



Resolution

OFFICE OF THE
MAYOR
CITY OF SAN LUIS

NO. 2087

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF SAN LUIS, ARIZONA ADOPTING WRITTEN PROCEDURES FOR PUBLIC PARTICIPATION TO PROVIDE EFFECTIVE, EARLY AND CONTINUOUS PUBLIC PARTICIPATION IN THE DEVELOPMENT AND ADOPTION OF THE AMENDMENT TO THE 2020 CITY OF SAN LUIS GENERAL PLAN. (CITY OF SAN LUIS, ARIZONA)

WHEREAS, on July 13th, 2011, the City Council adopted the City of San Luis General Plan ("General Plan") as set forth in Resolution No. 944; and

WHEREAS, the General Plan was approved by the qualified voters of the City of San Luis on March 13, 2012; and

WHEREAS, since the adoption of the 2020 General Plan there has been major growth and development within the City and the region, and significant changes to the City's demographic profile; and

WHEREAS, the City of San Luis has begun the process of updating the City's General Plan pursuant to A.R.S. §9-461.05 through §9-461.06; and

WHEREAS, amending the General Plan to reflect the changes in the City is in the best interests of the City and provides a unique opportunity to engage the City's residents and stakeholders in a dialogue to establish a future vision, priorities, and further define and guide the development of their community; and

WHEREAS, A.R.S. §9-461.06(C) requires that the City Council adopt written procedures designed to provide effective, early and continuous public participation during the General Plan update process from all geographic, ethnic and economic areas of the City; and

WHEREAS, as part of the public participation process the City will also use public input gathered during the 2040 visioning process, which included many of the same elements as the General Plan update; and

WHEREAS, the 2040 visioning process included eight (8) public forums, a twelve (12) member steering committee made up of citizens and stakeholders, four (4) public

meetings and opportunities for citizens to be heard and their comments be integrated into the 2040 Vision; and

WHEREAS, the City Council believes adopting written procedures to support effective, early, and continuous public participation in amending the General Plan is in the best interest of the City of San Luis.

NOW THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of San Luis, Arizona, as follows:

Section 1. *The Procedures for Public Participation for an Update of the City of San Luis General Plan*, as set forth in Exhibit 1, attached hereto and incorporated herein by reference, are hereby adopted to provide effective, early and continuous public participation in the update of the City of San Luis General Plan.

Section 2. The City of San Luis, acting by and through its officers, employees, and contractors, is directed to take such steps as are required by the *Procedures for Public Participation for an Update of the City of San Luis General Plan* and such other steps as may be necessary to assure continuous public participation in the General Plan amendment process.

PASSED AND ADOPTED by the Mayor and City Council of the City of San Luis, Arizona, this _____ day of July 2019.

Gerardo Sanchez, Mayor

ATTEST:

APPROVED AS TO FORM:

Sonia Cornelio, City Clerk

Kay Marion Macuil, City Attorney



CITY OF SAN LUIS
2040 GENERAL PLAN

PUBLIC PARTICIPATION PLAN

June 2019

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1. Introduction

The San Luis General Plan is a guide for growth and development in the City over the next 10 to 20 years. Matrix Design Group (Matrix) is the consultant selected by the City to lead the General Plan Update process. Matrix and their partner consultants, along with the City Planning Staff is referred as the “Matrix Team”.

One of the most important aspects of a General Plan is community engagement. Through a coordinated public outreach effort, community engagement will help create a community-based plan that builds consensus and obtains buy-in and support for implementation efforts. The outreach effort will be guided by this Public Participation Plan, which details the Matrix Team’s approach in engaging the public throughout the General Plan Update process.

Arizona Revised Statutes (ARS) Title 9, Chapter 4, Article 6 require every city and county in Arizona to prepare and maintain a general plan, and update it at least every 10 years. As part of this statute, ARS §9-461.06(C) requires municipalities to adopt written procedures for “effective, early and continuous public participation” throughout the development of general plans that encompass all residents, including:

- Presenting proposals and alternatives;
- Providing opportunities for and considering comments;
- Holding public hearings;
- Fostering open discussions and communication.

2. Purpose

The purpose of the Public Participation Plan is to involve all members of the community to enable continuous and constructive communication with the Matrix Team throughout the update process. This plan will help create a community-based General Plan that builds consensus, obtains buy-in, and supports future implementation efforts. Accordingly, participation and input from the community is vital to the General Plan’s success.

Key components of the Public Participation Plan will include the following items:



Public Outreach Components

- General Plan Committee
- Flyers
- Project Branding
- Stakeholder Interviews
- Kickoff Meeting
- Development Partnering Focus Group Meetings
- Workshops
- Media Relations
- Informational Brochures
- Project Website
- E-Updates (eBlasts)
- Social Media
- Public Hearings

3. Outreach Goal

The goal of the outreach process will be to generate active supporters. To accomplish this, the Matrix Team will develop a thorough understanding of the City's existing conditions through researching and documenting demographics, current and past plans, as well as developing a comprehensive geographic information system (GIS) database. This baseline knowledge will be used to help educate the Committee and all participants.

4. General Plan Steering Committee

The General Plan Update will be guided by an General Plan Steering Committee, comprised of members of the community. The Steering Committee will assist the Matrix Team in the planning process, and provide technical review of draft documents.

General Plan Steering Committee Meetings will be held approximately every other month, depending on topics appropriate to discuss. Up to five (5) meetings will be held and meeting dates may be changed or combined as needed. Meeting summary minutes will be produced for all meetings and will be made available to the public as requested by the City. Each meeting will be scheduled for a duration of one to two (1-2) hours. Matrix will work with City Staff to schedule Steering Committee Meetings.

General Plan Steering Committee Members

- Committee members are to be determined by City staff.



5. Project Branding

A uniquely tailored project brand has been created to increase awareness and recognition of the General Plan update. The project logo incorporates vibrant colors and icons representative of the local community.

This logo will serve as the project identity and will be incorporated into all materials such as, but not limited to, the project website, meeting sign-in sheets, comment cards, presentation materials, informational brochures, project reports, etc.

6. Stakeholder Interviews

Matrix will conduct individual, face-to-face interviews with City Departments, key businesses, and community leaders to gain a clear understanding of the issues and expectations for the General Plan update. Interviews will be conducted at City Hall with individuals identified by City staff.

7. Kick-Off Meeting

The City staff will coordinate a Kick-off Meeting with executive staff, department heads, and other key members identified by the City, to be facilitated by the Matrix Team. . This meeting will introduce the General Plan Update to the directors to keep them informed and obtain any initial questions and comments they may have as subject matter experts in the City of San Luis.

The meeting will consist of two parts. During the first part, the Matrix Team will present an overview of the General Plan and describe their expected role of the department directors.

The second part of the meeting will consist of questions to engage the Directors. This will help gather input on challenges and opportunities facing the community and give the Matrix Team a solid starting point for the project.

8. Workshops and Open House Events

Up to Four (4) Community Workshops will be held during the General Plan Update. Each of the four workshops will be held in central locations in order to promote better participation and to more effectively engage areas within the City that may have specific interests and or concerns. Locations, dates and times will be as agreed by the City and Matrix.

Community Workshop #1. The Matrix Team will facilitate a community workshop series to educate attendees about what a general plan is and what it is not as well as go over existing conditions and



gather input on challenges and opportunities facing the community. This workshop will be programmed to last up to two (2) hours.

The workshop will consist of two parts. During the first part, Matrix will present the City's past and current planning efforts and an overview of current and emerging planning trends.

During the second part of the workshop, the Matrix Team will lead an interactive exercise to engage community members in a discussion about issues and opportunities facing San Luis's residents, businesses, and others. The discussion will focus on what the community feels are its strengths, weaknesses, opportunities, and threats.

The workshop will also be an opportunity to discuss and identify San Luis's community values which will help inform the development of the vision statement for the community.

Community Workshop #2. The Matrix Team will facilitate a community workshop series on Alternative Scenarios. This workshop will be programmed to last up to two (2) hours.

The workshop will consist of three parts. During the first part the Matrix Team will present the key findings identified in the Issues and Opportunities Summary. This will establish a factual base of information that workshop participants can use to develop a preferred alternative during the second part of the workshop.

During the second part of the workshop, the Matrix Team will lead an exercise with workshop participants who will be split into smaller groups. The objective of each smaller group will be to develop and map a preferred alternative and to develop ideas for preferred policies that will guide the community. Each group will be assigned a member of the Matrix Team who will facilitate progress of each group and will assist with mapping and writing of policy statements.

During the third part of the workshop, all participants will reconvene and a brief presentation of the alternatives and policy concepts from each small group will be made by the group facilitators. Subsequently, the Matrix Team will identify, map and publicly record commonalities between the smaller group alternatives in order to advance toward a preferred alternative that will provide the basis of the General Plan update.

Community Workshop #3. The Matrix Team will facilitate a community workshop to review draft land use alternatives and General Plan policy framework. This workshop will be programmed to last for up to two (2) hours.

Community Workshop #4. The Matrix Team will facilitate a Draft Plan Presentation at a Planning and Zoning Commission meeting to review draft land use plans and the General Plan policy framework. This workshop will be programmed to last for up to two (2) hours.

9. Media Relations

Press (media) releases will be provided to enable timely and accurate dissemination of General Plan-related information by City staff to the general public. This will increase general public awareness of the project, as well as help with attendance and participation in the collaborative process. Matrix will work with City staff to determine the appropriate methods for incorporating the media early in the process to promote a forthcoming and positive planning process that includes all focus groups and interested parties.

10. Informational Brochures

Matrix will prepare two informational brochures with relevant information regarding the General Plan update which will be distributed at all General Plan workshops and open houses, and will be available through the City's project website. The intent of each brochure is to provide decision-makers, the public, and landowners a solid understanding of the update process at critical stages of the update.

Informational Brochure #1 (Overview)

The first brochure will describe the purpose, goals, and objectives of the General Plan update, project contacts, and methods by which the public can provide input into the update process. The brochure will also provide an overview of the standard General Plan elements and any new elements that will be included in the update process.

Informational Brochure #2 (Visioning and Alternative Planning Results Brochure)

The second brochure will describe the results of the visioning and scenario planning process. It will also provide an overview of the standard General Plan elements and any new elements that will be included in the update process.

11. Project Website

Matrix will create and maintain an interactive website dedicated to the General Plan as an extension of the City's webpage. This Project Website will be a primary source of information to keep up-to-date on upcoming events, download documents and presentations, and provide the public with a way to leave comments and suggestions related to the project.

12. E-Updates (eBlasts)

During the General Plan update, Matrix will collect the names and e-mail addresses of interested individuals and groups and provide to the City's marketing staff. The City will be responsible for maintaining this list and the distribution of all eBlasts. The e-mail list will be started by incorporating or using existing e-mail lists, such as those maintained by City Council members, Planning and Zoning



Commission members, or other interest groups engaged in the update process. Additionally, Matrix will add e-mail addresses for individuals that sign-up on the project website and at public workshops and events.

13. Social Media

Matrix will provide materials and draft messages, as appropriate, to the City to update the community on the General Plan update process via the City's social media accounts. The public will be encouraged to comment on topics that are important to them. Social media channels that may be utilized include Facebook, Twitter, and Nextdoor.

14. Online Surveys

The Matrix Team will make available online surveys that will cover a broad range of topics as a means to supplement the traditional outreach methods and provide an opportunity for those who could not attend the Community Workshops.

Online surveys will be accessible through the Project Website. Notices of online surveys will be sent out through an eBlast to those who have signed-up for the e-mail list either online, or at the Community Workshops.

15. Public Hearings

These meetings are typically held by a City body such as the City Council, Planning Commission, or the General Plan Steering Committee.

Public Hearing #1, Planning and Zoning Commission, and #2, City Council Hearing

After the 60-day public review period, the City will conduct one (1) public hearing with the planning and zoning commission to review and recommend the proposed final General Plan Update to the City Council. The City will also conduct one (1) public hearing with the City Council for final review and approval.

16. General Plan Update Phases

The process for updating the General Plan will be conducted in six phases, and will take approximately 18 months to complete. Phase 1 is designed to establish a firm foundation to develop this planning effort, which will make up Phase 1 of the Scope of Work. Phase 2, Public Input, is intended to span the entire length of the project, ending with the final adoption of the General Plan by the city council.

PUBLIC PARTICIPATION PLAN

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