

3. COLLABORATION & ENGAGEMENT



INTRODUCTION

Scottsdale has a rich history of citizen involvement. Built on collaborative engagement programs, such as the Scottsdale Town Enrichment Program (S.T.E.P.), Scottsdale Visioning, and CityShape 2020, the community has long recognized that:

- A healthy community engages in robust, interactive public dialogue on important, complex issues;
- The best decisions require that many points of view be heard and considered;
- Community understanding and participation are enhanced when citizens are actively involved, and the city provides opportunities for participation and interaction;
- Active public dialogue is important and all community members should feel safe expressing their views;
- Public dialogue should include a diversity of communication and participation methods, combining traditional methods with emerging technologies; and
- Community involvement goals and policies should encourage participation from all parties.

Scottsdale works across neighborhoods and within the region to benefit all citizens. Collaborating with metropolitan area partners allows Scottsdale to benefit from shared resources, coordinated services, and increased efficiency. Strengthening neighborhood engagement and local government preserves the city's individual identity and enhances community well-being and Scottsdale's brand.



Scottsdale aims to continue as a leader in regional and citywide collaboration efforts, as well as, open, fair, accessible, and responsive government processes. The Collaboration & Engagement Chapter seeks to reach beyond the minimum standards for citizen involvement and adapt to the community’s growing and changing population. As such, Scottsdale will:

- Make informed decisions and arrive at creative solutions through deliberation, dialogue, and thoughtful, respectful discussion and collaboration; and
- Involve residents, businesses, organizations, institutions, and government in constructive dialogue, which is the cornerstone of successful planning, decision making, and community building.

As a community, Scottsdale will consider new ways to promote citizen involvement and engage the diverse perspectives found within our community. Individuals engaged in the discussion of public issues are encouraged to adhere to the Council-adopted Principles of Civil Dialogue, which state “as a member of the Scottsdale community, I will genuinely listen; speak respectfully; and be accountable for my words and actions.”

ELEMENT IN THIS CHAPTER:

- Community Involvement

Collaboration & Engagement Chapter

COMMUNITY INVOLVEMENT ELEMENT

Goal CI 1 Seek broad public input

Goal CI 2 Seek direct input from all areas of the community

Goal CI 3 Distribute city information

Goal CI 4 Foster community collaboration



COMMUNITY INVOLVEMENT ELEMENT

Scottsdale promotes open, transparent, accessible, responsive, and fair government. The community recognizes that encouraging early and ongoing citizen participation is important for successful planning, community-building, and decision making. Interactive community participation helps resolve concerns more immediately, provides meaningful input into policy and regulatory decisions, and levels the playing field among citizens (i.e. residents, property owners, and businesses), elected officials, and other stakeholders.

Scottsdale has a rich history of community involvement [See Vision and Values and Introduction] with numerous opportunities for participation, such as citizen committees, open houses, neighborhood meetings, commissions, and boards. Citizens have spent countless hours addressing and having a say in decisions that affect our community.

In 2017, Scottsdale was proclaimed to be a Golden Rule City, a commitment to “Do unto others as you would have them do unto you,” as a guiding principle in every aspect of how the city conducts business and relates to its citizens. This proclamation recognizes that a city as complex and diverse as Scottsdale may have difficulty reaching consensus; however, Scottsdale will continue to foster an environment of civil dialogue and encourage and welcome interactive participation. The goal of the community is to bring understanding to complex issues while aligning decisions with the community’s vision and values.

The goals and policies included in this element serve as building blocks to strengthen ways to effectively inform and involve the community in discussions and decision-making processes.

Goals and Policies

Goal CI 1

Seek early and ongoing community involvement through broad public input in project and policy-making discussions.

Policies

CI 1.1 Maximize opportunities for early notification of proposed projects using a variety of methods.

CI 1.2 Use public involvement plans to identify and engage interested parties, and provide opportunities for information exchange.

CI 1.3 Require project sponsors to conduct community involvement programs, and encourage them to show responsiveness to community comments, and demonstrate how comments are ultimately addressed.

CI 1.4 Encourage project sponsors and citizens to be transparent and civil in dialogue and deliberation.

CI 1.5 Encourage broad public input in the State-mandated General Plan Annual Report.



Goal CI 2

Proactively seek direct input from all areas of the community on civic matters through vigorous outreach programs.

Policies

- CI 2.1** Provide public notification based on the characteristics of the specific case, plan, or policy, and use enhanced notification when warranted.
- CI 2.2** Maintain community-wide contact lists that include representation from homeowner’s associations, neighborhood and service groups, the faith community, schools, businesses, diverse cultural and ethnic organizations, and other interested parties.
- CI 2.3** Foster community-wide representation on issues requiring a public vote through increased voter registration and participation, as well as, broad distribution of information. *[Cross-reference Healthy Community Element]*

Goal CI 3

Distribute city information in ways relevant to personal and professional interests.

Policies

- CI 3.1** Provide multiple locations, times, and communication tools to accommodate a wide diversity of lifestyles, abilities, and schedules found in the community. *[Cross-reference Healthy Community Element]*
- CI 3.2** Use multidisciplinary teams to inform and communicate with Scottsdale’s diverse population and organizations.
- CI 3.3** Provide multiple opportunities for input through use of new and evolving technologies.
- CI 3.4** To clarify complex city issues, explore new techniques, formats, and technologies.
- CI 3.5** Provide community-wide access to current facts, figures, demographics, trends, and analysis.
- CI 3.6** Create factual public information materials about project opportunities and issues (e.g., the project’s purpose, timing, or need/benefits).

Goal CI 4

Foster community partnerships to share information and work toward collaborative solutions.

Policies

- CI 4.1** Clarify citizen, private entity, and the city’s role in responsible civil dialogue on community opportunities, processes, and issues. *[Cross-reference Executive Summary]*
- CI 4.2** Continue the tradition of “Community Visioning” to reevaluate community goals and vision for the future.
- CI 4.3** Seek to involve community groups, HOAs, and other organizations in the sharing of both city and project information.



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