



# 2026 GENERAL PLAN UPDATE

PUBLIC PARTICIPATION PLAN (PPP)



**CITY OF BULLHEAD CITY  
2026  
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## Introduction

The purpose of this Public Participation Plan (PPP) is to outline how the City of Bullhead City will engage residents, stakeholders, and partner agencies throughout the preparation of the 2026 General Plan Update. The General Plan serves as the City’s primary long-range policy document guiding growth, development, infrastructure planning, and community priorities over the next ten years.

As an international leader in public participation, the International Association of Public Participation (IAP2) has developed the ‘IAP2 Core Values for Public Participation’ for use in the development and implementation of public participation processes. These core values are designed to support better decision-making that reflects the interests and concerns of potentially affected people and entities.



### CORE VALUES

IAP2 Federation's Core Values for Public Participation professionals define the expectations and aspirations of the public participation process. Processes based on the Core Values have been shown to be the most successful and respected.

- 1** Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
- 2** Public participation includes the promise that the public's contribution will influence the decision.
- 3** Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision-makers.
- 4** Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- 5** Public participation seeks input from participants in designing how they participate.
- 6** Public participation provides participants with the information they need to participate in a meaningful way.
- 7** Public participation communicates to participants how their input affected the decision.

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Arizona law requires municipalities to adopt procedures that ensure effective, early, and continuous public participation in the development and adoption of General Plans. Consistent with the requirements of Arizona Revised Statutes § 9-461.06, the City will utilize a variety of communication and engagement tools to ensure the community has meaningful opportunities to participate in the planning process.

The City of Bullhead City is a growing community located along the Colorado River in Mohave County and serves as an economic and recreational hub for the Tri-State region. The City’s

residents represent a diverse range of backgrounds, neighborhoods, and economic interests. The General Plan Update provides an opportunity for residents, businesses, community organizations, and public agencies to help shape the long-term vision for Bullhead City's future growth, infrastructure investments, and quality of life.

This Public Participation Plan establishes the framework for outreach, communication, and engagement activities that will occur throughout the General Plan update process and leading up to voter ratification during the November 2026 General Election.

## **The Public**

Public participation is essential to ensuring that the General Plan reflects the needs and priorities of the Bullhead City community. Outreach efforts will focus on engaging residents and stakeholders from across all geographic, economic, and demographic segments of the community.

Community participation will include individual residents, neighborhood groups, local organizations, businesses, and community leaders who have an interest in the future growth and development of Bullhead City.

The planning process will also involve coordination with a variety of community organizations and institutions that play an important role in the community. These may include civic organizations, neighborhood associations, community service organizations, educational institutions, and local nonprofit organizations that provide services to residents throughout the city.

Stakeholders are individuals or organizations that have a direct role in shaping community development or whose expertise contributes to the planning process. These stakeholders include elected and appointed officials, public agencies, utility providers, school districts, economic development organizations, and other governmental partners.

Throughout the development of the General Plan Update, City staff will seek input from representatives of City departments, Mohave County, the Arizona State Land Department, local utilities, community organizations, and local school districts. These agencies and organizations provide valuable information regarding infrastructure planning, public services, and community needs.

## **Engagement Approach**

The City of Bullhead City will conduct the General Plan Update through an engagement process designed to inform the public, gather input, and ensure that community feedback is incorporated into the development of the plan. The outreach approach focuses on providing opportunities for residents to learn about the planning process, share their ideas, and review draft policies before the plan is finalized.

Throughout the planning process, the City will provide information about the General Plan update through public meetings, media releases, online communication, and presentations to local boards

and commissions. Information will be made available to the public in English and Spanish when practical and feasible in order to broaden access to the planning process.

Public engagement will occur at several stages of the project. Early outreach efforts will focus on informing residents about the purpose of the General Plan and the planning process. As the plan develops, additional outreach will provide opportunities for residents to review draft policies and provide feedback prior to adoption.

Input received from residents, stakeholders, and public agencies will be assembled, reviewed, and considered by City staff during the preparation of the General Plan Update.

### **Intergovernmental Coordination**

Coordination with regional and governmental partners is an important component of the planning process. These agencies provide technical expertise and ensure that the City's planning efforts are coordinated with regional infrastructure planning, water resources planning, and economic development initiatives.

At least sixty days prior to consideration of the General Plan by the City Council, the draft plan will be transmitted to several agencies and jurisdictions for review and comment. These entities include the Mohave County Planning Department, the Fort Mojave Indian Community, the Town of Laughlin, the Western Arizona Council of Governments (WACOG), the Arizona Commerce Authority, and the Arizona Department of Water Resources.

Comments received from these agencies will be reviewed by City staff and considered as part of the final General Plan update.

### **Public Meetings and Commission Engagement**

Public meetings will serve as an important opportunity for residents and stakeholders to learn about the General Plan Update and provide feedback on the proposed policies and planning framework.

City staff will present information regarding the General Plan update during several public meetings throughout the planning process. These meetings will provide updates on the development of the plan and offer opportunities for residents to share comments and ideas regarding the future of Bullhead City.

Presentations and discussions regarding the General Plan Update will occur before several boards and commissions, including the Planning and Zoning Commission, the Parks and Recreation Commission, and the Bullhead City Area Transit System (BATS) Commission. These meetings provide an opportunity for advisory bodies and community members to review the draft plan and provide feedback.

The Planning and Zoning Commission will play a key role in the review of the General Plan Update. In accordance with state law, the draft General Plan will be presented during at least two public meetings of the Planning and Zoning Commission prior to consideration by the City

Council. To promote accessibility and encourage participation, these meetings will be held at separate locations within the community.

Following the public review process, the Planning and Zoning Commission will provide a recommendation regarding the adoption of the General Plan to the City Council.

### Community Engagement Timeline

The City of Bullhead City will conduct the General Plan Update through a structured series of public meetings, commission reviews, and City Council actions. These meetings provide multiple opportunities for residents, stakeholders, and advisory bodies to review the plan, provide input, and participate in the decision-making process prior to voter ratification.

Date	Public Body / Activity	Engagement Purpose	Steps & Public Meetings
March 17, 2026	City Council	Approval of the <b>Public Participation Plan (PPP)</b> to formally initiate the General Plan update process and establish the community engagement strategy.	City Council approves Public Participation Plan
March 18, 2026	Bullhead City Metropolitan Planning Organization (BHCMPO) – Technical Advisory Committee (TAC)	Review of the General Plan process and discussion of regional transportation coordination and planning considerations.	BHCMPO TAC review
April 2, 2026	Planning & Zoning Commission	Initial discussion of the General Plan Update and opportunity for public comment regarding community priorities and planning topics.	Planning & Zoning discussion
April 15, 2026	Parks & Recreation Commission	Discussion focused on parks, recreation amenities, open space, and community facilities to inform the Parks and Recreation elements of the plan.	Parks & Recreation Commission
May 4, 2026	Bullhead Area Transit System (BATS) Commission	Review and discussion related to transportation needs, transit services, mobility options, and accessibility considerations within the community.	BATS Commission
May 21, 2026	Special Planning & Zoning Commission Meeting	Detailed review of the draft General Plan and additional opportunity for public feedback and stakeholder input.	Special Planning & Zoning meeting
June 4, 2026	Planning & Zoning Commission	Formal public hearing and recommendation on the proposed General Plan Update prior to City Council consideration.	Planning & Zoning recommendation
June 16, 2026	City Council	City Council consideration and potential adoption of the General Plan Update, authorizing placement of the plan on the ballot for voter ratification.	City Council adopts General Plan
November 2026	General Election	Voter ratification of the Bullhead City General Plan Update as required under Arizona law.	Voter ratification election

Throughout this process, the City will supplement public meetings with additional outreach efforts including a dedicated project webpage, online surveys, social media outreach, and community information materials. These tools will provide residents with multiple opportunities to learn about the General Plan Update and share feedback regarding community priorities, growth and development preferences, transportation needs, parks and recreation amenities, and other planning topics.

Additionally, the General Plan Update will follow a phased public engagement approach designed to inform residents, gather meaningful feedback, and refine the plan prior to adoption and voter ratification. The phases described below outline the general sequence of community outreach activities that will occur throughout the planning process.

Phase	Timeline	Purpose	Engagement Activities
<b>Recognize</b>	Winter–Spring 2026	Introduce the General Plan Update and raise community awareness about the planning process.	Launch project webpage, announce project through social media and City communications, distribute informational materials, initiate online community survey, and present project overview to boards and commissions.
<b>Enrich</b>	Spring–Summer 2026	Gather community input and feedback that will help shape the goals, policies, and priorities included in the General Plan.	Conduct community outreach through public meetings, online engagement tools, stakeholder discussions, and presentations to advisory boards and commissions. Continue collecting feedback through surveys and digital engagement platforms.
<b>Achieve</b>	Spring–Summer 2026	Present the draft General Plan to the public and decision-makers prior to formal adoption and voter ratification.	Present draft General Plan to Planning and Zoning Commission, hold required public hearings, provide opportunities for public comment, and prepare the document for City Council adoption and placement on the November 2026 ballot.

The timeline above provides a high-level overview of the phased community engagement process and key intention for the General Plan Update. The following table provides a more detailed breakdown of the engagement schedule phase, including specific meetings and review opportunities with City boards, commissions, and the City Council. These meetings will serve as formal opportunities for public input, discussion of planning topics, and review of the draft General Plan prior to adoption and voter ratification.

Phase	Timeline	Key Activities	Purpose
<b>Project Initiation</b>	December 2025 – April 2026	Establish project framework, finalize Public Participation Plan, develop project branding, and launch the General Plan webpage.	Introduce the General Plan update process and provide residents with an overview of the planning effort.
<b>Recognize Phase – Community Awareness</b>	March – May 2026	Launch dedicated General Plan webpage, begin social media outreach, release informational materials, and distribute an <b>online community survey</b> to gather early input.	Raise awareness about the General Plan and encourage residents to begin participating in the planning process.
<b>Community Input &amp; Engagement</b>	March – June 2026	Collect feedback through the online survey and digital engagement tools regarding community priorities, growth and development preferences, transportation	Gather broad community input that will help inform the development of

		needs, parks and recreation opportunities, and other planning topics.	General Plan goals and policies.
<b>Draft Plan Development</b>	March – June 2026	Compile community feedback and begin drafting the General Plan Update. Provide periodic updates through the project webpage and City communication channels.	Translate community feedback into draft goals, policies, and planning strategies.
<b>Planning Commission Review</b>	March – May 2026	Present the draft General Plan Update during public meetings of the Planning and Zoning Commission, including required public hearings.	Provide formal opportunities for public review and comment prior to City Council consideration.
<b>City Council Consideration</b>	March – June 2026	Present the draft General Plan Update to the City Council for review and potential adoption.	Finalize the document and authorize placement of the General Plan on the ballot.
<b>Public Information Period</b>	March – November 2026	Provide informational resources regarding the General Plan Update through the project webpage, City communications, and community outreach.	Ensure voters understand the purpose of the General Plan prior to the election.
<b>Voter Ratification</b>	November 2026	General Plan Update presented to Bullhead City voters during the General Election.	Ratification of the General Plan as required by Arizona law.

## Communication and Information Sharing

Providing clear and accessible information about the General Plan update is a key component of the City’s public participation strategy. The City will utilize several communication tools to inform residents about the planning process and provide updates as the project progresses.

Information regarding the General Plan Update will be made available through the City’s official website and social media platforms. These online resources will provide information about the project schedule, meeting dates and locations, contact information for City staff knowledgeable about the planning process, and access to draft documents prepared during the development of the General Plan.

Press releases and public announcements regarding the General Plan Update may also be distributed to local media outlets in order to inform residents about upcoming meetings and opportunities to participate in the planning process.

Throughout the development of the plan, City staff will prepare and present information about the General Plan Update during public meetings, community discussions, and other public forums when appropriate.

## Awareness Campaign

A comprehensive awareness campaign will be implemented to ensure residents, businesses, and community stakeholders are informed about the General Plan Update and opportunities to participate in the planning process. The awareness campaign will focus on building community recognition of the project while providing consistent messaging about the purpose and importance of the General Plan.

The City of Bullhead City will utilize a combination of visual branding, online communication tools, traditional media, and public outreach strategies to ensure information about the planning process reaches a broad audience. These efforts are intended to increase public understanding of the General Plan, encourage community participation, and ensure residents are aware of opportunities to provide input.

- ***Visual Identity and Branding***

To create a recognizable and cohesive public outreach effort, the General Plan Update will utilize a visual identity that can be used consistently across outreach materials, digital platforms, and public communications. Establishing a recognizable visual brand helps residents quickly identify information related to the planning process and encourages continued engagement throughout the project.

The visual identity may include a project name, logo, color palette, and graphic elements that reflect the character of Bullhead City and its riverfront community. This visual branding will be incorporated into project materials including presentations, printed materials, online resources, and social media content.

Consistent branding across all communication platforms will help reinforce awareness of the project and make it easier for residents to identify and access information related to the General Plan Update.

- ***Project Website***

The City will maintain a dedicated section of the official City website that provides information about the General Plan Update. The website will serve as a central location where residents can learn about the project, view planning documents, and stay informed about upcoming meetings and engagement opportunities.

Information available on the project website may include an overview of the General Plan update process, project timelines, meeting schedules, draft planning documents, and contact information for City staff involved in the project. As the planning process progresses, the website will be updated to provide access to presentations, draft plan sections, and other materials prepared during the development of the General Plan.

The website will also serve as a platform for collecting public feedback through surveys or comment forms when appropriate.

- ***Print Materials***

Printed outreach materials will be used to promote awareness of the General Plan Update and encourage participation in community engagement activities. These materials may include informational flyers, posters, fact sheets, and meeting announcements distributed at public facilities and community locations throughout Bullhead City.

Printed materials may be placed at locations such as City Hall, the Mohave County Public Library (Bullhead City), community centers, and other public gathering places where residents frequently visit. These materials will provide information about the planning process and direct residents to additional resources such as the project website.

Printed outreach materials are particularly important for ensuring that residents who may have limited access to digital communication platforms are still able to learn about the project and participate in the planning process.

- ***Billboards and Community Signage***

When appropriate, the City may utilize outdoor signage and billboard placements to promote awareness of the General Plan Update and upcoming public meetings. These visual reminders can be placed along major corridors and high-traffic areas within the community to increase visibility and encourage residents to participate in the planning process.

Community signage may also be placed at City facilities, parks, and community venues to help inform residents about the planning effort and direct them to online resources or upcoming meetings.

- ***Social Media Outreach***

The City will utilize its official social media platforms to provide regular updates about the General Plan Update and encourage community participation. Social media outreach will help expand the reach of project information and make it easier for residents to stay informed about the planning process.

Posts may include project updates, announcements of public meetings, highlights from community engagement events, and reminders about opportunities to provide input. Social media platforms can also serve as a way to direct residents to the project website or online engagement tools.

By utilizing multiple social media channels, the City can connect with a broad audience and encourage ongoing participation throughout the planning process.

- ***Digital Engagement***

Digital engagement tools will play an important role in expanding access to the planning process and providing residents with convenient opportunities to participate. Online engagement methods allow residents to provide feedback at times and locations that are convenient for them, which can increase participation from individuals who may not be able to attend in-person meetings.

The City will utilize several digital engagement strategies to gather community input and share information about the General Plan Update.

- ***Online Surveys***

Online surveys may be used at various stages of the planning process to gather feedback from residents regarding community priorities, growth and development preferences, transportation needs, parks and recreation, and other planning topics. Surveys provide a convenient way for residents to share their perspectives and help inform policy decisions within the General Plan.

Survey results will be compiled and reviewed by City staff and may be summarized in planning documents or presentations to help illustrate community priorities.

- ***Interactive Mapping and Feedback Tools***

Interactive mapping tools may be used to allow residents to identify areas of the community where improvements, development, or preservation should be considered. These tools allow participants to place comments directly on maps and provide location-based feedback regarding transportation corridors, parks, neighborhoods, and other community assets.

Interactive mapping can help planners better understand how residents use different parts of the community and what improvements they would like to see in the future.

- ***Virtual Engagement Opportunities***

When appropriate, virtual engagement opportunities may be provided to supplement in-person meetings and increase accessibility to the planning process. These opportunities may include virtual presentations, online open houses, or recorded presentations that residents can review at their convenience.

Virtual engagement tools can help ensure that residents who are unable to attend in-person meetings still have an opportunity to learn about the project and provide feedback.

- ***Email Updates and Digital Notifications***

Residents and stakeholders may be able to sign up for email updates regarding the General Plan Update. These notifications can provide information about project milestones, upcoming meetings, and opportunities for community input.

Email communication provides an effective way to keep interested residents informed throughout the planning process and maintain ongoing engagement with the community.

## **Consideration of Public Input**

Public comments received during meetings, written submissions, and other outreach activities will be compiled and reviewed by City staff throughout the development of the General Plan Update.

The purpose of collecting this feedback is to ensure that the General Plan reflects the priorities and concerns of the Bullhead City community. Public input will help inform policy decisions related to land use, transportation, economic development, infrastructure planning, environmental stewardship, and community development.

Comments received from residents, public agencies, and stakeholders will be considered during the preparation of the draft General Plan and prior to its final adoption.

### **Plan Adoption and Voter Ratification**

Following the public participation process and review by the Planning and Zoning Commission, the draft General Plan Update will be presented to the Bullhead City Council for consideration and adoption.

The City Council will review the draft General Plan and comments received during the public participation process before taking action to adopt the plan.

After adoption by the City Council, the General Plan Update will be submitted to the voters of Bullhead City for ratification during the November 2026 General Election, as required by Arizona law.

Prior to the election, the City will provide information about the General Plan Update to Bullhead City voters to educate them about the purpose of the plan, increase awareness of the upcoming election, and assist residents in making informed decisions regarding the future of the community.