



WORK PROGRAM

The following work program is based on providing the deliverables identified in the Scope of Services with the goals stated by the City of Casa Grande. To achieve the most value for the work effort, a cooperative and phased project approach, including an overarching public involvement program, is proposed to appropriately guide the work effort to achieve effective results based on the overall project goals. A summary of the phases of our proposed project approach are as follows.

- 1. *Project Initiation & Goals:*** Finalize scope of work and which General Plan Elements will be updated by the City, consultant team, and the Consultant Team and City, prepare a public involvement strategy and identify key factors that will be used to measure project success.
- 2. *Identify and Collect Data necessary to the Update:*** Work with the City to collect, organize and assess data that will be necessary to update the General Plan. Assess existing documents, polices and systems and use adopted population and employment projections and the current General Plan land Use Map and Zoning to develop a “no change/baseline” scenario for population, development patterns, water wastewater capacity, mobility, and employment for 2025, 2030 and buildout. Based on this projection identify potential planning considerations to ‘drive’ the General Plan Update. As part of our baseline conditions assess how much new development can be accommodated within the Phase I Growth Area within the ten year planning horizon.
- 3. *Update the Plan “Community First” Brand, Vision and Goals. Incorporate implementation by identifying strategies as short, mid, long term or ongoing.*** Work with the City to update the “Community First” brand, incorporate its edits to the adopted plan and develop new goals, objectives, and strategies as appropriate. *Confirm/Refine/Update Plan “Community First” Vision and Plan goals with the community:* Using survey monkey and face-to-face facilitation, confirm the plan vision, goals, and objectives with the community. The confirmed goals and objectives will inform the evaluation and key indicators that will be used to evaluate the land use and transportation scenarios.
- 4. *Update General Plan Land Use Categories:*** Update General Plan Land Use Categories to include infill and medium density housing products that could be applied to smaller parcels within the Phase I Growth Area and the Downtown. Create a new Downtown Core Land Use Category.
- 5. *Scenario Development & Performance Tracking:*** Develop and evaluate up to five (5) Key Performance Indicators that will be applied to up to three scenarios. The updated land use categories that will be evaluated within each scenario will include and not be limited to Neighborhoods, Manufacturing and Industry, Community Center, Large Mixed Use, and Downtown Core. The scenarios will incorporate refined General Plan Land Use Categories. Identify high level policy implications and quality of life outcomes for each scenario. Solicit community input on the scenarios.
- 6. *Refine Scenarios to a recommended draft General Plan Land Use Plan and Street Classification Map and Update Plan Strategies to accomplish the recommended scenario.*** Based on community comment and the outcomes of the scenario modeling, refine the scenarios into a recommended General Plan Land Use Map.

7. **Prepare the Revised Plan:** Reformat the adopted Plan by reducing the overall Plan length and reformatting for today's digital environment.
8. **Approval & Adoption:** Participate in the public approval process.

1. PROJECT INITIATION & GOALS

Finalize scope of work and which General Plan Elements will be updated by the City, consultant team, and the Consultant Team and City, prepare a public involvement strategy and identify key factors that will be used to measure project success.

1.1 – Project Startup

We will begin the project by establishing the final scope, meeting the key people and defining the various processes and approvals.

- PLAN*et to negotiate a final scope of work, work program, schedule and fees.
- City to develop and to provide to PLAN*et a contact list of city staff members to be included on communications, and who are resources for data.
- City to establish a General Plan Steering Forum (SF) and Technical Advisory Committee (TAC). The function SF and TAC will be to discuss issues involving the update of the plan, provide feedback, and share information with the community and project team regarding the project.
- A community contact database will be created and updated by the city throughout the life of the project. The database will provide a central repository for contact information (name, mailing address, phone, and email address) for interested parties so that they can receive project updates. To populate the data base PLAN*et will provide to the City contact information obtained from the General Plan Update website and public outreach efforts and meetings that are facilitated by planet. In addition, the City shall populate and maintain the contact list on an ongoing basis with:
 - Relevant City staff
 - TAC and SF members
 - Focused Discussion Group members
 - HOA presidents and/or Representatives
 - 60-day review entities including and not limited to
 - School District Administrators
 - AZ Dept. of Commerce representative
 - ADOT representative
 - AZ Water Co. and ADWR representative and other water providers representatives
 - APS and other energy providers representatives
 - Pinal County Planning Director
 - Arizona State Land Dept. Representative
 - Florence, Coolidge, Arizona City, and Gila Bend and City of Maricopa Planning Dept. representatives



- AK Chin Indian Community Representative
- Gila River Indian Community Representative
- Local landowners/developers/businesses/employers
- Chamber of Commerce/ Main Street representatives
- Others from the City’s website and outreach events conducted by the City.

1.2 – Establish & Implement Public Involvement Strategy (PIS)

The success of this General Plan Update relies on robust community, TAC, Steering Forum, and elected and appointed official participation. In conformance with ARS 9461.06C.1, PLAN*et will prepare a draft and final Public Engagement Strategy to implement the Public Engagement Plan adopted by the Casa Grande City Council. To minimize project costs in implementation of the adopted Public Engagement Plan, City of Casa Grande social media platforms supported by a project website (to be developed by the PLAN*et Team and maintained for the duration of the Project by the PLAN*et team). Implementation of public engagement activities listed below will be the responsibility of PLAN*et and, where noted, the City of Casa Grande.

- PLAN*et will work with the City to implement the adopted Public Involvement Plan. Implementation of the Public Involvement Plan will include (and not be limited to):
 - **Community Kick-off table** – A Project kick-off table located at a community event or the City Recreation Center will be used to introduce the Plan update and solicit emails. (Staffed by the City of Casa Grande, collateral provided by PLAN*et)
 - **Online Outreach Survey** – An online non-scientific survey that will be targeted to the community as an opportunity to share their thoughts on the General Plan vision, brand, and objectives. The survey will be available online through Survey Monkey. PLAN*et will review data collection and analysis and will provide a summary at the conclusion of the survey. Distribution of the survey link and survey will be through outreach conducted by the City of Casa Grande Public Information Office.
 - **Regular Steering Forum (SF) Meetings.** PLAN*et will provide agendas for, attend, and facilitate up to seven (7) SF meetings as follows:
 1. Team Intro/Scope and schedule/Rebranding Concepts/Key Areas of Interest
 2. Final brand/initial website format
 3. Current conditions and baseline trends/scenario options & discussion of KPIs/revised Land Use Categories/Review of updated Housing, Community Mobility, Economic Development, and Land Use Element goals and objectives. Introduction of new land use categories.
 4. Scenario output review & comment/review of updated Community Amenities, and Parks Open Space Element
 5. Draft Land Use Plan review and comment/Review of updated Growth Areas Element, Environmental Planning & Conservation, Historic Preservation & Energy elements
 6. Final Draft Land Use Plan review and comment/Review of updated cost of Development Element, Amendment Process
 7. Draft Plan review and comment



- **Regular Technical Advisory Committee (TAC) meetings** – PLAN*et will attend up to seven (7) TAC meetings held on the same day and prior to the SF meetings. The TAC meeting schedule and agendas shall be the same as the SF.
- **Youth Commission Meetings – PLAN*et shall attend and provide a presentation on the General Plan at one Youth Commission meeting and a school event as follows:**
 1. Overview of purpose and value of GP/Input on final brand/Areas of interest
 2. In-class school event (to be determined).
- **General Plan Land Use Scenarios Workshop** – PLAN*et will attend and facilitate a 2-hour community General Plan Land Use Scenarios Workshop held prior to the 4th meeting of the SF and TAC. Advertising for this meeting shall be through the project website and other avenues executed by the City of Casa Grande which may include City websites, and local print and radio media. The target audience for this workshop will include the TAC, SF, community influence leaders and the community at large.
- **City Council Work sessions:** PLAN*et will attend and facilitate one “kick off” work session for each of the City Council and Planning and Zoning Commission. The Kick off work session shall introduce the need for the update, review project scope and schedule, and “test” new brands for the Plan.
- **Planning Commission/City Council Plan Work sessions:** PLAN*et will attend and facilitate one General Plan work session for each of the Planning Commission and City Council. The work sessions shall focus on the draft land use plan and other plan elements mutually agreed upon by PLAN*et and the City of Casa Grande.
- **Planning Commission/City Council Public Hearings:** PLAN*et shall attend and prepare and present a*.ppt of the final draft plan at two Planning and Zoning Commission Public Hearings and a City Council public Meeting.

PLAN*ET will develop all displays and handouts for the meetings. The City of Casa Grande will be responsible for developing and disseminating meeting notification information and reserving meeting space.

- **General Plan Update Website:** The PLAN*et team shall create, register in the City of Casa Grande’s name, and host a secure project website for whichever occurs first, 18 months or the duration of the project.

The PLAN*et team shall create content for the website. The website shall include:

- Content mutually agreed to by PLAN*et and the City
- Up to 5 tabs or pages which will include at some point during the project:
 - A link to the survey on plan goals and objectives
 - A current conditions map that allows a “pin” to be dropped with comments
 - The scenario maps that allows a “pin” to be dropped with comments
 - The draft final and final land use plan maps that allows a “pin” to be dropped with comments
- Feedback opportunities on all pages
- Public meeting and hearing schedule



The PLAN*et team will provide a draft website format to the City for review and comment. Based on City review and comment a revised draft website design will be presented to the TAC and SF for review and comment. The PLAN*et team will provide a revised website design to the City for final review and refinement.

At the completion of the project the PLAN*et team will finalize the website and turn it over to the City. Up to 4 hours of training on updating and maintaining the website shall be provided.

For all content and website updates:

- i. PLAN*et shall submit a draft *.pdf to the city for review and comment. PLAN*et will revise content based on the draft and load it onto the website.
 - ii. The City will review and provide comments on the website
 - iii. The Plan*et Team will revise the website based on comments and make the website live.
- **Media Relations** –The City of Casa Grande will prepare up to two news releases for distribution throughout the project. The City will prepare and distribute new releases to area media outlets.

Task 1 Deliverables Summary:

- PLAN*et to provide outreach materials for the kick-off table.
- PLAN*et execute a Public Involvement Strategy
- PLAN*et to provide an online outreach survey and survey findings
- PLAN*et to attend a youth commission meeting and work with City staff to coordinate an in-class youth engagement event.
- PLAN*et to attend and facilitate four work sessions (total) of the City Council and Planning and Zoning Commission)
- PLAN*et to attend and facilitate seven (7) TAC and (7) SF meetings, provide agendas for each meeting to the City for distribution

2. GATHER DATA

The purpose of this Task is to collect all relevant existing data from the City in ArcGIS, AutoCAD, or PDF formats. To maximize efficiency, the City should provide data resources at the kick-off meeting. All data gathering will be based on data provided to PLAN*et and information obtained through the Public Involvement Strategy. No new data will be collected to complete the following Tasks. Specific work Tasks include the following.

2.1 – Existing Study Area Conditions

This Task includes information gathering and analysis of existing conditions information.

- The City of Casa Grande shall provide PLAN*et with GIS shape and attribute table data files in ARCGIS format for land use, zoning, transportation, parks and open space, trails, population projections and demographics. The City will work with providers to provide, at no cost to PLAN*et, utility, transportation, and water supply and wastewater data that is mutually agreeable to the City and PLAN*et and sufficient for scenario modeling.



- The City of Casa Grande shall provide PLAN*et with relevant studies, plans and documents that should be considered in the General Plan update process. Documents and/or information could include the following:
 - Current Comprehensive/General Plan and redlined plan
 - GIS shape/line/point files of; General Plan land use, streets, zoning/Assessor property files/City property files, City boundaries, redevelopment area boundaries, opportunity zone boundaries, FEMA maps, park and open spaces, public facilities and other files mutually determined by the City and PLAN*et to be necessary to the update.
 - Zoning Ordinance
 - Transportation Master Plan
 - Water/Wastewater Master Plan(s)
 - Parks and Recreation Master Plan
 - Trails Master Plan
 - Housing Studies/Plans
 - IIP
 - Information on existing and proposed Redevelopment Areas
 - Downtown Master Plans
 - 2019 Population, employment, and housing estimates and 2030 projections

2.2 Baseline and Future Conditions

This Task will establish the current baseline and “no change” future conditions.

- Using the data collected in Task 2.1, PLAN*et will prepare a prepare web page content of high and current growth 2030 development trends and buildout conditions. The content will be highly graphic and focus on key planning considerations to address through this update. The content will be presented to the SF and TAC prior to posting on the webpage.
- PLAN*et will also use this data to inform its scenario planning effort and to inform the development of the scenario planning Key Performance Indicators.

Task 2 Deliverables Summary:

- Web page content of existing and projected baseline conditions for population, housing, water, mobility, and employment

3.0 General Plan Brand, Visioning and Goals Update

This Task will result in an updated City of Casa Grande General Plan Brand, Vision, and Goals.

3.1 Update General Plan Brand.

This Task will result in an updated General Plan brand.

- PLAN*et will affirm, revise, and update the “Community First” General Plan Brand through working with the TAC and SF. PLAN*et will develop several alternative brands and present them, with the Community First Brand, to the SF and TAC for review. Based on TAC and SF comment, PLAN*et will work with City staff to finalize the brand.



3.2 Execute Digital Survey

This Task is to develop and execute the General Plan Survey on Goals and Objectives.

- PLAN*et will execute a digital survey on the edited General Plan Goals, Objectives and Strategies. Findings from this survey will be used to inform the update. A link to the survey will be placed on the project website and provided to the City for distribution. As part of this Task, PLAN*et will analyze and provide the survey results to the SF and TAC at appropriate meetings, update the Plan Goals, Objectives and Strategies based TAC and SF review and City Staff direction. The updated goals and strategies will be used to guide the identification of Key Performance Indicators (KPIs) that will be applied in the Scenario Analysis.

3.3 Edit Review & Redline Review Meetings

This Task includes meetings with City Staff to review the General Plan edits.

- Plan*et will meet with City staff a total of 3 times to review and update the plan goals, policies and strategies (we suggest in this update using the terms objective and actions) considering the feedback from the survey and the TAC and SF. These meeting will be coordinated with the SF and TAC meetings focused on these elements.

Task 3 Deliverables Summary:

- Updated Brand
- Updated Vision and Goals
- Digital Survey

4. Scenario Modeling

The goals of this Task are to assess the viability of up to three development options (including a base scenario option) at the current and high growth projections to a sufficient level to inform policy recommendations for the General Plan Update and growth areas element. This will include developing new land use categories that include infill, mixed use, and higher density residential developments that can be modeled. To describe these new categories, graphic examples that show development that could occur within them will be created.

4.1. Land Use Category Development

This Task will result in updated General Plan Land Use Categories.

- We will refine existing land use categories and develop a new Downtown Core Land Use Category and develop average densities and land use mixes for each of them. The Downtown Core land use category will be developed to support higher and medium density housing and mixed uses (vertical and horizontal). As part of this work we will develop two “test fits” for development on sites identified by Casa Grande

Descriptive text and graphic examples of infill and medium density residential and other development appropriate to the Neighborhoods and other land use categories will be developed. As part of this work, we will develop up to three “test fits” of how these housing typologies could be developed using sites identified by the City of Casa Grande, and we will



include the test fits, photographs, and additional graphics in the Land Use Category descriptions in the updated General Plan.

Other land use categories will be updated as determined necessary by the City and PLAN*et. This may include updates to other land use categories to support large scale solar or other types of uses.

4.2 Alternative General Plan Land Use Map

This Task will result in alternative Land Use Maps for scenario modeling.

- Using the new land use categories, up to three alternative General Plan Land Use Maps will be developed, including the existing General Plan (Base Conditions).

4.3 Develop Key Performance Indicators

This Task will focus on developing the objective factors that will be used to assess each scenario.

- Using the findings from the baseline conditions assessment (Task 2.2) and the updated goals, PLAN*et will work with the City to identify Key Performance Indicators (KPIs) that are objective criteria used to assess each General Plan Alternative under each scenario.

4.4 Land Use Scenario Modeling and Evaluation

Under this Task, PLAN*et will create and model up to three Land Use Scenarios. The scenarios will reflect the following applied to each General Plan developed in Task 4.2:

- **Growth Areas/Redevelopment Scenario:** Allow residential growth only in the Phase I Growth Area 1 and then redevelopment only in Growth Area. Industrial growth only in currently serviced industrial areas; to be mutually determined by PLAN*et and the City.
- **Growth Areas/Greenfields Scenario:** A scenario that represents a refined plan that fills the Phase I Growth Area and then directs growth to the north (outside the Phase I Growth Area)
- **Current Trends (or Base Conditions Scenario).**

Scenarios	Growth Areas/ Redevelopment Scenario	Growth Areas/Greenfields Scenario	Current Trends/ Base Conditions
General Plans	OUTCOMES/KPI Evaluation		
Existing Plan			
General Plan Land Use Alternative Map 1			
General Plan Land Use Alternative Map 2			
<i>Wk lv#p awul{#vkrz v#krz #ndfk#Jhghudq\$aiq#Daqg#Kvh#P ds#z la#eh#nydoawng#blfrug lqj #r#ndfk# vfhqduir:#</i>			



4.5 Evaluate and Rank Scenarios

This Task will evaluate and assess the scenarios modeled in Task 4.2

- The scenario modeling outcomes will be assessed in terms of the KPIs.
- Graphically document and rank each General Plan performance in terms of the KPIs.
- Present the outcomes for review and comment at the General Plan Land Use Scenarios Community Workshop and meetings of the SF and TAC.
- Provide the General Plan scenarios on the Project website with feedback opportunities.

4.6 Draft and Final Draft Land Use Plan Map

This Task will result in draft and final General Plan Land Use and Growth Areas Maps.

- Based on the comments obtained from the website, Community Workshop and the SF and TAC meetings, PLAN*et will develop draft Land Use and Growth Areas Maps and finalize the refined land use categories.
- The maps and land use categories will be posted on the project website with feedback opportunities and presented to the SF and TAC for review and comment.
- Based on comments from the website, TAC and SF PLAN*et will refine the draft final land use and growth areas maps to final.

Task 4 Deliverables:

- Updated, refined, and New General Plan Land Use Categories
- 3 Alternative General Plans
- 3 ranked and evaluated General Plan Scenarios
- Land Use Scenario Modeling and Evaluation
- Draft and final draft land use and growth areas maps

5. GENERAL PLAN FORMULATION, STRATEGIES & IMPLEMENTATION

PLAN*et will work with the City to update the General Plan and General Plan Elements as follows:

Land Use

- Land Use Map (updated by PLAN*et based on scenario modeling and input from the City staff).
- Land Use Categories (updated by PLAN*et with input from City Staff, to include Design Guidance).
- Land Use Element Goals and Policies (updated by PLAN*et with input from City Staff)

Based on the Land use Scenario defined in the previous Task, our team will work with City staff to update, refine and develop new General Plan **goals, objectives and** strategies to support the **General Plan Land Use Map**.



Community Mobility

- Street Classification Map (no updates anticipated unless mutually agreed to by PLAN*et and the City).
- Community Mobility Element: Redlines provided by City, Updates by PLAN*et.

Updating the Community Mobility element maps and tables based on existing conditions projections and or data provided by the City. No transportation modeling will be done for this Task. All data updates shall rely on publicly available sources or data provided by the City. Modes included in the update are motorized, bicycle, and pedestrian. Goals and strategies related to driverless vehicles will be provided. The update can also update bicycle goals and strategies to address the rapidly proliferating world of micro-mobility, including electric kick-scooters, and electric bikes.

Parks, Open Space, Trails, & Recreation

- Parks and Open Space Map: Provided by the City of Casa Grande.
- Parks Goals and Strategies redlined and revised by the City of Casa Grande and updated by PLAN*et.

Parks and open Space Park Classifications and LOS: Updated using NRPA Park Metrics and Agency performance review where relevant and meaningful by PLAN*et.

Historic Preservation

- Maps and element text updated by City of Casa Grande.

Environmental Planning & Conservation

- Maps and element updated by City of Casa Grande.

Growth Area

- Maps and element updated by PLAN*et based on scenario modeling and input from the City's Economic Development staff.

The Growth Areas Element will be informed by the scenario modeling and include strategies to direct growth to current infrastructure and encourage new/redevelopment that maximizes the use of City resources.

Cost of Development

- Updated by Casa Grande.

This element will be updated to reflect changes in state law and include mention of the City's IIP (as a development tool).

Water Resources

- Maps, graphics and element updated by City of Casa Grande.

This element will reflect desired City Policy regarding water resources, WW capacity and planned growth and development



Housing

- Maps, graphics and element updated by PLAN*et

We see this as a critical element that could be updated to include the requirements of other mandated General Plan elements for cities over 50,000, including the Conservation, Rehabilitation, Redevelopment, and Neighborhood Preservation elements. Housing is key to the City's future. As the City's supply of finished lots is exhausted (projected over the next five years) housing affordability will be impacted. This is a key issue critical to the City's future and must be addressed in the City's General Plan, along with the opportunities for infill.

Economic Development

- Maps, graphics and element updated by PLAN*et

This element will incorporate the City-adopted economic development plan and identify the quantity of land necessary to accommodate new employment and support economic development goals.

Community Amenities (Public Buildings and Public Services Elements)

- Maps, graphics and element updated by the City of Casa Grande.

We propose that this element (which includes safety) be updated to formally include the safety element.

Energy

- Maps, graphics and element updated by the City of Casa Grande.

This element could include policies for large scale solar development in agricultural and rural land use categories in the City.

Task 5 Deliverables Summary:

- Updated Plan Elements

6. Prepare Draft and Final Draft Updated, General Plan

Based on input from the SF and TAC PLAN*et will use the updated plan elements to prepare a draft and final draft General Plan using an online format such as (and not limited to) ESRI Storybook. This Task Includes:

- Working with the City to revise draft plan elements for inclusion in the draft, updated General Plan per comments received during community and City meetings.
- Combining revised Plan Elements, graphics and maps into a draft, updated General Plan for review by TAC, SF and 60-day review entities. In addition to Elements organized into sections the draft plan shall include:
 - General Plan Amendments section (provided by the City of Casa Grande)



- Re-formatted implementation Section (This chapter will be eliminated and specific strategies will be identified as short, medium, and long term within the plan. Responsible entities maybe identified.)
- Cover
- Resolution of adoption and Acknowledgements
- Providing a Draft plan to the City for distribution to 60-day review entities
- Refining the Draft Plan based on SF, TAC, 60-day review entity, Planning and Zoning Commission and City Council Comment to Final Draft Plan
- Providing a Final Plan based on Council action.

Task 6 Deliverables Summary:

- Draft Updated Plan
- Final Draft Updated Plan

7. APPROVAL & ADOPTION

Under this Task PLAN*et will attend and make presentations at public hearings necessary to adopt the General Plan.

7.1 – Participate in the Public Approval Process

- PLAN*et will present the Plan for review and adoption as outlined in Task 1.2.

Task 7 Deliverables Summary:

- Attendance at Planning and Zoning Commission and City Council Public Hearings to Present the plan for review and adoption.

8. Final Document/Website Turn Over

This Task will provide project documentation to the City.

- PLAN*et will provide 4 hours of technical assistance to turn over the Project Website, and provide a packaged version of the plan in its native and on-line format and as a *.pdf. All GIS files associated with plan maps will also be provided to the City.

Task 8 Deliverables Summary:

- Final documents in native formats provided to the City.

