

# RIO PHX Community Engagement Plan 2024 Draft





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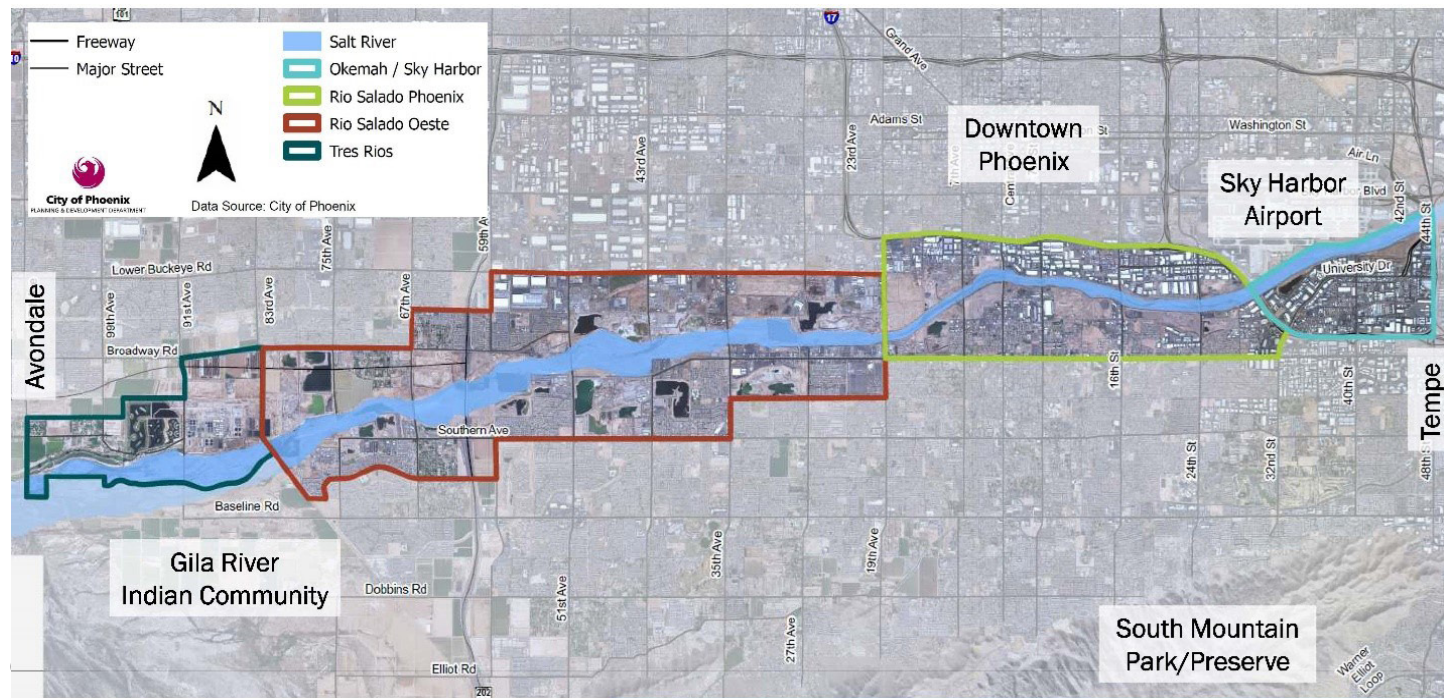




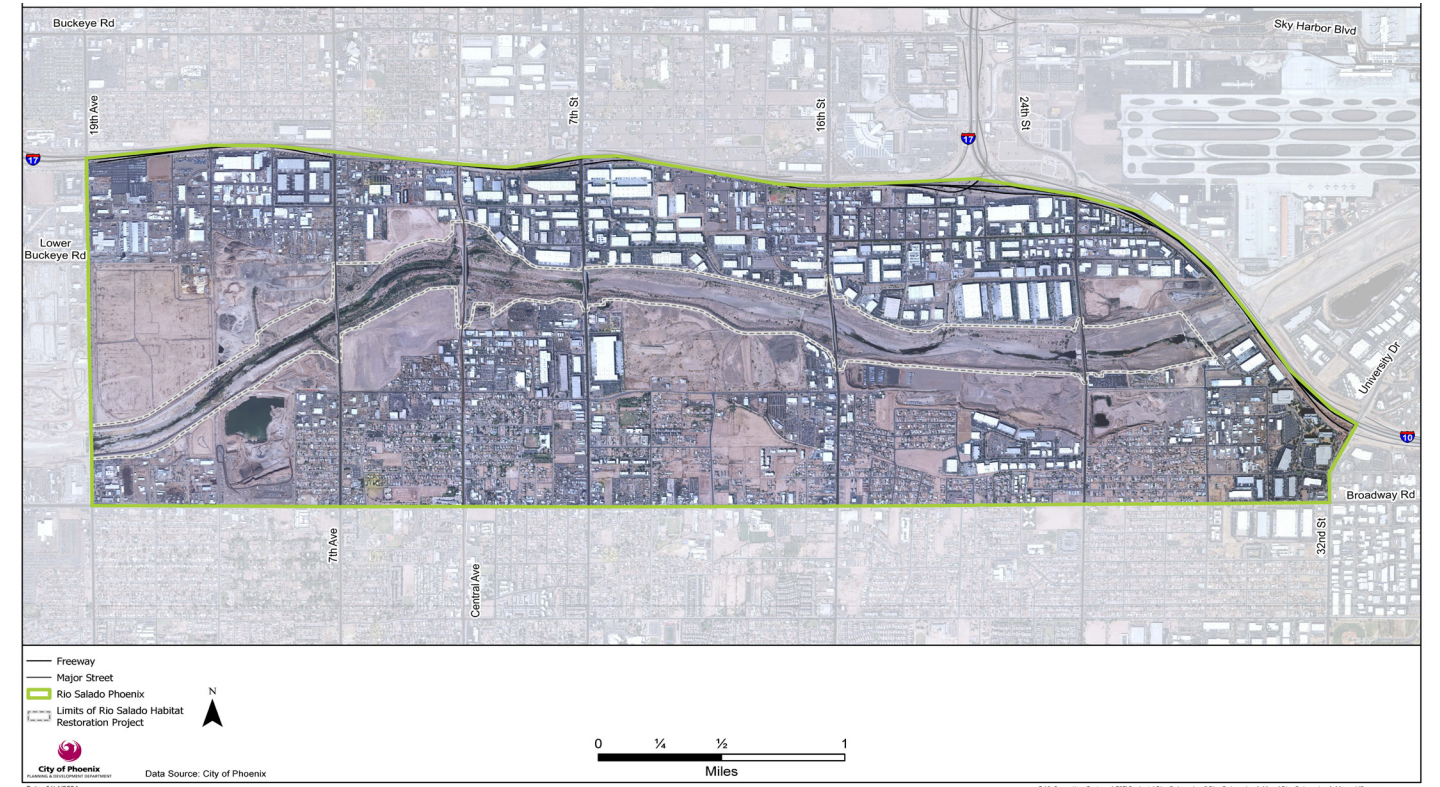
# Project Introduction

In 2023, the City of Phoenix Planning and Development Department launched the **RIO PHX** initiative, formerly known as Rio Reimagined PHX. RIO PHX is a collaborative effort by the City of Phoenix and various property/business owners and community stakeholders to create a series of policy documents that will help promote a 20-mile Rio Salado (Salt River) corridor as a local and regional destination that attracts positive investment for the benefit of existing/future residents, businesses, and tourists. This plan aims to be a key implementation component of the regional **Rio Reimagined project**. This initiative also seeks to address outstanding needs in the area and create opportunities for housing, employment, recreation, art, ecological restoration, and others. The final purpose of this project is to improve health outcomes for existing and future residents.

RIO PHX has multiple project phases; however, this engagement plan focuses on the first phase known as Rio Salado Phoenix. The boundaries for the first phase, are Interstate 17 (north), Broadway Road (south), 32nd Street (east), and 19th Avenue (west). Communities and other stakeholders within and beyond the limits of the project boundaries are the primary audiences for engagement activities planned for this initiative, given the significance of the project as regional infrastructure. Significant public outreach was conducted in the area between 7th Avenue and 7th Street, bounded by Interstate 17 and Broadway Road to the south, as part of the **South Central Transit Oriented Development Plan**, adopted in 2022. The feedback provided in this recent planning effort will be incorporated into this planning work, while additional feedback will be collected in other parts of the study area and surrounding community.

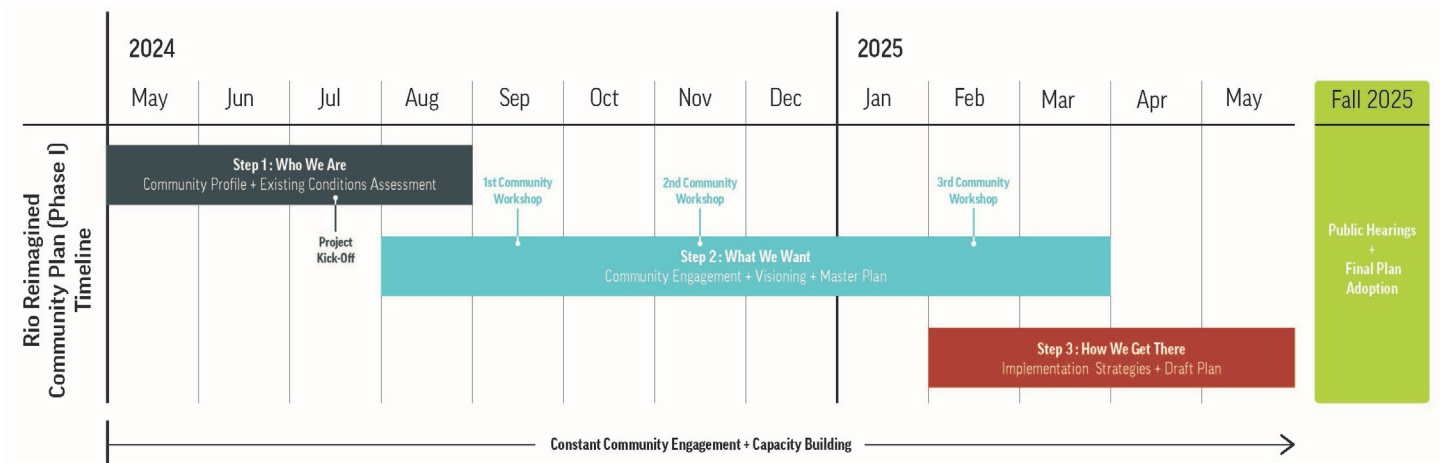


Phase I (Rio Salado Phoenix) Boundary Map, 2023



## Project Timeline

The project spans from May 2024 through May 2025 as identified in the timeline graphic below. During the “**Step 2: What We Want**” and “**Step 3 How We Get There**” timeline, a minimum of three community workshops will be held. In the Fall of 2025, the Planning and Development Department (PDD) anticipates undergoing the public hearing process to adopt the Rio Reimagined Community Plan for the first project phase. Implementation of the plan will follow the adoption of this document into policy over the following decades.





## Planning Process Framework

The following three-step planning process framework is proposed to successfully provide a holistic and multidisciplinary engagement, visioning, and implementation strategies framework as part of the RIO PHX planning initiative. Community engagement, outreach, and capacity building are key to the success of this initiative and will occur throughout the planning process.





# Purpose of the Community Engagement Plan

Informing and actively involving community members and stakeholders of diverse interests throughout the project is an important process element of this initiative. RIO PHX provides opportunities for community feedback using various methods of engagement, including both active and passive activities. These engagement methods will ensure that the City and project team can hear community opinion of the project and provide new ideas, such as identifying existing opportunities or challenges in the community.

In addition, engaging with the community supports capacity building through education and training, and creates opportunities to activate new and existing leaders or volunteers working in the area. Constant capacity building, outreach, and engagement throughout the project will increase public awareness and build momentum in the community to support the implementation of the plan over time.

This Community Engagement Plan is intended to accomplish the following:

- Listen to the community and ask questions.
- Cultivate a more informed community and leaders through precedent study, imagined futures together, and technical analysis of feedback.
- Identify the public's preferences, ideas, and recommendations.
- Inform and educate the community to generate more buy-in.
- Encourage the community and other partners to take action.





# Engagement Plan Goals and Objectives

The primary goals of this Community Engagement Plan are to guide community engagement actions to successfully incorporate community and stakeholder feedback, such as existing needs, into the vision and implementation strategies of the final policy document for implementation over the following decades. Another crucial goal is to develop and foster a thriving relationship with community members and stakeholders, including local, regional, and federal partners. To achieve these goals, the following objectives were identified:

- Understand and explain RIO PHX as it relates to local and regional trends.
- Listen for and brainstorm with the community for ideas that will improve and preserve the community.
- Capturing local voices of what residents, local workforce, and other stakeholders want to see across the study area in the future to guide development decisions, investments, and policies.





# Target Audience

The following groups represent the primary audience for community engagement initiatives throughout the planning process:

## General Public and Residents

- Registered Neighborhood Associations
- Area residents
- Property owners and renters
- Traveling public
- Local stakeholders (including residents who live outside the study area)
- Area visitors/tourists

## Business Community

- Arizona Chamber of Commerce
- Arizona Hispanic Chamber of Commerce
- Arizona Fresh Holdings
- Black Chamber of Arizona
- South Mountain and Laveen Chamber of Commerce
- Educational Institutions (i.e. Academia del Pueblo, Espiritu Charter School, ASU Prep South High School, Science Prep. Academy)
- Downtown Phoenix Inc.
- Grocery stores (Rancho Grande)
- Places of worship
- Local First Arizona

## Agencies and Organizations

- Arizona State University – Rio Reimagined
- Arizona Sustainability Alliance
- Arizona Rock Products Association (ARPA)
- Audubon Society Southwest
- American Legion Post 65
- BNSF Railway
- Central City Village Planning Committee
- Chicanos Por La Causa
- City of Phoenix Parks, Recreation and Golf Advisory Board
- Cihuapactli Collective
- Friendly House
- Habitat For Humanity
- Liberty Wildlife
- LISC Phoenix
- Maricopa Association of Government
- Murphy Elementary School District
- Phoenix Community Alliance
- Phoenix Elementary School District
- Phoenix Food Co-op
- Phoenix Planning Committee
- Phoenix Revitalization Corporation
- Phoenix Union High School District
- Protectors of the Salt River
- Rio Nature Network Community



- Roosevelt Elementary School District
- South Central Collaborative (i.e. SoPho Convening, The Sagrado Galleria, Raza Valley Metro)

## Elected Officials

- Phoenix Mayor Kate Gallego
- Phoenix Councilman Carlos Galindo-Elvira (District 7)
- Phoenix Councilwoman Kesha Hodge Washington (District 8)
- Maricopa County Supervisor Steve Gallardo (District 5)
- Arizona State Representative Junelle Cavero (District 11)
- Arizona State Representative Oscar De Los Santos (District 11)
- Arizona State Senator Catherine Miranda (District 11)

## Governments

- Arizona Department of Environmental Quality
- Arizona Department of Transportation
- Arizona Department of Economic Security
- Environmental Protection Agency Region 9
- Gila River Indian Community
- Maricopa County Department of Public Health
- Maricopa County Parks and Recreation Department
- Maricopa County Flood Control District
- Salt River Pima Maricopa Indian Community

- Salt River Project
- Urban Waters Federal Partnership Ambassador
- United States Army Corps of Engineers

## City of Phoenix Departments

- Arts and Culture
- Aviation Department
- City Manager
- Communications Office
- Community and Economic Development
- Fire Department
- Housing
- Human Services
- Neighborhood Services
- Office of Environmental Programs
- Office of Government Relations
- Office of Heat Response and Mitigation
- Office of Homeless Solutions
- Office of Innovation
- Office of Public Health
- Office of Sustainability
- Parks and Recreation
- Police Department
- Public Transit
- Public Works
- Water Services

Additional groups may be added to the above list throughout the planning process.





# Methods and Tools

The Planning and Development Department and consultants will utilize various community engagement methods and tools to reach various groups throughout the planning process. The sharing of information will be accomplished during outreach, while engagement will involve a two-way exchange of information, ideas, and knowledge, this Community Engagement Plan outlines the methods and tools used during community engagement and outreach activities, as described in detail below.

## Outreach

**Social Media:** Planning and Development Department (PDD) staff will utilize the department's Facebook webpage to post project updates, including community meeting information and photos showcasing ongoing work. PDD staff will post meeting information at least two weeks ahead of a scheduled community meeting, with reposting of this information several days ahead of the scheduled event. Photos will be posted throughout the project as events and other activities occur. Other social media platforms may be utilized throughout the process as well.

**Email (E-blasts):** PDD staff will collect contact information (emails) from key individuals within the business community, agencies/organizations, elected officials, governments, and city departments as listed previously, ahead of the first scheduled community meeting. PDD staff will send an email with project updates, including community meeting information, to these groups throughout the planning process. PDD staff will send emails at least two weeks ahead of a scheduled community meeting, and a subsequent email several days ahead of the scheduled event. Residents and the general public will be able to sign-up to receive project update emails using the project website or sharing their contact information at an in-person event.

**Printed Materials:** PDD staff and project consultants will develop and print various forms of materials including brochures, flyers, maps, comment cards, boards, and images with detailed project information for virtual and in-person use and distribution. Materials will be provided in English and Spanish.

**Website:** PDD staff will utilize the existing project website (<https://www.phoenix.gov/pdd/riophx>) and update the content of this page as new dates and project information as this is developed. This website currently includes a project overview, project updates, contact information, survey links, and resources, among other information. New content displayed on the website will be available in both English and Spanish.



## Engagement

**Community Events and Group Meetings:** During the project, PDD staff will attend community events within and near the study area, bringing printed materials and other resources (including activities such as surveys) to engage community members. PDD staff will target free events that are open to the wider community. In addition to attending events, presentations will be provided to the Central City and South Mountain Villages will be provided at various stages of the process at the project's beginning, middle, and later stages.

**Comment Cards:** PDD staff will have physical cards that members of the public can fill out and enter project-related comments at community events or meetings. A digital version of a comment card will also be available on the project website throughout the project.

**Surveys:** PDD staff will continue to utilize the first public survey that is available on the project website now, which intends to capture community feedback on investments desired within the study area. A second public survey may be developed at a later stage of the project to capture and incorporate additional public feedback on key aspects of the project. Public surveys will also be available in paper format at community events or meetings.

**Community Workshops:** Multistudio and SCAPE, as project consultants, will lead in the organization of at least three community (public) workshops held at in-person locations within or near the project area boundaries. PDD staff will support these community workshops as needed. Meeting locations that are conveniently located near public transportation will be prioritized. The project team will hold community workshops at various times of the day to accommodate community needs and may occur during weekends. To reduce barriers, the project will provide translation services food or refreshments, and activities for kids. Lastly, community workshops will be held in the Fall of 2024 and Spring of 2025 (dates and times are yet to be determined).

**Mobile Workshops:** PDD staff will lead engagement activities at individual group meetings as opportunities arise throughout the planning process. Staff will bring materials and other content to group meetings for input and community participation. Individual group meetings will typically be smaller than community workshops planned by the project consultants but may include similar content or activities.

**Interagency Meetings/Briefings:** PDD staff will lead and organize meetings between city departments, external agencies, and elected officials to provide project updates and capture additional feedback from these groups. These meetings will be organized at the project's beginning, middle, and later stages.

**Other Methods:** In addition to those listed previously, other engagement methods may be utilized throughout the planning process to facilitate community involvement of the various audiences.





The following activities will be prioritized to engage the various audiences about this initiative throughout the planning process:

Target Audience	Engagement Approaches									
	Social Media	Emails	Printed Materials	Website	Community Events	Comment Cards	Surveys	Community /Group Meetings	Interagency Meetings/ Briefings	Mobile Workshops
General Public & Residents	●	●	●	●	●	●	●	●		●
Businesses	●	●	●	●	●	●	●	●		●
Agencies/ Organizations	●	●	●	●	●	●	●	●		●
Elected Officials		●		●				●	●	
Governments		●		●				●	●	
City Departments		●		●				●	●	





# Community Engagement Team

The following Planning and Development Department staff will lead the community engagement activities:

Enrique Bojórquez Gaxiola, Planner III

Liza Oz-Golden, AICP, Planner II

Chris Monohan, Planner II

The following staff will also be involved throughout this project:

## City Manager's Office

Alan Stephenson, Deputy City Manager

## Planning and Development Department

Joshua Bednarek, Director

Adam Miller, Deputy Director

Joel Carrasco, Special Projects Administrator

Nick Klimek, AICP, Planner III, Transit Oriented Communities

Anthony Grande, Central City Village Planner

Samuel Rogers, AICP, South Mountain Village Planner

Teleia Galaviz, Public Information Officer

Community workshops will be led by the project consultants:

## Multistudio

Krista Shepherd, Principal

Aaron Herring, Principal

Adrian Castro, Associate

Nick Ryan, Project Designer

## SCAPE

Kate Orff, Founding Principal

Nanas Voron, Design Director + Design Lead

Kaleen Juarez, Senior Associate



# Media Inquiries

All media inquiries should be coordinated through the City of Phoenix Planning and Development Department (PDD) Public Information Officer, who will work closely with the PDD project team to respond to all inquiries.

## Documenting Community Feedback

The Community Engagement team, including project consultants and PDD primary contact staff, will collect, sort, and maintain a permanent record of public comments provided throughout this project. The Community Engagement team will update a stakeholder contact list at least every two weeks to track interactions with community members and other stakeholders and the public, including activities or events. The input received from the previous workshop and how it was incorporated into the project will be displayed or presented at each public community workshop. Lastly, Multistudio, as the lead project consultant, will produce a public engagement and capacity-building report after activities to summarize the steps taken to reach the community and the feedback provided.

To submit comments and questions, please visit the RIO PHX project page at:

<https://www.phoenix.gov/pdd/riophx>

Arizona State University (University City Exchange) and Maricopa Association of Governments (Transportation Planning) are in the planning stages of individual initiatives/projects that overlap with the study area of the Rio Reimagined Community Plan; thus, the City of Phoenix Planning and Development Department will also continue collaborating with each of these entities to align community engagement efforts where feasible.

