



Meeting of the Board of Directors
October 4, 2016
Anthem Civic Building
3701 W. Anthem Way
Meeting Room #3

4:00 p.m.

**ACC Board Special Work Session with
Community Planning and Development Committee**

AGENDA

1. **CALL TO ORDER**
2. **ESTABLISH QUORUM**
3. **ADOPT AGENDA**
4. **NEW BUSINESS**
 - A. Discuss Master Plan Process and Provide Direction as Needed
5. **ADJOURNMENT**

anthem community council

Memorandum

To: President and Board of Directors
Community Planning and Development Committee

From: Neal Shearer, Community Operations Officer
Meghann Hill, Management Analyst

Date: September 22, 2016

Re: **Facilities Master Plan Work Session Discussion Points**

CC: Jenna Kohl, Community Executive Officer

Purpose

This memo transmits reference documents and identifies key discussion points and questions for consideration by the Board and Community Planning and Development Committee (CPDC) at the joint Work Session on October 4, 2016, regarding the Facilities Master Plan process going forward.

Background

At a special Work Session held on April 6, 2016, the Board and CPDC discussed a proposed Facilities Master Plan Action Plan and provided input regarding the timeline and approach. On April 27, 2016, the Board reviewed and approved the attached Action Plan to update the Facilities Master Plan in 2016/17.

Phase I of the Action Plan is the Educational Campaign that runs through October 21, 2016. Staff used the Action Plan and feedback from the CPDC as the basis for developing a detailed Facilities Master Plan Educational Packet (attached) to provide residents with detailed step by step instructions on how to submit a Facilities Master Plan project proposal, along with information about the master plan process, timeline and evaluation criteria. The Educational Packet was posted on-line in early September and has been widely promoted in ACC e-news, social media and on lobby monitors at the Community Center and Civic Building.

The next phase of the process—Community Input—begins Autumnfest weekend and includes the time period that residents may submit master plan project proposals (October 22, 2016 – January 31, 2017). A booth has been reserved for staff, CPDC members and interested Board members to provide background information, answer questions and direct residents to the Educational Packet or hand out copies.

Key Discussion Points/Questions

1. *Are there any comments or questions regarding the Education Packet, including the evaluation criteria, process steps and timeline?* Staff wishes to reconfirm that the Board and CPDC are in alignment with the process and information provided, which is consistent with past Board direction.
2. *The initial Action Plan referenced development of a “point system” to evaluate projects to supplement the criteria as outlined in the Educational Packet—are we still wedded to that approach?* Staff prefers allowing the CPDC and Board to fully assess all aspects of a project proposal and possible synergies and nuances between projects using the general criteria in the Education Packet without trying to quantify evaluations or decisions using a point system.
3. *Should some percentage or amount of the Enhancement Fund be set aside for improving the recreational facilities/amenities that we “already have” or as a savings account for future recreational needs, rather than allocating 100% of the Enhancement Fund balance on new projects?* Staff sees value in setting aside or holding back some portion of the Enhancement Fund balance to address needs related to existing recreational facilities that may not otherwise be proposed as a master plan project by residents. For example, it may be prudent to set aside Enhancement Funds to pay for possible space improvements at the Community Center that stem from the space needs analysis that may be approved by the Board on October 26. (Note: the projected yearend balance in the Enhancement Fund is \$725,000 - \$750,000).
4. *Are there other discussion points or questions that need to be addressed or clarified at this point in the process?*

Attachments: Master Plan Educational Packet
Facilities Master Plan Action Plan and Transmittal Memo

FACILITIES MASTER PLAN EDUCATIONAL PACKET

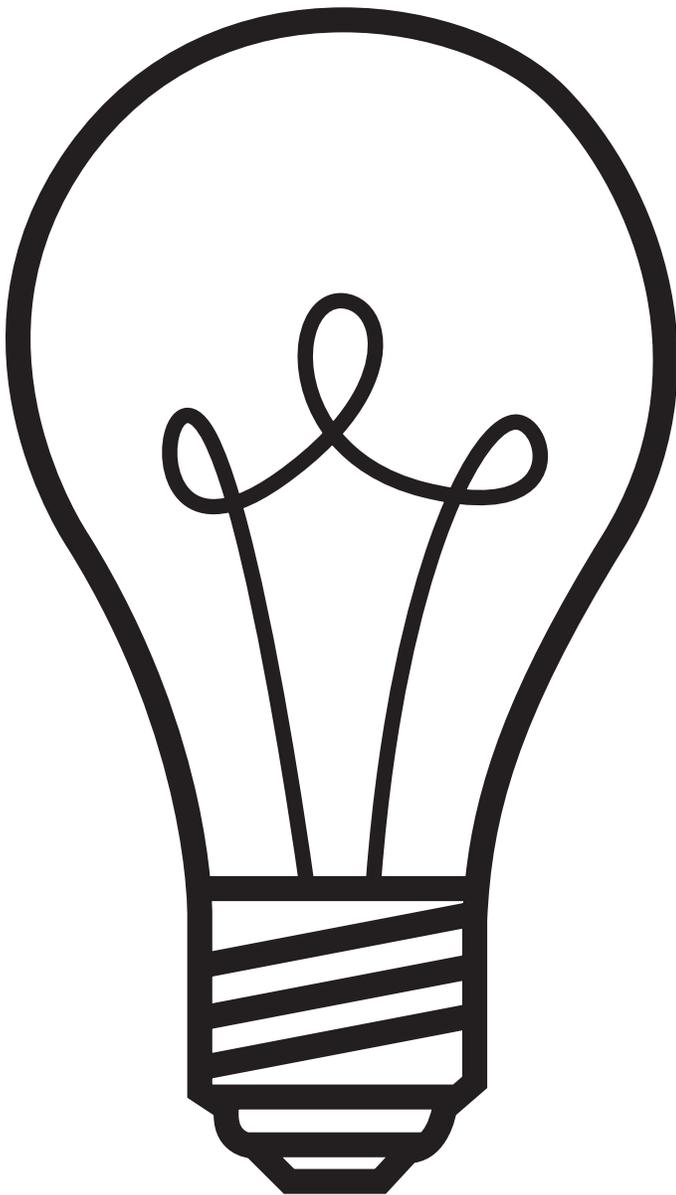
A GUIDE TO THE MASTER PLAN PROCESS AND PROJECT PROPOSAL EXPECTATIONS



Anthem is home to almost 30,000 residents, each with diverse backgrounds and interests. When building your proposal, it's important to consider each resident and business owner. Remember that their interests might not align with yours, and the ACC aims to ensure a sense of community for everyone. Proposals should thoroughly address the criteria included in this packet and acknowledge possible concerns and issues that others might have.

HAVE YOU CONSIDERED?

CRITERIA TO BUILDING A STRONG FACILITIES MASTER PLAN PROJECT PROPOSAL



FUNDING

Enhancement Fund
Reserve Fund
Operating Fund
Staffing
Ongoing Maintenance
Assessment Increase
Financing
Tax Money (City/County)
Grants
User Fees
Revenue Sources

LAND/SPACE

Purchase/Donated Land
Land Restrictions
Repurposing Land
Parcel Size

COMMUNITY IMPACT

Repurposing Existing Amenities
Similar Project in Area
Stakeholders
Residents Served
Demographics Served
Residents and/or Non-residents

TIMELINE

Planning
Design
Construction
Implementation

PARTNERSHIPS

Non-profits/Foundations
Charter Clubs
Schools
State/Federal
Private/Corporate

For more information contact:
planning@anthemcouncil.com



KEY DATES

FOR FACILITIES MASTER PLAN PROJECT PROPOSALS

PHASE I

Education Campaign: May 1-Oct. 21, 2016

PHASE II

Community Input: Oct. 22, 2016 (Autumnfest)-Jan. 31, 2017

PHASE III

Evaluation Period: Feb. 1-April 30, 2017

PHASE IV

Community Planning and Development Committee presents initial report to ACC Board: May 24, 2017



IMPORTANT RESOURCES

FACILITIES MASTER PLAN (FMP) PROJECT PAGE

OnlineAtAnthem.com/FMP

ACC FUNDS EXPLANATION

OnlineAtAnthem.com/acc-funds-explanation

NAOS AND 404 WASH INFORMATION

OnlineAtAnthem.com/404-washes

MARICOPA COUNTY ASSESSOR

MCassessor.maricopa.gov

PLANNING AND DEVELOPMENT

City of Phoenix (west side of I-17): Phoenix.gov/pdd

Maricopa County (east side of I-17): Maricopa.gov/planning

FUNDING

Did you know that when we build a new recreation amenity or expand/enhance an existing one in our community, the funding is from the **Enhancement Fund**? The Enhancement Fund was established through the governing documents and is based on ¼-of-1% of the sale price of each resold property. The fund is designated for recreation projects and amenities, whether building new or expanding/enhancing existing, that benefit the Anthem community, including proposed amenities as identified within the Anthem Master Plan. For 2016, we estimate that this fund will have \$500,000, with an additional \$500,000 added in 2017. The fund's estimated growth is subject to change based on the market and corresponding home sales. A percentage of the fund may be held and not used to pay for a project to ensure the fund carries a positive balance. If you are interested in proposing a master plan project, you should take into consideration what impact the cost would have on the Enhancement Fund, if there is enough money currently in the fund to complete the project, or how many months/years it may take for the fund to replenish to cover the full expense of your project.

Did you know that the **Reserve Fund** is the "savings account," which provides for the repair and replacement of major common assets within the ACC? As community infrastructure ages, the pressure on the Reserve Fund grows to keep pace with needed repairs and maintenance. You should consider what Reserve Fund impact your proposed project may have over the years as assets age or need repair or replacement.

Did you know that the **Operating Fund** is funded through homeowner and commercial assessments and program fee revenues, and supports the services and operations provided by the ACC? Your proposal should consider any operating costs that would be associated with your project. Will your project require **staffing**, insurance coverage, **ongoing maintenance** or any other operating expenses? With added operating costs, an **assessment increase** may be necessary to continue to properly fund ACC services and amenities.

Did you know that previous master plan projects have been fully funded through the Enhancement Fund? While **financing** your project may allow for a quicker turnaround, it can impact the financial status of the community. You should not factor financing into your proposal. Potential use of financing would be an ACC Board decision and will only take place if the Board deems it necessary.

Did you know that the ACC does not receive any **tax money** to support and maintain our community? Many recreation amenities and enhancements in other parts of the Valley are paid for with tax revenue and some of those dollars could potentially be allocated for a project such as yours. You may wish to consider reaching out to local elected official - city, county and state - to request funding.

Did you know that public and private **grants** may be available to support all or part of your project? Grants are non-repayable funds or products disbursed by a party/grant maker and many grants have been established to support efforts to build and sustain a high quality of life in communities. You should consider researching grants that may be available to support design, construction, operation or any other aspect of your proposed project. Any grants you secure in support of your project will be strongly considered by the evaluation team during the evaluation period.

Did you consider whether or not your project could be sustained by **user fees**? Maintenance and operations expenses can add up quickly and if costs get too high, an assessment increase may be necessary to continue to properly fund ACC services and amenities. Could we charge a user fee (whether annual, monthly or at each visit) to help fund the ongoing costs which may result from your project? While it may seem like your project would only account for one-time upfront costs, every amenity requires some form of maintenance, replacement and/or repair. You should account for ongoing expenses that your project may require, and propose ideas (such as user fees) which could offset those costs.

Did you consider other **revenue sources** that may help support the ongoing operation and maintenance of your project, if selected? Some amenities may offer opportunities to host revenue-generating events such as professional demonstrations or tournaments. If you can demonstrate the benefit, end-user support and/or have tangible interest from revenue generating sources, you should include these ideas in your proposal.

☑ LAND/SPACE

Did you know that many of the undeveloped lots in Anthem are owned by private parties and not the ACC? While land may look available, the ACC may need to **purchase land** to accommodate the project. Land costs should be considered in your proposal and should be listed at market value. You may also wish to look for land owners who may be willing to **donate land** for your project. You can check the Maricopa County Assessor website to determine land ownership.

Did you know that much of the undeveloped land in Anthem is protected by federal or state regulations and subject to **land restrictions**? Anthem is home to several designated areas in which any activity that disturbs the soil or interrupts the natural flow of water is prohibited, including Natural Area Open Space (NAOS), or areas in proximity to washes that act as a watershed area for a wash. Some requirements of the USACE 404 permit require developers to set aside NAOS, which almost all the undeveloped land in Anthem is designated. You should check out the NAOS land designated in Anthem by visiting OnlineAtAnthem.com/404-washes.

Did you know that Anthem's developer and original community plan called for open green space to enhance the aesthetics and enjoyment of the community? You may be planning to ask to repurpose green space or other open ACC-owned areas which may be favorable to your project. **Repurposing land** for a new project can have an impact on residents, businesses or other special interest groups. If your proposal calls for repurposing of land, you should include considerations for those that may be displaced or impacted, and speak to any aesthetic impacts that may arise.

Did you consider what **size of parcel** you will need for your entire project? The developable size of the parcel, including supporting amenities like parking needs, should be included in your proposal.

☑ COMMUNITY IMPACT

Did you know that many of the existing amenities, such as the skate park, hockey rink and sports fields, were built by the developer as part of the original community plan? You may be planning to ask to repurpose areas that you feel are underutilized and may be conducive to your project. **Repurposing an existing amenity** for a new project can impact aesthetics, community members, business owners or special interest groups. Anthem's developer and original plan called for open green space to enhance the community. If your proposal calls for repurposing of land, provide justification for those groups/activities that may be displaced or impact on area aesthetics.

Did you consider whether there is a **similar project** in the surrounding area? While it may be more appealing to have your proposed project in Anthem proper, we do not have the space, resources or funding to offer all desired amenities in the community. If there is already a project which is very similar to yours, you should include valid reasoning why we should consider your project over a more diverse option.

Did you consider all **stakeholders** who may have an interest or be impacted by your proposed project? You should think about all parties who could affect or may be affected by your project and invite them to provide their input on your project. A stakeholder may be actively involved in a project's work, affected by the project's outcome, or in a position to affect the project's success and your proposal should identify stakeholders for your project.

Did you consider how many residents may benefit if your project is selected? While your project may be important to you and your interest group, the ACC must consider the community as a whole. You should speak to the number of **residents served** by your project and how that measures in relation to the **demographics** of Anthem.

Did you know that Anthem amenities are for the enjoyment of Anthem residents and authorized guests? In some instances, amenities or programs may be offered to non-residents at a higher rate. Could your proposed project serve **residents and/or non-residents**? You should discuss the potential uses for your project and any benefits associated with use by residents only or residents and non-residents.

TIMELINE

Did you take into consideration the amount of **planning** and **design** that your project will require? You may think that your project could easily be built with little to no upfront work, but most projects will require some form of planning and design work, whether by the ACC staff or by enlisting the services of a contracted professional (i.e., engineer, architect). If a contracted professional is needed to assist with a project, we will need to complete a competitive bid process, including requests for proposals, review and contract negotiation. Items such as drainage, electrical, irrigation, utility lines and more could be impacted by construction. Sufficient planning and design time should be incorporated into your project timeline to reflect these phases.

Did you consider adequate **construction** time in your proposal? If an outside contractor is necessary to complete your project, we may need to enter into a competitive bidding process as outlined in the ACC Bid and Professional Services Procurement Policy. Following planning and design, construction efforts may require city/county review and/or permits prior to the start of work. You are encouraged to look into city/county requirements for constructing a project similar to yours and include ample time in your proposal to accommodate all phases of the building process.

Did you consider how much time and/or training may be necessary during **implementation** phase? Once construction is finished, will there be a need to train staff or users, set up registration/membership or other operational items? Your proposal should address the implementation of your project and include an appropriate timeframe to ensure the amenity opens on the right track.

PARTNERSHIPS

Did you consider partnership opportunities that may help support your project? You should explore potential partnerships with **foundations, charter clubs, or school, state, federal** and/or **non-profit** organizations. Partnerships might assist with items that will support your project (i.e. land, funding, operation, ongoing maintenance, daily operations).

Did you consider looking into **private/corporate** sponsorship for your project? The ACC Facility Naming Policy does allow for naming rights to an individual or organization who has made a substantial and financially significant donation of money or property to build, renovate or replace a Council-owned facility or amenity for the betterment of the community. Your proposal should include any bona fide sponsorships from individuals or organizations in support of your project.

Notice of Intent to Submit Proposal

Anthem Community Council

Facilities Master Plan

The purpose of the Facilities Master Plan (FMP) is to identify and prioritize additional "quality of life" projects that may be funded, designed and built in the next five years or more. The Community Planning and Development Committee (CPDC) will accept formal written proposals Oct. 22, 2016-Jan. 31, 2017. Proposals must be in written format and should contain thoughtful and well-researched information and data. Once written proposals are received, proposers will have the opportunity to present their project idea to the CPDC at a formal meeting. Proposers are encouraged to review the master plan proposal criteria prior to submittal: OnlineAtAnthem.com/FMP

Name: _____

Organization: _____

Mailing address: _____

Please list **one** (1) main point of contact for project proposal:

Designated contact person: _____

Phone: _____

Email: _____

What project do you intend to propose?

Is the project a: New Build Expansion Enhancement

Would you like the opportunity to present your proposal in person to the Community Planning and Development Committee? Yes No

Signature: _____

Date: _____

Print Name: _____

Notice of Intent must be submitted by 5 p.m., Dec. 1, 2016.

Return to:

Anthem Community Council - 3701 W. Anthem Way, Ste. 201, Anthem, AZ 85086

Attn: Facilities Master Plan

-OR-

planning@anthemcouncil.com

Path to a strong Master Plan Proposal

Do your homework!
Review master plan history and previously considered projects and concept reports. Review considerations and criteria sheet within this packet (pgs. 2-6).

Research considerations that apply to your proposed project thoroughly. **Find similar projects that have been constructed in like communities** and find references that will support your proposal and the criteria.

Turn in your **"Notice of Intent to Submit a Proposal"** form to the ACC by **5 p.m. on Dec. 1, 2016** (pg. 7 in this packet).

Construct a clear and concise proposal that contains factual information, costs/data and any community/resident support for your project. **Proposal should include a one-page intro letter plus a maximum length of five pages to address project criteria.** Relevant attachments (photos, schematics, letters of support, etc) can be included and will not be counted towards the five-page maximum.

Draft a plan for implementation: Where? When? How? **Reference funding, land/space, community impact and any partnerships.**

State objectives/goals
Discuss project rationale. What do you hope to achieve? What will the final product look like?

Create a statement of need that clearly explains the problem/opportunity. Include explanations about why the project is important, whom it benefits and how the community be may impacted if this project is not selected.

What is this about?
Provide a one-page project introduction.

Pieces of your proposal

Provide your best estimate of the full project budget and explain where those funds will be allocated. Have you secured grants, sponsors or outside funding opportunities? Discuss project sustainability.

Provide timeline
Include a pragmatic timeline for project completion and implementation.

Mention any references
Did you contact any professional organizations or do you have examples from similar projects built in other communities?

Include appendices and supporting materials.

Before you submit
Use the checklist within this packet (pg. 9) to ensure that you submit a thorough, accurate and complete proposal.

Now you're ready!

Stay tuned. The CPDC & ACC staff will do a thorough evaluation of each proposal received. If additional information or follow up is needed, the ACC staff will reach out to your designated contact person.
The CPDC anticipates presenting an initial report to the Board in May 2017.

Following initial evaluation by the **Community Planning & Development Committee (CPDC)** and ACC staff, you could be invited to present your proposal in person to the CPDC at a pre-scheduled meeting (times TBA).

Next steps?

Turn in a copy of your proposal to the ACC between Oct. 22, 2016 and Jan. 31, 2017 at 5 p.m. Electronic submissions are preferred.

Facilities Master Plan Proposal Checklist

- Review Facilities Master Plan Education Campaign packet and Facilities Master Plan History: OnlineAtAnthem.com/FMP
- Identify one spokesperson/representative for your project/special interest group.
- Submit "Notice of Intent to Submit Proposal" form by 5 p.m. on Dec. 1, 2016 (pg. 7).
- Review the proposal guidelines issued by the ACC and CPDC, noting format and special requirements/considerations.
- Prepare proposal introduction, summary and narrative. Pay close attention to requirements specified in the education campaign packet:
 - Project introduction cover letter (not part of the 5-page maximum)
 - Statement of need
 - Project narrative
 - Goals and objectives
 - Project rationale
 - Funding
 - Land/space requirements and proposed locations
 - Community impact
- Prepare proposal budget estimate to include:
 - Funding sources
 - Partnership and/or grant opportunities
 - Project sustainability
- Prepare proposed proposal timeline to include:
 - Planning and design
 - Funding
 - Construction
 - Implementation
- Include project specific attachments such as references, letters of support/endorsement, relevant publications, photos, studies (not part of the 5-page maximum).
- Submit proposal by the deadline, Jan. 31, 2017 – 5 p.m., to:

Anthem Community Council, 3701 W Anthem Way, Ste. 201 – Attn: Master Plan Proposal or planning@anthemcouncil.com. Electronic submissions are preferred (email or USB flash drive).

Facilities Master Plan Submittal Process Overview



How to Submit Proposal (electronic version preferred):

- **Via email**
planning@anthemcouncil.com – Please use a file sharing service such as Dropbox or Hightail.
- **In person** (deliver flash drive or hard copy of proposal to):
Anthem Community Council (ACC)
Anthem Civic Building
3701 W. Anthem Way, Ste. 201
Anthem, AZ 85086
Attn: Facilities Master Plan

Proposal has been submitted, now what?

The Anthem Community Council Community Planning and Development Committee (CPDC) will review and evaluate each proposal received prior to the submittal deadline. Following the Jan. 31, 2017 5 p.m. deadline, no additional or new projects will be considered during this master plan process, unless the deadline is extended. During this evaluation period (Feb. 1 – April 30, 2017), proposed projects will be subject to a further public review and comment.

The evaluation process will also involve a review of the Enhancement Fund balance and projected revenue and additional project cost analyses by ACC staff and the Fiscal and Resource Management Committee (FaRMC). The CPDC and FaRMC may elect to hold a joint work session to further review and discuss the financial impacts of projects under consideration.

An initial report on the evaluation of the proposed projects is tentatively scheduled to be presented by the CPDC and staff to the ACC Board of Directors at the May 24, 2017 Board meeting. The ACC Board will determine if there is a need for additional process steps and ultimately decide the top priority projects for further planning and funding consideration.

Thank you for your patience and for respecting the Facility Master Plan process and participants.

- This master plan process is designed to provide residents with the same information, timeline and opportunity for proposing projects that they believe will address community needs and enhance Anthem's quality of life. Projects will be evaluated on their merits based on the criteria identified in the Facilities Master Plan Action Plan and this Facilities Master Plan Education Packet. While we understand the temptation to aggressively lobby the ACC staff, CPDC and the Board regarding preferred projects outside of the established process, the ACC encourages project advocates to follow the process steps and provide input in a civil, respectful and fact-based manner.
- CPDC meetings are open to the public, but special interest groups and/or designated project representatives will not be offered the opportunity to speak to their project until the designated times for providing project presentations and/or input. Other communication opportunities will be available through planning@anthemcouncil.com or ACC sponsored events or meetings. ACC staff and the CPDC will continue to provide updates to the community during each phase of the master plan process.
- Please keep in mind that like similar prioritization processes in other communities, only a limited number of new projects may be approved by the Board due to funding limitations and other constraints such as land availability and the capacity of staff to manage new capital projects in addition to daily operations.

anthem community council

Memorandum

To: President and Board of Directors
From: Neal Shearer, Community Operations Officer
Meghann Hill, Management Analyst
Date: April 13, 2016
Re: **Facilities Master Plan Action Plan**
CC: Jenna Kohl, Community Executive Officer

Recommendation

It is recommended that the Board consider approval of the Facilities Master Plan Action Plan.

Initial Facilities Master Plan

In 2012, the ACC Board of Directors identified the development of a Facilities Master Plan (FMP) as a top ACC priority and assigned this work to the Community Planning and Development Committee (CPDC). The purpose of the FMP is to identify and prioritize “quality of life” projects relating to parks and recreation that may be funded, designed and built using Enhancement Fund revenue. In the past four years, the Board approved two significant community projects for funding—the purchase and renovation of the Anthem Civic Building (completed in 2014) and Opportunity Way Park (planned completion in Fall 2016). Other projects were evaluated during the initial master plan process, but were not approved for funding as available Enhancement Funds were allocated to the Civic Building and Opportunity Way Park (OWP).

Updated Facilities Master Plan

As part of their 2016 Work Plan, the CPDC included a re-evaluation of the FMP to determine priority projects for funding consideration after the completion of Opportunity Way Park. This re-evaluation process would keep the FMP relevant and take into consideration projected Enhancement Fund cash flow and updated demographics, preferences and needs. During the November 18, 2015 Board meeting, the Board instructed staff and the CPDC to develop a draft plan to guide the master plan re-evaluation process and to convene a work session in the first quarter of 2016 for review of the draft.

At a special work session held on April 6, 2016, the Board and CPDC discussed the proposed master plan project action plan and provided input regarding the timeline and approach. Attached is an updated draft action plan that summarizes key elements of the process and its proposed phases. The recommended

timeline for the master plan re-evaluation process is as follows:

Phase I - Education Campaign - May 1 - Sept 1, 2016

Phase II - Community Input - Oct 22, 2016 (Autumnfest) - Jan 31, 2017

Phase III - Evaluation Period - Feb 1 - April 30, 2017

Phase IV - Initial Report to Board - May 24, 2017

Staff and the CPDC are seeking Board feedback and approval of the approach and timeline of the Facilities Master Plan Process Action Plan. Upon approval, the CPDC and staff will work to create a proactive educational campaign, providing information on the purpose of the master plan, historical data and previously considered projects, funding capacity, timeframe, expectations and the process of submitting and commenting on potential projects.

Attachment: Draft Facilities Master Plan Action Plan

Draft

Community Planning & Development Committee (CPDC) Master Plan Process Action Plan

February 2016, revised March 10, 2016, revised April 7, 2016

Purpose: The Anthem Community Council (ACC) Board identifies as part of the 2015-2016 Strategic Priorities the Facilities Master Plan – Opportunity Way Park Project. The plan states that master plan projects should be considered after completion of this project. To this end, the ACC Board has asked the CPDC to develop the following timeline and action plan for revisiting and reevaluating the existing remaining master plan and updating the plan to reflect changing needs and demographics.

Funding Considerations: The master plan should not only contemplate the capital costs associated with a project, but should also take into consideration the impact on operating fund and assessments as well as the impact on Reserve Fund including replacement costs.

Additional Considerations: The Master Plan Update process should -

- Respect the demographics of the community;
- Respect prior work and research on projects; and
- Look long-range and short-range at the needs/desires of the community as well as resources.

Action Plan

Phase I – Education Campaign

May 1-Sept 1, 2016

Definition: A proactive education campaign to the community should result in a streamlined process for evaluating the master plan. This campaign will take place over several months, and will establish expectations (a critical component of the process) and provide information on the purpose of the project, the history of the master plan and previously considered projects, the ACC's progress on previously identified projects, the steps involved in the master plan process, funding mechanisms, the timeframe, how to propose projects, and how to weigh in on projects.

- Develop information sheets
 - Summarize prior projects and show results
 - Define purpose
 - Outline process
 - Explain funding – capital v. operating expenses
 - Explain that use of the Enhancement Fund is limited to supporting recreation
 - Define approach – open, no bias
 - Explain resource limitations (i.e. land)
- Use communication vehicles to provide information to the Anthem community
 - Involve HOAs
- Data gathering; take into consideration the addition of independent and assisted living facilities and the Circle Mountain development
- Create materials for launch at Autumnfest
- Create a video

Phase II – Community Input

Kickoff at Autumnfest 2016 – January 31, 2017

Definition: Allow special interest groups to propose projects; collect community input on existing and new projects via social media, email, and meetings held at various dates/times to accommodate residents.

- Check school and event schedules to avoid conflicts.
- Identify stakeholders and do outreach to invite their input in the process. Stakeholders include but are not limited to:
 - Residents
 - HOA partners
 - ACC Committees
 - Real estate agents
 - Business persons
 - Others
- Host focus group sessions at the Anthem Civic Building and, if needed, speak at meetings of community groups.
- Media collaboration.
- Interested groups can present their proposals to the CPDC at scheduled meetings. Presentation parameters and evaluation criteria to be developed by CPDC and explained in advance to groups and will include:
 - Time limit for presentation
 - Requirement to define target group and number of people impacted
 - Capital cost estimate
 - Impact on operating funds
 - Potential partners
 - Funding sources (other than ACC Enhancement Fund) such as grants or donations; proposal should include hard funding commitments
 - Possible revenue generating opportunities related to the project (i.e. membership fees)
 - Description/photos of potential site option(s) with land ownership information
 - Description of added value to community of the project
 - Explanation of why ACC should take on the project and not another entity (may involve discussions with the City, County, etc.)
- Community meetings to include light refreshments.
- Schedule joint work “check in” sessions with the ACC Board as the project progresses.
- Community updates on the project will be posted on onlineatanthem.com.

Phase III – Evaluation Period

February 1, 2017-April 30, 2017

Definition: During this period, further public comment will be gathered on the identified projects; no additional/new projects will be considered. The projects will be ranked in preparation for presentation to the ACC Board.

- Proposed projects will be outlined to the community; feedback will be solicited.
- Staff will develop initial, rough operating cost estimates.

- The CPDC will review the status of the enhancement fund and funding availability with the Fiscal & Resource Management Committee (FaRMC), Board and staff.
- The CPDC and FaRMC will hold a joint work session to discuss/review the financials for each project and pursue additional financial analysis, as needed.
- CPDC and ACC staff will evaluate projects based on the pre-established criteria and will rank them for the Board report. A point system will be used to evaluate each project.
- The top ranked projects are anticipated to include those projects that can be funded and implemented in a relatively short timeframe (e.g., 2017-2020).

Phase IV – Initial Report to Board

- The initial report will be presented at the May 2017 Board meeting.
- The ACC Board will ultimately confirm the top projects for consideration and further planning/financing.
- The CPDC may request authorization to secure expertise to assist with concept design and capital and reserve cost estimates for the top identified projects.

Other Considerations

Evaluation Criteria (not in priority order)*:

- Location of project
 - Multi-purpose use of space will be considered. If the project displaces an existing robust use, it is less desirable and may not be considered, as determined by the CPDC and Board.
- Land availability
- Funding feasibility
 - The Board prefers pay as you go financing; incurring debt for projects is less desirable and will only be considered on a case by case basis and if the financial package makes sense.
- Supporting funding (grants, donations, etc.)
- Partnerships (in kind)
- Number and variety of residents positively impacted
- Operating Fund and Reserve Fund impacts
- Indirect impacts (parking, etc.)
- Ease and duration of project implementation
- Other as defined by the CPDC and ACC Board

*The point system for ranking each project will be determined in the future, likely at some point during phase I.

In the future, the CPDC, FaRMC, and ACC Board may discuss having a minimum balance in the Enhancement Fund that can be used to prepare for future projects. It could be a percentage of revenues. This could also be used to build a reserve for more expensive, larger-scale future projects.