



## ***Framework for Engagement in Public Policy Advocacy to benefit the DC Ranch Community-At-Large***

The Community Council shall engage in public policy monitoring so that it may provide DC Ranch with early identification of external matters that may positively or negatively impact the DC Ranch community-at-large. Knowledge and/or engagement at an early stage will help in advocating for the best possible outcome for DC Ranch.

A successful process will welcome contributions from any board member of the Community Council, Ranch Association or Covenant Commission, thus enabling the Community Council to unite the governing entities into a consistent, clear voice for DC Ranch. That voice will be communicated by the Community Council to the broader Scottsdale/Valley community on behalf of DC Ranch.

### **Identification of Issues**

The Community Council shall establish an external public policy observation function. This effort may include the hiring of staff and/or professional services. It will be the primary responsibility of said Council staff and/or professional services contractor to identify matters for their earliest-possible discussion. This will be done by monitoring local, state, and national news; attending City Council and other community or government meetings; and monitoring other relevant groups.

In addition, members of the governing boards, a resident, or other staff member may identify or propose a topic for broader discussion to the Governance Committee.

Following initial dialogue with the Governance Committee, and with an ongoing desire for collaboration and communication with each of the governing entities, the Community Council may subsequently consider the issue at the appropriate time.

### **Advocacy Engagement**

Public policy positions shall be consistent with the DC Ranch brand and its plans, policies and objectives, and the process will undertake a reasonable effort to understand and consider stakeholders' positions.

The Council's executive director will oversee public policy advocacy and allocate the resources needed during its annual budget process. These expenses may include but are not limited to salary/contract fees, legal and PR representation, technical experts, etc. Should additional resources be needed to put DC Ranch in the best position to be successful in its engagement, the executive director may request such funds from the Council board.

The following will be utilized by the Community Council to determine if a public policy issue is suitable for engagement, and whether to participate in communication and advocacy activities:

**Impact:** Does this matter impact, either positively or negatively, the collective interests of the DC Ranch community-at-large? How might it reflect on the brand, mission, and vision of DC Ranch? Examples of matters that might have an impact are new developments near DC Ranch, environmental matters, bonding for municipal infrastructure improvements, etc.

**Criteria:** Should the Council decide to take a position on behalf of the DC Ranch community-at-large, the stance may reflect approval or opposition to specific criteria verses a "for or against" position. Such criteria may include but are not limited to traffic impact, view shed, noise, light pollution, etc.

If the Community Council decides to engage on a public policy matter, an Engagement Plan will be written and adopted by the Council board.

At any time during the research, review, and engagement process, the Community Council may decide to terminate its Engagement Plan on behalf of the DC Ranch community-at-large.

### **Role Determination**

Upon review of input from the governing entities and consideration of staff and/or professional services contractor's research and recommendation, the Community Council board shall be responsible to determine if an official action on behalf of DC Ranch is required and provide staff with the necessary direction to communicate the Community Council's official position for DC Ranch. The Council may select from the following options, or determine another option if applicable:

- Take an official position to support or oppose a pending matter or a specific element of the matter.
- Remain neutral or take no position on a public policy matter.
- Hire consultants to monitor, advise, and engage when and if it becomes appropriate.
- Participate in coalitions with other entities or organizations to engage on the matter.
- Continue to involve and advise all the governing entities on the status of the issue.
- Share information with residents, stakeholders and the public, but take no formal position on the matter.

Upon completion of the review process, the Community Council's decision shall be considered the official position of DC Ranch and shall be the unified voice of all the governing entities. With continued input and dialogue through the Governance Committee, the Community Council shall lead all communication and coordinate official engagement on behalf of DC Ranch.

### **Communication**

A Public Policy Advocacy page will be added to DCRanch.com. Once a matter is identified, and regardless of whether or not a position is taken, DC Ranch will post an informational statement about the issue and list resources where residents can find more information. Additional communication with residents may include website updates, articles, emails, etc. as the Council's executive director identifies as appropriate.