



TOWN OF FOUNTAIN HILLS
STRATEGIC PLANNING PROCESS
Our Town. Our Choices.



Technical Advisory Committee
Mid-Course Process Review – May 24, 2005 – Minutes

Attendees: Janice Abramson, Curt Dunham, Henry Leger, Mike Tyler, Town Manager Tim Pickering, Executive Assistant Shaunna Williams Project Manager Phillip Blackerby, Image Weavers Francesca Carozza and Charlotte McCluskey; Jim Hamblin (by telephone for Drivers Training discussion).

Scheduled Elements:

Staff/TAC Retreat – June 10
Focus Groups – June 21-22 – *Cancelled*
Newsletter – July 20
Town Hall 2 – August 13
Survey – September 12 to October 7
Strategic Plan Issues – October 7
Strategic Plan Draft – November 1 to November 15
Council Approval – December 1
Open House – January 12, 2006

Drivers Training – *Unscheduled*

Goals:

- How to get from focus areas and scenarios to strategic choices.
- Initial charge: financial planning document for the Council
 - Identify the community's propensity to take on financial responsibility
 - Tangible solution points
 - 20-30 initiatives
 - Make choices
 - Translate input into positive actions
 - Program ("Start..."), or Policy, or project ("Build...")
 - What Town legally can do
 - What Town should do
 - Concept plan – architecture later
- Celebrate successes we have achieved in the planning process
- Make sure citizens are able to recognize their output from TH2 in the final product
- Tee up information to feed the Town choices process

Outputs:

- Capital plan with costs and impacts
- Use input from TH2 to frame survey questions
- TH2 not representative; therefore, we need a survey
- TH2 will describe values vectors: both direction and length (intensity)
- Identify apparent dichotomies between focus areas
- Survey gives Council confidence to ask citizenry for money

Staff Inputs:

Key questions for May 27

- Here are the scenarios
- What are capital projects for each scenario?
- What are the capital costs?
- What are the Operating & Maintenance (O&M) costs?
- How will the current situation develop over time if we “do nothing” differently than today?
- Translate from 10,000 ft. view to 5,000 ft. view
- Provide guidance: how to do it if it were to be done?

Costs:

- Capital outlay items
 - Cost of capital outlay item
 - (O&M) costs for new capital outlay
- Management, staff, program
 - Time
 - Personnel costs
 - Other costs
- Policy support costs

Financing:

- Bonding
 - General revenue bonds (paid from taxes)
 - Revenue Bonds (paid from sales or fees)
- New Fees
- Property taxes
- General Fund revenues (sales taxes, state allocations, existing fees, etc.)

Focus Groups:

- Purpose: Test questions for survey
- Purpose: Test presentation materials for TH2
 - Mock run-through for TH2
 - Use volunteer facilitators
 - Use volunteer participants: those who volunteered for focus groups
 - Run 10-days to 2-weeks before TH2
 - Don't use O'Neil Associates; use volunteers instead

Town Hall 2 Process:

Inputs:

- 11 focus areas containing 30 or so issues (total) with costs and impacts

Agendas:

- Multiple small groups will have the same agenda

Outputs:

- Create a "priority plan" for each focus area

Process:

- Each small group prioritizes all issues into High, Medium, Low priority groups
- Small groups report to large group
- Compile Consolidated Priority groups based on analysis of all small groups
- Small groups reconsider Consolidated Priorities
 - Small groups rank priorities within High, Medium Low groups
- Small groups report back to large group

Drivers Training:

Up to four workshops; probably only two:

- Charter government (by League of Arizona Cities & Towns)
- Property tax; financial options; loss of construction revenue; how Town funds are spent
- Architectural controls
- Park standards and view corridors (article, rather than workshop)

Use other media?

- Email to database
- Newsletters
- Web video and Ch. 11 broadcast
- Speakers bureau?

Administration:

- Labor
- Time
- Schedule: Schedule July dates at Community Center (Shaunna)
- Production time: delegate to League and Town staff
- Promotion: Include publicity campaign into other communications (Image Weavers)