

PINETOP-LAKESIDE COMMUNITY SURVEY PROPOSED ACTION FOCUS

Town staff has diligently worked to mine through the responses collected from the community survey in order to both gain a better understanding of the needs and desires of our community members and to be able to formulate a proposed plan of focused action steps that allow for us to work towards meeting those community needs.

NOTE: THE ORDER OF PRESENTATION IS NOT EQUIVALENT TO THE ORDER OF PRIORITY. THESE SUGGESTED AREAS OF FOCUS WERE CHOSEN BASED ON BOTH THE DIRECT QUESTIONS AND ANSWERS IN THE SURVEY AND THE ADDITIONAL COMMENTS WRITTEN IN.

DRAFT – VERSION 5.1.2023

AREA OF FOCUS:

TRAFFIC AND ROADS

Suggested Action Plan

EDUCATION

Many of the comments are a result of misperceptions. Many people believe SR260 is maintained by the Town. An educational campaign would be launched to create a better understanding.

We also recommend more public outreach to communicate our 6-year maintenance plan for roads maintained by the Town.

Speeding and a perceived lack of enforcement were common topics. We need to conduct outreach to educate people on how our police resources are used.

ACTION

Research the effectiveness of speed monitoring signs and see if any grant funding would be available for implementation.

Continue communication with ADOT for community needs regarding HWY 260 within Pinetop-Lakeside.

Revisit and adopt the PARA study for potential improvements to HWY 260.

DRAFT – VERSION 5.1.2023

AREA OF FOCUS:

**LAKESIDE
CODE
ENFORCEMENT
AND
BEAUTIFICATION**

Suggested Action Plan

EDUCATION

Launch an education campaign to inform the community of Town Codes that have been addressed to allow for stricter enforcement of violations.

Launch an educational campaign to explain what control the Town does and does NOT have over private property.

Launch an educational campaign explaining how codes are enforced and how you can file a complaint.

ACTION

Continued analysis of the Town Code.

The Façade Grant program was launched in late 2022. Continue promotion of the program which allows business to receive up to \$2,500 in matching funds for façade improvements.

Council members will work on outreach to businesses with significant code violations.

DRAFT – VERSION 5.1.2023

AREA OF FOCUS:

**ACTIVITIES
FOR CHILDREN
AND FAMILIES**

Suggested Action Plan

EDUCATION

Better promotion and continued improvement of Town events to be more appealing to all age ranges.

ACTION

In addition to the information gathered in this survey, send survey with a deeper focus on recreational development, followed by a series of community meetings to create a plan for the future development of Mountain Meadow Recreation Complex.

When asked what type of events the Town should host, music festivals was the number one response. Investigate adding a cover to the stage and at Jack Barker Memorial Park, which would open up an opportunity to do small “music in the park” events on weekends.

DRAFT – VERSION 5.1.2023

AREA OF FOCUS:

**SHORT
TERM
RENTALS**

Suggested Action Plan

ACTION

A Short Term Rental Ordinance has been approved and will be going into effect in July of 2023.

The Short Term Rental Ordinance drafted by the AZ League of Cities and Towns is a model Ordinance. It is based upon the additional regulations allowed by municipalities granted via the passage of Senate Bill 1168. The Ordinance will create a new chapter within Title 5 Business Licenses and Regulations and establish an annual fee of \$250 for a Short-Term Rental License and a penalty fee of \$1000 per month if they fail to obtain a license. The fees will help us acquire monitoring software that captures screenshots from websites on the internet where owners are advertising for Short-Term Rentals. The Town can revoke the License if there are three violations of the title; violations such as life health safety issues, solid waste disposal or parking violations, felony offenses committed, physical harm, housing sex offenders, adult-oriented businesses, sexual offenses, or prostitution, or operating a sober living home, or they hold a special event without obtaining a permit. It also requires the operators to provide a point of contact to the Town in case of an emergency. The Short-Term Rental License will also allow us to verify that Short-Term Rentals maintains a TPT license.

(B) In addition to any other penalty pursuant to the Town of Pinetop-Lakeside Code, and notwithstanding any other law, the Town of Pinetop-Lakeside may impose a civil penalty of the following amounts against an owner if the owner causes, allows, facilitates, aides, or abets a verified violation of any provision of this Article or fails to perform any act or duty required by this Article, related to the same vacation rental property within the same twelve-month period:

- (1) Up to \$500 or up to an amount equal to one night's rent for the vacation rental as advertised, whichever is greater, for the first violation.
- (2) Up to \$1,000 or up to an amount equal to two nights' rent for the vacation rental as advertised, whichever is greater, for the second violation.
- (3) Up to \$3,500 or up to an amount equal to three nights' rent for the vacation rental as advertised, whichever is greater, for a third and any subsequent violation.

DRAFT – VERSION 5.1.2023

Pinetop-Lakeside Community Survey 2022

AREA OF FOCUS:

BIKING & WALKING PATHS

Suggested Action Plan

EDUCATION

Better communication regarding all of the access points to trails within or close to Town.

ACTION

Southern Navajo County Regional Multimodal Planning Study.

This planning project will fund Navajo County's regional multimodal study to improve pedestrian and bicycle infrastructure on the 16-mile segment of SR 260 between US 60 and SR 73 and the surrounding neighborhoods. The project will identify areas for improvement, determine adequate safety measures, and prepare pre-construction documents. It will also conduct community outreach, form a technical advisory committee, and develop a comprehensive plan.

Acquisition of property to create a trail from the Moonridge area to Blue Ridge.

Develop a one mile, ADA compliant paved trail at Mountain Meadow Recreation Complex.

Investigate improving parking at trail heads for select trails near Town limits.

Improve the intersection at Woodland Lake Road and HWY 260 to facilitate a stop light and connect the sidewalk and bike line to Woodland Lake Park.

* The Para Study addressed in the Traffic and Roads Action Plan will also a look at bike lanes.

DRAFT – VERSION 5.1.2023

Pinetop-Lakeside Community Survey 2022

AREA OF FOCUS:

WATER LEVELS

WOODLAND LAKE

Suggested Action Plan

EDUCATION

Conduct some public education about what we can and can't do when it comes to water rights.

Investigate placing water education signs around Woodland Lake.

ACTION

The Town is working with Sara Chudnoff through a grant for a Billy Creek Watershed Study to gather information about watershed for this area.

The Town is investigating options for maintaining the water level at Woodland Lake.

DRAFT – VERSION 5.1.2023

AREA OF FOCUS:

BUSINESS RETENTION AND DEVELOPMENT

Suggested Action Plan

EDUCATION

The Town has restructured its marketing department to allow for better promotion of local businesses.

ACTION

The Town has entered into contract with a grant writer to obtain a USDA Economic Development Grant. This would facilitate gathering the necessary data to create a strong economic development plan.

Implement a Business Partnership Packet containing information on marketing opportunities, business license information, sign regulations, tax information, and façade grant information.

DRAFT – VERSION 5.1.2023

AREA OF FOCUS:

**GOVERNMENT
COMMUNICATION,
TRANSPARENCY, AND
TRUST.**

Suggested Action Plan

EDUCATION

In addition to the previously noted education plans, improve education-based communications on the following topics:

- Town Boundaries
- Town Revenue – sales tax, property taxes, the financial impact of tourism.
- What control the Town has over the type of businesses operating here and the quantity of similar businesses.

ACTION

Continue to improve and expand live broadcasting of public meetings.

Creation of the Talk of the Town Podcast to address community hot topics.

The expansion of Talk of the Town email to include more information on Town topics.

Restructure the website to more easily navigate and better communicate information.

Monthly Community & Council meetings to facilitate open dialogue.

DRAFT – VERSION 5.1.2023