



Engagement Plan for DC Ranch Neighborhood Park

March 2021

Objective:

To work closely with, and advocate for, the City of Scottsdale to fund and fully develop the DC Ranch Neighborhood Park at the corner of 91st Street and Trailside View.

Background:

In 2003 and as part of its development agreement with the City of Scottsdale, DC Ranch LLC deeded approximately 14 acres of land to the City for the purpose of building the future DC Ranch Neighborhood Park. The land is at the southwest corner of 91st Street and Trailside View, just south of DC Ranch Crossing and Camden Foothills Apartments.

In 2020, and in conjunction with the Bell Road Sports Complex bond project, the City of Scottsdale began Phase One development of the park by designing and constructing a lake amenity. The approximately 2-acre lake will be accompanied by a pump house, picnic Ramada, benches, and landscaping to include grass areas, pathways, and lighting. The lake is slated to open to the public in January 2022.

Currently, the City of Scottsdale has no plans to finish the park by funding and constructing Phase Two. The Community Council feels that DC Ranch residents will be better served with the entire park developed. For this to happen, the Community Council and DC Ranch residents will need to advocate for the DC Ranch Neighborhood Park to be included in the City of Scottsdale's Capital Improvement Project (CIP) Budget. This will not be an easy or fast process as the City plans its CIP five years in advance, and there is a lot of competition for funding projects desired by citizens throughout Scottsdale.

The timeline is as follows, with the expectation that dates are subject to change, and the actions and/or processes may be changed, added, or deleted to encourage success:

Spring 2021 – Inform City staff of the Community Council's desire to include the park in the CIP Budget.

Fall/Winter 2021 – Allow residents the opportunity to experience Phase One of the park and encourage them to brainstorm amenities they would like to see in Phase Two.

Winter 2021/2022 – Ask City staff to conduct community meetings to seek DC Ranch resident input on what amenities they would like to see added to the park in Phase Two.

Winter 2021/2022 – City staff will update the Municipal Use Master Plan for the park to include a review by the public and providing a cost for the newly identified amenities.

Spring 2022– Advocate with City staff and elected officials to include the funds needed to develop Phase Two of the park in the City's CIP Budget.

3/25/2021 – Approved by Community Council Board of Directors

June 2022 – Scottsdale City council votes on the CIP Budget.

Beyond June 2022 – If needed, continue advocating until the project is put in the CIP budget. When successful, the Community Council will continue to work with the City of Scottsdale as it develops the park, to include monitoring the process, communicating updates with residents, and encouraging resident participation as appropriate.

DC Ranch Community Council will provide updates to residents in the Newsworthy section of DCRanch.com. and through other DC Ranch communication outlets. The Council welcomes input from any resident, Ranch Association, Covenant Commission member, and any other relevant group as it pertains to this engagement plan.

DC Ranch’s civil dialogue policy will be upheld: *Residents and DC Ranch employees shall conduct themselves in a manner that is civil and respectful, refraining from abusive, demeaning, or hostile language or behavior.*

The process below outlines the approach DC Ranch will take:

Targeted audiences: DC Ranch residents, City Staff, Scottsdale Mayor and City Council

Approach: DC Ranch Community Council will:

- Schedule and participate in various meetings and conversations with City staff and other relevant groups as appropriate
- Inform residents of opportunities for individual engagement; encourage their participation
- Communicate with City staff and elected City officials to move the process along and if appropriate, desired solutions to enhance the process
- Provide updates to the Community Council and Ranch Association Boards and residents as information becomes available

Spokesperson: Chris Irish with support from Jenna Kohl, and the DC Ranch communications team

News media inquiries: Attribute all quotes and comments to spokesperson

Resident questions: Direct to Chris Irish

Anticipated timeline: Spring 2021 – July 2022 and beyond if necessary

Key factors:

1. **Community Values/Quality of Life** – The Community Council believes a completed park will be consistent with DC Ranch’s community values and improve quality of life for residents.
2. **Property Values** – The Community Council has considered how property values will be strengthened with a completed park versus a partially completed park.
- 3.. **Safety / Security** – The Community Council will study and consider potential impacts on the community as it relates to safety and security matters for the park.