



PlanPHX 2025

Leadership Committee

February 7, 2023

Staff Contacts:

Joél Carrasco, joel.carrasco@phoenix.gov, 602-262-6940

Tricia Gomes, tricia.gomes@phoenix.gov, 602-262-4870

- 1. Call to Order, Introductions and Announcements by Chair.**
 - Roll Call

- 2. Public comments concerning items not on the agenda.**

Not for Committee discussion or action

- 3. Presentation on 2025 vision and opportunity by Chair.**



4. Presentation regarding the connection of strategy and planning.

Presentation by Dr. Carol Poore, President, Poore & Associates Strategic Planning; PlanPHX 2015 Leadership Committee Vice Chair.



5. General Plan 2025 Update Work Program and Schedule Overview.

Presentation by staff.



plan**PHX**
GENERAL PLAN 2025 UPDATE



PURPOSE: Execute a coordinated update building off the existing Phoenix General Plan that will create a unified policy framework for the entire city.

2025 General Plan Update

What will we do together?

Her Secret is Patience



A strategic and focused update (3 steps)

- Execute a coordinated update building off the existing Phoenix General Plan that will create a unified policy framework for the entire city



Align



Emphasize



Focus

Step 1: Vision Alignment

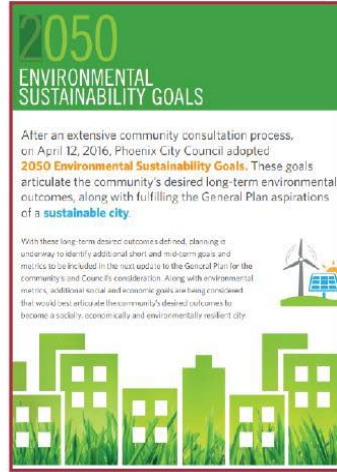
Plans:
Transportation 2050



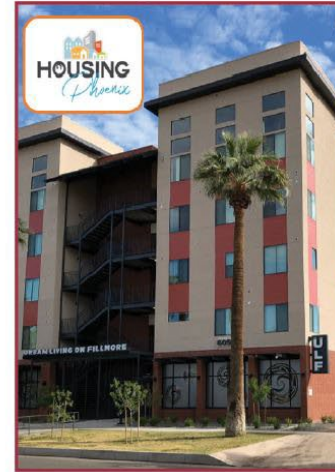
Operations:
Reimagine PHX



Plans:
2050 Sustainability



Plans:
Housing PHX Plan



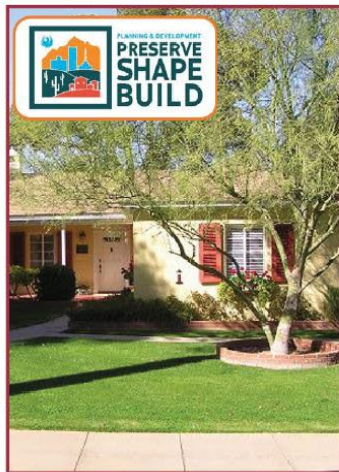
Knowledge:
Arts/Culture Inventory



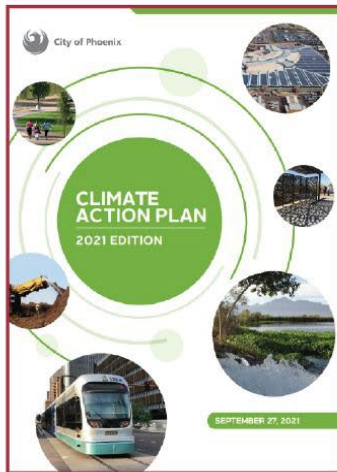
Plans:
PHX Food Action Plan



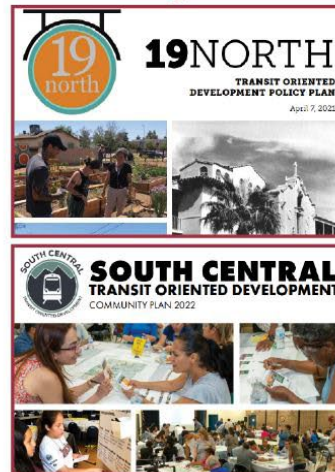
Partnerships:
Historic Preservation



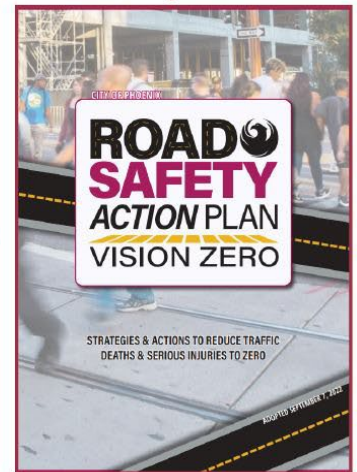
Plans:
Climate Action Plan



Plans:
TOD Policy Plans



Plans:
Road Safety Action Plan



Step 2: What are we missing?

- Emphasize, more clearly define the General Plan's goals and strategies based on other more recent vision, goals, and input

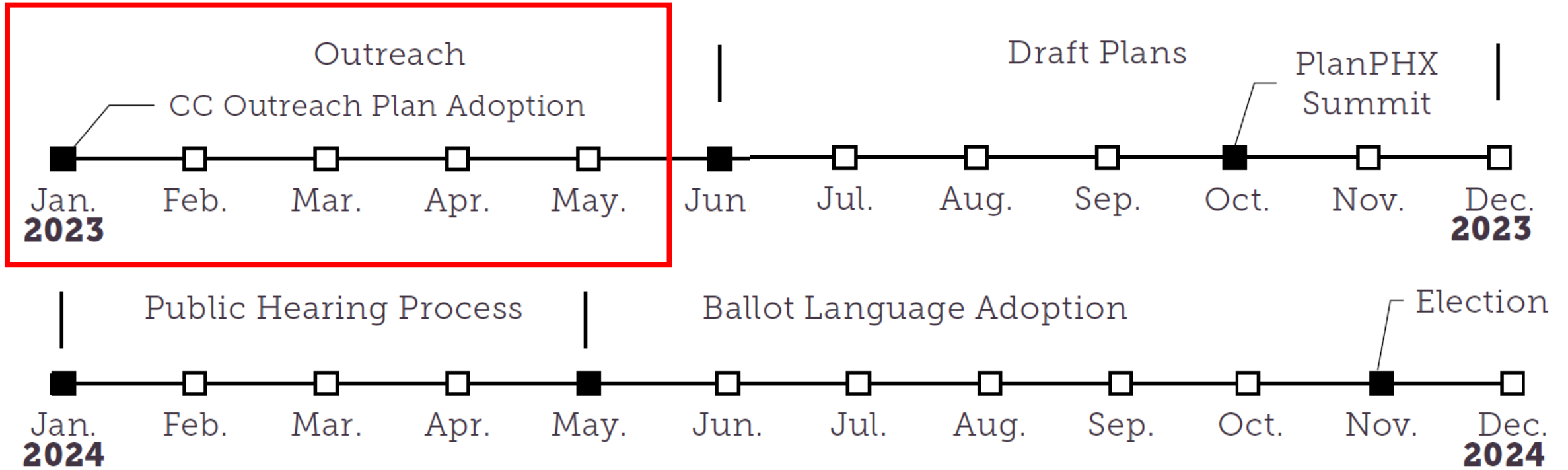


Step 3: Where do we focus next?

- Outlining what we will be working on to accomplish goals for the next 10 years



Timeline: 2023-2024



Work Program: February through May 2023

3 key steps: [Vision Alignment \(Today\)](#), **What are we missing (March-April)**, **Where we focus next (April – May)**.

Meeting/Location	Date	Topics	OBJECTIVES
1 HKS Office 3900 E Camelback Rd Suite 200, Phoenix, AZ 85018	Tuesday, February 7, 2023 (930- 1130am; 2 hours)	Vision Alignment: <ul style="list-style-type: none">• Introductions – Chair• Guest Speaker• Activity 1: ARS Elements + GP Core Values• Activity 2: GP Core Values + City-Wide Goals• Outreach: opportunities and feedback	<ul style="list-style-type: none">• Understand ARS Elements• Understand GP Core Values Framework + City-Wide Policy/Plans• Gather consent towards consolidating GP Core Values

Work Program: February through May 2023

3 key steps: **Vision Alignment (Today)** , **What are we missing (March-April)** , **Where we focus next (April – May)**.

Meeting/Location	Date	Topics	OBJECTIVES
2 West Phoenix (TBD)	Thursday February 23, 2023 Time: TBD	What are we missing? Strategic and Focused Core Values: <ul style="list-style-type: none"> Equity? What are we missing? What needs more clarity? 	Strategic and Focused Core Values: <ul style="list-style-type: none"> Understand Goals/Policies and their relationships Identify gaps Identify areas to provide clarity
3 Burton Barr (TBD)	Tuesday March 7, 2023 Time: TBD	What are we missing? Connect People and Places <ul style="list-style-type: none"> Goals/Policies/Elements 	<ul style="list-style-type: none"> Refine Core Value Section Summary Identify Section “Spotlights”/”Examples” Identify Section “to do” lists/action items
4 Audubon Center (TBD)	Thursday March 23, 2023 Time: TBD	What are we missing? Build the Sustainable Desert City <ul style="list-style-type: none"> Goals/Policies/Elements 	<ul style="list-style-type: none"> Refine Core Value Section Summary Identify Section “Spotlights”/”Examples” Identify Section “to do” lists/action items
5 Steele Indian School Park Memorial Hall (TBD)	Tuesday April 4, 2023 Time: TBD	What are we missing? Celebrate Our Diverse Communities and Neighborhoods <ul style="list-style-type: none"> Goals/Policies/Elements 	<ul style="list-style-type: none"> Refine Core Value Section Summary Identify Section “Spotlights”/”Examples” Identify Section “to do” lists/action items



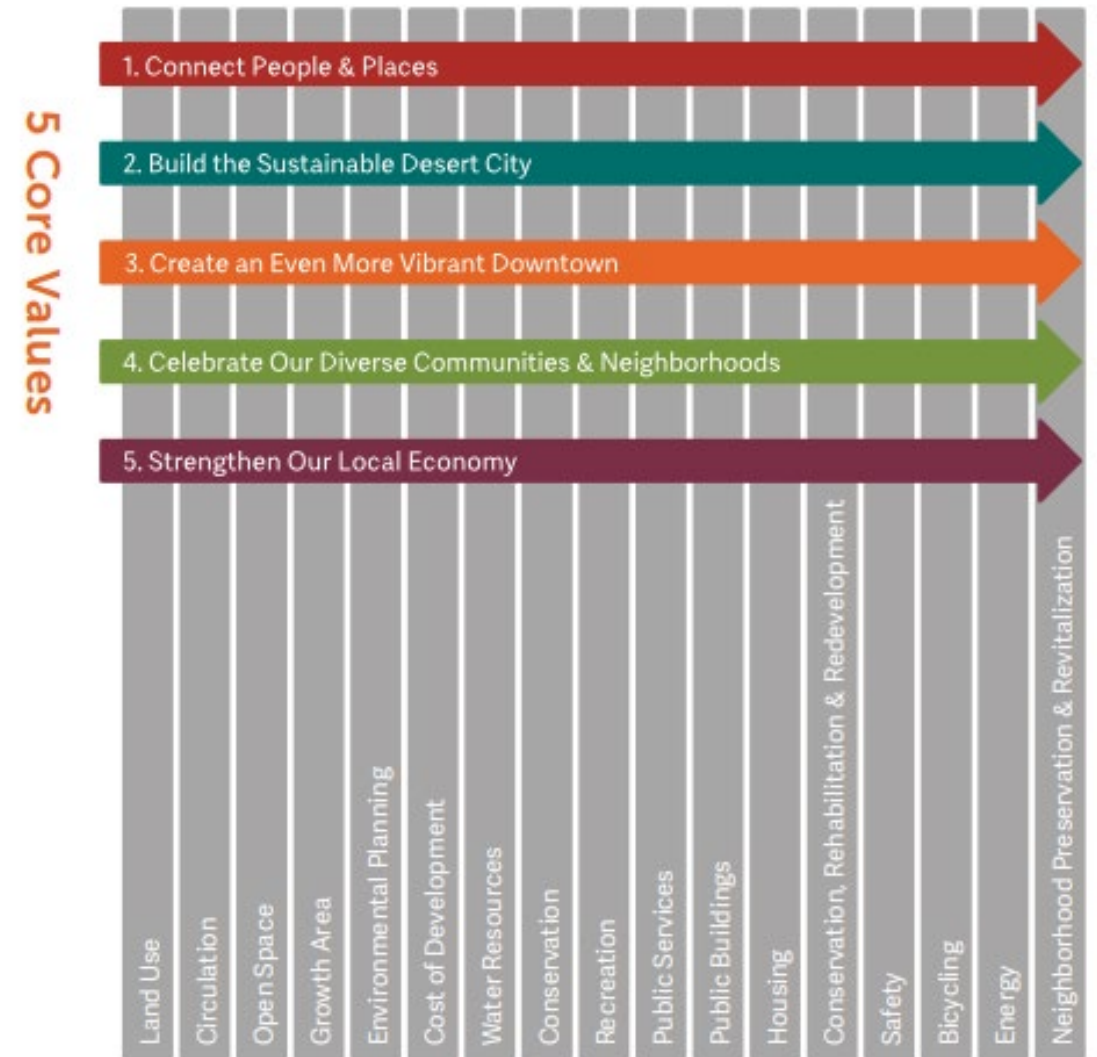
Work Program: February through May 2023

3 key steps: **Vision Alignment (Today)** , **What are we missing (March-April)**, **Where we focus next (April – May)**.

Meeting/Location	Date	Topics	OBJECTIVES
<p>6</p> <p>Park Central Mall/Creighton Medical Campus? (Village Core/TOD/Mixed Use Center)</p>	<p>Thursday April 20, 2023</p> <p>Time: TBD</p>	<p>Where we focus next? Vision: Our Connected Oasis Framework: 3 Core Values</p> <ul style="list-style-type: none"> Refinement 	<ul style="list-style-type: none"> Review results from Youth Engagement Review results from other Engagement activities (balancing act) Prioritize “to-do” lists/action plans
<p>7</p> <p>HKS Office 3900 E Camelback Rd Suite 200, Phoenix, AZ 85018</p>	<p>Tuesday May 2, 2023</p> <p>Time: TBD</p>	<p>Where we focus next? Vision: Our Connected Oasis Framework: 3 Core Values</p> <ul style="list-style-type: none"> Refinement 	<ul style="list-style-type: none"> Review Working Draft and provide feedback for refinement over the summer Final Review/Prioritize “to-do” lists/action plans

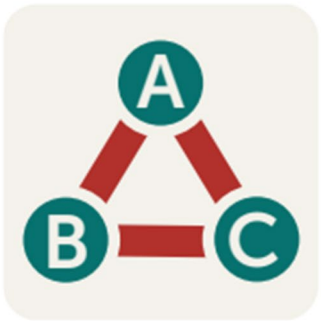
6. Vision Alignment Activity 1: Presentation, discussion, and prioritization activity results to understand the alignment of the Arizona Revised Statute (ARS) Planning Elements and the General Plan 2015 Core Values.

Presentation by staff.



17 Arizona Statutory Required Elements

5 Core Values Overview



**Connect People
and Places**



**Strengthen Our
Local Economy**



**Celebrate Our
Diverse Communities &
Neighborhoods**



**Build the Sustainable
Desert City**



**Create an Even More
Vibrant Downtown**

Vision Alignment Activity 1:

Which ARS Elements align to each of the 5 Core Values the most?

Check your email/inbox for links to the following (10 minutes):

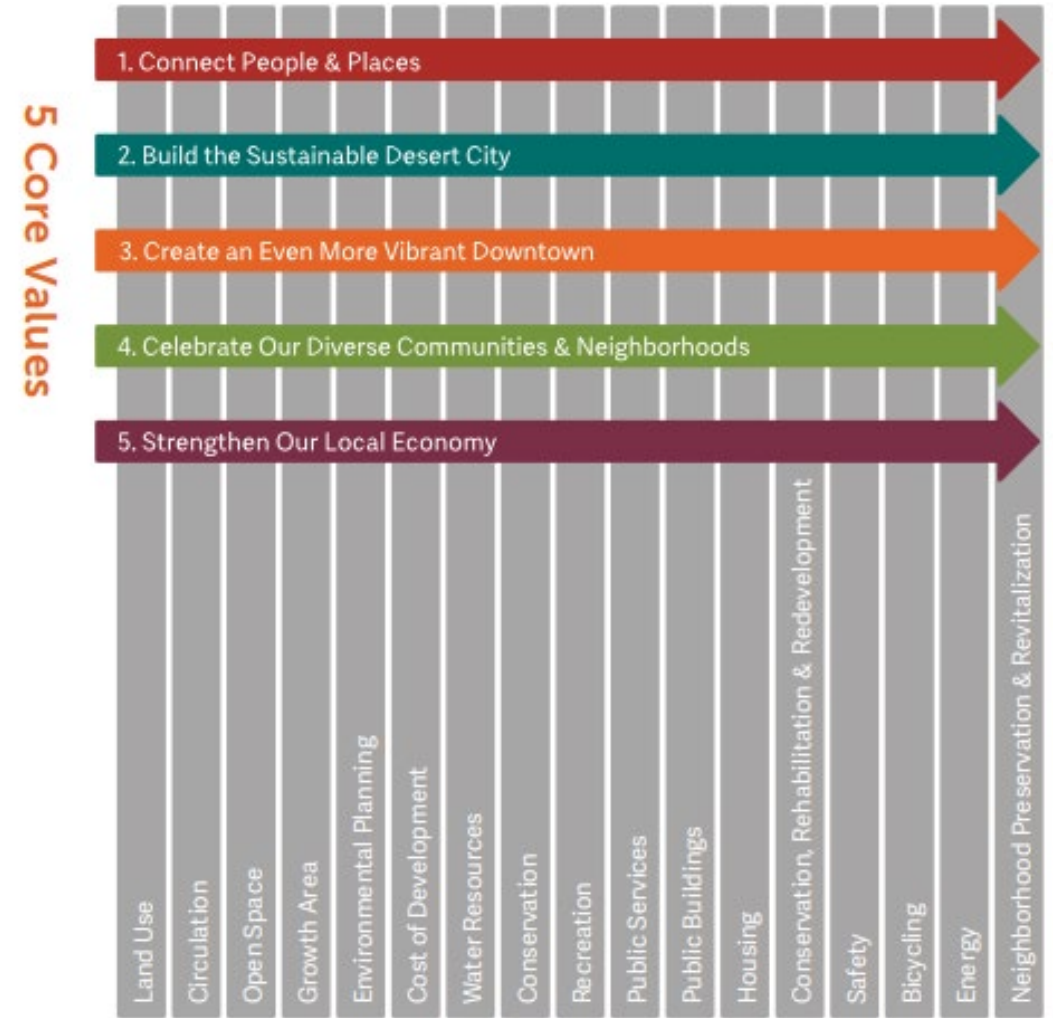
https://phx_pdd.abalancingact.com/VisionAlignmentActivity1_1

https://phx_pdd.abalancingact.com/VisionAlignmentActivity1_2

https://phx_pdd.abalancingact.com/VisionAlignmentActivity1_3

https://phx_pdd.abalancingact.com/VisionAlignmentActivity1_4

https://phx_pdd.abalancingact.com/VisionAlignmentActivity1_5



17 Arizona Statutory Required Elements

7. Vision Alignment Activity 2: Presentation, discussion, and prioritization activity to understand the General Plan 2015 Core Values and more recent City-wide policies, plans and initiatives.

Presentation by staff.

				
<p>Connect People and Places</p>	<p>Strengthen Our Local Economy</p>	<p>Celebrate Our Diverse Communities & Neighborhoods</p>	<p>Build the Sustainable Desert City</p>	<p>Create an Even More Vibrant Downtown</p>
<ul style="list-style-type: none"> • Cores, Centers & Corridors • Infill Development • Opportunity Sites • Transit Oriented Development • Complete Streets • Bicycles • Public Transit • Parks • Canals & Trails • Access & Functional Needs Infrastructure • Knowledge Infrastructure 	<ul style="list-style-type: none"> • Employers • Local & Small Business • Entrepreneurs & Emerging Enterprises • Manufacturing & Industrial Development • Education and Training Facilities • Airports • Tourism Facilities 	<ul style="list-style-type: none"> • Certainty & Character • Historic Districts • Safe Neighborhoods • Connected Neighborhoods • Healthy Neighborhoods • Diverse Neighborhoods • Clean Neighborhoods • Arts & Culture 	<ul style="list-style-type: none"> • Desert Landscape • Rivers, Washes, & Waterways • Redeveloped Brownfields • Green Building • Trees and Shade • Healthy Food System • Energy Infrastructure • Waste Infrastructure • Water Infrastructure 	<ul style="list-style-type: none"> • History & Local Businesses • Employers • Downtown Housing • Surrounding Neighborhoods • Opportunity Sites • Arts, Culture & Entertainment • Transportation Infrastructure • Open Space

More recent planning efforts/initiatives:

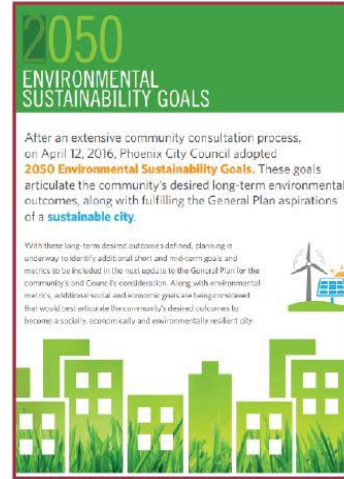
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Transportation 2050



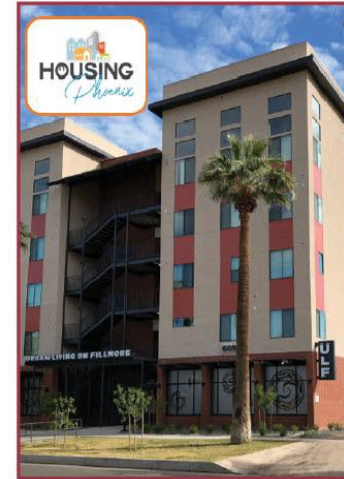
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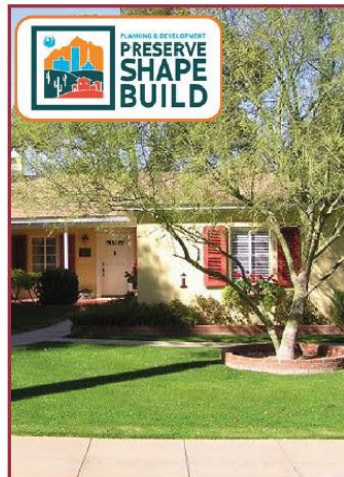
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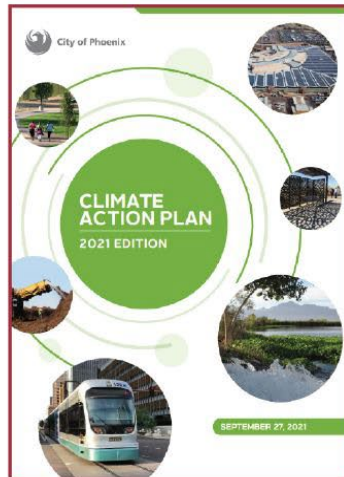
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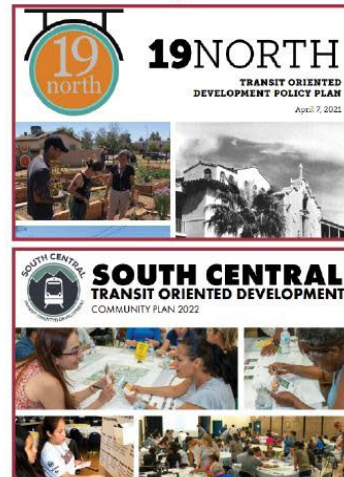
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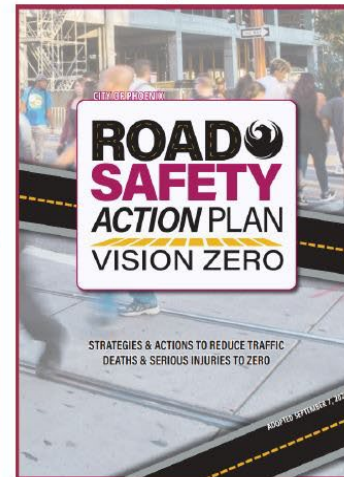
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Road Safety Action Plan



Vision Alignment Activity 2: Which 5 Goals do you prioritize the most?

Check your email/inbox for links to the following (10 minutes):

https://phx_pdd.abalancingact.com/VisionAlignmentActivity2

				
<p>Connect People and Places</p>	<p>Strengthen Our Local Economy</p>	<p>Celebrate Our Diverse Communities & Neighborhoods</p>	<p>Build the Sustainable Desert City</p>	<p>Create an Even More Vibrant Downtown</p>
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8. General Plan 2025 outreach methods, approach, and opportunities.

Presentation by staff.



Media Involvement:

Partner to provide notification to a broad constituency of citizens and stakeholders by employing multiple public communication techniques.



Events, Meetings, Presentations:

Partner with community, business, and government partners to reach citizens and stakeholders "where they are".



Youth Engagement:

Partner with the Mayor and Council to identify minimum one school per district.



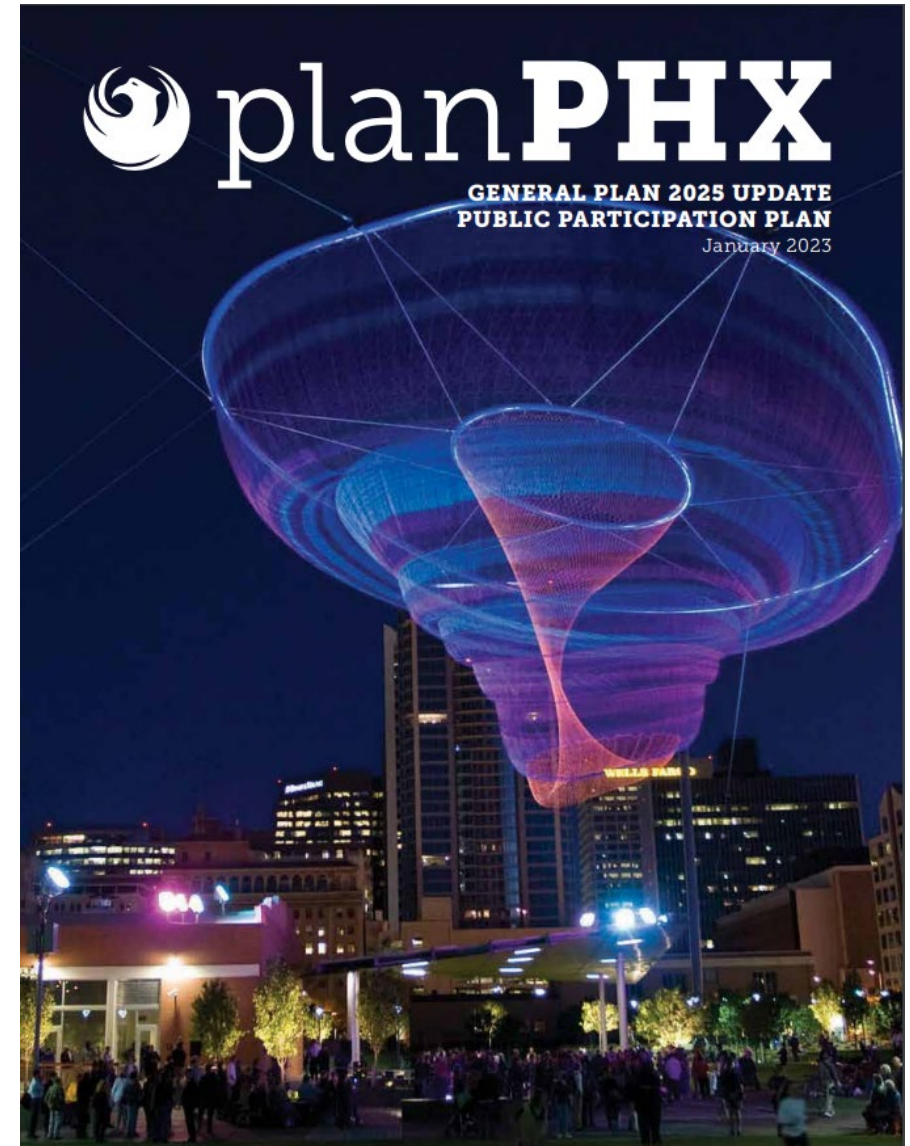
Leadership Committee:

Partner with a Mayor and Council appointed Leadership Committee to hold public meetings to review public comments with staff on the project.



PlanPHX Summit:

Host a citywide PlanPHX Summit offering a setting for residents, public officials and community partners to provide feedback on the draft General Plan.



Agenda Item 8: Outreach

- Sunnyslope event this Saturday! (table events)
- Website –
 - Prioritize tool
 - videos/interviews
 - Plans/project
 - Other resources
- ASU/Youth Engagement
- Village Planning Committees (targeting April)
- Any other Events, presentations, meetings, etc.



3rd annual
Heart of Sunnyslope
a celebration of community wellness

Sat., Feb. 11, 2023
10am-1pm
Desert Mission Food Bank
9229 N 4th St



Your health and your community matter.

Join us for this fun, interactive event—and connect with free and low-cost resources for the whole family. Feel confident and supported in your health journey!



FREE health screenings for adults!



FREE entertainment, music, and kids' activities!



FREE giveaways, bags of fruits & veggies, and more*!

*While supplies last. Bags will be distributed to the first 500 attendees. Limit one bag per person.

heartofsunnyslope.org

Scan QR code for more info!



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THE UNIVERSITY OF ARIZONA
Mel & Enid Zuckerman
College of Public Health
PHOENIX

This material was funded by USDA's Supplemental Nutrition Assistance Program- SNAP through the AZ Health Zone. This institution is an equal opportunity provider.



Thank you!

Next Meeting February 23, 2023

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