



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

The governing documents for the DC Ranch Community Council (Council) obligate the Council to “perpetuate a sense of community life and spirit and to be responsible for and involved in programs and activities which contribute positively to its residents and to the region of which it is a part.” To that end, and consistent with the community value of “relationship with the larger community,” Council shall engage in public affairs activities. This includes monitoring of local and regional issues to proactively identify external matters that may positively or negatively impact the DC Ranch community-at-large, engaging with appropriate parties, and advocating for the best possible outcome for DC Ranch.

Identification of Issues

The Council has established a public policy observation function, facilitated by the Council’s Director of Public Affairs (DPA). The DPA will identify matters for their earliest-possible discussion by monitoring local, state and national news; attending City Council and other community or government meetings; and monitoring relevant groups. Also, members of DC Ranch governing boards, residents, or staff may identify or propose a topic to the DPA for consideration. In some circumstances, the DPA and Council Executive Director (ED) will present the issue to the Governance Committee for discussion and feedback before bringing to the Council Board for consideration.

The Council’s ED will oversee public affairs and allocation of needed resources through the annual budget process. These expenses may include but are not limited to salary/contract fees, legal and public relations representation and technical experts. If additional resources are required to position DC Ranch to be successful in its engagement, the ED may request said funds from the Council Board.

Issue Assessment and Engagement Determination

The Council will determine if a public policy issue is suitable for engagement, and whether to participate in communication and advocacy activities primarily based on the following:

Impact: Could the 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 of the issue rather than an overall “for or against” position. Such criteria may include but are not limited to traffic impact, viewshed, noise, light pollution, etc.

If the Council decides to engage in a public policy matter, the DPA will write an Engagement Plan to be adopted by the Council Board. Those strategies shall be consistent with the DC Ranch brand, governing documents, mission and values. The Plan will include Council's objective, background information on the issue and Council's process for assessment to include any key factors it will consider and any applicable steps for consideration of stakeholders' positions.

Input from all governing board members is welcomed and will be considered when evaluating an issue, particularly if a position is to be taken by Council Board. All feedback should be directed to the DPA and the Council Board as soon as possible to ensure that input can be considered in a timely manner. This approach is intended to enable the Council to unite the governing entities into a consistent, clear voice for DC Ranch.

At any time during the research, review, and engagement process, the Council can decide to terminate its Engagement Plan.

Position Determination

Upon review of input from the governing entities and/or stakeholders, and consideration of staff and/or professional services contractor's research and recommendation, the Community Council Board shall determine if an official action on behalf of DC Ranch is appropriate, and will provide staff with the necessary direction to communicate the 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 specific element of a matter.
- Remain neutral or take no position on a matter.
- Request staff or 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 engage and advise all the governing entities on the status of the issue.
- Share information with residents, stakeholders and the public.

Any position or advocacy undertaken by the Council is intended to benefit the community-at-large. Council shall endeavor to balance the interests of all DC Ranch entities impacted by an issue, but decision-making will reflect the impact on DC Ranch in its entirety, which may or may not be supported by all elements of the community.

Upon completion of the review process, the Council's decision and statement shall be considered the official position of DC Ranch and shall be the unified voice of all the DC Ranch governing entities.

Communication

The Council will lead all communication on behalf of DC Ranch both to residents and to the broader Scottsdale/Phoenix Metro community on behalf of DC Ranch. The DPA, in coordination with the Council ED and communications staff, may develop a communications plan, which may include but not be limited to updates on dcranch.com/newsworthy, articles in other DC Ranch publications and emails, press releases and community meetings.