



planPHX

**GENERAL PLAN 2025 UPDATE
PUBLIC PARTICIPATION PLAN**

January 2023



City of Phoenix
Planning & Development Department



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GENERAL PLAN 2025 INTRODUCTION

BACKGROUND

Arizona Revised Statutes (ARS) require every city in Arizona to prepare and maintain a long-range general plan that provides a vision and policies for the growth and development of the city. The city of Phoenix has been developing comprehensive plans for more than 50 years. The Phoenix General Plan was last adopted by the Phoenix City Council and approved by voters in 2015. Arizona Revised Statutes require the Phoenix General Plan to be updated and approved by the Phoenix City Council in 2025.

Arizona Revised Statutes also require that a municipality's governing body adopt written procedures that address public participation in the development and major amendment of general plans. In accordance with Arizona State Statute (9-461-06), Phoenix's General Plan 2025 shall be adopted in accordance with the Phoenix City Council's established General Plan Process Written Procedures as provided in this General Plan 2025 Public Participation Plan. These written procedures are a general outline of strategies staff will employ to facilitate public participation as part of a broad General Plan 2025 Update public process.

The General Plan provides a powerful medium for residents to strategize on how the city will grow. Through this General Plan, Phoenix can continue to shape its natural and built environment in ways that meet the needs of its residents and achieves their vision for its future. In 2015 Phoenix voters approved an update to the Phoenix General Plan generally referred to as PlanPHX. The updated General Plan outlined a new vision for Phoenix focused on creating a more livable and connected city. The following section provides an update on the progress that has been made implementing the General Plan since its approval.

The General Plan 2015 ACCOMPLISHMENTS TO DATE

The most recent General Plan has provided a strong foundational support for several high-profile policy initiatives since its adoption in 2015. The General Plan's Framework has been utilized to support the adoption of the 2050 Sustainability Goals, the Phoenix Food Action Plan and the Housing Phoenix Plan among other new and innovative policies in support of "The Connected Oasis" vision. The General Plan's Framework has also been identified as an integral component in developing a unified approach for synthesizing a majority of the city's policy initiatives.

One of the more prominent examples of success from the General Plan 2015 update is a comprehensive and consistent set of goals, measures, and strategies that have provided guidance for all city departments and continues to function at all levels of service, operations, and decision-making.

The page to the right highlights a variety of cross-department and collaborative efforts that we will look to align with as part of this update.

Plans: Transportation 2050



2015: Voters approved the Transportation 2050 (T2050) program. At completion, the program will triple the number of light rail miles, provide late night bus and dial-a-Ride service citywide and will directly and indirectly benefit every street in Phoenix.

Operations: Reimagine PHX



2015: The Resource Innovation Campus was created as a hub for innovators dedicated to the creation and growth of a circular economy to fulfill the city's goal of diverting 40% of trash from the landfill. The facility began by processing up to 55,000 tons of green waste into compost per year.

Plans: 2050 Sustainability



2016: Phoenix City Council adopted eight 2050 Environmental Sustainability goals that articulate the community's desired long term environmental outcomes that would fulfill the General Plan aspirations of a Sustainable Desert City.

Plans: Housing PHX Plan



2019: Phoenix embarked on the first-ever plan to address the housing shortage in the city. The plan provides a framework to create or preserve 50,000 affordable homes by 2030.

Knowledge: Arts/Culture Inventory



2020: The Office of Arts and Culture began to compile an accessible, GIS-based inventory of public art installations throughout the City. Since 1986, the Phoenix Public Art Program has been a national model for involving artists in designing and building a better city.

Plans: PHX Food Action Plan



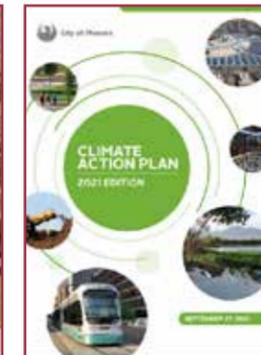
2020: Adopted by Phoenix City Council. The plan aims to support PlanPHX goal to "Promote the growth of a healthy, affordable secure and sustainable food system that makes healthy food available to all Phoenix residents" by developing its first Food Action Plan.

Partnerships: Historic Preservation



2021: City Council approved additional funding for historic preservation grants to assist residential property owners in maintaining their historic properties. The Historic Preservation Office works to protect and enhance historic neighborhoods, buildings and sites in Phoenix.

Plans: Climate Action Plan



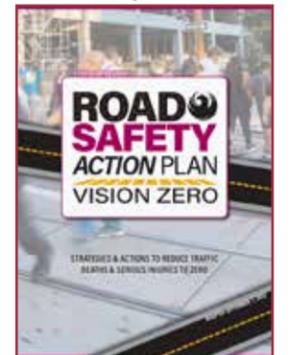
2021: Climate Action Plan (CAP) proposes actions to put Phoenix on a path to achieving the ambitious, long-term 2050 goals. In 2020, the city joined C40 Cities Climate Leadership Group, a network of the world's major cities committed to addressing climate change.

Plans: TOD Policy Plans



2021, 2022: City Council adopted 19North (2021) and South Central (2022) Transit Oriented District (TOD) Policy Plans. Both Plans provide community-based visions and policy support to guide land use and infrastructure investments to support walkable and transit oriented communities.

Plans: Road Safety Action Plan



2022: On September 7, 2022, Phoenix City Council unanimously approved a comprehensive Vision Zero Road Safety Action Plan and the allocation of \$10 million in annual funding for its implementation.



GENERAL PLAN 2025

OPPORTUNITY

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

GENERAL PLAN 2025 **OPPORTUNITY**

LOOKING FORWARD TO 2025

The General Plan's Framework has supported and aligns with many other policy initiatives. In addition to more recent policy initiatives (Sustainability 2050 Goals, Food Action Plan, Climate Action Plan, Housing Phoenix Plan, Active Transportation Plan, and Transportation 2050 plan), such longer-term efforts as Complete Streets Policy, ReinventPHX, Tree & Shade Master Plan, Bicycle Master Plan, Redevelopment Area(s) Plans, Land Reuse Study, and ReimaginePHX have already been addressing the General Plan Vision and Goals.

One of the benefits of this PlanPHX update process is to allow all the participating city departments to evaluate their existing goals, measures, strategies and progress. As part of this evaluation process staff have identified opportunities to focus and elevate several areas where policy overlap is and may have evolved to extend further across departments. In order to address these "solution multipliers", staff will work in the coming months to refine the General Plan so that it continues to bring all the city's efforts and initiatives into one cohesive policy framework. This process will unfold with the following steps after this report has been reviewed and approved by the Phoenix Planning Commission and Phoenix Mayor and City Council:

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.

The General Plan 2025: **KEEPING THE CONVERSATION GOING!**

In the hustle and bustle of day to day activities we must continually remind ourselves and make collective and incremental progress towards community-wide, aspirational, and long-term goals. A vision for the future is not always within reach with a single generational effort, however it is achievable in short strides with benefits for existing and future populations along the way. The General Plan provides a framework to achieve this balance

for current and future growth, and in doing so is a plan not just for the city, it's a plan for all Phoenixians across multiple generations. It is this understanding that strengthens the vision, allows for adaptation, feedback, and shifting priorities. The General Plan 2025 update is an opportunity for all corners of our communities to express their vision for the future. It's an opportunity to reflect on our past and better our future.





GENERAL PLAN 2025

OUR PEOPLE

Understanding who we are as a community and acknowledging all residents are part of this process, especially our populations residing within disadvantaged census tracts.

GENERAL PLAN 2025 OUR PEOPLE

WHO WE ARE?

In every planning process there is a need to connect with a broad and diverse mixture of residents, community, businesses, and stakeholders. As part of the General Plan 2025 Update, we would like to begin by acknowledging that not all households have the same access, resources, or availability and may be challenged for a variety of reasons with participating in more traditional outreach methods.

With this understanding, there will be increased awareness of who and how to engage communities identified to be within disadvantaged census tracts, communities with limited transportation options, lower income and minority populations, single mothers with children, as well as Black, Indigenous and People of Color (BIPOC) communities.

250,400
ZERO/ONE CAR HOUSEHOLDS

43.1% of households have one or fewer vehicles available

258,077
RENTER-OCCUPIED HOUSEHOLDS

41.2% housing units are renter-occupied

45,001
LOWER INCOME FAMILIES

12.1% families with income below poverty level

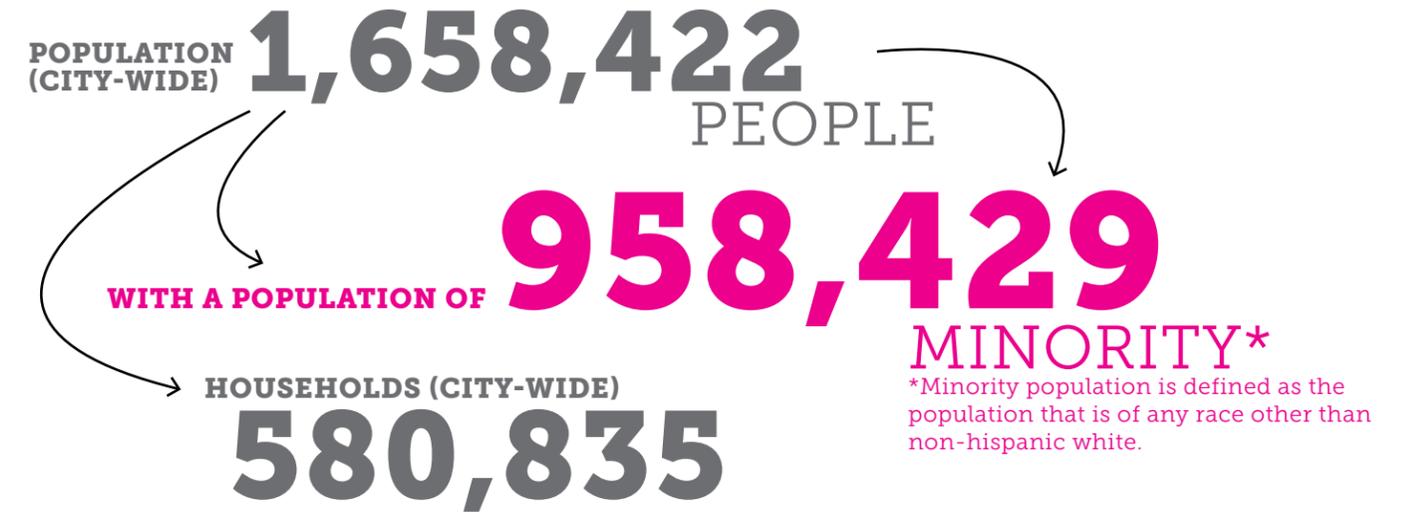
Source: Maricopa Association of Governments Demographic Viewer

Disadvantaged Populations: FEDERAL AND LOCAL INDICATORS

The Planning and Development Department will use a variety of tools and resources to identify disadvantaged communities to engage with as part of the update. One of the resources will include the Climate and Economic Justice Screening Tool (CEJST). CEJST is a geospatial mapping tool to identify disadvantaged communities that are marginalized, under served, and overburdened by pollution. Although it is currently in beta or draft, it provides a strong foundational understanding and will be updated as new datasets and research become available. Communities are identified as disadvantaged by the current version of the tool for the

purposes of the Justice40 Initiative if they are located in census tracts that are at or above the thresholds in one or more of eight categories as follows: Climate Change, Clean Transit, Reduction and remediation of legacy pollution, Health burdens, Clean energy and energy efficiency, Affordable and sustainable housing, Critical clean water and wastewater infrastructure, training and workforce development. Additional local data can be used to understand populations that are currently challenged with housing and transportation, thereby helping to further define and identify "target populations" for the purposes of updating the General Plan.

Phoenix DEMOGRAPHICS



Source: Maricopa Association of Governments Demographic Viewer



WE WOULD LIKE TO SEE MORE IN OUR COMMUNITY

Law Enforcement:

Police trainings, police patrolling, police engagement, police response time to calls

Flowers + Trees + Seating-areas + maintenance

Healthcare:

Hospitals needed nearby, more doctor offices to choose from, healthier affordable food options

MORL

Street Maintenance:

Clean alleys, street lighting, cleaner neighborhoods, dogs

SPEED Bumps around parks
affordable clothing stores + restaurants

Education:

More money should be spent on schools to provide quality education, safer schools

Quality:

Trees, empty lots not to be formed into big developments

More ☺ Mexican fast food

Resources:

Jobs, medical, assistance with bills and rent, need informational flyer, community meetings, more engagement from our political representatives

sidewalks:

Parks ☺

life, nicer

GENERAL PLAN 2025

METHOD & APPROACH

Providing opportunities for continuous public participation.

GENERAL PLAN 2025 METHODS + APPROACH

MEDIA INVOLVEMENT

The City of Phoenix Planning and Development Department shall provide opportunities for continuous public participation in the General Plan update process. The Planning and Development Department will collaborate with the Public Information Office to provide notification to a broad constituency of citizens and stakeholders by employing multiple public communication techniques, including but not limited to the following:

- **City facilities:** Items such as PlanPHX cards, posters, flyers, and brochures will be placed in community / senior centers, supermarkets, libraries, schools, and other City of Phoenix facilities.
- **Web:** Utilize an interactive project website. New questions and opportunities for feedback will be posted on the site to provide an alternative and convenient means of providing feedback on the updated General Plan.
- **www.phoenix.gov:** Continue to provide a promo button for PlanPHX on the department's main page that will provide a link to the PlanPHX web page. Find additional opportunities to provide PlanPHX a presence on the phoenix.gov home page which averages more than one million visitors per month.
- **Telephone on-hold messages:** Develop another set of messages to be included on the city's on-hold system about the General Plan Update.
- **City Connection:** Program messages in the city's employee newsletter, which reaches 14,000+ employees a week.
- **City Notes Publication:** This publication is mailed to all water / solid waste customers in the city six times a year, making it one of the highest circulation publications in the state with 436,000 delivered each issue.
- **Water Bill Notices:** Included in the monthly water bill for every City of Phoenix water customer will be a small insert about the Phoenix General Plan.
- **Diverse Media:** Utilize the city's regular opportunities on diverse radio, TV and print, including columns in Prensa Hispana, La Voz, Arizona Informant, Asian Time, and radio appearances on a variety of Spanish-language stations. Explore opportunities to participate in other programs such as Univision's 33 A Su Lado and Phoenix Soul.
- **My Turn from Mayor, PlanPHX Leadership Committee Members or City Council members:** Write and publish a My Turn column by the Mayor, Council members, and / or the PlanPHX Leadership Committee on the General Plan Update.
- **PHX11:** The city's cable channel is available to all residents of Phoenix with access to the internet though on-demand video services. More than 270,000 households have access to PHX11 through Cox Cable.
- **Social media:** Utilize the city's social media channels on a consistent basis to publicize timely messages via the Planning and Development Facebook, Twitter and You Tube pages.
- **Council newsletters:** The Phoenix City Council offices have quarterly, monthly and weekly newsletters that are sent to their constituents. Stories will be submitted to each of the City Council offices for possible inclusion.
- **Public Media:** KJZZ, KUAT, KAET: Specifically Hear and Now, Morning Edition, All Things Considered, Horizon and Horizonte.
- **Regional Media:** For example, South Mountain District News, Ahwatukee Foothills News, South Mountain Village News, Arcadia News, North Central News.
- **Community web pages:** Work with community organizations to post information on their respective web pages.

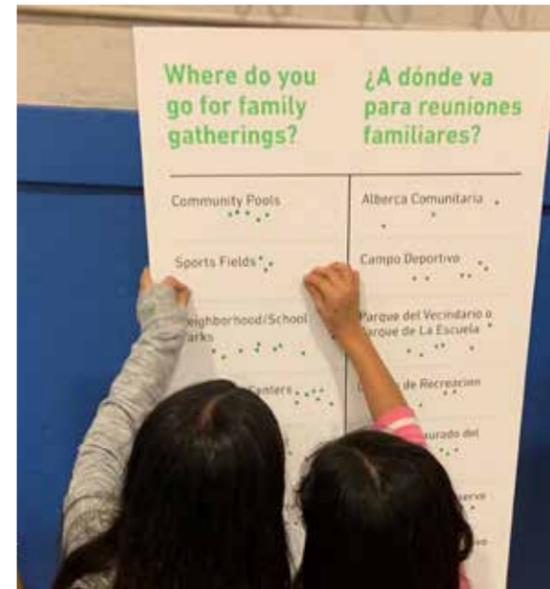


GENERAL PLAN 2025 METHODS + APPROACH

EVENTS, MEETINGS, AND PRESENTATIONS

The City of Phoenix Planning and Development Department shall provide opportunities for continuous public participation in the General Plan update process. The Planning and Development Department will partner with community, business, and government partners to reach citizens and stakeholders where they are, including but not limited to the following:

- PlanPHX Summit:** The Planning and Development will host a citywide PlanPHX Summit aimed at achieving the following objectives:
 - Connecting and involving a diversity of city of Phoenix residents.
 - Providing opportunities for attendees to contribute feedback on the draft General Plan.
 - Offering a setting for residents, public officials and community partners to provide feedback on the General Plan.
 - Encouraging residents to continue to be involved in the General Plan and provide copies of the draft General Plan for residents to take home.
- PlanPHX Leadership Committee Meetings:** The Phoenix City Council appointed PlanPHX Leadership Committee will hold public meetings to review public comments with staff on the project. The meetings also offer an opportunity for the public to provide direct feedback.
- Planning Commission Public Hearings:** The Planning Commission will host a minimum of three public hearings on the updated General Plan. At least one of the hearings will be hosted in an alternative location from the Phoenix City Council Chambers.
- Village Planning Committees:** Each of the fifteen Village Planning Committees will review and offer opportunities for public comment on the General Plan at a minimum of two meetings.
- City Council Events:** The Planning and Development Department will coordinate with the Mayor and City Council offices to provide presentations and public comment opportunities at Mayor and City Council members regularly scheduled community meetings.
- Presentations:** The Planning and Development Department and PlanPHX Leadership Committee will provide presentations at religious institutions, community and business groups, neighborhood associations and organizations upon request.
- Exhibits:** Information on the updated General Plan will be made available through a traveling exhibit that will be utilized at community events and festivals.
- Youth Engagement:** Partner with the Mayor and Council to identify one school per district to collaborate with a graduate level Urban Planning class to engage youth between 5th and 8th grades. Work with the school through a series of exercises to solicit the student's feedback on their vision for our communities and what the General Plan should say to address that vision.





GENERAL PLAN 2025

PUTTING IT ALL TOGETHER

A Living Document.

plan**PHX**2025

GENERAL PLAN 2025

PUTTING IT ALL TOGETHER

INCORPORATING YOUR VOICE

The City of Phoenix Planning and Development Department shall provide opportunities for continuous public participation in the General Plan update process as described previously in the "Methods and Approach" section of this Public Participation Plan. Following the PlanPHX Summit and at least 60 days before the General Plan is noticed for action by the Planning Commission, the Planning and Development Department shall transmit the proposal to the Planning Commission, and shall submit a copy for review and further comment to the following:

- Maricopa County Planning Department;
- Each county or municipality that is contiguous to the corporate limits of the municipality or its area of extraterritorial jurisdiction;
- The regional planning agency within which the municipality is located;
- The Arizona Commerce Authority or any other state agency that is subsequently designated as the general planning agency for this state;
- The Arizona Department of Water Resources for review and comment on the Water Resources Element; and
- Any person or entity that requests in writing to receive and review a copy of the General Plan.



Spotlight on the PUBLIC APPROVAL PROCESS

In addition to the review by the agencies listed above, the Planning and Development Department (PDD) will make the Draft General Plan 2025 Update available in accordance with the written procedures and will request recommendations from each of the 15 Village Planning Committees (VPCs) and Planning Commission. The proposed schedule calls for the General Plan to be placed on the November 2024 ballot.

TIMELINE:

