

Our team’s approach to community planning is based **on open communication and establishing an interactive, inclusive, and transparent public process** involving the public at large, key community and business stakeholders, City staff, County staff, the Mayor, and City Council in helping to shape the City’s future. This planning effort is an opportunity to energize the community, and to provide a collaborative and inclusive environment to evaluate alternative ideas and to decide the most appropriate course of action. Our team is committed to providing Sunland Park with a uniquely tailored planning process that allows the plan to be appropriately influenced by those participating. **Community and City leadership involvement is an inherent component of our team’s planning process**, and we look forward to the opportunity of bringing a fresh perspective for improving the quality of life for the residents and businesses in Sunland Park. In order for Sunland Park’s Comprehensive Plan to ultimately be successful and result in a meaningful actionable plan, it must represent the desires of key stakeholders, property owners, citizens, business leaders, the development community, and the City of Sunland Park. The process and resulting recommendations will evolve and develop based on the collective input of these groups. The direction of the plan, the focus of the analysis, and the final recommendations should all be established as a direct result of the stated needs and desires of those guiding and participating in the planning process as well as a careful analysis of the area’s existing strengths, weaknesses, opportunities, and threats.

**Our planning process is our strength. Our ability to truly engage a variety of stakeholders in a meaningful dialogue about future growth of Sunland Park will ultimately lead to establishing a strong and unifying vision.** Our team will facilitate an orchestrated series of bilingual public meetings and planning workshops to provide ample opportunities for all participants to provide input and assist in evaluating alternatives. We utilize a variety of interactive and creative planning exercises throughout the process to engage stakeholders and participants of all ages in understanding relevant issues and connecting them to the resulting plan recommendations. **These collaborative efforts will result in the creation of a comprehensive plan that can be used both as a guide for future growth as well as prioritization and coordination of future capital improvements.** With this in mind, our team is committed to facilitating an open dialogue with interested participants throughout the process, and will provide and request open and honest feedback on all issues being discussed. Our team is passionate about the benefits of a comprehensive and transparent planning process, as we believe it is vital for all involved participants to feel a sense of ownership in this plan. It will become their plan, and it will take everyone’s help in order to make it a reality. The result of this approach typically creates many “project champions” that can assist in future endeavors to successfully implement the City’s Comprehensive Plan recommendations. Our approach allows for technical expertise to inform the planning process and to ultimately be guided through the various forms of community outreach.

**Community ownership in the final Comprehensive Plan is critical.** Upon completion of this project, its eventual success lies in the hands of the community leaders and residents. Community engagement will be a significant component of this project and the process will include multiple approaches. It is structured in a manner that allows for stakeholders to be involved in several ways throughout the process. The public participation effort includes preparing outreach material in cooperation with City staff such that we can reach the full cross-section of both digital and non-digital users. For example, we anticipate that the City will be able to provide Spanish translation services, assist in identifying key venues for information dissemination, and provide all audio/video equipment for each of the public meetings. Throughout the entire planning process our team is available to meet with Staff, stakeholders, City leadership, and individuals as needed and as directed by City Staff in order to ensure that the final plan receives community support and that the project schedule is not unnecessarily disrupted due to a lack of information or potential misinformation. Prior to each public meeting, the consultant team will review with City staff the meeting agenda and presentation materials via a conference call. We will also regularly meet with City staff and the Steering Committee as needed to provide progress reports, seek input on alternatives, and review preliminary reports and plan drafts. In an effort to be fiscally responsible in the budgeting of this project, some progress update meetings may be hosted via conference call. We will further provide agendas and notes for all meetings. All public outreach efforts will be conducted bilingually. Several members of our project team are bilingual; furthermore, we may contract with a translation/interpretation service for larger public meetings/open houses.

Outreach Strategy	Description
<b>Steering Committee Meetings</b>	Our Consultant team encourages the formation of a Steering Committee to provide regular input on all phases of the planning project. The Consultant team can assist City Staff in identifying appropriate participants. Typically, the Steering Committee should have 10 to 12 members and include key City staff, the Mayor or City Council representative, representative of the local Chamber of Commerce or Economic Development Corporation, property owners, and other community leaders or volunteers. In addition to the Steering Committee Meetings a separate <b>Council/Commission Workshop</b> may be requested although it is not necessary if a member of the council or commission is serving on the project Steering Committee.
<b>City Website or Facebook Announcements</b>	The City’s existing website and Facebook page serves as an effective tool for keeping stakeholders up to date on the planning process. The Consultant team will create regular project updates and public content for the City’s website and Facebook page to keep the general public and interested stakeholders engaged and informed.
<b>Community Survey</b>	An electronic, bilingual survey can be developed and distributed to receive specific feedback from a wider audience. This survey can also be distributed in paper format for those who do not have access to or wish to utilize an electronic version. Dissemination of paper surveys may need to be a shared effort of the City and Consultant team depending on the effort involved.
<b>Key Stakeholder</b>	There are several stakeholders in Sunland Park with diverse interests. Our team proposes to conduct key stakeholder interviews or small group meetings to

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<b>Interviews or Small Group Meetings</b>	incorporate this input into the planning process, particular the zoning code update. These interviews or small group meetings can be conducted with representatives from stakeholder groups including the Gadsden Independent School District, civic and neighborhood organizations, property and business owners, developers, and business and economic development groups.
<b>Special Event Booth</b>	One of the more effective methods of obtaining input from a broad cross-section of the community is to meet them at a community event or festival. During the kick-off phase of the planning process, we will work with the Steering Committee to identify a community event at which we can have a booth to provide plan information and seek input. We have had success with conducting this type of outreach at school events as youth participation is important to long range planning processes. Youth participation in the planning process is a means to educate future community leaders about the importance of planning and how a community operates, and it provides younger community residents meaningful input on shaping the future of their community. The timing of the Special Event Booth will need to coincide with the Public Meeting date.
<b>Public Workshops and Open Houses</b>	Near the start of the project, we will facilitate a structured public workshop to identify key issues, priorities, land use preferences, and a general community vision to guide the direction of the plan. The workshop will include a project overview and outline the desired public input. The Workshop will include a short Planning 101 presentation to explain: what is a Comprehensive Plan; how the plan is used; and how does the plan impact me. Input will be obtained through public comment cards, map dot exercises, and small group table-top discussions. During the draft review phase, we will hold a second community open house to present and review the plan draft and seek further input and public comment. We will staff these meetings with a professional Spanish translator.
<b>Public Hearings</b>	We will assist the City staff in the presentation of the final draft plan of the Comprehensive Plan to the City Council at their public hearing at the conclusion of the planning process. We will also be available to provide the background and history as to why certain recommendations were made. We anticipate a second public hearing would be needed for zoning code approvals.

## PROPOSED SCHEDULE

Proposed schedule includes an 18 month process; 12 months for the Comprehensive Plan and 12 months for the Zoning Ordinance with a 6 month overlap. The project schedule is further described in the Project Work Plan.

Phase	Activity	Milestone Dates
<b>1: Project Management &amp; Coordination</b>	<ul style="list-style-type: none"> <li>Steering Committee Meeting 1</li> <li>City Website and Facebook Update</li> </ul>	November-December 2016
<b>2: Existing Conditions</b>	<ul style="list-style-type: none"> <li>Steering Committee Meeting 2</li> <li>Regulations Meeting 1</li> <li>Key Stakeholder Interviews or Small Group Meetings</li> <li>Community Survey (Kick-off)</li> <li>City Website and Facebook Update</li> </ul>	January 2017
<b>3: Visioning</b>	<ul style="list-style-type: none"> <li>Steering Committee Meeting 3</li> <li>Special Event Booth</li> <li>Public Meeting/Open House 1</li> <li>Community Survey (Results)</li> <li>City Website and Facebook Update</li> </ul>	February-March 2017
<b>4: Alternatives Development &amp; Evaluations</b>	<ul style="list-style-type: none"> <li>Steering Committee Meeting 4</li> <li>Public Meeting/Open House 2</li> <li>City Website and Facebook Update</li> </ul>	April-June 2017
<b>5: Plan &amp; Prioritization</b>	<ul style="list-style-type: none"> <li>Steering Committee Meeting 5</li> <li>Public Meeting/Open House 3</li> <li>City Website and Facebook Update</li> </ul>	August-September 2017
<b>6: Final Plan &amp; Adoption</b>	<ul style="list-style-type: none"> <li>City Council Study Session</li> <li>City Council Adoption Hearing for Comprehensive Plan</li> <li>City Website and Facebook (Final Update)</li> <li>Public Meeting/Open House for Draft Zoning Regulations</li> </ul>	September-December 2017
<b>7: Finalize Zoning Regulations</b>	<ul style="list-style-type: none"> <li>City Council Work Session</li> <li>City Council Adoption Hearing for Zoning Regulations</li> </ul>	February-March 2018

