Town of Cave Creek
General Plan Update
Public Involvement Plan
September 2019
INTRODUCTION

The vision, themes, goals and policies of a General Plan establish the foundation for a community’s future. As the Town of Cave Creek embarks on planning for the next 10 to 20 years, community support will be paramount to achieve ratification in 2021. In addition, the Arizona Revised Statute 9-461.06 requires municipalities to plan for and document public input. For these reasons, an inclusive public participation process is a central part of Michael Baker’s approach to this General Plan Update.

The first step to creating a successful public participation plan is to understand the demographic and socioeconomic composition of the community. As it stands, the following is a brief snapshot of the Town of Cave Creek (sourced from 2018 US Census data for the Town of Cave Creek):

- Total population, 5,760
- Total households, 2,458
- 32.9% of the residents are 65 or older
- 10.3% of the residents are under age 18
- 92.5% White; 2.9% Hispanic or Latino
- 52.5% have a Bachelor’s degree or higher
- Average household size is 2.21
- Median household income estimate, $91,500
- Median housing value, $466,600
- 7.5% of residents live below the poverty level

Beyond the composition of the community, the public participation plan must also give consideration to the challenges that many residents face while attempting to stay involved and informed about projects and current events in their community. Access to transportation, disabilities, and work schedules are just a few of the challenges that can limit the level of public engagement. Furthermore, evening meetings often have a low turnout due to the impact they place on residents’ commute times or the simple fact they conflict with other items on already limited personal calendars. Reaching families can also be challenging. Families struggle with meeting the needs of everyone’s schedule without the addition of often incompatible weekday meeting times. This plan will provide ample opportunities to engage residents and stakeholders in a way that can fit into their schedules and therefore result in a higher level of interaction and feedback, leading ultimately to a well-received General Plan update.

THE PUBLIC

The Town of Cave Creek is comprised of many individuals, stakeholders, groups, and neighborhoods. This section provides an overview of the varying members of “The Public” that will be engaged during the General Plan update.

COMMUNITY MEMBERS

The Town of Cave Creek is a product of an assortment of individuals with broad spectrum of points of view, experiences, and priorities. In an effort to capture those and see them reflected in the General Plan Update, public outreach to the following groups will be invaluable to the process:

- Residents
- Community Service Organizations
- Neighborhood/Homeowner Associations
STAKEHOLDERS

Stakeholders are individuals or groups with direct interests in the community who wish to participate in the planning process or whose support is key to implementing certain aspects of the General Plan. Stakeholders range from major employers, to small business owners and large land owners and developers. The more diverse the group of stakeholders’ expertise is, the more encompassing and successful the General Plan will be. The stakeholders identified to date include:

- Mayor & Council
- Planning Commission Members
- Chamber of Commerce
- Major Employers and Local Business Leaders
- Landowners and Community Developers
- Public Agency and Service Representatives

ENGAGEMENT APPROACH AND GOALS

The overall Cave Creek General Plan Update project process is comprised of four primary phases – Recognize, Engage, Enrich, and Achieve. As the following process flowchart shows, Cave Creek community and stakeholder engagement is an ongoing process to ensure feedback is received during each phase of the project. While specific engagement techniques are outlined in subsequent sections, the following is an overview of the engagement process with the key goals and objectives of each phase.

PHASE I: Recognize

- Recognize the value in the current plan and any recent amendments
- Survey public opinion on the existing General Plan’s goals and policies
- Develop a thorough understanding of the misalignment between the previous plan and public opinion
- Assess residents’ changing needs as the community continues to mature
- Assess how should the Town grow and how will growth impacts be managed?
**PHASE II: Enrich**

- Integrate initial public and stakeholder feedback into the revised goals and policies
  - Seek additional feedback should additional clarification be deemed beneficial to the General Plan
- Integrate expertise from a variety of disciplines and feedback received to ensure effective solutions to community concerns
- Prepare and share the draft Elements of the General Plan with the community
  - Explain how public input was integrated into the Plan

**PHASE III: Achieve**

- Finalize the plan by creating updated and actionable policies that can be supported by the public and implemented by the Town and its various stakeholders
  - Formal 60-Day public comment period for the General Plan draft
  - Conduct State mandated Planning Commission Public Hearing
  - Conduct Town Council Public Hearing for formal adoption
  - General Plan Ratification by Voters - March 2021 Election

**ENGAGEMENT TECHNIQUES**

While techniques may ultimately vary to address new issues that may arise over the life of the project, at minimum, the community-wide Cave Creek General Plan Update public engagement process will encompass the following key efforts:

**STAKEHOLDER MEETINGS**

To engage a cross-section of the population, Michael Baker will conduct one-on-one and small-group stakeholder meetings with members of the community that have either expressed an interest in the General Plan process or were identified by other community members as having a unique perspective that would be of particular interest to the process. These meetings will provide an opportunity to have more detailed conversation and collaboration on specific topics versus what is often viewed as more broadly focused discussion during traditional community workshops. These meetings will be scheduled on an as-needed basis over the life of the project with coordination through Town Staff.

**PLANNING COMMISSION AND TOWN COUNCIL BRIEFINGS**

Michael Baker will brief members of the Planning Commission and Town Council, to seek input on key elements of the General Plan Update on an as-needed basis over the life of the project.
PROJECT WEBSITE & DIGITAL ENGAGEMENT

An inviting, user-friendly website will be important to the project. Michael Baker will work with Town staff to identify content for a project portal located within the Town’s official website that will allow residents to learn about the project, receive updates and notices, and stay involved with the General Plan update process. The website will include responses to frequently asked questions and serve as a repository for project documents as well as a virtual notification board for upcoming meetings. The Michael Baker team will regularly monitor website activity and record feedback as it is received.

Digital engagement efforts will also be used as an additional technique to ensure broad and diverse participation in the update process. Rather than exclusively scheduling daytime meetings when residents are often at work or evening meetings when residents are balancing family needs, web-based engagement tools allow the public to participate on their own time. This results in reaching a larger audience and in many cases obtaining more useful feedback. Up to two online surveys will be conducted and results shared with the public in order to inform project decisions. Online comment forms will also be made available on the project website to allow residents an opportunity to provide feedback throughout the life of the project. Multiple outlets and channels (e.g. social media, eblasts, utility bills, newspapers, community and professional associations) will be used to advertise the availability of these tools to the public.

COMMUNITY WORKSHOPS

The Michael Baker Team will facilitate two public workshops associated with the General Plan Update process. For each workshop, meeting announcements will be prepared in coordination with Town Staff for advertising and distribution. All draft materials will be carefully reviewed by Town Staff prior to distribution. The following is a conceptual format for each workshop that may be modified and/or refined based on further discussion with Town Staff.

Community Workshop #1 - Public Kick-Off - One of the first steps in the planning process is hosting a project kick-off workshop. This workshop will focus on community vision and goal setting. The information gained as part of this workshop will help to realign the existing General Plan with the community vision and any recurring themes. A multi-media presentation, interactive exercises and hand-held polling devices will be used to obtain feedback.

Community Workshop #2 - Administrative General Plan Draft Review – Meeting two will consist of an Open House meeting where the public can review and comment on the Draft General Plan Update. Presentation materials including such items as maps and project summary brochures will be stationed throughout the meeting space and the Michael Baker Team will engage the community in open dialogue to seek concurrence on the Plan and collect any remaining input prior to finalizing the General Plan Update for the state-mandated 60-Day review period.

MOBILE WORKSHOPS

Michael Baker will conduct up to two mobile workshops. These workshops are often referred to as ‘pop-up’ workshops as they are typically held in conjunction with other popular community events. The goal of a mobile workshop is to engage as many Cave Creek residents and visitors as possible in order to educate them about the importance of the General Plan update and collect candid input regarding the project and the community.
SOCIAL MEDIA

The Michael Baker Team will work with Cave Creek staff to promote project updates, explore issues and opportunities, and provide meeting notices via the Town’s existing social media outlets including Facebook, Twitter, Nextdoor, and any other outlets as appropriate.

MEDIA RELEASES

Prior to each phase of outreach, media releases will be prepared and distributed by the Town to local media or existing Town-hosted communication methods such as newsletters, utility bills, or community bulletin boards.