

2. PROPOSED APPROACH

The following outlines our team's proposed approach within a five phase, systematic year-long Scope of Work (SOW). This SOW is designed to work in tandem with the proposed Tentative Schedule and Estimate Fee estimate also within Part B.

PHASE 1 – PROJECT START UP

TASK 1.1 ADMINISTRATIVE TASKS

Subtask 1.1a Kick off Meeting with County Staff

An in-person project kickoff meeting with the County staff will be held. The primary purpose of this in-person meeting will be to introduce our team to the County staff and discuss the project goals, opportunities, information needs, roles and responsibilities, expectations, and logistical issues.

Subtask 1.1b Monthly Coordination Meeting with County Staff

To ensure an efficient and timely schedule that meets the expectations of the County, our team will hold monthly virtual meetings with assigned County staff for the duration of the project. Additionally, monthly progress reports will be submitted to the City.

TASK 1.2 PUBLIC PARTICIPATION PLAN

To ensure that the plan aligns with the Community's goals, policies, and vision, our team will incorporate a thoughtful, inclusive, and innovative approach to community outreach. In consultation with the County staff, our team will create a Public Participation Plan to identify and describe engagement groups and outreach opportunities. The Public Participation Plan will include a general timeline for implementing the Public Participation Plan and any other related tasks. The Public Participation Plan will also include a variety of refined strategies and tactics for encouraging public participation, including but not limited to the following: 1) A Dedicated and Interactive Project Website, 2) Outreach Materials such as Eblasts, Social Media Blurbs, Press Releases, Questionnaires and Website Articles, and 3) Engagement meetings such as Workshops with County Planning and Zoning Commission / Board of Supervisors, Comprehensive Plan Committee Meetings, Community Meetings, Visioning Workshops, and Stakeholder Interviews.

Phase 1 Deliverables/Meetings:

- Project kickoff meeting (in-person), including agenda, meeting materials, and summary (electronic)
- Monthly Coordination Meeting (up to 11, virtual),
- Monthly Progress Reports including agenda, meeting materials and meeting summary (electronic)
- Public Participation Plan, Draft and Final (electronic)

PHASE 2 – DATA COLLECTION AND ANALYSIS

TASK 2.1 COLLECT AND REVIEW PLANS, BACKGROUND MATERIALS, GIS DATA AND OTHER TECHNICAL MATERIALS

Our team will collect and review existing relevant plans, policies, and other related information and other pertinent background materials. Our team will also gather all pertinent base GIS data, maps, and other technical information needed for the comprehensive plan update. This approach will include GIS data to help develop a working set of existing conditions maps for the area. For any information that is not readily available, our team will coordinate with the appropriate County Staff and/or other entities to obtain this data using Requests for Information (RFIs).

TASK 2.2 EXISTING CONDITIONS ANALYSIS SUMMARY / PLAN OUTLINE

Our team will create GIS base maps illustrating current County limits as well as existing conditions maps for parks, open space, and trails; transportation network; and public schools and community facilities. These maps and any corresponding narrative text will be made accessible to the County electronically via a succinct existing conditions summary. This summary will also contain demographic, economic, environmental, transportation, land use, housing, as well all discovered issues and opportunities. From the summary, key areas of opportunity and existing plan retention will be identified for consideration in the comprehensive plan update as well as a draft plan outline.

Phase 2 Deliverables/Meetings:

- Existing Conditions Summary, Draft and Final (electronic).

PHASE 3 – COMMUNITY ENGAGEMENT & VISIONING / GOAL SETTING

TASK 3.1 WEBSITE DEVELOPMENT

Our team can create, host, and regularly update a dedicated, branded website where interested parties can obtain information, download documents, see future meeting dates and schedules, and sign up to get project updates. Additional information will be added to the website on a rolling basis throughout the project, such as draft documents as they are completed, questionnaire links, information about upcoming meetings, and meeting summaries. Prior to launching the website, we will work with the County to capture a unifying brand for the project. The intent of this branding is to build a unique and recognizable look with consistent messaging for the planning process and documents that also meets the County's branding standards.

TASK 3.2 ENGAGEMENT MATERIALS

As articulated in the Public Participation Plan, our team will systematically employ electronic media to notify the public of upcoming events, and solicit public input through online surveys, social media, and other interactive electronic communication opportunities. To get the word out, our team will create posters/flyers for the County to post on social media, via E-blast campaigns, and physically throughout the process, and other documents, such as press releases and website articles.

TASK 3.3 ENGAGEMENT MEETINGS

Subtask 3.3a Workshops / Hearing with Planning and Zoning Commission/Board of Supervisors

Our team will conduct up to four educational meetings advertised for the public according to open meeting laws and enhanced outreach with the Planning and Zoning Commission (PZC) and the Board of Supervisors (BOS). At the beginning of the process, a Kickoff workshop will be held with the PZC to educate them on the process and ways for the public to engage and a public meeting will be held with the BOS to do the same but also to request adoption of the Public Participation Plan which is required by ARS § 11-805 B. Nearing the end of the engagement process, workshops will be held with both PZC and BOS to obtain acceptance of the Vision Statement and Goals Setting Summary.

Subtask 3.3b Comprehensive Plan Committee Meetings

With feedback from the County Staff, Management, and elected officials, a Comprehensive Plan Committee (CPC) will be established to participate in the development of the update. Their leadership and insight will ensure the direction of the plan results in the best final Comprehensive Plan that understands and addresses the unique challenges and opportunities facing Navajo County and its unincorporated communities. There will be three CPC meetings scheduled throughout the plan development: 1) Kickoff meeting, 2) Development of Vision Statement and Goals Setting, and 3) Engagement Results and acceptance of Vision Statement and Goals Setting Summary.

Subtask 3.3c Community Meetings

At the beginning of the engagement process a virtual community meeting will be advertised and held to kick off the process ensuring that the process for the update is known as well as various ways to participate. This initial community meeting will also present issues and opportunities discovered within the existing conditions analysis. Similarly, near the end of the process a virtual community meeting will be advertised and held to inform the community that the plan is ready for public review and how they can best obtain a copy of the plan and give input.

Subtask 3.3c Visioning and Goal Setting Workshops

As refined in the Public Participation Plan, our team envisions conducting 5 in-person meetings in different parts of the County (one in each District) to allow the public to participate in the development of the vision statement and goals. These meetings will also be designed to gain feedback on issues and opportunities discovered within the existing conditions analysis.

Subtask 3.3d Stakeholder Meetings

As refined in the Public Participation Plan, our team will work with County staff to create a strategic list of individuals and groups that will be contacted for up to 20 virtual interviews. These meetings will be designed primarily for stakeholders, County staff, management, or elected officials where a isolated amount of time is warranted.

TASK 3.4 VISION STATEMENT AND GOALS SETTING SUMMARY

Following the engagement meetings, our team will produce Vision Statement and Goals Setting Summary. This summary will then be presented to the PZC, BOS, and CPC for acceptance.

Phase 3 Deliverables/Meetings:

- Website Launch (electronic)
- Planning and Zoning Workshops – up to two (in person) including agenda, meeting materials and meeting summary (electronic)
- Board of Supervisors Meeting (in person) including agenda, meeting materials and meeting summary (electronic)
- Board of Supervisors Workshop (in person) including agenda, meeting materials and meeting summary (electronic)
- Comprehensive Plan Committee Meetings – up to three (virtual) including agenda, meeting materials and meeting summary (electronic)
- Community Meetings – up to two (virtual) including agenda, meeting materials and meeting summary (electronic)
- Visioning Workshops – up to 5 (in person) including agenda, meeting materials and meeting summary (electronic)
- Stakeholder Interviews – up to 20 (virtual) including agenda, meeting materials and meeting summary (electronic)
- Vision Statement and Goals Setting Summary (electronic)

PHASE 4 – PLAN DEVELOPMENT & IMPLEMENTATION STRATEGY

TASK 4.1 WORKING DRAFT ELEMENTS WITH MAPS, GOALS, AND POLICIES

The topic areas or elements as noted below will be submitted to the County and CPC in working draft form with graphics that support and enhance the text, including charts, graphics, photographs, maps, etc.

LAND USE: Statement of standards of population density and building intensity recommended for land use categories covered by the plan, programs and policies that the County may use to promote compact form development activity and locations where these patterns should be encouraged, consideration for air quality and access to incident solar energy for all general categories of land use, policies that address maintaining a broad variety of land uses, including the range of uses existing in the County, policies that address fire safe development, identification of sources of aggregates and inclusion of policies to preserve currently identified aggregates and to avoid incompatible land uses.

TRANSPORTATION: Planning for circulation, consisting of the general location and extent of existing and proposed freeways, arterial and collector streets, bicycle routes, and other modes of transportation, incorporating existing Traffic Studies that have been completed for Navajo County.

HOUSING: Current housing assessment, current and future needs analysis, recommended prioritization of housing types and locations, balance between owner-occupied and rental housing, options for promoting affordable housing developments, current shortfalls, and strategies for development or redevelopment of needed housing.

WATER RESOURCES: Location of known, legally and physically available surface water, groundwater and effluent supplies, demand for water that will result from future growth projected in the Comprehensive Plan, and analysis of how the demand for water that will result from future growth projected in the Comprehensive Plan will be served by the available water supplies identified or a plan to obtain additional necessary water supplies.

ENERGY USAGE: Policies that will encourage and incentivize the efficient use of energy and identification of policies and practices for greater use of renewable energy.

OPEN SPACE: A comprehensive inventory of open space areas, recreational resources, and designations of access points to open space areas and resources, an analysis of forecasted needs and policies for managing and protecting open space areas and resources as well as implementation strategies to acquire additional open space areas and further establish recreational resources, and policies and implementation strategies designed to promote a regional system of integrated open space and recreational resources and a consideration of any existing regional open space plan.

TASK 4.2 IMPLEMENTATION STRATEGY WORKING DRAFT

Our team will develop a clear, actionable implementation strategy that includes at minimum the relationship to applicable goals and policies per topic, implementation timeframes, and responsibilities as directed and/or needed by County staff.

TASK 4.3 1ST DRAFT PLAN

After comments are received from the County and the CPC on all working drafts, our team will produce a one-voice draft for review by the County staff. This Draft Plan will include all components of the outline included Table of Contents, Glossary, and Appendices.

TASK 4.4 60-DAY DRAFT PLAN

After the draft plan has been revised, a 60-Day Draft Plan will be produced and distributed according to Arizona statutes as well to all involved stakeholders in the process. At the end of this review period a spreadsheet will be provided itemizing all comments by party and the approach to addressing each of the comments.

Phase 4 Deliverables/Meetings:

- Working Draft Elements (electronic)
- Implementation Strategy Working Draft (electronic)
- 1st Draft Plan (electronic)
- 60-Day Public Review Draft (electronic)
- 60-Day Comment Resolution Spreadsheet (electronic)

PHASE 5 – PLAN ADOPTION

TASK 5.1 FINAL DRAFT

As directed by County staff per the 60-Day comment resolution spreadsheet, our team will resolve each comment with the Final Draft Plan

TASK 5.2 PLANNING AND ZONING COMMISSION HEARING

As part of the State required legislative process, the Final Draft Plan will be brought to a legally advertised PZC hearing for a recommendation to the BOS.

TASK 5.3 BOARD OF SUPERVISORS HEARING

After the PZC hearing, the Final Draft Plan will be legally advertised and forwarded via resolution to the Board of Supervisors for adoption.

TASK 5.4 FINAL PLAN AND DOCUMENTATION

Our team will incorporate any revisions from the BOS Hearing and submit it to the County electronically in its desired format, including printed copies (separate fee from cost breakdown), along with all native files utilized within the update process.

Phase 5 Deliverables/Meetings:

- Final Draft Plan (electronic)
- Final Plan and Documentation (electronic)