



AGENDA

Plan Sedona Work Group

February 16, 2022 – 3:00-5:00 p.m.

The Hub at Posse Ground Park, 525 Posse Ground Rd

1. Welcome, updates and announcements – 15 min
2. Discussion of the Draft Household Survey (see attached) – 1 hour
 - Draft questions
 - Proposed methodology
 - Schedule
3. Discussion of the Draft Outreach Plan and Timeline (see attached) - 45 min
 - See attached
4. Next meeting will be March 16, 2022 at the Hub

The Work Group mission:

- *Provide input on the planning process, community outreach methods, materials, and messaging*
- *Encourage public participation from the community*
- *Provide input on key community issues the Plan will need to address.*
- *Evaluate the current Community Plan as laypeople and suggest improvements on format, readability, layout, presentation, content, etc.*



This Outreach Program for the Update to the Sedona Community Plan outlines the goals, participants, tools, and methodology for community engagement. See the attached Outreach Timeline for schedule.

Outreach Goals

To provide effective, early, and continuous opportunities for public participation from all geographic, cultural, and economic areas of the city.

Phase 1 Outreach Goal - Education and Evaluation of the 2013 Plan

- Provide education and awareness of the Sedona Community Plan (Plan)
 - Plan purpose
 - Highlight the community vision and goals, the foundation of the plan
- Issue Identification: Solicit input on issues of concern and priorities over the next 10 years that should be addressed in the Plan Update.

Phase 2 Outreach Goal - Preliminary Recommendations

- Clarify community direction on the vision and goals, test and refine them to achieve community consensus.
- Present preliminary recommendations, such as changes to goals and policies
- Present draft implementation strategies.

Phase 3 Outreach Goal – Plan Revisions

- Present for review the proposed updates and revisions to the plan based on phases 1 and 2 input
- Present the Draft Plan for review

Phase 4 Outreach Goal – Public Hearings and Adoption Process

- Present the revised draft plan for review to the Planning and Zoning and City Council at work sessions, then public hearings as the Plan is considered for adoption

Community Participants

Work Group for the Community Plan Update

Citizen engagement work group with 11 members that meet monthly. Role:

- Provide input on the planning process, community outreach methods, materials and messaging.
- Encourage public participation from the community.
- Provide input on key community issues the Plan will need to address.
- Evaluate the current Community Plan as laypeople and suggest improvements on format, readability, layout, presentation, and content.



Community Groups

- Homeowners Associations
- Keep Sedona Beautiful
- Friends of the Forest
- Sedona Westerners
- Elks Lodge
- Sedona Arts Center
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Stakeholders and Partners – Local

- Coconino National Forest
- Sedona Fire District
- Arizona Water Company + Oak Creek Water Co.
- Library
- Sedona Historical Society
- Chamber of Commerce
- School District
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Stakeholders and Partners – Regional

- Yavapai and Coconino Counties
- Northern Arizona Council of Governments
- Arizona Public Service
- VVREO
-

Businesses and Workforce

- Business owners and managers
- Employees

City Council and P&Z Commission

- Briefings at each P&Z meeting
- Work sessions, held during each phase (at a minimum)
- Public Hearings, phase 4



Community Input Opportunities

Online tools to submit comments and questions, and share information throughout the Update:

- Websites: 1) plansedona.com (tbd) and 2) www.sedonaaz.gov
- E-mail: *custom email? Such as: plansedona@sedonaaz.gov*
- YouTube
- Instagram
- Facebook

Interactive Plan Sedona Website

- The site will feature documents, references, maps, etc.
- E-comments can be entered on documents such as the current and revised draft plan
- Comment form is available for general comments and questions
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Inclusive Outreach

- Accommodations for a diversity of: literacy levels, socioeconomic status, language, age, cultural norms
- Spanish language meetings, website and mailings
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Surveys

- Initial, baseline survey to gauge awareness of the plan and vision/goal priorities. Sent to all households in the city.
- Additional surveys or questionnaires as needed – to be determined
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Focus Groups

Topic based workshops

- Land Use
- Housing
- Transportation
- Sustainability
- Tourism
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Community Meetings

- Virtual and in-person, open to entire community
- Open house format at multiple locations, days, times held during each phase of the process
- On-line Zoom webinars
- Potentially neighborhood meetings
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Events

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Guest Speakers and/or panels

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Notification Methods

- City-wide mailings: postcards and public hearing notices
- Press Releases
- Websites: 1) plansedona.com (tbd) and 2) www.sedonaaz.gov
- E-mail, including those signing up to participate on the Plan Sedona site
- Social media posts: Instagram and Facebook
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Project Management Team

Community Development Director: Jess McNeely, 928-203-5105, jmcneely@sedonaaz.gov

Project Manager: Cynthia Lovely, Principal Planner, 928-203-5035, clovely@sedonaaz.gov

Plan Update Coordinator: Mike Raber, 928-204-7106, mraber@sedonaaz.gov

Katherine Herbert, Associate Planner, 928-203-5091, kherbert@sedonaaz.gov

plan SEDONA Outreach Timeline		2022												2023								
		Phase 1						Phase 2						Phase 3			Phase 4					
		Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June - December			
		Education & Evaluation of Plan						Plan Revisions														
		Issue Identification						Draft Preliminary Recommendations						Public Hearing Process								
COMMUNITY INPUT	Work Group	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Focus Groups			*	*	*				*	*											
	Community Groups			*	*	*																
	Community Meetings (in person + online)			*		*					*					*	*					
	P&Z Commission		*		*		*		*		*		*		*				*	*	*	
	City Council		*			*		*					*		*						*	*
COMMUNITY INPUT - TOOLS	Plan Sedona Website info and input	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Plan Sedona Website plan (pdf) e-comments	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	Social Media			*	*	*					*		*					*	*	*	*	
	Media: press releases, articles, ads, notices																					
	Survey (city-wide household survey) +tbd			*																		
	Mailings (postcards, public noticing)			*									*				*		*		*	

The logo for Plan Sedona is located in the top left corner. It consists of a teal square with the word "plan" in a white, lowercase, cursive font and "SEDONA" in a white, uppercase, sans-serif font below it. At the bottom of the teal square is a dark red silhouette of a mountain range.

plan
SEDONA

Plan Sedona Work Group

SEDONA COMMUNITY PLAN UPDATE

FEBRUARY 16, 2022

Agenda

1. Welcome, updates and announcements
15 min
2. Draft Household Survey
1 hour
3. Draft Outreach Program and Timeline
45 min

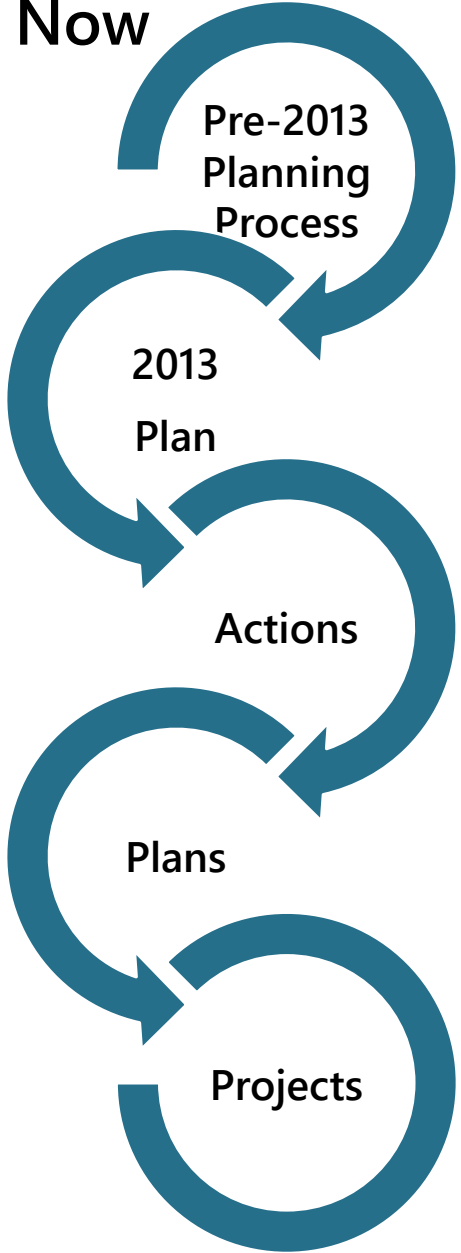
Scope of Work Group

- *Provide input on:*
 - *the planning process*
 - *community outreach methods*, materials, and messaging*
- *Encourage public participation from the community*
- *Provide input on key community issues the Plan will need to address.*
- *Evaluate the current Community Plan* as laypeople and suggest improvements on format, readability, layout, presentation, content, etc.*

*** Today's Focus**

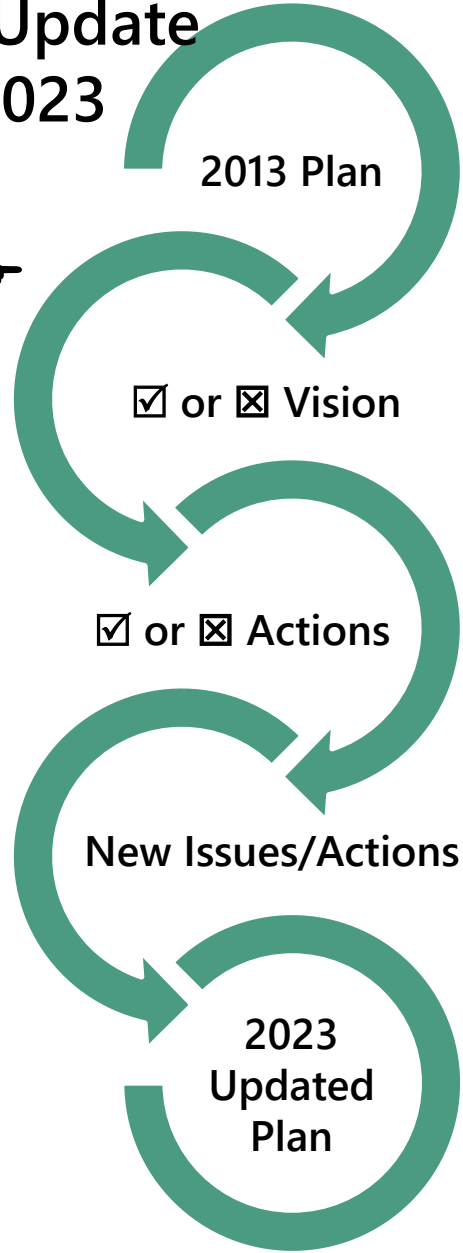
Welcome, Announcements, and Updates

2013- Now



10 Year Update Now - 2023

Today



2023



Draft Household Survey

1. Purpose
2. Survey Schedule
3. Invitation Letter
4. SURVEY
 - Introduction
 - Draft questions
 - Methodology



Survey Purpose

- 1. Validate Plan vision and priorities**
- 2. Identify issues over next 10 years**



Survey Schedule

- **Feb 18 - Finalize survey by end of week**
- **Feb 26 - Mar 12 Data collection**
- **Mar 21 - Preliminary Data Results:**
- **April 5 - Final Data Report:**



Survey Invitation Letter



Survey Instrument

- Introduction, pg. 2
- Questions, pg. 2-6
- Methodology, pg. 7



Outreach Program & Timeline

QUESTIONS?
