



COMMUNITY AND STAKEHOLDER ENGAGEMENT PLAN



INTRODUCTION

The Maricopa Association of Governments (MAG) Rio Reimagined Active Transportation Study is dedicated to identifying and establishing a connected regional trail alignment along the river corridor, promoting safe and effective active transportation. By creating vital bicycle and pedestrian links to neighboring communities and identifying essential non-motorized infrastructure enhancements, the study aims to maximize multimodal connectivity and support the overall vision of the Rio Reimagined initiative.

In 2018, 10 local agencies along the river corridor signed a statement of intent to collaborate on the Rio Reimagined initiative. These agencies include the cities of Avondale, Buckeye, Goodyear, Mesa, Phoenix, and Tempe; Maricopa County; Salt River Pima-Maricopa Indian Community (SRPMIC); Gila River Indian Community (GRIC); and Salt River Project (SRP). Their goal is to coordinate, design, and develop the Salt River and Gila River corridor into a vibrant riverfront for the Valley.

The MAG Rio Reimagined Active Transportation Study will be a significant contribution to the broader Rio Reimagined initiative.

This Community and Stakeholder Engagement Plan (Community and Stakeholder Engagement Plan) is designed to engage the agencies along the river corridor, user groups, stakeholders, and the community to unite, build support, and identify specific short-term, mid-term, and long-term capital improvement projects for the realization of the Rio Reimagined shared vision. This study has an emphasis on connecting with a broad audience to get representative input that reflects the region's diversity and the unique goals of each agency along the river corridor. The Community and Stakeholder Engagement Plan outlines the methodology for all public and stakeholder engagement activities.

This Community and Stakeholder Engagement Plan acts as a living document and will be updated throughout the project to reflect any changes or initiatives as they are developed. Kimley-Horn will develop a Community and Stakeholder Engagement Summary Report that will outline the outreach meetings, events, and activities that took place and the quantitative and qualitative feedback from each event and how public input influenced the decisions of the study.

The Kimley-Horn team believes in a dynamic approach to public engagement with a focus on meeting people where they are and developing fun, interactive ways for the community and stakeholders to engage with the project at a time convenient to them. Therefore, in-person, paired with online and virtual, strategies for community engagement will be utilized and allow for 24/7 accessibility by the public and stakeholders.

The public engagement themes will focus on the following four approaches:

- Raise project awareness and get the word out
- Understand needs and opportunities
- Report back and present proposed improvements
- Summarize the draft plan for acceptance

Repetitive dissemination of the same information has proven to be effective in adding a sense of urgency regarding solicitation of feedback. Therefore, the Project Team will work with MAG and the identified stakeholder agencies to help deliver the message through their social media platforms, newsletters, and other outreach channels.

ENGAGEMENT FRAMEWORK

Public Engagement Workshop Series

The public engagement process will be organized around three workshop series that occur throughout the study timeline. These include the following:

Workshop Series #1: Project Vision and Goals

This series of workshop meetings will provide participants with an introduction to the project; identify project vision and goals; present project opportunities and constraints; and provide input for project facilities, amenities, elements, and connectivity.

Workshop Series #2: Project Alignment and Connections

This series of workshops will provide participants an opportunity to review the project alignment and proposed community connections as well as proposed facilities, amenities, and project elements.

Workshop Series #3: Strategic Action Plan and Draft Report Review

Upon consensus of all technical work, the study recommendations will be completed with supporting strategies, actions, responsibilities, priorities/timelines, and cost estimates. These strategies will be classified as short-term, mid-term, or long-term strategies and priorities. This will be reviewed with MAG and stakeholder partners in a workshop setting.

The Kimley-Horn team will prepare a draft report with strategies addressing all analyses performed and consider the fiscal and operational impacts to MAG and the identified partner agencies. The recommendations and prioritization of needs will be reviewed and discussed with all parties involved. Upon comment by the working group and partner agencies, the Kimley-Horn team will revise the Master Plan draft to reflect all input received.

Key Engagement Contacts

The contacts below are critical in ensuring that engagement is well coordinated, and materials are thoroughly reviewed and vetted.

MAG

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Kimley-Horn Team

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ADVERTISEMENT METHODS AND ENGAGEMENT TOOLS

Project Branding

All public-facing materials will leverage the branding suite established for Rio Reimagined Active Transportation Study to ensure consistency across the project's engagement and other deliverables. The project branding will guide design elements in meeting notices and advertisements, the Community and Stakeholder Engagement Plan, outreach materials, social media content, and the project website. All materials will be mindful of language and visual accessibility.

Advertisement and Notification Materials

Using the established branding, the Project Team will prepare advertisement materials to encourage engagement throughout the project. Notification products may include:

- Flyers
- Business cards
- Email blast content
- Social media graphics and supporting text
- Press releases

Additional notification options may be suggested throughout the planning process by the Project Team or stakeholders.

Project Website

The Project Team will work with MAG to develop content for a project-specific webpage on the MAG website to act as a central repository of information about the project. The website will include upcoming engagement opportunities and schedules, written deliverables as they are completed, project updates, an option to sign up for project updates, and other relevant information as the project progresses. The site will leverage the project brand and link to any external engagement sites as needed. All public documents generated during the process will be posted and available to the public once approved by the Project Team.

Most input for the study will likely be collected through virtual engagement opportunities. The Project Team will leverage virtual tools in each of the three rounds of public engagement to collect input that will directly impact the study's recommendations.

INTERACTIVE WEBSITE TOOLS, SURVEY, AND MAP

Our approach to involving the public will be centered around community-based values, with the goal of identifying the diverse needs and wants of the general public that may utilize the river corridor. Because active transportation corridors are largely public multimodal facilities, it is helpful for users to provide their input early and often in the planning process to help develop long-term solutions or define implementation priorities.

To solicit community feedback, an interactive website will be utilized with the following tools open for community input:

Electronic Survey

Online surveys will be used throughout the planning process to collect information from the public to influence the development and prioritization of recommendations. The virtual surveys will be embedded in the virtual mapping platform and will also be linked directly from the project website. Online surveys will be utilized in various ways at each stage of the study and include :

Workshop Series #1:

The survey will be used to obtain input on Rio Reimagined vision, goals and objectives and their priority. Visual preferences can be presented for different types of active transportation treatments to get input on preferred facilities.

Workshop Series #2:

A survey may be used to collect more detailed input on the initial recommended high-priority corridors and projects if follow-up information is needed to build consensus.

Workshop Series #3:

The survey will contain open comment boxes for the public to provide comments on the draft report document.

Virtual Mapping Platform

Workshop Series #1:

Users will be able to drop points in a virtual map of the region to indicate where they experience issues or concerns using active transportation infrastructure, gaps, and locations that have good examples of active transportation treatments that should be replicated throughout the region.

Workshop Series #2:

The draft recommendations for high-priority networks and projects can be uploaded into the mapping platform to allow the public to review and leave comments.

Workshop Series #3:

High-priority or short-term projects and details can be uploaded into the mapping platform to allow the public to explore and comment on where active transportation enhancements are likely to occur first.

Active Transportation Budget Prioritization Tool

Workshop Series #1:

Users will be able to spend a fictional \$100 to prioritize elements they would like to see along the Rio Reimagined corridor.

Workshop Series #2:

The results for this exercise will be shared to draft recommendations for high-priority design elements and amenities that can be integrated into the identified capital improvement projects by agency.

Workshop Series #3:

Short-term, mid-term, and long-term recommendations and capital improvement projects can be uploaded to the website as part of the draft document for the public to explore and comment.

Share Your Big Idea

Workshop Series #1:

Users will be able to participate in a forum sharing their big idea for Rio Reimagined.

Workshop Series #2:

The results of this exercise will be shared, evaluated, and may be integrated into draft recommendations.

Workshop Series #3:

Short-term, mid-term, and long-term recommendations and capital improvement projects can be uploaded to the website as part of the draft document for the public to explore and comment.

These tools will be live on the project website and therefore solicited via social media and through the agency websites—electronic formats that the public has readily available access to and are familiar with. It will also be accessible through a QR code that can be posted online or added to printed materials. Both tools will solicit input from the public with ease, and all responses will be collated and represented visually in a summary report prepared by Kimley-Horn.

IN-PERSON ENGAGEMENT METHODS

To be flexible and react to opportunities that may be available for each round of public engagement, specific in-person engagement activities will be solidified in advance of each public engagement window. In-person engagement will occur during the active virtual public engagement windows, and activities and input will mirror what is included in the virtual engagement so that the results of virtual and in-person engagement can be seamlessly combined. Options for the types of in-person engagement opportunities that may be conducted during each round of engagement include:

Piggyback events involve the Project Team participating in pre-scheduled events such as festivals, fairs, races, or other events that attract large numbers of people. Confirmed examples of these events include the following:



Pop-ups involve the Project Team setting up at activity centers such as trailheads, colleges, libraries, and other locations to collect input from passersby.

Open houses involve creating a standalone event for the study and promoting it so that those with a particular interest can attend and have in-depth conversations with the Project Team.

Appropriate advertising will be provided depending on what types of in-person engagement are used. Additionally, the Project Team will provide materials for in-person engagement and coordination with venues or event organizers.

LIMITED ENGLISH PROFICIENCY CONSIDERATIONS

The Project Team will produce all engagement advertisements and materials used in in-person and virtual engagement efforts in both English and Spanish. The project website and interactive tools are translatable to all languages supported by Google Translate. Any need for translation into additional languages will be provided by MAG upon request. Bilingual staff will be present at all in-person engagement opportunities to facilitate conversations in Spanish if needed. These practices are in line with other MAG public engagement efforts.

STAKEHOLDER ENGAGEMENT

A multitude of meetings will be facilitated by Kimley-Horn for this project. Summaries of all meetings will be provided to MAG staff and the Study Advisory Group (SAG) in a timely fashion. All meeting summaries will also be combined into the overall Public Involvement Summary Report created at the end of the project.

Project Kick-Off Meetings

Kimley-Horn will facilitate project kick-off meetings with MAG and identified key stakeholders to discuss project schedule, design intent, scope and budget, and ultimate deliverables.

The kick-off meeting with MAG Regional Council will be in person. The format of the remaining kick-off meetings may vary depending on the group and areas of expertise.

Kimley-Horn will schedule the kick-off meetings and prepare meeting materials and notes. Agendas will be confirmed with MAG prior to each meeting at least 2 weeks in advance.

The kick-off groups include:

Rio Reimagined Collaborative Planning Groups	Avondale
	Goodyear
	Buckeye
Mesa	Maricopa County
Tempe	Salt River Pima-Maricopa Indian Community
Phoenix	Gila River Indian Community

STAKEHOLDER ADVISORY GROUP COORDINATION MEETINGS

Kimley-Horn will assist MAG in organizing a SAG at the outset of the study that will provide oversight for the development, implementation, and monitoring of the study. The SAG is anticipated to be comprised of MAG staff; representatives from the cities of Mesa, Tempe, Phoenix, Avondale, Goodyear, and Buckeye; Maricopa County; SRPMIC; and GRIC.

Coordination meetings with the study's SAG will take place at regular intervals and/or at key decision points (approximately once a month). The SAG will meet regularly to review and evaluate iterative draft work products and study recommendations and provide guidance. Kimley-Horn will also work with SAG members to identify venues, schedule outreach and meetings, and develop/review content for the project's outreach and community engagement.

