



# Community Outreach & Participation Plan

Surprise General Plan 2040 Update  
June 7, 2022

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# INTRODUCTION

The purpose of this Community Outreach and Participation Plan (COPP) is to outline how the public will be engaged during the development of the City of Surprise General Plan 2040 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 pillars 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 Surprise is vital for effective public engagement within this unique community. According to the 2020 American Community Survey 5-Year Estimates:

- 24.9% of residents are under age 18
- 22.6% of residents are age 25-44
- 23.1% of residents over age 65
- 12.9% of residents have a disability
- 83.0% are White alone and 20.2% are Hispanic or Latino by ethnicity
- 92.0% have a high school degree or higher and 29.2% have a bachelor's degree or higher
- The average household size is 2.76
- 2020 Median household income is \$71,192

Surprise's demographic profile describes a community of predominantly educated middle-aged families and seniors. Transportation and literacy will not be barriers for

many Surprise residents but families with children and long commute times may make it challenging for much 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 also lead to greater depths of information being desired from the community to achieve meaningful outreach. As a more tech savvy/connected community that

has limited time, families in Surprise may also support online and virtual engagement options. Conversely, the more elderly age cohorts may prefer printed and in person engagement over virtual methodologies. Further, with 12.9% of the population living with a disability, more intentional accommodation and outreach may be needed to engage this population, for example equitable access to project materials and public meeting spaces.

## THE PUBLIC

This section identifies the key audience for the General Plan 2040 Update inclusive of the general public and stakeholders:

### Community Members

Surprise's diverse 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
- School Districts & Education Networks
- Healthcare Groups
- Youth Organizations

### Stakeholders

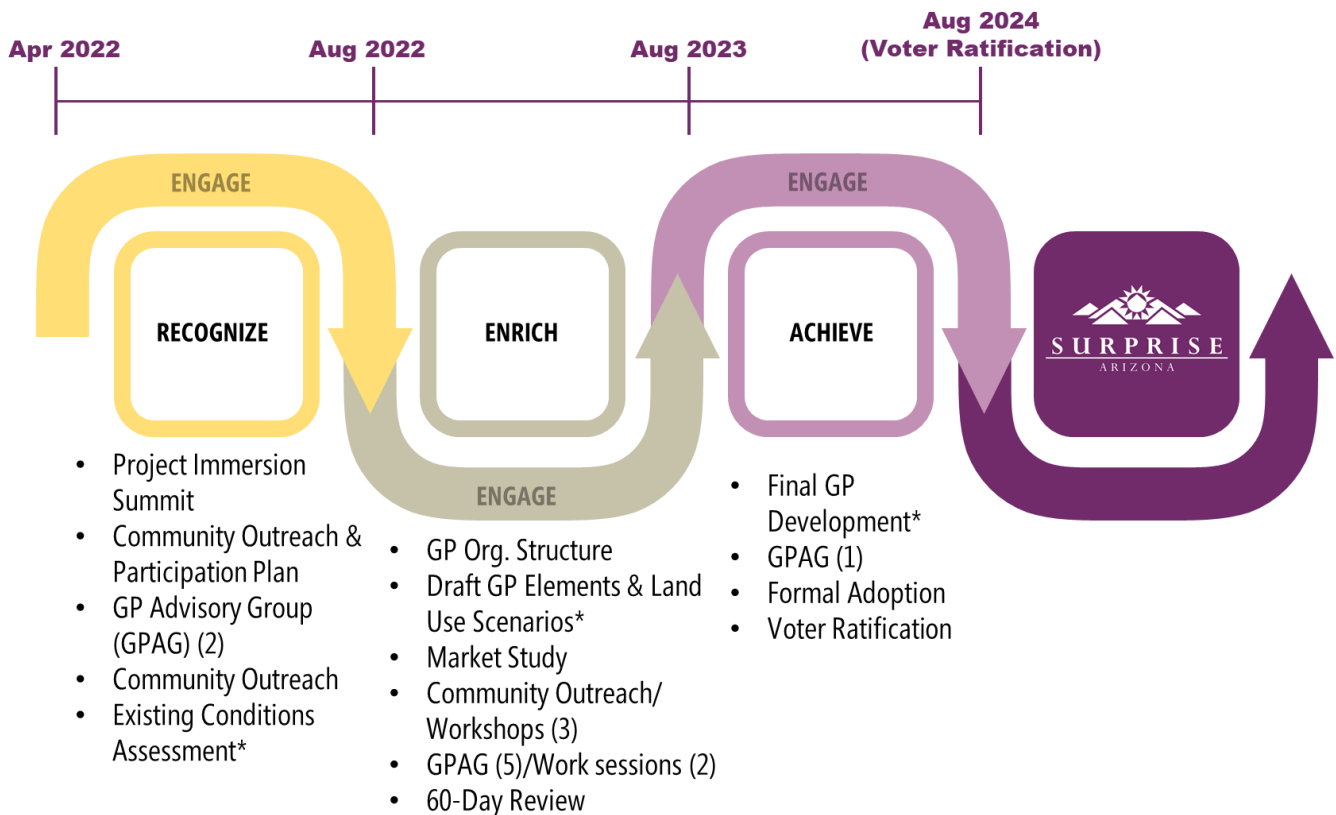
Stakeholders are identified as groups or individuals involved in the decision-making process within the community or those whose support is critical to the success of the General Plan implementation. These stakeholders are also associated with a field of expertise that will enhance the broad range of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

- City Council, Board, and Commission Members
- Surprise Regional Chamber of Commerce
- Major Employers and Business Leaders
- Landowners and Community Developers
- Luke Air Force Base (Auxiliary Airfield #1)
- Public Utilities
- Arizona State Land Department
- Federal and State Agencies

# ENGAGEMENT APPROACHES & 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 2040 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 as part of the Primary Election held in August 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.

	<b>Inform</b>	<b>Consult</b>	<b>Involve</b>	<b>Collaborate</b>	<b>Empower</b>
<b>Public Participation Goal</b>	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
<b>Promise to the Public</b>	We will keep you informed	We will keep you informed listen to and acknowledge concerns and provide feedback on how public input influence 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 the General Plan as ratified by the public

The following provides an overview of the Public Participation Goals relative to specific General Plan Objectives within each phase of the project.

<b>PHASE 1: Recognize</b>	
<b>Participation Goal</b>	<b>Direct General Plan Objective</b>
INFORM & INVOLVE	<ul style="list-style-type: none"> <li>How a General Plan's policies and goals guide future growth</li> <li>How residents' needs will change as the community matures</li> <li>The planning process and 2024 vote</li> <li>How should the City grow in the future and how will those changes affect the City</li> </ul>
<b>PHASE 2: Enrich</b>	
<b>Participation Goal</b>	<b>Direct General Plan Objective</b>
INFORM & COLLABORATE	<ul style="list-style-type: none"> <li>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</li> </ul>
<b>PHASE 3: Achieve</b>	
<b>Participation Goal</b>	<b>Direct General Plan Objective</b>
CONSULT	<ul style="list-style-type: none"> <li>Address 60-Day public review comments and prepare the final draft of the General Plan</li> </ul>
CONSULT	<ul style="list-style-type: none"> <li>Conduct two (2) State-mandated Planning Commission Public Hearings and one (1) City Council Public Hearing for formal adoption</li> </ul>
EMPOWER	<ul style="list-style-type: none"> <li>August 2024 Election for Plan Ratification by Voters</li> </ul>

# ENGAGEMENT TECHNIQUES

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

## General Plan Advisory Group (GPAG)

The General Plan Advisory Group (GPAG) will be defined with the assistance of City staff and/or Council direction to include involved stakeholders from the Surprise community. Stakeholders may include residents, business owners, or select public/private agency representatives. Generally, members of the Michael Baker Team will meet with the GPAG 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 eight times throughout the General Plan process.

## Planning & Zoning 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 & Zoning Commission Meeting at the start of the project, as well as additional work sessions leading up to the Commission & Council adoption process.

## Awareness Campaign

### Visual Identity & Branding

The Michael Baker Team will design and launch an awareness campaign about the General Plan 2040 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.

### Project Website

The campaign will also include a standalone website presence that will become the heart of the planning process communications.

## Print & Social Media

Through coordination with the City of Surprise Marketing & Communication Department, Print and Social media tools will also be employed utilizing established City channels (i.e. Facebook, Instagram, Twitter, Nextdoor, *Surprise Progress* (Quarterly Magazine), and automatic email alerts 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 Marketing & 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. 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. Each round of public workshops includes an in-person and virtual workshop to allow residents the opportunity to participate in the General Plan Update process in a manner that best suits 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. The following descriptions outline the general approach and anticipated focus for each round of workshops:

### Round 1 Community Workshops: 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: Scenario Review & Goal Setting

The Michael Baker Team will facilitate the second workshop to present and review the General Plan findings as discovered during the first round of community workshops and solicit input on each scenario plan developed. 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: 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 (*Optional*)

Michael Baker will coordinate the application of optional 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.

### 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 rounds of workshops, there will be three virtual workshops and online surveys (as needed) 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.