



TLG and LMC 2016 Case Study Application
Future Ready Communities



DUE: September 4, 2015

Email to: Ryan Spillers at rspillers@transformgov.org

COVER PAGE

1. Case Study Title: ___ PlanPHX: Updating Phoenix's General Plan through community collaboration
2. Case Study Category (Select only one, selection identified by highlighting your choice):

Planning for Your Future

Creating an Inclusive Community

Reinventing Local Government

Community Networks

Blinders

3. Jurisdiction Name: ___ City of Phoenix _____
4. Jurisdiction Population (US Census): ___ 1.5 Million _____
5. Would you like the application to be considered for our Rapid Fire Session? (Rapid Fire presentations are fast-paced, entertaining, interactive presentations. Each jurisdiction will have five minutes to make their presentations using 15 PPT slides set on auto-forward primarily containing photos/graphics. Participants will be seated at round tables to facilitate an energetic idea exchange. A cash bar will be available.)

YES

NO

6. Project Leader (Primary Contact for case study notification):
Name: ___ Alan Stephenson _____
Title: ___ Director _____
Department: ___ Planning and Development Department _____
Phone Number: ___ 602-262-6656 _____
eMail: alan.stephenson@phoenix.gov _____
US Mail Address, including zip code: ___ 200 W. Washington Street, Phoenix Arizona, 85003 _____
Twitter Account: ___ @BuildingPHX _____

List additional presenters contact information below:

Joshua Bednarek

Principal Planner, Long Range Planning Team

City of Phoenix Planning and Development

P: 602-262-6823

E: joshua.bednarek@phoenix.gov

1. Presentation title and description of the innovation. *100 word maximum.*

PlanPHX: Updating Phoenix's General Plan through community collaboration.

Description: The PlanPHX Project employed a mix of outreach and collaboration strategies to develop an update to the Phoenix General Plan.

2. When and how was the program, policy or initiative originally conceived in your jurisdiction? *100 word maximum.*

The PlanPHX Project was developed in the summer of 2012 and kicked off in August of 2012.

3. How exactly is the program or policy innovative? How has your innovation changed previous processes, products or services? *100 word maximum.*

PlanPHX utilized an interactive website, on-site engagement at a wide variety of geographic and socially diverse locations, committees of volunteers and dozens of community partners to harness thousands of ideas from residents about the future of the city. The effort was done with no additional budgetary or staff allocations. The updated General Plan was developed using the ideas provided by the residents.

4. Explain how the program or initiative substantially stretched or improved the boundaries of ordinary governmental operations. *200 word maximum.*

As a result of PlanPHX, community members were able to connect with city planners, city management and the Phoenix City Council like never before. Through the use of an on-line points system, residents earned opportunities to have lunch with the Mayor or take tours of city facilities.

5. What individuals or groups are considered the primary initiators of your program? How does the innovation engage stakeholders or demonstrate high performance teaming? Were strategic partnerships and/or community networks developed as a result of the innovation? *200 word maximum.*

The primary initiators of the the program are the department's Village Planners. By utilizing a multi-pronged approach to engagement, city residents had a variety of opportunities to collaborate with staff on the project. As a result of the project, the Planning and Development Department strengthened and established working partnerships with many community groups.

6. If a private consultant was used please describe their involvement, identify the consultant and/or firm and provide contact information. *100 word maximum.*

The Planning and Development Department utilized the website MindMixer during the course of the project. MindMixer staff assisted the department staff with development of the project's interactive website. MindMixer is now called MySidewalk and can be accessed at: <https://mysidewalk.com/>

7. To what extent do you believe your program or policy initiative is potentially replicable within other jurisdictions and why? To your knowledge, have any other jurisdictions or organizations established programs or implemented policies modeled specifically on this project? Please provide verification of the replication. *200 word maximum.*

The PlanPHX outreach approach and the methodology used to develop the updated General Plan could be easily replicated by other municipalities. One of the core principles of the program involved having a simplified conversation about the future of the city with residents and then extracting the necessary data from these conversations. By incorporating city leadership throughout the process, residents continued to feel that the city was listening to them at all levels of the organization. The Planning and Development Department was contacted by numerous cities about their approach for outreach and the development of the plan.

8. What were the costs? What were the savings? *100 word maximum.*

The \$5,000 per year fee for the interactive website, was the only cost for the project. The outreach and development of the plan were done entirely by staff and donated time and funds from community members and organizations. A typical two to three effort to update a city's general plan can run into the hundreds of thousands of dollars.

9. Please describe the most significant obstacle(s) encountered thus far by your program. How have they been dealt with? Which ones remain? *200 word maximum.*

The most significant obstacle for the program thus far has been ensuring sustained community engagement after the completion of the plan. The Planning and Development Department has prepared an implementation strategy that will be employed in the fall of this year and will look to reengage project participants.

10. What outcomes did this program or policy have? What baseline data did you collect? How did you measure the change based on the intervention, and why do you believe in the credibility of this assessment? *200 word maximum.*

The primary outcome of this program was the approval of the General Plan at a citywide vote. On August 25, 2015 Phoenix voters approved the General Plan with more than 75 percent of voters in support. As a means to that end staff made a concerted effort to measure participation throughout the city. Staff monitored online activity by geographic area and then would focus on-site engagement in areas with low on-line activity.

11. Has the program received any press or other media coverage to date? If yes, please list the sources and briefly describe relevant coverage. *100 word maximum.*

PlanPHX received a variety of press coverage during the project. The following is link to a web page highlighting some of the sources:

https://www.phoenix.gov/pddsite/Pages/pzplanphx_news.aspx

12. Please provide web links where the innovation can be seen/tested (in the case of something that is web-based) *100 word maximum.*

The following is a link to the General Plan Update web page:
<https://www.phoenix.gov/pdd/pz/general-plan-update>

The project's interactive website was discontinued in July of 2015.

13. Please provide any key references and their contact information who can be interviewed/called to discuss the innovation and its impact. *100 word maximum.*

Joshua Bednarek
Long Range Planning Team Principal Planner
City of Phoenix Planning and Development Department
P: 602-262-6823
E: joshua.bednarek@phoenix.gov

14. You've been to a lot of conferences. TLG should be a unique experience for everyone. Describe how your case study presentation will be different than other conference presentations. *200 word maximum.*
- How will you make the session creative and unique?
 - How do you plan to be both entertaining and educational?
 - Include a description of how your session will facilitate group activities and/or interaction.

Using Microsoft Office's Mix add-in, the presentation will be a blend of great visuals and videos along with an interactive quiz at the end for audience members.

15. Anything else you would like to add? *200 word maximum.*

The PlanPHX Project has been a tremendous success for the city of Phoenix and we appreciate the opportunity to share our story with other cities.