



Public Participation Plan

MESA GENERAL PLAN 2050

TomorrowsMesa.com

What is a General Plan?

A General Plan is an Arizona Revised Statue (ARS) required policy document created by local governments and residents to determine what the focus and vision of the community should be in the future. ARS requires that a community update its general plan every 10 years. Mesa’s last General Plan was approved in May 2014.

The process for the Mesa General Plan 2050 (General Plan Update) started in November 2022 and is anticipated to go through to June 2024. After City Council adoption, it will be placed on the November 2024 election ballot for ratification by the citizens of Mesa.

THE GENERAL PLAN...

GUIDES FUTURE DEVELOPMENT
AND CONSERVATION

GUIDES FUTURE LAND USE
DECISIONS

ENSURES SHORT TERM DECISIONS
ALIGN WITH THE COMMUNITY’S
LONG TERM GOALS

PROVIDES GUIDANCE FOR
SHAPING THE APPEARANCE OF
THE COMMUNITY

PROVIDES A BASIS TO SUPPORT
FUTURE ZONING DECISIONS

THE GENERAL PLAN IS NOT...

A ZONING MAP

A TOOL TO PROMOTE
SPECIAL INTERESTS

AN UNCHANGEABLE
DOCUMENT

A DETAILED POLICY
FOR SPECIFIC PROPERTIES

A CAPITAL
IMPROVEMENT PLAN

THE GENERAL PLAN WILL COVER A VARIETY OF ELEMENTS THAT RELATE TO HOW MESA LOOKS, FEELS AND FUNCTIONS.

ARS requires 17 elements, or topics, to be included in the Mesa General Plan. However, depending on the desires of the City and the community, more topics can and will be covered.

AZ STATE STATUTE REQUIRED ELEMENTS



WHY PLAN FOR THE FUTURE?

✓ To preserve
our resources

✓ To respond
to community
needs

✓ To improve
health and
quality of life

✓ To lessen our
environmental
impact

✓ To create a
more equitable
city

✓ To ...
(Why else?)

Concurrent Master Plans



While the General Plan Update is the overarching policy document that guides growth, the City is developing other documents, known as concurrent master plans, that provide more specific guidance. Master plans typically have a shorter planning horizon than the general plan and are more specific policy documents designed to implement the overarching goals and policies set in a community's general plan.

The City is currently updating four master plans, including the Transportation Master Plan, Transit Master Plan, Water Master Plan, and Balanced Housing Master Plan. Although the concurrent plans will be approved prior to the adoption of the General Plan, the City's intent is for a seamless and coordinated public participation process for all plans. The community will be able to comment on topics related to the concurrent master plans during the first three phases of the General Plan Update process at a variety of meetings and on the combined website at [TomorrowsMesa.com](https://tomorrowsmesa.com).



TRANSPORTATION MASTER PLAN

A plan that will guide the City in specific development and funding of a comprehensive and complete transportation network.



TRANSIT MASTER PLAN

A plan that will guide the City in specific development and funding for transit related infrastructure and services.



WATER MASTER PLAN

A plan that will guide the City's in specific development and funding for water-related infrastructure and services.



BALANCED HOUSING MASTER PLAN

A plan that will guide the City in provision of a balanced and diverse housing stock.

Why Should You Participate?

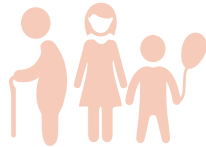
You should have a say in what the future holds for the community where you live, work and recreate. All people with all viewpoints are welcome to share their opinions and shape the goals and policies of the General Plan.



WHY IS THIS IMPORTANT?

This is a community-driven plan. Your participation helps ground our work in the realities of Mesa and ensure that recommendations are relevant, accessible, and implementable.

- ① Your feedback will help determine Mesa's priorities. What should change? What should stay the same?
- ② Your feedback will let the City know what goals you have for Mesa and how to accomplish them.
- ③ The results of this process will bring together elected officials, City staff, and the community to accomplish shared goals.



WHAT IS YOUR ROLE AS A COMMUNITY MEMBER?

Your role is to be involved, in whichever ways you can and want to be.

- ① Tell us what you love about Mesa, what the opportunities are for improvement, and what you would like to see in the future.
- ② Bring your neighbors, friends, and family to events and show them how they can make their voice heard too.
- ③ Be an advocate for the plan and the process.



HOW CAN YOU PARTICIPATE?

Your life is busy and your time is precious. That is why this planning process will include many opportunities and ways to get involved. No matter your schedule, there are opportunities for you to make an impact.

- ① Participate at in-person events, virtual meetings, questionnaires, speaker panels, and more.
- ② Sign up for a community conversation and talk to us directly about your thoughts.
- ③ Become a Community Catalyst.

BECOME AN ADVOCATE FOR THE CHANGES YOU WOULD LIKE TO SEE.

BE A CATALYST

PARTICIPATE

ENVISION THE FUTURE

INNOVATE

LEARN

CELEBRATE



THE FUTURE IS UP TO YOU

Be a part of the visioning, decision-making and planning. You can have a say in what your community looks and feels like in the future.

TECHNOLOGY AND INNOVATION

Experience Virtual Reality technology to see Mesa's future in real time. Enter a new world with us.

READ ALONG

See progress updates, existing conditions and new findings throughout the process at TomorrowsMesa.com

CELEBRATE THE FINAL PLAN

You're invited to celebrate the future of Mesa at a Celebratory Summit!



BECOME A COMMUNITY CATALYST.

As a community catalyst, you'll be a bridge between Tomorrow's Mesa and your community by helping your peers learn about and participate in the process. Getting your community to participate in this process will translate into having policies and programs shaped by and for your community.

CATALYST ROLE:

- Help distribute online and printed notices
- Attend trainings and support events (up to 3)
- Offer guidance on event design (e.g., timing, format, logistics, etc.)

CATALYST BENEFITS:

- Be an essential and consistent part of the General Plan process
- Meet other community leaders, including City of Mesa Councilmembers

How Can I Participate?

Learn more about specific events in Appendix A

COMMUNITY CONVERSATIONS



Community Conversations consist of one-on-one and small group conversations that will take place, either virtually or in person, at key locations across the City's six districts. Participants will have the chance to share their perspectives on challenges and opportunities in Mesa.

URBAN LAB WORKSHOPS



At this technology-support **Urban Lab Workshop**, participants will have the opportunity to visualize and evaluate choices for different land use alternatives across Mesa. Workshops will be held at popular locations across the City's six districts.

ONLINE QUESTIONNAIRES



Online Questionnaires will replicate information shared and questions asked at in-person events. In total, the public will have the opportunity to respond to four questionnaires that address key topics in the Mesa General Plan.

PLAN SHOWCASE



The **Plan Showcase** series offers community members the chance to provide input on key themes in the draft Plan. City staff, Co-creators, and Council Members will give "Plan Showcase" presentations at popular locations across the City's six districts.



In-person engagement is indicated with a solid circle; Virtual engagement is indicated with a dashed line.

INFO BOOTHS AT COMMUNITY EVENTS



Info Booths at Community Events in locations, such as recreation centers, libraries, and at community events, will provide an opportunity for City staff to collect feedback and share information about the Plan in a fun and informal setting!

FINAL BOARD & CITY COUNCIL MEETINGS/HEARINGS



Board and Commission Work Sessions/ Hearings will provide community members the chance to share input on the Plan during the process and prior to final adoption.

INNOVATING TOMORROW'S MESA PANEL



The **Innovating Tomorrow's Mesa Panel** is an opportunity for the community to come together, hear from a panel of experts and ask questions related to trends, choices, and priorities.

CELEBRATORY VIRTUAL SUMMIT



The **Celebratory Virtual Summit** offers Community members an opportunity to join City Leadership in a virtual event to celebrate all of the hard work that went into making a world-class Plan for the future of Mesa.

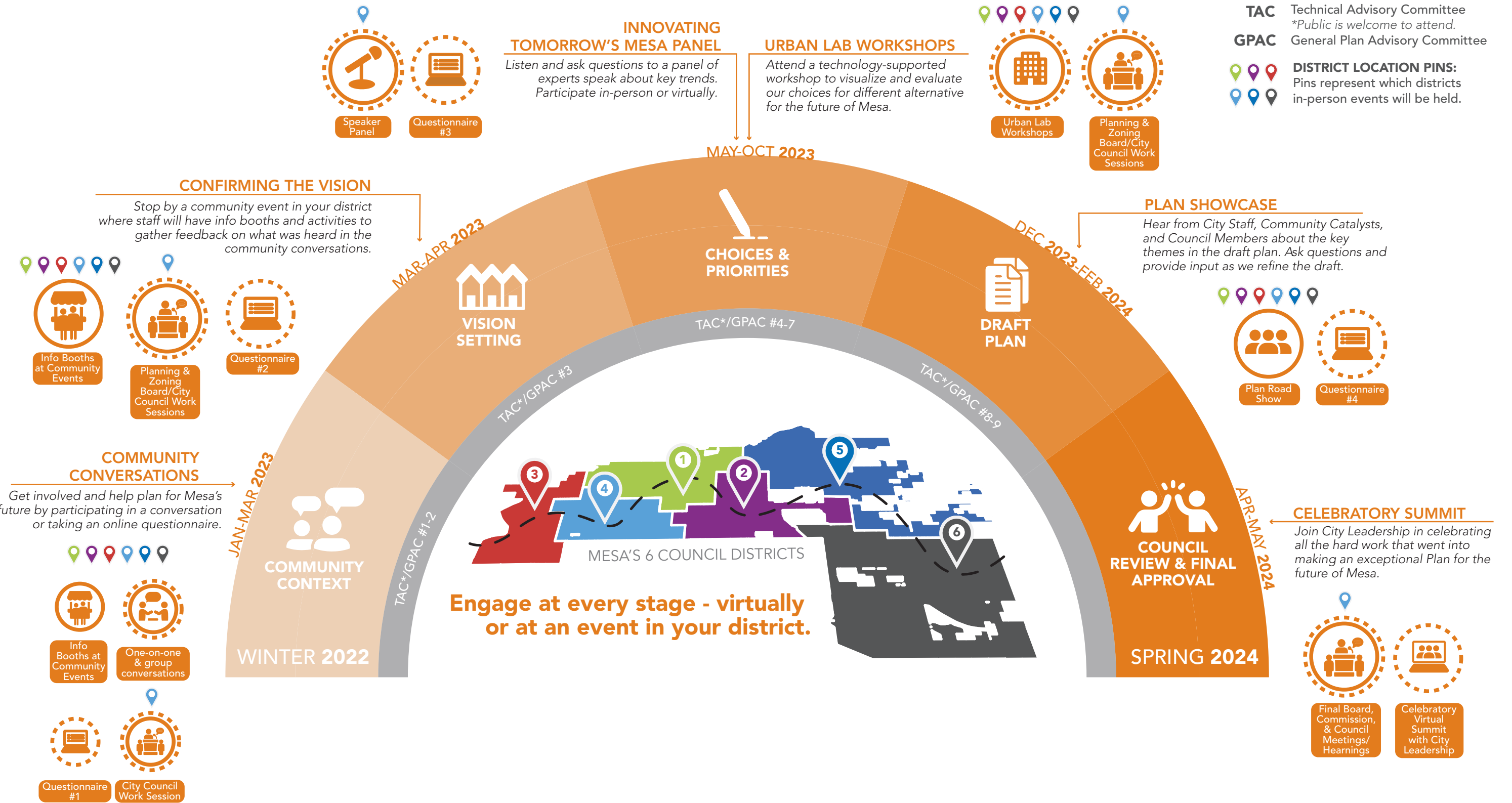
When Can I Participate?

KEY

IN PERSON **VIRTUAL** In-person engagement is indicated with a solid circle; Virtual engagement is indicated with a dashed line.

TAC Technical Advisory Committee
**Public is welcome to attend.*
GPAC General Plan Advisory Committee

DISTRICT LOCATION PINS:
Pins represent which districts in-person events will be held.



What Can I Do Right Now?



WAYS TO ENGAGE



Sign up for a Community Conversation.

Sign up for a 30-minute conversation with a member of the project team to share your perspective on challenges and opportunities for Mesa, and to help set the foundation for the Plan.



Take an online questionnaire.

Already attended an event, but forgot to share an idea? This questionnaire is for you. Couldn't make it to an in-person event? This questionnaire is for you. We encourage you to share links to questionnaires with friends and family so that they too can help shape Tomorrow's Mesa.



Become a Community Catalyst.

As a Community Catalyst, you have the opportunity to be a bridge between Tomorrow's Mesa and your community by helping your peers learn about and participate in the planning process. Getting your community to participate in this process will translate into having policies and programs shaped by and for your community.



Sign up for a Community Conversation,
take an online questionnaire, and/or
apply to become a Community Catalyst at:

TomorrowsMesa.com





APPENDIX A

The public will have an opportunity to participate through the General Plan Update within the following five stages of public engagement:

- **Community Context:** January - March 2023
- **Vision Setting:** March - April 2023
- **Choices & Priorities:** May - October 2023
- **Draft Plan:** December 2023 - February 2024
- **Council Review & Final Approval:** April - May 2024

Community Context

Jan-Mar 2023

WHY PARTICIPATE?

This initial stage sets the foundation for Tomorrow's Mesa by hosting conversations with the community (via one-on-one/ small group interviews, at informational booths, and through an online questionnaire). Depending on participant preferences, interviews will take place in person (with an option to join online/by phone) at key locations across the City's six districts. The online questionnaire, and questionnaires distributed at info booths, will replicate questions asked at the interviews.

Community Conversations will be an opportunity for community members to share what they see as challenges and opportunities for the City, and what key elements should be considered in developing a vision for Tomorrow's Mesa.

COMMUNITY CONVERSATIONS



COMMUNITY CONVERSATIONS

WHEN:

January - March 2023

WHERE:

Email emorales@logansimpson.com for more information.



ONLINE QUESTIONNAIRE*

WHEN:

January - March 2023

WHERE:

[Take Questionnaire Here >>](#)

**if you or your group/organization would like to receive a hard copy, contact: emorales@logansimpson.com.*



CITY COUNCIL WORK SESSION

WHEN:

January 19, 2023

WHERE:

Mesa City Hall/Virtual



INFO BOOTHS AT COMMUNITY EVENTS

WHEN:

January - March 2023

WHERE:

Visit tomorrowsmesa.com for the latest event details.



GET READY TO SHARE INPUT RELATED TO:

- What are the top reasons you chose to live in Mesa?
- How would you rate the quality of life in Mesa?
- What are the most important factors in how you choose to get around on a normal day in Mesa?
- What are the top issues facing our city today?

Vision Setting

Mar-Apr 2023

WHY PARTICIPATE?

Building on community input from the first stage of engagement, this second stage will seek input on a community vision for the future of Mesa. Developing a strong community vision for Mesa (i.e., one that responds to and represents how the community wants to be in the future) ensures that policies and programs are shaped by and for the community.

Public input will be collected by hosting information booths at ongoing events or popular facilities (e.g., community center, library, etc.) across the City's six districts. The online questionnaire will replicate questions asked at the information booths.

JOINING THE COMMUNITY



INFO BOOTHS AT COMMUNITY EVENTS

WHEN:

March - April 2023

WHERE:

Visit tomorrowsmesa.com for the latest event details.



ONLINE QUESTIONNAIRE*

WHEN:

March - April 2023

WHERE:

Virtual

**if you or your group/organization would like to receive a hard copy, contact: emorales@logansimpson.com.*



PLANNING & ZONING BOARD/ CITY COUNCIL WORK SESSIONS

WHEN:

Planning and Zoning Board Work Session: April 26, 2023

WHERE:

Mesa City Hall/Virtual



**GET READY TO SHARE INPUT
RELATED TO YOUR VISION FOR
THE FUTURE OF MESA.**

Choices & Priorities

May-Oct 2023

WHY PARTICIPATE?

The goal of this stage is to learn about industry trends and opportunities for Mesa (via the Innovating Tomorrow's Mesa Panel) and equip the community to participate more fully in the Urban Lab Workshops. The workshops will be an immersive workshop experience to visualize and evaluate choices for different land uses across Mesa. Results from this stage will inform goals and implementation strategies for the General Plan Update.

INNOVATING TOMORROW'S MESA



INNOVATING TOMORROW'S MESA PANEL

WHEN:

TBD

WHERE:

TBD



ONLINE QUESTIONNAIRE*

WHEN:

TBD

WHERE:

Virtual

**if you or your group/organization would like to receive a hard copy, contact: emorales@logansimpson.com.*



URBAN LABS WORKSHOPS

WHEN:

TBD

WHERE:

TBD



PLANNING & ZONING BOARD/ CITY COUNCIL WORK SESSIONS

WHEN:

TBD

WHERE:

Mesa City Hall/Virtual



**GET READY TO
SHARE INPUT
RELATED TO:**

**TO BE UPDATED AT
BEGINNING OF
THE CHOICES &
PRIORITIES STAGE.**

Draft Plan

Dec 2023-Feb 2024

WHY PARTICIPATE?

This stage will focus on presenting and reviewing key elements in the Draft Plan (e.g. chapter sections, the future land use map, implementation framework, etc.). As with other outreach stages, participants will be able to join events in person or online. Results from this stage will shape the Final Draft Plan.

PLAN SHOWCASE



PLAN SHOWCASE

WHEN:

TBD

WHERE:

TBD



ONLINE QUESTIONNAIRE*

WHEN:

TBD

WHERE:

Virtual

**if you or your group/organization would like to receive a hard copy, contact: emorales@logansimpson.com.*

GET READY TO SHARE INPUT RELATED TO:



TO BE UPDATED
AT BEGINNING
OF THE DRAFT
PLAN STAGE.

Council Review & Final Approval

Apr-May 2024

WHY PARTICIPATE?

At this final stage, the bulk of community engagement will be complete. Community members will have the opportunity to share thoughts on the Final Draft Plan and to join City leadership in celebrating the culmination of the planning process at a virtual event. Review and approval will take place at both the Planning and Zoning Board and City Council. The Plan hearing is anticipated to take place in late Spring 2024.

CELEBRATORY SUMMIT



FINAL BOARD, COMMISSION, & COUNCIL MEETINGS/HEARINGS

WHEN:

TBD

WHERE:

TBD



CELEBRATORY VIRTUAL SUMMIT WITH CITY LEADERSHIP

WHEN:

TBD

WHERE:

Virtual

GET READY TO SHARE INPUT RELATED TO:



TO BE UPDATED AT
BEGINNING OF
THE COUNCIL REVIEW
& FINAL APPROVAL
STAGE.

