Using, IAP2’s spectrum of participation detailed below, the “Engage” effort facilitated during each phase of the project process will seek to collectively inform, consult, involve, collaborate and empower community members as well as stakeholders.

	Inform	Consult	Involve	Collaborate	Empower
Public Participation Goal	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decision.	To work directly with the public throughout the process to ensure the public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public feedback influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to maximum extent possible.	We will implement what you decide.

The following is an overview of the engagement goals and objectives within each phase of the project.

PHASE 1: Recognize		
Engagement	Goal	Objective
	INFORM & INVOLVE	• How a General Plan's policies and goals guide future growth • How residents' needs will change as the community matures • The planning process and 2024 vote • How should the City grow in the future and how will those changes affect the City
PHASE 2: Enrich		
Engagement	Goal	Objective
	INFORM & COLLABORATE	• Inform the public of the draft plan and policies, how the feedback was used to develop the plan and policies, and determine if there are any changes desired
PHASE 3: Achieve		
Engagement	Goal	Objective
	CONSULT	• Address 60-Day public review comments and prepare the final draft of the General Plan
	CONSULT	• Conduct two (2) State-mandated Planning Commission Public Hearings and one (1) City Council Public Hearing for formal adoption
	EMPOWER	• May 2024 Election for Plan Ratification by Voters

Engagement Techniques

A wide range of outreach techniques that will be utilized throughout the planning process for the General Plan are further outlined below:

Staff Technical Advisory Team (STAT)

Members of the Michael Baker Team will conduct a retreat-style meeting with Goodyear Planning Staff at two key milestones in the project process to discuss overall City planning issues and General Plan specific approaches. These retreats will be interactive and structured to provide select Planning Staff the opportunity to not only participate in but contribute to, the development of the General Plan. Before each event, the Michael Baker Team will coordinate with the City's Project Manager to identify desired staff participants and meeting agenda items.

GENERAL PLAN WORKING GROUP / COMMITTEE

The Working Group will be defined with the assistance of City staff and City Council direction to include involved stakeholders from the Goodyear community. Stakeholders may include residents, business owners, or select public/private agency representatives. Generally, members of the Michael Baker Team will meet with the Working Group at key project milestones to seek guidance, review findings and/or plans, and prepare for public meetings or outreach events. The Michael Baker Team will meet with this group up to seven times throughout the General Plan process.

Planning Commission & City Council Touch Points

As the key regulatory bodies who approve the General Plan before it is ratified by the public, the City Council and Planning & Zoning Commission will be involved throughout the development of the General Plan. Through three key milestones of the project, City Council and the Planning & Zoning Commission will have individual or joint work sessions to provide additional input to the General Plan in conjunction with the project phases. These come in addition to an initial introductory Council Meeting and Planning Commission Meeting at the start of the project, as well as two additional meetings leading up to the Council adoption process.

Awareness Campaign

Visual Identity & Branding

The Michael Baker Team will design and launch an awareness campaign about the General Plan Update effort. The campaign will include subtasks such as creating a visual identity and brand (name, logo, and tagline) to provide a clear understanding of the project and its purpose and differentiate the General Plan process from other City initiatives. With multiple planning efforts running congruently with the General Plan, additional coordination with the City's Communication Team and other consultants will be done to ensure continuity in branding among the many documents in development.

Project Website

The campaign will also include a web presence (standalone site or dedicated pages on the City's website) that will become the heart of the planning process communications.

Print & Social Media

Through coordination with the City of Goodyear Digital Communication Department, Print and Social media tools will also be employed utilizing established City channels (i.e. Facebook, Instagram, Twitter, Nextdoor, and the City's monthly *InFocus Magazine*) to promote opportunities for engagement and to distribute project information and meeting notices. Michael Baker will formulate public announcements associated with specified project surveys, deliverables, and meetings for use by Digital Communication staff to utilize and post for the project.

Community Workshops

The Michael Baker Team will prepare for and facilitate three (3) rounds of public workshops associated with the General Plan Update planning process. Michael Baker proposes to conduct each round of meetings in three physical locations across the City (i.e. Council Chambers, Estrella, PebbleCreek) to adequately reach these distinct areas of Goodyear. All workshops will be coordinated with other concurrent large scale planning efforts throughout the General Plan Development to ensure consistent and efficient outreach. While in-person workshops are planned to be conducted over the course of the project, necessary safety precautions will be encouraged based on current issues at that time as a result

of the continuously evolving pandemic and in-person efforts may be adapted on an as-needed basis. Further, to compliment in-person outreach efforts, each round of public workshops will also include virtual workshops to allow residents the opportunity to participate in the General Plan Update process in a manner that best fits their preferences and availability. The final format and agenda for each round of workshops, along with meeting announcements for advertising and distribution, will be decided in collaboration with Staff. All draft materials will be carefully reviewed with City Staff prior to their dissemination. Additional City department resources may be utilized to further enhance public outreach.

The following descriptions outline the general approach and anticipated focus for each round of workshops:

Round 1 Community Workshops (Meetings 1,2,3): Public Kick off & Visioning

Michael Baker will facilitate a public project kick-off and community vision validation workshop. The information gained as part of this workshop will help to refresh or amend the existing General Plan vision statement and primary themes expressed in the current General Plan.

Round 2 Community Workshops (Meetings 4,5,6): Scenario Review & Goal Validation

The Michael Baker Team will facilitate the second set of community open houses and workshops to present and review the General Plan findings as discovered during the first round of community workshops (#1-3) and solicit input on each scenario plan developed as part of Task 3.4. Targeted land uses and housing, motorized and non-motorized circulation, job types and composition, and parks, trails and open spaces will be reviewed in detail. Draft Goal statements will also be shared for comment and validation.

Round 3 Community Workshops (Meetings 7,8,9): Administrative General Plan Draft Review

The Michael Baker Team will conduct an Open House style meeting for the public review and comment of the Draft General Plan Update.

Target Workshops

Michael Baker will coordinate the application of four select Target Workshops. These may include meetings during the day at schools and/or retirement villages and senior centers making the process more accessible to populations who are less likely to participate otherwise. In addition, these workshops can also be facilitated as pop-up events, held at popular community events and locations throughout the City. Examples of the educational and interactive exhibits that could be conducted in Target Workshops include Project Overview Posters, Prioritization Bucket Game, Vision Board, and Children's Activities. The specific facilitation of each target workshop will be further coordinated with City Staff and outside organizations on a case by case basis.

Digital Engagement

Michael Baker will utilize select digital engagement platforms to ensure broad and robust participation during the update process. Online surveys and mapping tools will be used to provide an opportunity for community members to review and refine proposed plan content remotely and through common devices including personal computers, tablets, and smartphones. In congruence with the three phases of in-person workshops, there will also be three virtual workshops and two online surveys made available to the public.

Media Releases

Prior to each phase of outreach, media releases will be prepared and distributed by the City to local media. City staff may consider a special briefing for media before the start of Phase 1 to inform local reporters of the General Plan process and provide key messages.