



# Public Education Plan

**MARCH 2025**

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Lake Havasu City General Plan | Shaping our Future



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## INTRODUCTION

Lake Havasu City has initiated an update to the *Lake Havasu City General Plan 2016*. Updating the general plan is statutorily required and essential for the City to remain relevant and responsive to potentially new or changing challenges and opportunities as well as to align with the community's vision and values. The general plan is a community-driven policy document that considers the entirety of the City. The intent of the General Plan Update (GPU) entitled *Lake Havasu City General Plan: Shaping our Future* is to guide the future growth and physical development of the City. A considerable amount of that guidance will come from community engagement and participants will learn about existing and potential land use issues and identify the vision, goals, policies, and implementation strategies that will be incorporated into the GPU.

To drive this effort, this *Public Education Plan* (PEP) describes the activities and community outreach efforts the City will undertake to engage the public and attract a wide audience to participate in the GPU. The PEP will:

- Meet Arizona statutory requirements.
- Introduce the project team and establish committees.
- Define participation strategies.
- Provide an anticipated participation timeline.

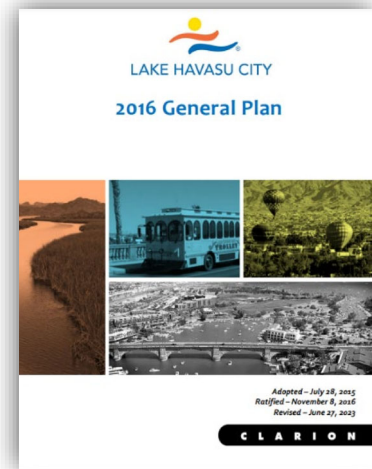
The dynamics of the PEP will evolve, with tools and techniques being added to capture events and activities throughout the planning process to appeal to the greatest number of people in Lake Havasu City. The process aims to effectively capture the community's interest and gather contextual data. The data will be instrumental in informing the City's approach to developing the community's vision as well as the policy and implementation strategies that accurately reflect the community interest at large, thus appealing to the greatest number of community members. Components of this PEP will be developed into rich, detailed infographics and will be incorporated into the project website.

## GENERAL PLAN REQUIREMENTS

A city's general plan is a critical document that outlines its long-term goals and vision for growth. Arizona Revised Statutes (ARS) 9-461.06 require that a municipality readopt or update its general plan every ten years. The *Lake Havasu City General Plan 2016* was adopted and ratified by voters in 2016. Additionally, as the GPU will require voter approval, the PEP is designed to carry the effort through to a successful city ratification process.

ARS 9-461.06 requires that the governing body adopt a written public participation procedure that provides:

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



During the GPU process, a city must also consult with, advise, and provide an opportunity for official comment by public officials and agencies, school districts, adjacent municipalities and Native American communities, public utility companies, civic, professional, and other organizations, property owners, and residents. This PEP *meets the statutory requirement* to promote meaningful and inclusive public participation that provides effective, early, and continuous participation from all geographic, ethnic, and economic areas within Lake Havasu City.

## PROJECT TEAM AND COMMITTEES

### Project Team

The Project Team (PT) shown on the next page includes key Lake Havasu City staff who will provide technical and institutional expertise and support throughout the GPU and key members of the consultant group led by Logan Simpson and supported by subconsultants Elliot D. Pollack & Company, Kimley-Horn, and Peacemaker Aviation. Beyond this team, there are a significant number of support staff that will participate in and lend their expertise to the GPU.



Project Team	
Chris Gilbert, Lake Havasu City	Planning Division Manager and GPU Project Manager
Jeff Thuneman, Lake Havasu City	Development Services Director
Trevor Kearns, Lake Havasu City	Planner
Jeanette Nutt, Lake Havasu City	Executive Assistant
Shelby Hennigan, Lake Havasu City	Planning Administrative Assistant
Terri Hogan, Logan Simpson	Project Manager
Bruce Meighen, Logan Simpson	Project Advisor
Sandra Hoffman, Logan Simpson	Assistant Project Manager
McKayla Dunfey, Logan Simpson	Innovation Lead
Rick Merritt, Elliot D. Pollack & Company	Housing, Cost of Development, and Economic Growth Lead
Chris Joannes, Kimley-Horn	Circulation, Water Resources, Public Services and Facilities Lead
Rusty Mitchell, Peacemaker Aviation	Aviation and Military Compatibility Lead

## Technical Advisory Committee

The Technical Advisory Committee (TAC) will be a working group composed of Department representatives and representatives from outside agencies that will provide technical input as the subject matter experts. TAC members will review and comment on the content of the GPU as it is prepared. TAC members will also participate individually in technical interviews, a plan audit, questionnaires, and public events.

## General Plan Steering Committee

The General Plan Steering Committee (GPSC) will be a working group composed of approximately 11 community members. Applicants will submit an application to be considered for a seat on the committee. Staff will review the applications and forward options to the Mayor & Vice Mayor for review and decisions. The committee make up will be: 1/2 representing local professionals (realtors, architects, contactors, economic development professionals, etc.) and 1/2 will be community members at large. There will be no City Council or P&Z Commissioners on the Steering Committee. The GPSC will provide input and perspective during the process as well as review and comment on the content of the GPU as it is prepared. Up to three meetings will be held at strategic milestones of the project.



### City Council

The Mayor, Vice Mayor & City Council will have the opportunity to attend and observe the Steering Committee meetings and all public participation events and meetings. The PT will conduct one-on-one meetings with the Mayor, Vice Mayor, & City Council Members during the GPU to collect feedback and input about the direction of the GPU. The PT will provide updates to City Council at key intervals throughout the process.

### Community Groups

All community members and interest groups will be invited to participate throughout the GPU process. The following list provides a general outline of the types of groups that will be engaged in the planning process. The list will be augmented and refined as the planning process evolves.

Community Groups		
City Elected Officials, Boards, and Commissions	Chambers of Commerce	Major Businesses/Employers
State, Federal, County, and other Local Agencies	Special Districts and Utilities	Large Landowners and Major Developers
Educational Institutions	Non-Profit Groups	Youth Groups
Health Organizations	Sports and Cultural Facilities	Ethnic Groups
Airport	Faith-Based/Charity Groups	HOAs/Retirement Communities

### Boards and Commissions

Throughout the GPU process, the PT will present to and solicit feedback and direction from the Planning & Zoning Commission. Other City boards may be updated throughout the process by the PT.

## PUBLIC PARTICIPATION STRATEGIES

Public participation is a key component of an inclusive and comprehensive planning process. Meaningful input from the community provides valuable direction to inform the community’s vision and ensures that the City is listening and responding to the community’s needs.

### Unique Project Branding

Using the City’s Seal and branding guidance, the PT has produced a unique look and feel that will be used throughout the GPU to promote uniformity and familiarity with the plan. This branding will be used on all promotional materials and City-created giveaways and will help propel the GPU by keeping the effort front-of-mind for residents through the ratification process.

# Lake Havasu City General Plan

## PUBLIC EDUCATION PLAN



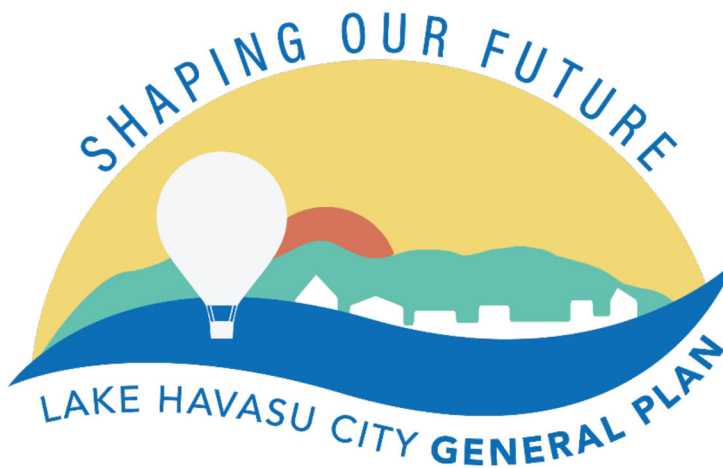
City Seal:



Project Name: *Lake Havasu City General Plan*

Project Tagline: *Shaping Our Future*

Project Logo:



Fonts:

Headers 1: **AVENIR LT PRO 65 MEDIUM**

Header 2: **Avenir LT Std 55 Roman**

Body: Avenir LT Std 35 Light

### Color Palette:

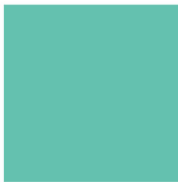
#### Primary colors



#056DB6



#27AAE1



#67C0AE



#4C6B54

#### Accent colors for emphasis



#D4725A



#F1D775

## Inclusive Engagement

Lake Havasu City believes that all community members should be given the opportunity to have a voice in the GPU. The following includes anticipated event types and techniques that are intended to engage as many community members as possible throughout the duration of the process. Specific details of these activities will be published on the project website and broadly advertised.

- **ENGAGEMENT TRACKING:** Demographic and geographic information will be collected throughout the GPU process to gauge participation. Using this information, and an engagement tracking tool, the City will be able to adjust engagement approaches and techniques to target all groups and areas.
- **COMMUNITY AMBASSADORS:** Community ambassadors will serve as liaisons or co-creators willing to assist in the process, reach out to their networks, and serve as a familiar introduction between the PT and community groups. These liaisons will be sought throughout the process by the PT.
- **DEDICATED PROJECT WEBSITE:** Public engagement activities and all project documents will be available on the website. The website will include community event details, feedback opportunities, interactive mapping, questionnaires, quick polls, and more. The website will be maintained by the PT and linked to the City's website.
- **PROMOTIONAL MATERIALS:** Building on the look and feel of the website, regular updates will be given, both in written and digital form, on project progress to increase awareness of the project and encourage engagement. An informational brochure will be produced and shared with the City for electronic distribution and for printing and distribution at various venues.



# Lake Havasu City General Plan

## PUBLIC EDUCATION PLAN



Additional materials, such as flyers, newsletters, videos, social media posts, etc., will be utilized to help the City increase awareness and support for the project. Local media news releases and all City social media platforms and E-lists will also be used to advertise public events.

- **ONLINE QUESTIONNAIRES:** Questionnaires will be developed prior to and concurrently with community workshops and events to garner feedback and to provide an electronic opportunity to participate in community workshops. Links to these questionnaires will be included on the project website, distributed through E-lists and social media, and available at all community events.
- **COMMUNITY CONVERSATIONS:** A series of in-person and virtual one-on-one and group interviews will be held to listen to community members' perspectives on challenges and opportunities for Lake Havasu City and to set the foundation for the GPU. Community members and interest groups will be invited to participate, and a broad list of potential community groups and stakeholders will be compiled and evolve through this process as additional groups are identified.
- **COMMUNITY EVENTS:** Two interactive in-person workshops, with multiple sessions for each, will be held to garner direction on the community's vision and desired growth scenarios for the City. These workshops will be held at different times and locations and in concurrent virtual format to ensure broad access and participation. In addition to the workshops, drop-in events such as community festivals, concerts, parades, or school events to gain input and share information on key topics during the project will be attended to build awareness and gain input on the GPU.
- **SOCIAL MEDIA/ELISTS DISTRIBUTION:** Social media notices will be used to help promote and solicit input and advertise events throughout the planning process. The PT will work with the City's Community Engagement Officer and Digital Media Coordinator to create social media posts that will be shared on City's different platforms (e.g., Facebook, Instagram, or Nextdoor) as well as to City's comprehensive electronic distribution list of residents.
- **ARCURBAN MAPPING AND MODELING:** ArcGIS Urban 2D mapping and 3D modeling tools, as well as ArcGIS Story Maps are anticipated to be used to encourage input and allow community members to participate in scenario planning at in-person and virtual workshops.



# PUBLIC PARTICIPATION TIMING

The GPU process was initiated in February 2025, with an anticipated *seventeen-month* process reaching completion in Spring 2026. Following the anticipated City Council adoption of the GPU in May 2026, the GPU will be placed on the Fall 2026 primary election ballot for ratification by Lake Havasu City voters.

Throughout the GPU process, residents will have numerous opportunities to participate, and each public event will be broadly and legally noticed. Public participation events and activities will be held between April 2025 and January 2026, coinciding with the *Envision*, *Build*, and *Celebrate* phases of the process shown below.

