



## 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.

Recognizing that a city as complex and diverse as Scottsdale may have difficulty reaching consensus, 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** **(NEW)** Encourage project sponsors and citizens to be transparent and civil in dialogue and deliberation.

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



**Goal CI 2**

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**Proactively seek community-wide representation on civic matters through vigorous outreach programs.**

*Policies*

- CI 2.1** Decide the range or distance of 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 homeowners associations, neighborhood and service groups, the faith community, schools, businesses, 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**

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**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, work schedules, and time availabilities. *[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** **(NEW)** Seek to involve community groups, HOAs, and other organizations in the sharing of both city and project information.



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