Thank you to all who participated in the first set Public Workshops for the Peoria General Plan 2040. The first set of Workshops were held on the following dates and locations:

**Monday, April 24th, 2017**  
6 p.m. – 8 p.m.  
City of Peoria Development and Community Services Building  
Point of View Conference Room  
9875 N. 85th Ave  
Peoria, AZ 85345

**Tuesday, April 25th, 2017**  
6 p.m. – 8 p.m.  
Sunrise Mountain Library  
Community Room  
21109 N. 98th Ave  
Peoria, AZ 85382

**Wednesday, April 26th, 2017**  
6 p.m. – 8 p.m.  
Copper Hills Church Lobby  
27035 N. Black Rock Blvd  
Peoria, AZ 85383

**What Happened at the First Set of Public Workshop #1?**
A total of 28 citizens participated in the three workshops. During the workshops, participants learned about the General Plan, brainstormed issues and opportunities facing the community, and created an overall vision statement for Plan Peoria AZ. Each public workshop followed the format listed below:

**Sign-In and Where Do You Live**
Participants signed in and were asked to place a colored dot on a map of where they live or work in Peoria.

Click here to view the results of the ‘Where do You Live maps’.

**Comment Cards**
Comment cards were placed at each table. Participants were encouraged to fill out comment cards throughout the meeting for any questions, issues or opportunities they wanted to bring to the consultants attention.

Click here to view the comment cards that were collected throughout the series of workshops.

**Welcome and Presentation**
A presentation was provided to provide an overview of the General Plan as well as to educate the participants on the state requirements of general plans and the overall General Plan update process. Throughout the presentation, survey questions were asked to gauge residents' views on various needs in Peoria.

Click here to view the General Plan Update Presentation.
Exercise 1 – Survey Questions
Throughout the presentation, participants were asked 19 questions regarding various topics.

Below are highlights from the Survey results:

- Most participants have lived in Peoria between 1 to 20 years.
- Most of the participants (42.86%) in attendance live south of Bell Road.
- Most participants (61.5%) of the total participants are familiar with the Peoria General Plan.
- The majority of the participants (93.75%) were not involved in the 2010 General Plan Update.
- The top three things that participants like about Peoria are safe neighborhoods, family-oriented character, and the quality of schools.
- The top three themes that participants indicated should be included in the General Plan update are having a fiscally strong city, having focused growth, and sustainability/environmental stewardship.
- The top strategy that participants thought Peoria should emphasize for the future is incentives for redevelopment and encouraged investment.
- The top two threats to Peoria’s future were identified as lack of quality jobs and school overcrowding.
- Most of the participants (53.85%) do not work in Peoria.
- Participants who do not work in Peoria mainly travel to the West Valley (25%) and the North Valley (25%) to work. Additionally, 18.75% work in the East Valley and 18.75% work in Central Phoenix.
- All of the participants who travel to work by personal car.
- 42.3% of the participants stated that they would prefer to travel to work by personal car.
- All of the participants stated that they travel around town by personal vehicle.
- 88% of the participants rated parks and recreation facilities as very good or good.
- 50% of participants rated shopping as average in Peoria.
- 46% of participants rated dining and entertainment as average in Peoria. 23% rated dining and entertainment as very good.
- Natural environment (27%) and schools (23%) were rated as two of the biggest assets for Peoria’s future.
- Almost 54% of participants identified quality of employment opportunities as the most important to address in the General Plan update.

Click here to view the General Plan Update Presentation survey results.

Exercise 2 – Vision Statement
The second exercise involved developing a Vision Statement for the General Plan. During this exercise, participants were asked to individually create a vision statement using a ‘fill-in-the-blanks’ worksheet. Afterwards, the tables came together to write one vision statement that best reflected everyone’s ideas.

The top fill-in the blank words that were used during the table group exercises throughout the series of workshops are below:
The following vision statements were created by using the most used adjectives, values, and assets during the table group exercise. One table created their own Vision Statement which is reflected in Option 3.

**Option 1:** Peoria promotes a balanced quality of life that is built on a sense of community, strong family values, and a sense of belonging. We pride ourselves with having quality schools, open spaces, and recreation amenities that respond to our diverse needs. The City will grow in a manner that ensures that new growth and development improves our community and retains our shared values.

**Option 2:** Peoria in 2040 is recognized as an attractive, active, and distinctive place to live, work, and play. Our community, with its trails, city services, and education provides entertainment, jobs, and family opportunities and is a preferred regional and national destination.

**Option 3:** Peoria in 2040 is recognized for a distinctive quality of life that is built on strong values and a sense of community. We pride ourselves with having unique aspects, recreation amenities, open spaces, world class schools and abundant entertainment that respond to our diverse needs.

The results of the Vision Statement exercise will be reviewed by staff and the General Plan Advisory Committee to create a common vision to guide the General Plan update.

[Click here](#) to view the Vision Statement results.

[Click here](#) to view the Vision Statement Word Ranking.

**Exercise 3 – Issues and Opportunities**

The third exercise allowed participants to write specific issues and opportunities they feel are important to address in the General Plan Update. In this exercise, participants were asked to write issues on pink index cards and opportunities on green index cards. The issues and opportunities were then sorted into one of three categories: Economic Development, Land Use, Natural Environment, Parks and Recreation, Public Safety, Transportation and posted on a board for viewing.

Below are a few highlights from the Issues and Opportunities exercise:

- **Economic Development:** Redeveloping and capitalizing on Old Town and Downtown were two major Opportunities listed for Economic Development. Two major issues that were listed for Economic Development were the need for better jobs and the need to preserve and market the local heritage.

- **Land Use:** The top two Opportunities listed for Land Use were the excelling schools in Peoria as well as the development of P83. Conversely, excessive big box development
and housing were listed as Issues in Peoria, as well as overcrowded and aging school facilities that come with increased development.

- **Natural Environment:** There were many Opportunities listed for the Natural Environment in Peoria including the nighttime skies, Lake Pleasant, and the overall preservation of open space throughout the city. There was only one Issue listed for this topic, which was to preserve anthropological sites.

- **Parks and Recreation:** Participants of the workshop listed the recreational facilities and trails as main Parks and Recreation Opportunities. Although recreational facilities was listed as an Opportunity, an Issue was also listed to provide more recreational opportunities for varying ages and abilities.

- **Public Safety:** Although the police force was listed as an Opportunity in Peoria, there were some comments that an Issue is that more police officers are needed as crime rates was also listed as an Issue.

- **Transportation:** Congestion on roadways was a major Issue

*Click here* to view the results for Exercise 3.

**Exercise 4 – Wall Map Exercise**
The last exercise was a Mapping Exercise where participants were given a set of red, green, and yellow stickers and asked to identify positive attributes with a green sticker, things to be improved with a red sticker, and a defining characteristic of Peoria with a yellow sticker on a map of Peoria.

- **Economic Development:** Positive attributes regarding economic development in Peoria were largely focused on the Peoria Sports Complex. Many participants noted that the stadium create traction for the city and create opportunity for more economic development in the area. Things to be improved regarding economic development were largely focused on gaining more restaurants and shopping opportunities.

- **Land Use:** Positive attributes for Land Use were generally mixed, but some commonalities were to use the 303 corridor to leverage growth in the future and to redevelop downtown Peoria. Some things to be improved in terms on Land Use are to develop empty lots and vacancies throughout the city. Another issue that was brought up was the overcrowding of schools.

- **Natural Environment:** Positive attributes of the natural environment were centered on Lake Pleasant and maintaining the natural environment throughout Peoria. No items were identified for improvement in this topic. Lake Pleasant was identified as being a defining characteristic in Peoria, which was the most noted characteristic throughout all workshops.

- **Parks and Recreation:** There were many places that were identified as positive attributes for Parks and Recreation, the top three being Rio Vista, hiking trails, and community / recreation centers. Things to be improved for parks and recreation were limited; however, it was noted a few times that preserving cultural and historical sites was needed in Peoria. Some participants identified recreation opportunities at Lake Pleasant and the trail system in Peoria as being defining characteristics in Peoria.
• Public Safety: Although this was the least touched on topic during the exercise, there were a few comments that noted public safety as an issue. This included blight along Grand Avenue and crime in the southern border of the city.

• Transportation: The 303 was noted as a positive attribute in the city specifically for its convenience. In contrast, Bell Road and 83rd Avenue were identified as having heavy traffic and congestion.

• Defining Characteristic: Lake Pleasant was identified as the top defining characteristic of Peoria. 85% of the yellow dots throughout all workshops were placed on Lake Pleasant. There were two other places, each with one dot, that were identified as a defining characteristic. They were the trail system at Rio Vista and community parks in Peoria.

Click here to view the results for Exercise 4.

The following is a list of the files referenced in this workshop recap:

Where do You Live Map
Comment Cards
2040 General Plan Update Presentation with Survey Results
Results of Exercise 2 – Visioning Exercise
Results of Exercise 2 – Vision Statement Word Ranking
Results of Exercise 3 – Issues and Opportunities Exercise
Results of Exercise 4 – Mapping Exercise