

## **1. Description/Background**

The Americans with Disabilities Act (ADA) prohibits discrimination in access to jobs, public accommodations, government services, public transportation and telecommunications. The City of Scottsdale has undertaken a comprehensive multi-year approach to the re-evaluation of its policies, programs, and facilities to determine the extent to which individuals with disabilities may be restricted in their access to city services, activities and facilities.

In 2019, the city is providing a updated ADA Transition Plan that will guide the planning and implementation of necessary program and facility modifications over the next several years. The City of Scottsdale conducted a preliminary self-evaluation of its current city's program and identified suggested modifications of building and public right-of-way facilities to ensure accessibility in high-density areas or high-use priority areas.

The ADA Self-Evaluation and Transition Plan Update is significant in that it establishes the city's on-going commitment to the development and maintenance of policies, programs and facilities that include all its citizens.

## **2. Public Involvement Plan Objectives**

The City of Scottsdale values public input and believes that community members should be engaged early on in decisions that affect them. The purpose of the Public Involvement Plan (PIP) is to create an open and transparent process to guide the ADA Transition Plan resulting in a shared community vision.

The scope of the PIP is to:

- Provide objective information to assist the public in understanding the purpose of the ADA Transition Plan.
- Seek and encourage the involvement of all community members.
- Provide a variety of opportunities for the public to contribute ideas and provide feedback through all phases of the process.
- Make the process accessible and engaging to interested community members and other stakeholders.
- Consider the public input in the implementation of the ADA Transition Plan.
- Provide an opportunity for public participation by all stakeholders including people with disabilities and those who speak other languages but have limited understanding the of the English language.

### 3. Stakeholder Analysis

An early step in the Public Involvement Plan is to identify the internal and external community members that have an interest in the process.

Internal:

- Mayor and City Council
- City Departments
- Boards and Commissions
- Adapted Recreation Program/Human Services

External:

- Residents, businesses & property owners in Scottsdale
- Accessibility community
- Educational institutions
- Civic, non-profit and religious groups
- Volunteers (Ambassador Program, Scottsdale 101 participants)

### 4. Involvement Techniques & Communication Approach

Public involvement and communication techniques may vary depending on the phase of the planning efforts. The approach will be to facilitate working directly with the public throughout the process to ensure that public issues and concerns are consistently noted, understood and considered.

While traditional methods (meeting, presentations, etc.) will still play an important role in public engagement, social media and electronic participation and communication tools will also be extensively used to disseminate information and broaden outreach, including considerations for limited English and English as a second language along with people with disabilities when gathering public comments.

The following dedicated website and online URLs will be used to share information and to collect feedback throughout the process:

City Website and on Department webpages  
Online city calendar notices  
Emails to stakeholders  
Facebook – City page, Office of Diversity page, etc.  
Twitter/Instagram  
Online web comments  
News release  
Next Door – a private social network for neighborhoods.  
Scottsdale Update e-newsletter  
Scottsdale Video Network/YouTube  
City Council updates  
Featured News on home page

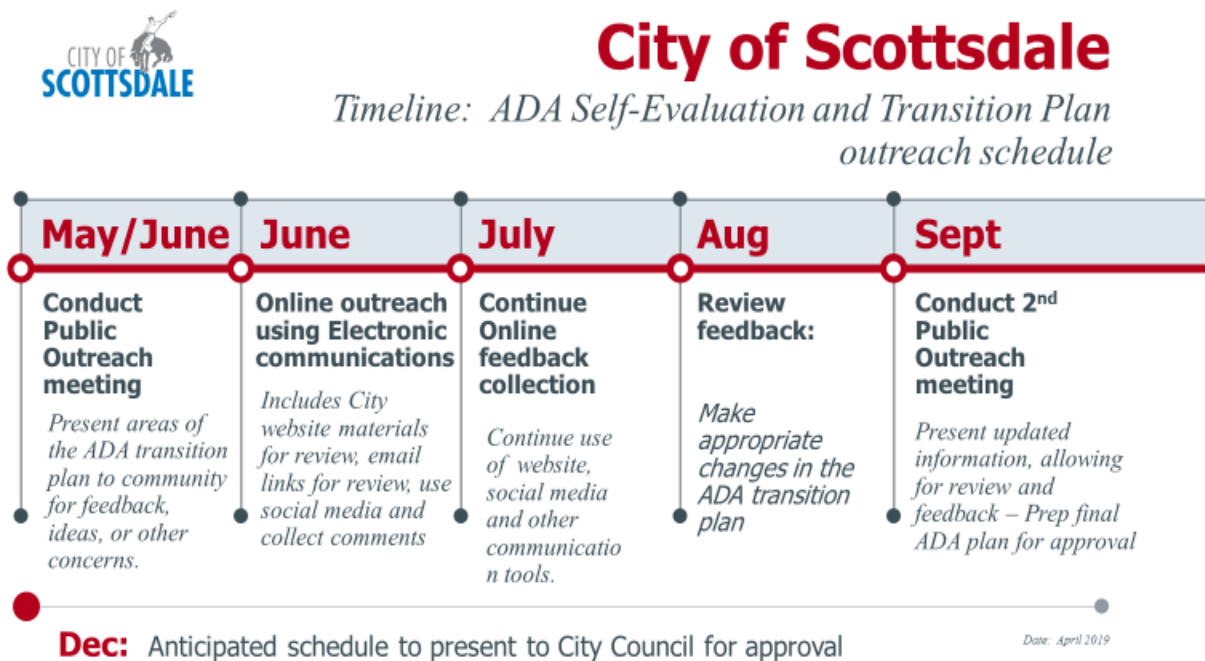
Some or all of the following methods will also be used to achieve broad and continuous public participation:

- Documents will be posted on the project website
- Comment forms will be available at the ADA Transition Plan public meetings
- Online comment forms will be available throughout the duration of the project.
- Presentation to stakeholders Boards and Commissions.
- Bi-lingual communication and ASL Interpreter services as requested.

The communication methods used will include:

- Press releases/Scottsdale Progress/Scottsdale Independent articles
- Brochures and posters located in common public areas of city facilities
- Social media posts on city’s Twitter/Facebook with meeting and public input information.
- Bulletin boards with meeting and public input information on Scottsdale Cable Channel 11
- Public meeting dates posted on city online calendar
- Project web site regularly updated
- Handouts at other city events and meetings including the Mayor’s Committee on Employment of People with Disabilities (MCEPD) awards
- Email notification to Neighborhood and HOA’s with meeting and public input information
- Email notification to Ability 360 list

## 5. Presentation/Project Timeline



## **6. Public Meeting Scheduling, Location & Access**

There will be a general public meeting open house held to inform the public about the ADA Transition Plan and to gather input from residents. Public meetings will be scheduled at times that help maximize attendance. Meetings will be held in locations accessible to persons with disabilities and will be held as near as possible to transit routes when possible. With 48 hours advance notice, special assistance will be provided for persons with sight and/or hearing impairments; a Spanish language translator can also be made available for the meeting.

## **7. Responsible Documentation**

Documentation of all phases of the process will occur for future use and understanding of how the program worked, what comments were received and how the results of the public involvement were used in the ADA Transition Plan.

Documentation will include:

- The Public Involvement Plan
- List and samples of outreach and communications documents
- Database of participant contact information
- All public comments made
- Survey results

## **8. Process Evaluation & Conclusion**

The City of Scottsdale seeks continual improvement of all of its activities. An evaluation will be performed throughout the public involvement process to ensure the PIP is meeting participation requirements mandated by state law. Feedback opportunities related to public involvement techniques will be provided through the website and meetings and continuously reviewed.

This Public Involvement Plan may change as conditions change or additional resources become available. The most current information about upcoming meetings and comment opportunities will be available on the dedicated website.

For further information about the process, please contact the following City of Scottsdale staff:

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