



planPHX

GENERAL PLAN 2025 UPDATE



PURPOSE: Execute a coordinated update building off the existing Phoenix General Plan that will create a unified policy framework for the entire city.

What:

- Align Goals
- Reinforce Scope
- Reinforce Purpose

Why:

- Timing
- Resources
- Continual Improvement

How:

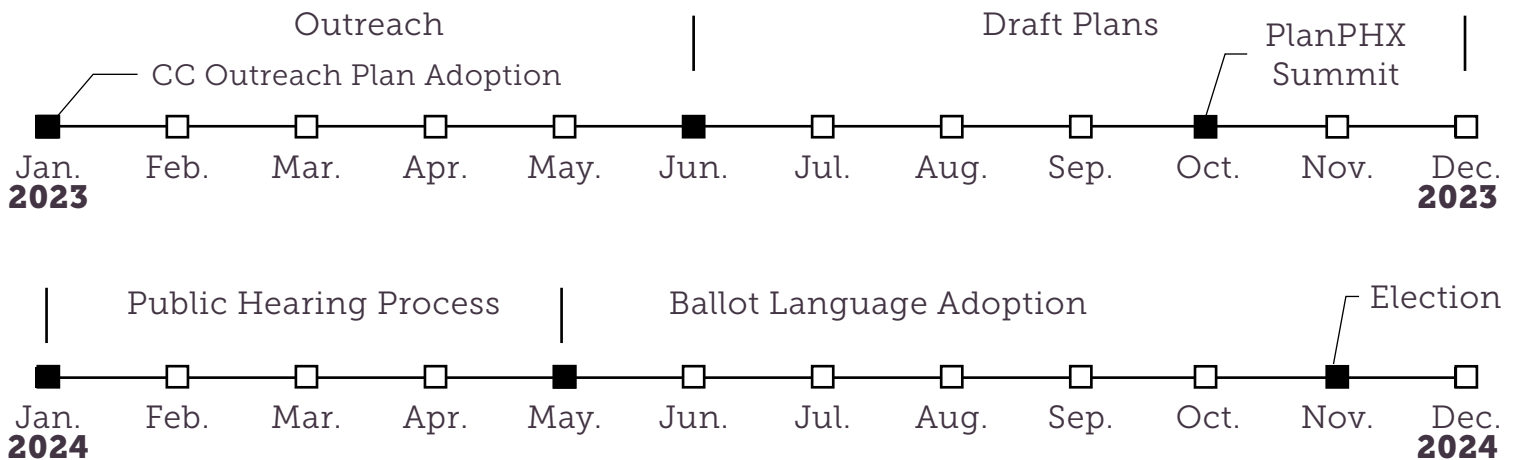


Align: Based on past and present goals across the city, develop a shared vision for the future of Phoenix.

Emphasize: Based on the recent vision, goals, input. What are we missing?

Focus: Based on what is outlined in each of the goal areas. Where do we focus for the next 10 years?

When:





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METHODS AND APPROACH SUMMARY: The City of Phoenix Planning and Development Department shall provide opportunities for continuous public participation in the General Plan update process. Below are several key activities.



Media Involvement:

Partner to provide notification to a broad constituency of citizens and stakeholders by employing multiple public communication techniques.



Events, Meetings, Presentations:

Partner with community, business, and government partners to reach citizens and stakeholders "where they are".



Youth Engagement:

Partner with the Mayor and Council to identify minimum one school per district.



Leadership Committee:

Partner with a Mayor and Council appointed Leadership Committee to hold public meetings to review public comments with staff on the project.



PlanPHX Summit:

Host a citywide PlanPHX Summit offering a setting for residents, public officials and community partners to provide feedback on the draft General Plan.

3 Key Steps:

1. Building on and refining the existing General Plan Framework.
 2. Aligning General Plan's goals and strategies with other City Council adopted initiatives.
 3. Outlining what we will be working on to accomplish goals for the next 10 years.
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