



## Desert EDGE Engagement Plan

### Objective:

To monitor and participate in the Desert EDGE public planning process and evaluate its potential impacts, both positive and negative, on the DC Ranch community-at-large. Depending on evaluation results, an official DC Ranch position on the proposal may or may not be adopted by the DC Ranch Community Council at the appropriate time.

### Background:

In 2017, the Desert Discovery Center (DDC) presented the “Desert EDGE” proposal to the City of Scottsdale. The proposal was the outcome of a January 2016 Scottsdale City Council resolution to proceed with the planning of a desert appreciation venue at the McDowell Sonoran Preserve Gateway Trailhead. Desert EDGE consultants pledged the process will include dialogue with local stakeholders and communities such as DC Ranch.

The proposed venue’s location (south of the existing visitor center at the Gateway Trail Head) gives the DC Ranch community an opportunity to contribute to the dialogue as it relates to factors that could impact our residents in a positive or negative way. DC Ranch Community Council has been and will continue to actively monitor the Desert EDGE planning process and participate in discussions related to the identified Key Factors as defined below. Council reserves the right to take an official public position as developed by the Community Council Board of Directors at the appropriate time. This position would only reflect impacts on DC Ranch specifically, not peripheral issues such as Desert EDGE’s funding source(s) or business model.

The DC Ranch Community Council welcomes input from any resident, Ranch Association, Covenant Commission members, and any other relevant group as it pertains to this engagement plan. The Council may conduct outreach to gather community input. The DC Ranch Community Council may, if they determine it to be appropriate, develop a position on the issue and a related message it will voice clearly and consistently to the broader community on behalf of DC Ranch.

DC Ranch will adhere to our stated policy of civil dialogue, which states, “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 DC Ranch approach to the Desert EDGE public process:

Targeted audiences: DC Ranch residents, Desert EDGE planners, Scottsdale City Council

Approach: DC Ranch Community Council will:

**DATE** – Revised and adopted by Community Council Board of Directors  
Summer 2017 and July 2018 – Reviewed and supported by Community Council and Ranch Association Board of Directors

- Schedule and participate in various meetings and conversations with the city’s planning consultant and other relevant groups as appropriate
- Communicate with Desert EDGE planners and elected city officials on areas of potential impact on the community-at-large and desired solutions to mitigate that impact
- Inform residents of opportunities for individual engagement
- Provide updates to the Community Council and Ranch Association Boards and residents as information becomes available

Spokesperson: Chris Irish with support from Jenna Kohl, DC Ranch communications team and, if appropriate, a lobbying firm

News media inquiries: Attribute all quotes and comments to spokesperson

Resident questions: Direct to Chris Irish

Anticipated timeline: August 2016 – TBD

- Key factors:
1. **View Shed** – The Community Council will carefully review any significant impacts on the view shed from DC Ranch as it may relate to DC Ranch’s standards that are regularly reviewed by the Covenant Commission.
  2. **Traffic** – The Community Council will carefully consider studies presented during the public process that may relate to traffic impacts on nearby roads that DC Ranch residents typically utilize. The Council will review information from the Desert EDGE traffic study and rely on city staff analysis to ensure road design can appropriately accommodate predicted traffic patterns.
  3. **Noise** – The Community Council will carefully evaluate the venue’s plan for operations and events regarding noise levels. The Council will look at operating hours and noise levels as compared to DC Ranch’s current enforcement levels.
  4. **Light** – The Community Council will carefully examine the venue’s plan for indoor and outdoor lighting and events as it may relate to dark sky levels near DC Ranch. Shielding and other lighting elements will be reviewed and compared to DC Ranch’s standards that are regularly reviewed by the Covenant Commission.
  5. **Safety / Security** – The Community Council will study and consider the venue’s potential impacts on the community as it compares to safety and security matters.

**DATE** – Revised and adopted by Community Council Board of Directors  
 Summer 2017 and July 2018 – Reviewed and supported by Community Council and Ranch Association Board of Directors