



**Navajo County 2050:
Supporting Prosperity and Preservation**

Public Participation Plan

January 31, 2024



Navajo County

Supporting Prosperity and Preservation

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INTRODUCTION

Navajo County's existing Comprehensive Plan was first adopted in May 2004, following the adoption of Growing Smarter legislation in Arizona, and most recently updated in May 2023. Navajo County's Comprehensive Plan has not seen any major updates since its original adoption, although there have been changes in population and demographics over the past twenty (20) years. The Public Participation Plan (PPP) developed as part of the Navajo County Comprehensive Plan Update (Update) guides the project's community outreach and engagement efforts. The intent of the PPP is five-fold as follows:

- Meet the Arizona regulatory requirements;
- Introduce the Project Team;
- Create unified branding;
- Define participation strategies; and
- Provide an anticipated timeline for the process.

The PPP will evolve throughout the Update process, with tools and techniques being added to capture events and activities throughout the planning process to appeal to the greatest number of people in the County. Nonetheless, the basic structure and intent will remain as stated.

COMPREHENSIVE PLAN REQUIREMENTS

Arizona Revised Statutes (ARS) § 11-804 requires the adoption of a long-term comprehensive plan for each Arizona County. ARS also states that "a comprehensive plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the area of jurisdiction pursuant to the present and future needs of the county." ARS § 11-805.B requires that the Board of Supervisors adopt written procedures to provide effective, early, and continuous public participation in the development and major amendment of a comprehensive plan from all geographic, ethnic, and economic areas of the county. The procedures shall provide for:

- The broad dissemination of proposals and alternatives;
- The opportunity for written comments;
- Public hearings after effective notice;
- Open discussions, communication programs, and information services; and
- Consideration of public comments.

During the Update process, the County must also "consult with, advise, and provide an opportunity for official comment by public officials and agencies, the county, school districts, associations of government, public land management agencies, the military airport if the county's area of jurisdiction includes territory in the vicinity of a military airport or ancillary military facility as defined in ARS § 28-8461, other appropriate government jurisdictions, public utility companies, civic, educational, professional, and other organizations, property owners and citizens general to secure maximum coordination of plans and to indicate properly located sites for all public purposes on the plan."

In conformance with the statutory requirements, the Navajo County Board of Supervisors (BOS) adopted a public participation procedures ordinance in January 2000. This ordinance requires the robust involvement of the public as well as the following procedures for the adoption of the comprehensive plan:

- At least 60 days before the adoption of the plan, transmit the draft plan to the BOS, each municipality in the County, all counties contiguous to the County, the Northern Arizona Council of



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Governments, the Arizona Department of Commerce – or any other state agency that is designated as the general planning agency for Arizona, and any person or entity that requests a copy in writing.

- During the required 60-day review period, the County must conduct at least one public workshop regarding the Plan to which interested parties and the public will be invited. The invitations will be extended to people representing all geographic, ethnic, and economic groups in the County.
- Full public hearings before the Planning and Zoning Commission (PZC) and the BOS.

This PPP, as described herein, meets and exceeds the statutorily compliant public participation procedures ordinance adopted by the BOS.



Navajo County Board of Supervisors (BOS) Meeting



PROJECT TEAM

The Project Team (PT) includes Navajo County staff who will provide technical and institutional expertise and support throughout the Update process. The PT will guide the direction of the Update and supplement the expertise needed to ensure the Update reflects the needs of the Navajo County. The PT also includes members of the consultant group, Logan Simpson, Kimley Horn, and Elliot D. Pollack & Company, who will function as an extension of County staff throughout the Update. The County staff members will review and comment on all deliverables for the Update as the consultant group members prepare them. County staff will also assist the consultant group with event logistics, including but not limited to, meeting room reservations, legal advertising, support staff, audiovisual equipment, printing, digital communication, etc.

Project Team	
Madhav Mundle	Public Works Director
Mischa Larisch	Deputy Director
Cody Cooper	Planning Manager / Project Manager
Sondra Starke	Planner I
Tyler Richards	Planner I
Kristyn Saunders	Assistant Planner
Bruce Meighen	Logan Simpson, Project Director
Terri Hogan	Logan Simpson, Project Manager
McKayla Dunfey	Logan Simpson, Assistant Project Manager
Sandra Hoffman	Logan Simpson, Land Use Lead
Madison Macias	Logan Simpson, Graphics / GIS
Chris Joannes	Kimley Horn, Transportation / Utilities / Infrastructure
Rick Merritt	Elliot D. Pollack & Company, Housing / Economic Development



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PROJECT BRANDING

Attractive and engaging branding will be used for all communication materials throughout the Update process and for the comprehensive plan.

Tagline

The PT has selected the following tagline:

Navajo County 2050: Supporting Prosperity and Preservation

Logo

The PT has selected the following logo:



Fonts and Colors

The following fonts and colors closely align with Navajo County's Style Guide branding guidelines and will be used in all documents produced as part of the Update.

Header

Sub Header

Subtitle 2

Body Text

Caption

Accent

#343346

#ebd9c4

#392e2e

#c52642

#dbf0f2

All of the above will be used during the Update to provide a unifying, recognizable brand, and messaging.



PUBLIC PARTICIPATION STRATEGIES

Public participation is an important part of an inclusive and comprehensive planning process and is a value of Navajo County. Meaningful public input provides valuable direction to inform the area’s vision and is achieved by both listening and responding to the community. The PT has identified seven (7) pivotal strategies to guide the public input process efficiently and effectively for the Update. These strategies illustrate Navajo County’s commitment to a process that encourages community input throughout the entire project timeframe. The strategies include: 1) Comprehensive Plan Committee (CPC) meetings, 2) Community Meetings, 3) Outreach Interviews, 4) Community Workshops, 5) Public Meetings / Hearings, 6) Project Website, and 7) Other Types of Outreach.

Comprehensive Plan Committee (CPC) Meetings

A Comprehensive Plan Committee (CPC) will be established to participate in developing the update. Their leadership and insight will ensure the direction of the plan results in the best final Comprehensive Plan that addresses the unique challenges and opportunities facing Navajo County and its unincorporated communities.

- **Primary Role:** The CPC will review, provide input, and guide planning efforts (in an advisory capacity) for the content of the Update as it develops and to ensure that the plan has the appropriate guiding principles for the area and is reflective of community priorities and values.
- **Secondary Role:** The CPC will participate, individually and as subject matter experts, in the process for input on draft materials, responses to online questionnaires, and in publicizing the Update within their respective circles.

The CPC will have three (3) 2-hour virtual meetings plus additional meeting preparation time and time spent reviewing documents and other materials. The three meetings scheduled between March and August of 2024 will consist of 1) Kick-off and identification of Strengths, Weaknesses, Opportunities, and Threats, 2) Development of Guiding Principles and Goals Setting, and 3) Input into Implementation Strategies.

Comprehensive Plan Committee (CPC)	
United States Forest Service (USFS)	Bureau of Land Management (BLM)
Arizona Department of Transportation (ADOT)	Navajo County Planning & Zoning Commission representative
Navajo County Sheriff’s Office (NCSO)	Navajo County Engineer
Navajo County Tribal Coordinator	Navajo County Economic Development / REAL AZ
Navajo County Superintendent of Schools	Navajo County Department of Emergency Management
Luke Air Force Base (LAFB)	



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Community Meetings

Two (2) virtual community meetings will be held during April and August 2024. These meetings will be advertised on social media, the County’s main and project websites, to CPC members, and via County e-lists. At the beginning of the engagement process, a virtual community meeting will be held to kick off the process, ensuring that the process for the Update is known and various ways to participate. This initial community meeting will also present and poll concurrence on strengths, weaknesses, opportunities, and threats discovered during the initial CPC meeting and 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 give input.

Outreach Interviews

The PT will conduct individual and small group interviews with various community leaders and stakeholders with a variety of backgrounds. In these outreach dialogues, different perspectives will set a solid foundation for the Update. The PT will directly contact and engage with a broad range of community groups as shown below, including, but not limited to, the groups listed on the next page. This list will be refined as the planning process evolves and additional groups are identified. The outreach interviews will be conducted during May and June 2024 and will occur primarily virtually.

Community Groups		
Railroads	Utilities	Airports
Northeastern Arizona Local Workforce Development Board	Other Local, state, tribal, and federal representatives	Northern Arizona Council of Governments
Retail/Commercial/Business	Educational Institutions/Youth Groups	Community Groups / HOAs
Non-Profit/Faith-Based/Charity	Real Estate / Developers / Land Use Attorneys	Health Organizations

Community Workshops

Midway through the engagement process in May and June, five (5) community workshops will be held in different parts of the County (one in each District) to allow the public to participate in developing the guiding principles and goals for each topic area of the Update. These meetings will educate the public on existing conditions and also be designed to gain feedback and confirmation on input received to date. A formal and interactive presentation and an open house style workshop with interactive exercises and conversations will be held.

Public Meetings / Hearings

There will be public meetings/hearings and/or one-on-one briefings with the County’s elected and appointed officials during the Update process. All meetings will be advertised per State laws subject to open meeting laws and noticed as legally required for public attendance. In addition, public meetings and hearings will be noticed on the County and project websites and via social media.

- Planning and Zoning Commission Meetings/Hearing: The Planning and Zoning Commission (PZC) is part of the required legislative process to recommend the Update to the Board of



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Supervisors. Before the final hearing, the PZC will hold up to two public meetings with the following objectives: 1) Kick off the process and Input into Strengths, Weaknesses, Opportunities, and Threats and 2) Review and Input into Guiding Principles and Goals. Each meeting will also give updates on the process and public engagement and provide an additional opportunity for public input. Near the end of the process in November 2024, the PZC will be given a written staff recommendation at a public hearing and asked to make a formal recommendation to the Board of Supervisors.

- **Board of Supervisor Meetings/Hearing:** The Board of Supervisors (BOS) is the legislative body for the County responsible for final approval and adoption of the plan via resolution. This final hearing is anticipated to be in late 2024. If approved by the BOS, the adoption will become effective and final. In addition to the final hearing, there may be an opportunity for up to two BOS meetings and/or one-on-one interviews with BOS members to ensure that the Update obtains direction and input from the County's elected officials before adoption.

Project Website

A project website is being developed and will be made available to the public in March 2024. The website will enable the public to sign up to be informed of events and complete online questionnaires. The website will also enable viewing and downloading educational materials and information about the update process, including details of the community meetings/workshops and a repository for documents related to the project. This website will also be linked to the County's primary website.

Other Types of Outreach

In addition to the above, the PT has determined that there are multiple ways to get the word out to the community about the Update, including advertising and publicizing the Update through social media, promotional materials, e-blasts, and website news items, and with questionnaires.

- **Social Media:** Utilizing social media has become one of the most prevalent and efficient ways for governments to notify their residents of important information and events in the community. Therefore, the PT will utilize social media to help promote and solicit input throughout the Update. Working with the County's Public Information Office, the County will post information on the project on different platforms (e.g., Facebook, Instagram, Next-door, etc.) to advertise where to obtain information or for upcoming meetings, the update process, and educational information.
- **Promotional Materials:** Building on the look and feel of the website and social media communication, the PT will create content to increase awareness of the project and encourage engagement. This may include developing information cards, flyers, comment cards, newsletters, press releases, etc. Navajo County will distribute these communications across their different platforms and to their local media news release contacts.
- **E-blasts and News Items:** Project updates and community meeting dates will be regularly included in County news and other e-blasts.
- **Questionnaires:** Questionnaires and polls will be developed to ascertain information regarding Strengths, Weaknesses, Opportunities, and Threats, as well as confirmation on Guiding Principles and Implementation Strategies. Questionnaires will be posted on the project website and be active during the month, coinciding with the related community meeting, providing the option to attend meetings and/or complete an online questionnaire. Hard copies of the questionnaires will also be made available at County offices.



PROCESS AND TIMING

The participation opportunities will occur throughout 2024, and the final version of the plan is anticipated for adoption by the Board of Supervisors in December 2024. Beyond the kick-off and final plan, there are essentially four (4) main phases of the process, which include: 1) Existing Conditions, 2) Community Engagement, 3) Drafting the Plan, and 4) Adopting the Plan.



CONCLUSION

This PPP functions to document the purpose and process for community engagement during the Update. Later in the process, the project website will also contain public-facing infographic components of this PPP to convey the following: 1) What we are doing, 2) Why it is being done, 3) Why the public should get involved in its preparation, and 4) How the public can get involved in its preparation.