

# Community Involvement Plan



**Southeast Mesa Land Use and Transportation Plan**

**October 2018**





# Southeast Mesa Land Use and Transportation Plan

## Community Involvement Plan

Prepared for:



Prepared by:

Kimley»Horn

*and*

Matrix  
DESIGN GROUP

*and*



October 2018

*This page intentionally blank.*



## TABLE OF CONTENTS

Introduction .....	1
Purpose.....	1
Staff Advisory Committee .....	1
Stakeholder Groups.....	2
Community Meetings .....	2
Council, Committee, and Board Updates .....	2
Informational Brochures.....	2
Project Website .....	3
Additional Public Information / Notices .....	3
Project Scope and Schedule .....	3

## LIST OF FIGURES

Project Schedule .....	5
------------------------	---



*This page intentionally blank.*



# Community Involvement Plan

## Introduction

The Southeast Mesa Land Use and Transportation Plan (LUTP) is a guide for programming future transportation priorities by identifying and understanding existing and future land use trends in the southeast area of Mesa. Kimley-Horn, with the assistance of Matrix Design Group (Matrix) and Rounds Consulting Group (RCG), was the consultant selected by the City to lead the LUTP process. Kimley-Horn, Matrix, RCG, and City Transportation staff are referred to as the “Project Team”.

## Purpose

Through a coordinated public outreach effort, community engagement will help create a community-based plan. The outreach effort for the LUTP will be guided by this Community Involvement Plan, which details the Project Team’s approach in engaging the public throughout the LUTP process.

Key components of the Community Involvement Plan include the following items:

### Public Outreach Components

- Staff Advisory Committee
- Stakeholder Groups
- Community Meetings
- Council, Committee, and Board Updates
- Informational Brochures
- Project Website
- Additional Public Information / Notices
- Project Scope and Schedule

## Staff Advisory Committee

The LUTP will be guided by a Staff Advisory Committee, comprised of staff from the Transportation Department, Planning Department, and Economic Development Department.

### Staff Advisory Committee Members

- Aric Bopp
- Lesley Davis
- Erik Guderian
- RJ Zeder
- Al Zubi



## Staff Advisory Committee Meetings

### Kick-Off Meeting

The Project Team will facilitate a LUTP Kick-Off Meeting with the Staff Advisory Committee. This meeting will introduce the LUTP to the Staff Advisory Committee to keep them informed and obtain any initial questions and comments they may have as subject matter experts in the City of Mesa.

The meeting will include an overview of the study area, the study scope, schedule, Community Involvement Plan, considerations for the LUTP, goals and objectives for the LUTP, and next steps in the process.

### Progress Meetings

Staff Advisory Committee meetings will be held on a bi-weekly basis during the first few months of the study and then monthly thereafter. The first meeting will be held for the purpose of refining community engagement and finalizing the project schedule.

## Stakeholder Groups

Stakeholders were identified through the scoping process and include the following:

Stakeholders	
■ City departments	■ Commercial Metals Company (CMC)
■ Southeast Business Group	■ ASU Polytechnic Campus
■ Arizona State Land Department	■ Phoenix-Mesa Gateway Airport
■ Fujifilm	■ DMB
■ TRW	■ Town of Queen Creek
■ SkyBridge	■ Town of Gilbert
■ Cadence	■ Pinal County
■ Sunbelt Invest Holdings	

## Stakeholder Meetings

Up to ten (10) interviews with stakeholders, identified by City staff, either individually or as small groups, will be conducted to gain a clear understanding of the issues and expectations for the LUTP.

## Community Meetings

Two (2) Community Meetings will be held during the LUTP process. Both meetings will be held in or near the study area to allow the public to provide input. Locations, dates and times will be as agreed by the Project Team.

**Community Meeting #1.** Community Meeting #1 will seek public input on issues, opportunities, community values, vision and assets. This input will be developed to build consensus as well as identify what residents value about living in southeast Mesa. This input will help to create a vision statement that will guide the LUTP.

**Community Meeting #2.** Community Meeting #2 will be held to present the draft LUTP at the onset of the public review period.

## Council, Committee, and Board Updates

These meetings are typically held by a City body. The Consultant will provide up to six (6) updates to City Council, Council subcommittees, or citizen boards such as the Transportation Advisory Board, Planning and Zoning Board, Economic Development Advisory Committee, or other boards and commissions.

## Informational Brochures

The Consultant will prepare two (2) informational brochures with relevant information regarding the LUTP. The intent of





each brochure is to provide decision-makers, the public, and landowners with a solid understanding of the LUTP process at critical stages of the update.

### **Informational Brochure #1**

The first brochure will describe the purpose, goals, and objectives of the project, project contacts, and methods to provide input throughout the process.

### **Informational Brochure #2**

The second brochure will provide a project update following the second community meeting and will describe the results of the project to date and outline the steps moving forward.

### **Project Website**

The City will host and maintain an interactive website dedicated to the LUTP as an extension of the City's webpage. This project website will be a primary source of information to keep up-to-date on upcoming events, download documents and presentations, and provide the public with a way to leave comments and suggestions related to the project. The Consultant will provide the City with content in a timely manner to upload to the project website.

### **Additional Public Information / Notices**

The Consultant will prepare additional information and/or notices as determined by the Project Team. This may include the following:

#### **E-Updates (eBlasts)**

During the LUTP, the Consultant could collect the names and e-mail addresses of interested individuals and groups and provide to the City's communications staff. The City would be

responsible for maintaining this list and the distribution of all eBlasts. The e-mail list would be started by incorporating or using existing e-mail lists, such as those maintained by City Council members, Transportation Advisory Board members, or other interest groups engaged in the LUTP process. Additionally, the Consultant would add e-mail addresses for individuals that sign-up on the project website and at Community Meetings and events.

### **Social Media**

The Consultant would provide materials and draft messages, as appropriate, to the City to update the community on the LUTP process via the City's social media accounts. The public would be encouraged to comment on topics that are important to them. Social media channels that could be utilized include Facebook, Twitter, and Nextdoor.

### **Online Surveys**

The Project Team would conduct online surveys that would cover a broad range of topics as a means to supplement the traditional outreach methods and provide an opportunity for those who cannot attend the Community Meetings to still provide input.

Online surveys would be accessible through the project website. Notices of online surveys would be sent out through an eBlast to those who have signed-up for the e-mail list, either online or at the Community Meetings.

### **Project Scope and Schedule**

The process for the LUTP will be conducted in a series of five (5) tasks that will take approximately 12 months to complete. The first task, Project Management, involves finalizing



the scope and schedule for the project and conducting detailed research and information-gathering necessary for the foundation of the LUTP. Many sources of information will be used, including the U.S. Census, State of Arizona, and Maricopa Association of Governments (MAG).

The second task is Public and Stakeholder Engagement. The purpose of this task is to provide opportunities to ensure that the public can give input to the planning process. This task includes the development of this Community Involvement Plan and the involvement of stakeholders and the community through meetings and informational brochures.

The third task, Land Use Planning / District Description Updates, includes updating projected land uses within the Land Use Evaluation Area to 2030 and 2040 estimates and reviewing and updating the descriptions associated with each of the Districts contained in the Mesa Gateway Strategic Development Plan.

The fourth task, Transportation Master Plan Update, involves recommending a multimodal transportation system network in the study area that efficiently moves people and commerce within the area as well as provides for regional travel and access and minimizes infrastructure costs through close coordination with the land use plan from the third task. An implementation plan will provide guidance on the prioritization of recommended improvements.

The fifth and last task includes the final report.

**Figure 1** shows the current project schedule, including the general timing of the public engagement events and project documents.

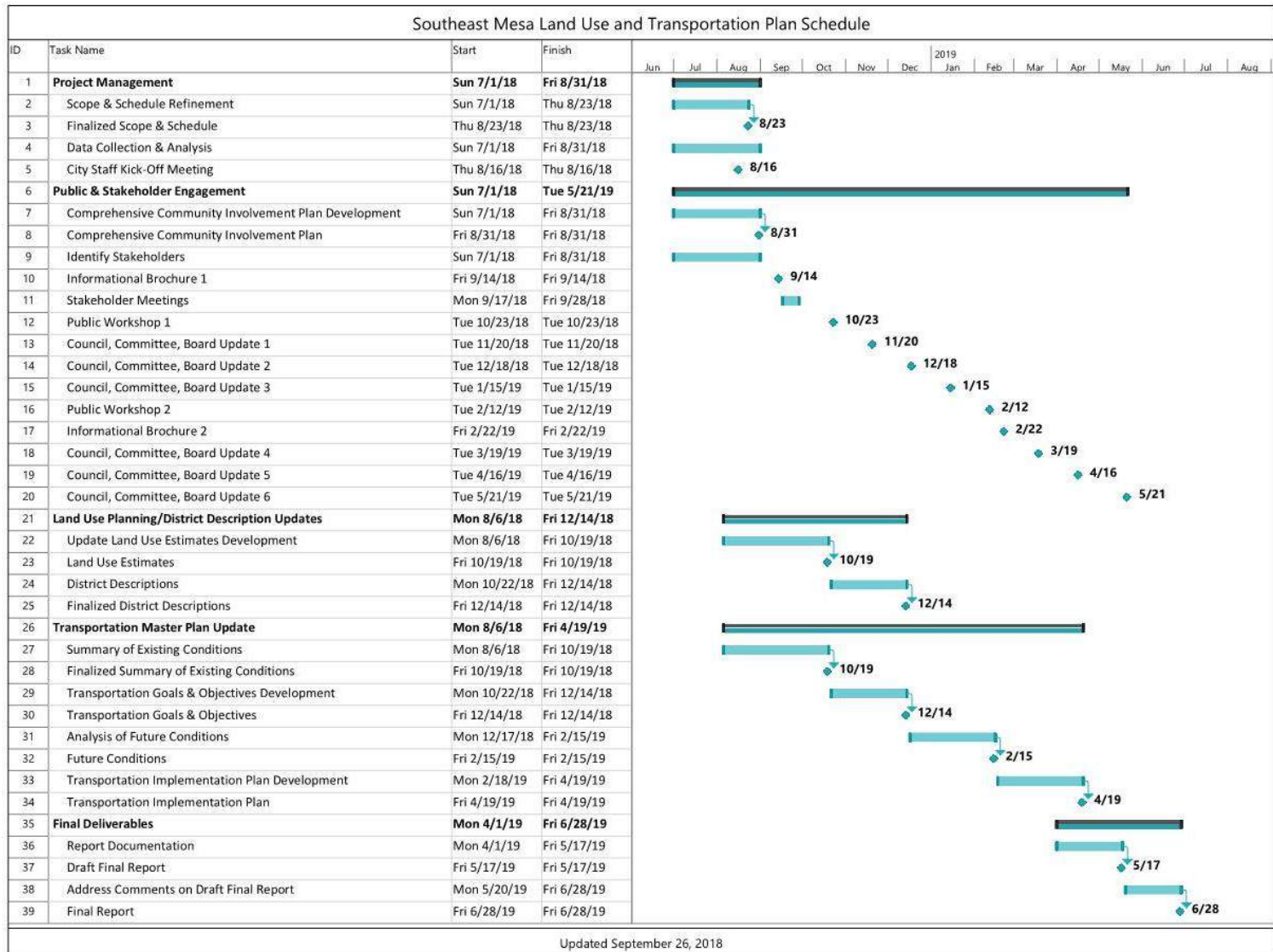


Figure 1: Project Schedule



*This page intentionally blank.*





**Al Zubi, P.E., PTOE**  
Transportation Department  
City of Mesa  
300 E Sixth St.  
PO Box 1466  
Meza, AZ 85211  
(480) 644-4912



**Michael Grandy, P.E.**  
Kimley-Horn  
1001 W. Southern Ave.  
Suite 131  
Mesa, AZ 85210  
(480) 207-2662



**Felipe Zubia, AICP**  
Matrix Design Group  
2020 N. Central Ave.  
Suite 1140  
Phoenix, AZ 85004  
(602) 288-8344



**Jim Rounds**  
Rounds Consulting Group, Inc.  
51 W. Third St.  
Suite E110  
Tempe, AZ 85281  
(602) 739-0844