

City Talk for Sept. 28, 2022
Communications program
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Let's plan Sedona's future together

I was born and raised right here in Sedona where I experienced the best childhood a girl could ask for. I've lived in the Sedona area my entire life except for five years of college and three years of living abroad. It's true what people say and what I've noticed recently when I see old high school friends moving back home to raise their families: Sedona calls to you.

Living and working in Sedona makes me proud. When people ask me where I'm from when traveling, I get the same response of how lucky I am to call Sedona home.

The majority of people who live in Sedona started off as a tourist and fell in love. As a Sedona native, I've seen Sedona grow from a tiny town to a well-developed city. Whole Foods used to be the Flicker Shack movie theater. Snap Fitness used to be Bashas with a donut shop on the second floor. Instead of stop lights there were two stop signs -- one at the intersection of Sunset/Coffee Pot and State Route 89A, and one at the "Y."

Sedona has been facing challenges that many beautiful tourist locations are experiencing: short term rental overload, traffic congestion, lack of affordable housing, employee shortages and the list goes on.

What some don't see is all the progress the city has been making with solution-based projects and programs: the beginning stages of a robust public transportation system, a Climate Action Plan aimed to reduce 50% of carbon emissions by 2030, a multi-faceted traffic reduction plan called Sedona in Motion, new community parks and events, neighborhood shared-use paths and many more.

As the city embarks on the update of the 10-year Community Plan, it is more important than ever to get involved, to be heard, to share your concerns and to be an active participant in your local government. This plan guides all of our planning decisions for projects, programs, and land and building development proposals.

My job as the Public Relations Coordinator is to engage, inspire and educate my community in which I adore. I encourage you to get involved in one or more of the following ways:

1. Participate in the Sedona Community Plan update. This is our largest public outreach effort that we do here at City Hall, and for good reason since the Community Plan is used as a foundation block in most projects and programs. An engagement process led by residents, the development of the plan only works with local feedback and support. I know many of you attended the community event in early September, which was great to see. Please keep that energy and enthusiasm up and attend one of the virtual Listening and Learning events by visiting www.PlanSedona.com.
2. Join the conversation on social media. Find the city on Facebook, Instagram and YouTube by searching for @CityOfSedonaAZ.
3. Find a sense of community and new friends with shared passions by volunteering for the Citizen Engagement Program. This program is how volunteer citizen committees and work groups are formed for many major initiatives such as transit, the Community Plan and housing. There are so many important topics to provide input on so when signing up, let us know your interest areas. Sign up by going to www.sedonaaz.gov/citizenengagement.

This is our city. Like all cities, it comes with the good, the bad and the ugly. It's time to roll up your sleeves and plan Sedona's future, together.