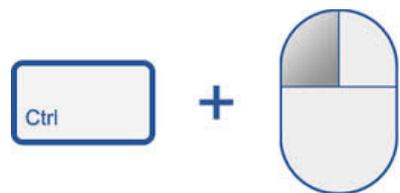


**town of paradise valley**  
**Bicycle And Pedestrian Master Plan**  
**public engagement plan**

July 11, 2016



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# 1. introduction

This document describes the Paradise Valley Bicycle and Pedestrian Plan Public Engagement process and activities. Public Engagement is an important component of the Paradise Valley Bicycle and Pedestrian Master Plan. Through public engagement a robust dialogue can occur providing an opportunity for all opinions to be aired. The process of becoming engaged also brings new voices into the decision-making process and helps to educate people on the challenges and opportunities that may be present when considering how to better serve the community with bicycle and pedestrian facilities.

This community engagement process is designed to ensure that the recommendations included in the Master Plan:

- Reflects the diversity of Paradise Valley interests and view points
- Are developed through a transparent and accountable process, and
- Reflect community priorities.

This plan will be developed in four stages, and approved in a final stage.

During the first stage, **Initiate**, the Town and Consultant team work together to identify stakeholders and develop a project schedule. Development of this Public Engagement Plan is included in the first stage of the planning process.

During the second stage, **Analyze**, information is collected, summarized and analyzed. The information includes community concerns and priorities and physical, operational, and other data relevant to this plan. This stage includes a survey, a town walk/ride, stakeholder meetings, and in person and online public engagement activities.

During the third stage, **Define**, the first draft Master Plan is prepared including a needs analysis, a project prioritization methodology, design guidelines, non-motorized facilities map, and wayfinding guidelines. This stage includes opportunities for online and in person feedback, comment and review.

The fourth stage, **Refine**, will result in a refined draft Master Plan. During this stage, the feedback and comments are used to finalize the plan recommendations. Public engagement opportunities are available online and in-person at Planning Commission and Town Council meetings.

The final stage, **Approve**, is when the plan is prepared for presentation to Town appointed and elected officials for consideration of adoption. Opportunities for in-person feedback are provided at this stage of the process.

## 2. roles and responsibilities

Several entities have responsibility for engaging the community in this planning process.

**Coffman Studio** is responsible for executing the public engagement process, and soliciting and recording feedback obtained through this process.

**The Town of Paradise Valley Planning Division** is responsible for providing contact information, lists of key stakeholders, and executing mass mailings and providing feedback about how this plan could affect town operations.

**The Town of Paradise Valley Town Council** is responsible for reviewing and considering this plan for adoption.

**The Town of Paradise Valley Planning Commission** is responsible for reviewing the plan at each stage, and determining if the plan should be recommended for adoption to the Town Council.

**Bicycle and Pedestrian Master Plan Technical Advisory Committee (TAC)**, is composed of five town staff members, a Town of Paradise Valley Planning Commissioner and a Public Safety Advisory Committee member. The TAC is responsible for providing general guidance and input into the development of the Master Plan throughout the planning process.

**Stakeholders** are individuals and entities with a specific interest in this plan. Stakeholders can be an interested person, an organization, a business, a government agency, or a government entity. Stakeholders are responsible for participating in the process through focus groups, the town walk/ride, review meetings, community meetings and other opportunities detailed in the Outreach Activities and Events section of this plan. For the purposes of gathering various types of information, the stakeholders are organized into five general groups:

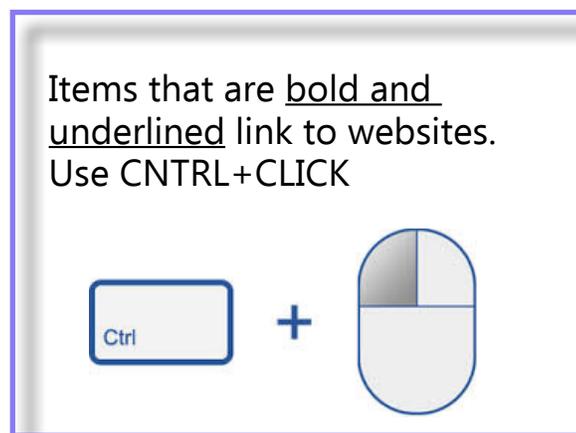
- **Neighborhoods and HOAs:** Individuals, neighborhood, or Home Owner Association (HOA) representatives interested in what types of facilities are included in this plan, and how those facilities will meet their needs and can assess the facilities proposed in the plan with their neighborhood.
- **Users and Advocates:** An organization, such as a bicycling club, that might be interested in how this plan can serve its members.
- **Non Residential Areas:** Representatives from schools, churches, businesses, and other non-residential areas who might be interested in how bicycle and pedestrian facilities could be impacted or improved through this plan.
- **The Town of Paradise Valley Planning Commission and Town Council:** Elected and appointed officials are stakeholders in the sense that these bodies review and/or approve the Master Plan. Throughout the Master Plan process there are specific meetings for these bodies to provide comments. Members of the Planning Commission and/or Town Council may attend stakeholder or open house events as members of the public.
- **Sister Agencies:** A government entity, such as a neighboring city, that might be interested in how the pedestrian and bicycle facilities in this plan compliment or connect to the same types of facilities in their community. These entities may also want to share their experiences planning, building, and managing bicycle and pedestrian facilities.

### 3. outreach activities and events

Citizens can be engaged in the development of this Master Plan by participating online or in person. This chapter describes these opportunities.

#### PARTICIPATE ONLINE

To participate online, please visit <https://planpv.mysidewalk.com/>. The project website will include opportunities for you to comment on specific plan topics, a community survey, and updates on the plan progress. All presentations made at meetings will be provided on the website.



#### PARTICIPATE IN PERSON

The Table below outlines opportunities to be involved in person in the development of this plan. Additional opportunities for you to be involved may be identified during the development of this planning process. These will be posted on the project website (<https://planpv.mysidewalk.com/>).

PARADISE VALLEY BICYCLE AND PEDESTRIAN MASTER PLAN PUBLIC ENGAGEMENT ACTIVITIES		
Date <sup>(1)</sup>	ACTIVITY <sup>(2)</sup>	WHO?
June 22, 2016	On line website launched.	All Stakeholders
July 1, 2016	Online Bicycle and Pedestrian Facilities Master Plan Community Survey Available on <a href="https://planpv.mysidewalk.com/">planpv.mysidewalk.com</a> through August 19, 2016.	All Stakeholders
July 13, 2016	Interview resort concierges about bicycle and pedestrian facility needs and opportunities for partnerships.	Resorts identified by consultants and the town.
August 13, 2016 6:30 a.m.	Walk/bike through town with members of the consultant team. Identify opportunities, concerns related to bicycle and pedestrian facilities.	All Stakeholders

**PARADISE VALLEY BICYCLE AND PEDESTRIAN MASTER PLAN  
PUBLIC ENGAGEMENT ACTIVITIES**

Date <sup>(1)</sup>	ACTIVITY <sup>(2)</sup>	WHO?
August 13, 2016 (after walk/bike ride through town)	Stakeholder Focus Group Meeting: Clarify/refine issues/opportunities/concerns pointed out on Walk/Bike ride. Identify and discuss issues, wants and needs. Discuss stakeholders' role in the planning process.	All Stakeholders
August 16, 2016	Stakeholder Focus Group Meetings: Identify and discuss issues, wants and needs. (This meeting is provided for those not able to attend the August 13, 2016 Focus Group meeting after the walk/bike ride through town). Discuss stakeholders' role in the planning process.	All Stakeholders
September 14, 2016	Community Open House: Review and provide comments on data collected and issues and opportunities identified. Identify specific gaps and needs for design improvements and develop criteria to prioritize future bicycle and pedestrian facility projects. Brainstorm design concepts for representative project types.	All Stakeholders General Public
October 4, 2016	Planning Commission Study Session: Briefing on progress to date. Summarize results of stakeholders and public meetings.	Planning Commission
October 5, 2016	Optional Stakeholder Meeting	All Stakeholders
October 19, 2016	Optional Open House	All Stakeholders General Public
October 27, 2016	Town Council Meeting: Briefing on progress to date	Town Council
December 5, 2016	Draft Master Plan posted online for comment.	All Stakeholders General Public
December 7, 2016	Stakeholders Meeting: Present, review, and solicit feedback on the Draft Master Plan	All Stakeholders
December 14, 2016	Community Open House: Review the draft Master Plan.	All Stakeholders
December 20, 2016	Planning Commission Study Session: Review Draft Master Plan	Planning Commission
December 22, 2016	Town Council Staff Update: Review Draft Master Plan	Town Council
January 17, 2017	Planning Commission Study Session: Review Draft Master Plan	Planning Commission
February 2017	Safety Fair Information Booth on Master Plan	All Stakeholders
February 21, 2017	Planning Commission considers Master Plan for recommendation to Town Council for adoption	Planning Commission All Stakeholders General Public
March 9, 2017	Town Council Study Session	Town Council
April 13, 2017	Town Council considers Master Plan for adoption	Town Council All Stakeholders General Public

**NOTES:**

(1) All dates are tentative. Please call The Town of Paradise Valley at 480-948-7411, check [www.paradisevalleyaz.gov](http://www.paradisevalleyaz.gov), or email [pmichaud@paradisevalleyaz.gov](mailto:pmichaud@paradisevalleyaz.gov) to confirm meeting dates and times.

(2) Planning Commission and Town Council meetings are open to the public. Public comments may be (but are not always) taken at Town Council and Planning Commission study sessions.

## 4. information exchange

Throughout this process, and to reach as broad an audience as possible, meeting notices and other information may be provided in conjunction with other information distributed by other agencies and entities. Any information provided through other agencies and entities will also be available on the town's website ([www.paradisevalleyaz.gov](http://www.paradisevalleyaz.gov)) and the Bicycle and Pedestrian Master Plan project website at (<https://planpv.mysidewalk.com/>). Places where you can find information about this project include:

- **The project website** (<https://Planpv.mysidewalk.com>)
- **The Town of Paradise Valley Website** ([www.paradisevalleyaz.gov](http://www.paradisevalleyaz.gov))
- Paradise Valley Sewer Bills (mailed monthly)
- **Paradise Valley Town Reporter** (issued 2-3 times year). ([www.paradisevalleyaz.gov](http://www.paradisevalleyaz.gov))
- Paradise Valley Independent (issued weekly). ([www.paradisevalleyindependent.com](http://www.paradisevalleyindependent.com))
- **Code RED** - Sign up for this on the Town website. (<https://public.coderedweb.com/cne/en-US/BF125D4E5808>)

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