


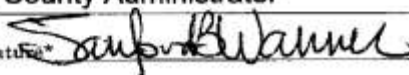


2009 James City County Comprehensive Plan

**Public Outreach and Education for *Historic Past, Sustainable Future*:
The 2009 Comprehensive Plan
James City County, Virginia**

2010 VACo Achievement Award Nomination

Award Category: Communications for a locality with a population between 50,000 and 100,000 people

 2010 VACo Achievement Awards Deadline: June 1, 2010	
Application Form	
All applications must include the following information. Separate applications must be submitted for each eligible program. Deadline: June 1, 2010.	
Program Information	
Locality	<u>James City County</u>
Program Title	<u>Public Outreach and Education for Historic Past, Sustainable Future</u>
Program Category	<u>Communications</u>
Population Category	<u>(4) 50,001 - 100,000</u>
Contact Information	
Name	<u>Tammy Rosario</u>
Title	<u>Principal Planner</u>
Department	<u>Development Management</u>
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Signature of county administrator or chief administrative officer	
Name	<u>Sanford B. Wanner</u>
Title	<u>County Administrator</u>
Signature*	
*Entries without this signature will not be accepted.	



**Public Outreach and Education for *Historic Past, Sustainable Future*:
The 2009 Comprehensive Plan**

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1. Overview

James City County is the eighth fastest growing locality in Virginia, attracting about 15,000 residents since 2000 to reach a current population of 63,700. This growth can largely be attributed to the quality of schools, public safety, and County services, in addition to the historic and aesthetic community character. Residents are interested in the County's future, particularly construction and growth-related projects, with the aim of enhancing the quality of life that first attracted them here. In November 2007, the County began an update to its comprehensive plan, the master plan for guiding future growth. The plan is used to evaluate development proposals and guide decisions of County departments, and covers all aspects of the community. Although public input and engagement have been cornerstones of previous comprehensive plan updates, staff and a citizen team took communication to a new level with increased use of technology and innovative information gathering forums. The County also took steps to make this update more open and transparent so citizens could be informed throughout the process. As a result, the County collected more up-front public input than ever before and ensured that citizen concerns and ideas remained at the forefront of the comprehensive plan update process.

2. The Problem/Challenge Faced by the Locality

Localities in Virginia are required by State Code to review their comprehensive plan every five years. Based on guidance from elected officials, James City County determined that the update to the 2003 Comprehensive Plan would involve a significant revision to the plan. State Code does not, however, require a locality to collect public input in advance of the update. Given the level of public interest shown in new development plans and the desire of County staff and elected officials to address the concerns of citizens, the

County adopted a comprehensive plan update methodology incorporating two stages that were both facilitated and led by members of County staff. The first stage, a public outreach effort aimed at informing citizens and gathering their views for the future of James City County, was conducted with the help of an appointed group of citizens called the Community Participation Team (CPT). The second stage, a technical planning process that collected and analyzed the gathered data to make planning and development recommendations, all while considering citizen input and including opportunities for public comment, was aided by an appointed Steering Committee. During a citizen survey conducted prior to the first stage of the update, 29% of respondents answered that James City County government has done a fair job and 21% answered the County has done a poor job of listening to its citizens, both of which are below the national benchmark for similar-sized localities. The CPT and Planning staff took this as their charge and opportunity to make the update process more open and transparent than in the past and to focus communications efforts on showing how the comprehensive plan responds to citizen concerns raised during community meetings. During the second stage, the Steering Committee, Planning Commission, and Board of Supervisors extended this commitment to hear citizen desires through the final comprehensive plan adoption.

3. Description of the Program

James City County's public outreach plan and communications plan for the 2009 Comprehensive Plan were developed with the objectives of educating the community, attracting a diverse cross-section of participants, keeping them involved throughout the two year update, and fostering government transparency and openness. Both plans were developed by County staff, with the aid of the CPT, and were implemented by County staff and the CPT, with technical aid from the Virginia Tech Center for Survey Research (VT) and the National Research Center (NRC) in conducting two scientific citizen surveys. Outreach efforts utilized tremendous variety, including public meetings, radio, television, newspapers, neighborhood newsletters, and more popular media sources like the internet, Facebook, and YouTube. Getting the community involved in the County planning process was an ongoing task throughout the entire 26-month update process and the participation statistics, community

comments, and overwhelming public support for the process all show that repeated efforts were worth the hard work put forth.

The Community Participation Team:

The Community Participation Team (CPT) was formed by the County at the beginning of the update process to guide and help staff with the first 12-month stage of the update by collecting and summarizing public input, educating participants, and encouraging citizens to get involved and stay involved. Appointed by the Board of Supervisors, the CPT represented a large array of interests, geographic locations, and population segments, including students, parents, professionals, and retirees. The CPT met weekly in addition to participating in speaking events, distributing comment boxes and posters, and attending public meetings during the update.

Citizen Outreach and Engagement Efforts:

The CPT played a major role in getting the public involved while being mindful of keeping costs to the County low by using internal staff and volunteers, rather than outside consultants, to implement communications efforts. The CPT was proactive in reaching out to the community instead of waiting for County citizens to get involved; the CPT made involvement easy. Citizen outreach efforts were put in place to reach out to the community and promote interest and participation for the process. The first major education effort developed by staff was a Comprehensive Plan press conference, which was taped, aired on local television, and posted to the website, www.jccplans.org, for future viewing on-demand. The purpose of the conference was to announce the CPT; unveil the official logo, slogan, and website; announce the results of two scientific surveys that were conducted in the summer of 2007; and kick-off the outreach efforts for the update. Aside from this press conference, staff and the CPT focused efforts in five classifications of communication: traditional media, face-to-face opportunities, listening stations, and technological innovation. The breadth of communications efforts was essential to capture the attention of the diverse population – from retired individuals to college students to youth – living in James City County.

- *Traditional Media:* Using traditional media was an obvious place to begin when reaching out to the community. Three newsletters distributed on a regular basis to citizens, neighborhoods, and County employees kept the public abreast of newly appointed committees, community surveys, public comment meetings, and other community events and news releases. There were approximately 5,000 citizen newsletters sent to mail subscribers, 1,200 sent to e-mail subscribers, and additional coverage of more than 123 neighborhoods throughout the County.

In order to make citizens aware of the events that would be taking place, staff and volunteers posted flyers announcing the events around the County. Planning staff concentrated efforts on communications mechanisms already in place in order to reach a larger number of individuals and reduce mailing costs. Invitations to public meetings were sent to over 100 neighborhoods using pre-planned County mailings by another department and flyers were provided to 3,855 Williamsburg/James City County students via the school system. These efforts were both new and proved to be particularly effective. Four hundred brochures with detachable postage paid comment cards that were designed, printed, and assembled internally, were distributed at all speaking engagements and placed in County office buildings. On a mass media level, staff and the CPT developed seven dedicated television programs, eight news-show segments, and two commercials for the County's local television channel and broadcast announcements leading up to each public meeting through local radio stations.

- *Face-to-Face Opportunities:* Following four months of promotion, the first series of four Community Conversations were held in April 2008. Staff and the CPT designed the four community meetings to include an educational presentation about the plan to the larger group and then facilitated small group discussion sessions. Highlights of the meetings aired on local television and the website to make meetings accessible to all citizens. Throughout the update process and through all media used, participants provided comments focused on a wide range of issues. All the comments received were condensed into eight major areas, or "hot topics" (quality of growth, impacts of growth, water supply, transportation, economic development, environment, housing, and population needs). Given the nature of some comments, County staff and the CPT decided it would be beneficial

to host a second round of public meetings geared towards educating citizens about the hot topics and receiving further feedback. Two different formats were used for the three second round meetings. The first two meetings featured presentations by County leaders in each of the hot topic areas and attendees were given the opportunity to complete booklets containing questions centered on each of the topic areas. The third meeting was termed the Comprehensive Plan Expo. At the expo, citizens could learn about the specific hot topics through display boards and were then encouraged to share their ideas with CPT and staff members or complete the questionnaire. County staff also wrote essays about the hot topics and videotaped each presentation during the second round, aired the segments on local television, and made them available on-demand online to more effectively communicate the information.

Finally, the CPT guided staff to develop a “presentation-in-a-box” and coordinated a Speaker’s Bureau where groups or neighborhoods could request that a CPT member and Planning staff attend a meeting to give a presentation on the comprehensive plan. The presentation-in-a-box included a scripted PowerPoint presentation, comment cards, a comment box, flyers, tri-fold brochures, a laptop, and projector so CPT members could check out the materials for the speaking event for which they were assigned. Examples of Speaker’s Bureau events included neighborhood homeowner’s associations (HOAs), interest groups, Kiwanis clubs, local high school government classes, and the National Association for the Advancement of Colored People (NAACP). This was another CPT initiative to go out into the community and talk to residents and groups where they meet when it is convenient to the participants.

- *Listening Stations*: The most visible form of public outreach was the Listening Station, which was a display board with information about upcoming events, questions for people to respond to, and comment cards and boxes. Goals of the Listening Stations were to provide a forum for public comment while at the same time promoting other update events. Stations were distributed and often manned by the CPT members and their presence offered citizens a way to have one-on-one interaction with the individuals directly involved in the process. These stations circulated throughout the County, appearing at 17 locations such as libraries, schools,

neighborhood meetings, County government buildings, the County Fair, area churches, and organizational meetings. All the stations were produced in-house, were portable, and allowed flexibility to people wanting to learn about the process because they were placed where people frequent.

- *Technological Innovation*: James City County relied heavily on the development of a user-friendly, one-stop-shop website to get the word out about the Comprehensive Plan. The website emphasized educating the public about the role of the comprehensive plan, informing them about the update process, offering avenues for public participation, and providing access to other citizen comments and meeting documents. The County developed the website at a separate address from the standard County website to set it apart as an important planning process. Citizens had access through an easy-to-remember web address - www.jccplans.org. The site also provided valuable and immediate information to reporters at three widely-read area newspapers so that they had background information, statistics, and documents at their fingertips at all times. The dedicated site received an average of 595 unique visitors per month. Some of the particularly innovative features of the site include:

- *Mechanisms to inform citizens about Land Use applications*. During the update, property owners could apply to change the land use designation of their property, which could alter the way the property could be used in the future. These changes have significant and direct effects on many individuals in the County and so there was a heightened need to accurately communicate about the applications received. All application information, staff reports, and an interactive map were available for the public to view on the website. The map was particularly useful because interested parties could use it to find areas that were near their house or a favorite landmark, zoom in on that area to find out the application number, and then click on it to be taken to the staff report and other information.
- *Mechanisms to improve the transparency of the update process, including posting all meeting materials and videos and a Steering Committee blog with RSS feed*. The website was particularly useful in the early stages of the plan update to educate the public about what a comprehensive plan is, how it is used, successes in the County as a result of the last comprehensive plan, how people can participate, and the

steps involved in the process. The website became the source for all of this information for citizens and increased awareness that the update process was beginning. During the second stage of the process, the website became the vehicle for draft reports and documents so that the public could follow along with the same documents the Steering Committee, Planning Commission, and Board of Supervisors were discussing, leading to a more aware, informed, and engaged citizenry. Participants and the local media could read the documents and summaries in whatever level of detail suited their needs. A blog was also established for use during the Steering Committee process. This was the first non-employment posting-related blog that the County released and was intended to give Steering Committee members an opportunity to propose ideas, have discussions, and ask questions in advance of meetings. Staff could post answers in order to provide the entire committee with the same information and to help meetings run more efficiently. The public was able to view the discussions and could receive e-mails when a post was added to the blog through an RSS feed.

YouTube and Facebook were also used to reach out to a younger demographic of County residents. The County posted informational segments, interviews, and updates about the comprehensive plan on YouTube while Facebook was used to get the word out about meetings, post photographs, and conduct polls about County life.

4. The Cost of the Program

Over the course of 26 months, communication costs totaled about \$9,000 and included legally required and supplemental newspaper advertisements and other supplies for meetings and handouts. With all the venues used for public outreach, cost was kept to a minimum by using internal staff from Planning, Communications, Graphic Design, and Information Technology, in addition to the CPT, to accomplish all of the outreach tasks. The internet proved to be an efficient way to disseminate and share large amounts of information that would otherwise be burdensome and costly to widely distribute in hard copy. Since appointed and elected officials accessed the site for all meeting materials, the County also saved on printing and delivery costs and this guaranteed that the public had immediate access to the same information that staff and the committees were

using. James City County also gained savings by developing and maintaining the website internally without hiring an outside consultant, and the separate web address cost only \$10 for two years. Many of the features on the website, including the interactive map, were developed using free software widely available on the internet.

Tactics used by James City County can be replicated in whole or in part and serve as a model for other localities to follow in a variety of projects necessitating public education and input. Localities can tailor the communications efforts to focus on the needs of their community and their demographics and scale back where the community is smaller.

5. The Results/Success of the Program

By educating citizens about the current status of the County, the comprehensive plan update, and hot topics that they identified through their input, it made citizens more engaged in the process than they have been in past plan updates and made their comments more valuable and constructive. Reporting back to the citizens reinforced that they were being heard. The success of Comprehensive Plan communications efforts was evident during the final Planning Commission and Board of Supervisors public hearings where citizens, and organization representatives shared the opinion that while the final Comprehensive Plan document may not have included all of their suggestions, the process to develop the plan was open, transparent, and provided ample opportunity to participate in and learn about the update.

Perhaps the best way to demonstrate the successes of the communications efforts is to examine the range of participants in the process. Data about participants demonstrated that they were from a variety of geographical locations throughout the County, different age groups, and different backgrounds. Most were individuals who live or work in the County or attend local high schools, but many represented different groups including neighborhood HOAs, the NAACP, Williamsburg Area Association of Realtors, Child Development Resources, Greater Williamsburg Chamber and Tourism Alliance, Senior Services Coalition, and the Economic Development Authority to name a few. This list indicates that using an array of outreach efforts and providing numerous different avenues for receiving input was successful at attracting a diverse cross-section of participants.



SUMMARY OF CITIZEN OUTREACH EFFORTS AND PARTICIPATION

Final Report
January 2010

COMMUNICATION EFFORTS

County Publications/Communications:

- **FYI citizen newsletter** – 5,075 printed copies and sent to subscribers and newsstands and 1,215 sent to email subscribers (*NOTE: in September 2009, FYI went paperless*). Comp Plan articles were included in 3 editions:
 - August/September 2007 (full-page, front-page article titled “Your future is focus of two surveys”)
 - February/March 2008 (half-page article on the last page titled “Comprehensive Plan update” and two mentions of Comprehensive Plan on front page under “What’s new on JCC TV48 and “New leadership elected”)
 - May/August 2008 (full-page, front-page article titled “Comprehensive Plan update” with focus on Land Use applications)
 - September-November 2008 (full-page double sided insert titled “Historic Past, Sustainable Future” focusing on CPT and Steering Committee work)
 - December-February 2008 (front-page article titled “Comprehensive Plan update” focusing on Steering Committee role and promoting the SC blog)
 - March 2009 (article titled “Comprehensive Plan update” focusing on Steering Committee progress and future dedicated public comment meeting)
 - June-August 2009 (full front page article titled “Comprehensive Plan Update” with focus on highlights of the draft plan and next steps in the review process)
 - September 2009 (lead article titled “2009 Comprehensive Plan – Historic Past, Sustainable Future: What has the County been doing to tackle your hot topics?” with focus on growth, economic development, open space, and housing)
 - December 2009 (short entry under news happenings announcing the adoption of the plan)
- **Neighborhood Connections mailing “The Front Porch,”** to be used for neighborhood newsletters. Newsletters are sent to 123 neighborhoods. Comp Plan articles were included in 7 editions:
 - August 2008 (dates of second round Conversations advertised as “Voice your views at upcoming Community Conversations”)
 - April 2008 (dates of first round Community Conversations and other citizen input channels advertised as “Community Conversations are coming”)
 - March 2008 (dates of first round advertised and citizen facilitators recruited in “Assistance needed with upcoming Community Conversations on 2008 Comprehensive Plan”)

- January 2008 (issue features article “Citizens appointed to 2008 Comprehensive Plan committee” with photo of the CPT)
- December 2007 (JCC102 is advertised on last page of issue under “Upcoming Trainings”)
- November 2007 (Comprehensive Plan is mentioned on front page, in article titled “Citizens Leadership Academy set to begin in January 2008”)
- October 2007 (CPT application advertised on last page under “Upcoming Trainings”)
- **Ship’s Log** – 2 articles included in County employee newsletter.
 - March/April 2008 article about Community Conversations.
 - May/June 2008 article about citizen survey results.
 - January/February 2010 article announcing adoption of Plan, thanking staff/participants, and directing staff to approved document.

Newspapers:

- **49 press releases** sent to Virginia Gazette (circulation of 19,105 subscribers), Daily Press (circulation of 18,229 subscribers and online), TIDE radio, Toano-Norge Times (circulation of 4,000 subscribers and online), Williamsburg-Yorktown Daily (online), Flat Hat, and Williamsburg Next Door Neighbors (circulation of 34,759 homes).
- **Other articles:** More than 115 articles, mentions, and newsbriefs about upcoming meetings were included in the VA Gazette, Daily Press, and W-Y Daily.
- **Paid advertisements:**
 - CPT recruitment and meetings: 3 in VA Gazette
 - Community Conversation (round 1): 3 in VA Gazette and Toano-Norge Times
 - CPT Forum: 1 in VA Gazette
 - Community Conversation (round 2): 3 in VA Gazette (spot color) and Toano-Norge Times
 - Land Use Applications: 2 in VA Gazette
 - Land Use: December 17, 2008 two-sided full page in VA Gazette
 - Steering Committee: 8 in VA Gazette
 - Public Hearings: 4 in VA Gazette (2 for Planning Commission and 2 for Board of Supervisors), all were two ¾ page ads
- **Legal advertisements:**
 - April 23, 30 (CPT and Land Use applications)
 - May 21, 28 (Land Use applications)
 - June 18, 25 (Land Use applications)
- **Event calendars:**
 - All Community Conversations were in event calendars for VA Gazette and Daily Press and online for WM’s Student Information Network. Second round meetings were also online on the W-Y Daily.
 - All Steering Committee meetings were in the County’s event calendar
- **Op-Ed Pieces:** 4 op-eds written by CPT members appeared in local papers:
 - September 2007, Toano-Norge Times- “What is a Comprehensive Plan” by Rich Krapf
 - April 2008, VA Gazette- “Participate!” by Marilyn Taylor
 - April 2008, VA Gazette- “Land stewards” by Williamsburg Land Conservancy
 - May 2008, VA Gazette- “We need more input” by John Halderman
 - July 2008, VA Gazette- “Forums need citizen input” by Tom Fitzpatrick
 - October 2008, VA Gazette- “Airing out the Comp Plan” by Rich Krapf/CPT
- **Interviews:**

- August 2008 edition of Next Door Neighbors- Bob Keith
- March 28, 2008 edition of Toano-Norge Times- Susan Sullivan-Tubach and Rich Krapf

Video Programs: (all also available on-demand online and some posted on YouTube)

- **FYI Program on TV48:** Segments included in 8 episodes (Sept/Oct 2007, Jan/Feb 2008, March/April 2008, May 2008, and July 2008, April 2009, September 2009, and December 2009).
- **Stand-alone Shows on TV48:**
 - JCC 102 program
 - Survey results press conference
 - First round Community Conversation
 - 4 second round Community Conversation programs
- **SCALA Screens:** Continually showing updated information from October 2007-November 2009 in between regular programming on TV48.
- **Scrolls:** Scrolling announcements during Planning Commission and Board meetings.
- **Forums:** All CPT Forum presentations were taped and available on www.jccplans.org.
- **Steering Committee:** All 37 meetings broadcast live, rebroadcast 3 times on Wednesday following the meeting, and available on-demand.
- **Work Sessions and Public Hearings:** 9 Planning Commission and 3 Board meetings broadcast live, rebroadcast 3 times a day following meeting, and available on-demand.

Radio:

- Public Service Announcements for both Community Conversations on TIDE, WBACH, and XTRA 99.
- Info about Listening Stations and both Community Conversations included in TIDE radio news briefs.

Website / E-mail:

- **EXPANDED!** Launched February 12, 2008 and allowed visitor's to access information and videos about the Comp Plan, all public input, find out about upcoming events, submit their comments, read information about the hot topics, view the media kit, map and read about Land Use applications, and download all meeting materials and Plan drafts. The site has averaged 604 unique visitors per month and is the most that the Comp Plan process has utilized the internet to reach out.
- Listserv announcements sent to the Development Management list with 48 press release postings (574 subscribers) plus 5 additional reminders about the Community Conversations were also sent to the Neighborhood Connections list (910 subscribers).
- E-mails sent to all County staff in advance of both Conversations.
- **NEW!** Presence on social networking sites such as Facebook and YouTube and Steering Committee blog.

Distribution of Materials:

- **Business Cards:** distribution began of 840 cards in Government Complex and by CPT members in January, 2008.
- **Trifold Brochures:** informational and included tear off postage paid comment card. New version produced for each round of Community Conversations (400 distributed for round 1, 500 distributed for round 2).

- **Comment Post Cards:** postage paid comment cards kept at all Listening Stations, distributed at Speaker's Bureau, and put in New Town mailboxes (more than 700 distributed).
- **Flyers:**
 - 3,855 flyers advertising first round Conversations distributed to every elementary school student in WJCC system.
 - About 1,000 flyers and 12 larger posters distributed for each round of Conversations to the following locations: Listening Station and Speaker's Bureau events, New Town residential mailboxes, Williamsburg Farmer's Market, New Town Farmer's Market, Williamsburg Library, area schools and churches, neighborhood clubhouses, and the senior center.
- **Mailings:**
 - *April Community Conversations:* 132 invitations mailed to connected neighborhoods.
 - *CPT Forums:* Approximately 300 invitations mailed to area organizations (mailing list based on organization list maintained by the Library).
 - *August/September Community Conversations:*
 - 132 invitations sent to connected neighborhoods
 - 111 invitations sent to round 1 participants
 - 83 invitations sent to area churches

Other:

- **Planning Commission Reports:** CPT member updated PC on status of process and upcoming events at all televised monthly meetings from March until October 2008 (8 reports total).
- **Speaker's Bureau**
 - 11 formal speaking engagements at JCC 102 program, Friends of Forge Road and Toano (twice), Kiwanis Club of Williamsburg, NAACP, Colonial Capital Kiwanis, Governor's Land, Mallard Hill, Ford's Colony, Williamsburg Area Association of Realtors, and New Zion Baptist Church.
 - Several informal speaking opportunities at various meetings.
- **Listening Stations**
 - *Round 1-* available from April 1-May 30 at JCWCC, Human Services Building, Emergency Operations Center, Government Complex buildings A, B, E, and F, Croaker Library, WISC, and Toano U.S. Post Office. Other temporary locations included County Fair, JCC 101 event, Grove Christian Outreach Center, Williamsburg Unitarian Universalists, Shaping Our Shores meetings, Historic Triangle Substance Abuse Coalition office and presentations, and Speaker's Bureau events.
 - *Round 2-* available from August 4-September 9 at JCWCC, Emergency Operations Center, Government Complex buildings A and F, Croaker Library, and Speaker's Bureau events.

CITIZEN INPUT OPPORTUNITIES

- **Two 2007 Citizen Surveys:**
 - International City Management Association's mail survey took a representative sample of ~1,200 citizens and households and reported results with a level of confidence of 95%. This survey allows us to compare JCC citizens' level of

satisfaction with that of others who take the same ICMA survey in communities all across the United States.

- The Virginia Tech Center for Survey Research’s phone survey took a sample of 623 households and had a margin of error of 3.91%. This survey allowed comparison with survey results collected prior to the 2003 Comprehensive Plan update to tell how citizen attitudes have changed on the same issues over the past five years.
- **Comp Plan online comment form and questionnaire** at www.iccplans.org
- **Comp Plan Hotline** phone number where citizens can record a phone comment – 259-4990
- **Listening Stations** (see above)
- **Mail-in cards** (trifolds and post cards) (see above)
- **Employee Community Conversation** held May 14, 2008
- **Four first round Community Conversations** held April 1, April 14, April 17, and April 24, 2008.
- **NEW! 4 CPT Forums** held during regular July CPT meetings. The 15 citizen organizations that presented include:

Avalon	Aquatic Center Development Commission
Colonial Squares	Friends of Forge Road and Toano
Virginia Organizing Project	Williamsburg Land Conservancy
JCC Republican Committee	Senior Services Coalition
This Century Art Gallery	Rita Welsh Adult Literacy Program
Economic Development Authority	Child Development Resources
J4C	Active Williamsburg Alliance
Greater Williamsburg Chamber and Tourism Alliance	

- **Three second round Community Conversations** held August 13, August 19, and September 8 (Comprehensive Plan Expo).

PARTICIPATION STATISTICS TO DATE

- **Citizen Surveys:**
 - ICMA National Citizen’s Survey: 1,200 surveys mailed, 456 returned
 - Virginia Tech: 623 phone calls
- **Listening Stations:** 155 cards returned
- **Mail (combination of post cards, trifolds, and letters):** 108 comments
- **E-mail and online:** 28 comments
- **Hotline:** 6 messages
- **Presentation to Jamestown High School:** 70 surveys
- **CPT Forums:** 15 organizations
- **Community Conversations:**
 - Round 1 149 attendees
 - Round 2 131 attendees
- **Land Use application comments:** 157 surveys returned (51 via web)
120 comments

Historic Past, Sustainable Future: The 2009 James City County Comprehensive Plan
www.jccplans.org Screenshots and Photos

Screenshot of the home page:

Historic Past, Sustainable Future
 2008 James City County Comprehensive Plan

Home | The Comprehensive Plan | Community Participation Team | Steering Committee | What do You think? | Media Kit

WELCOME TO THE 2008 COMPREHENSIVE PLAN
 Welcome to the information center for the 2008 update to the James City County Comprehensive Plan. Look here for news releases, schedules, and updates regarding process of the Comprehensive Plan.

*On November 24, 2009, the Board of Supervisors approved Historic Past, Sustainable Future: 2009 Comprehensive Plan and Land Use Map. The approved documents are now available:
 • [Comprehensive Plan](#)
 • [Land Use Map](#)

NEWS RELEASES

- Board of Supervisors to consider draft 2009 Comprehensive Plan
- Topics announced for September 14 work session with the Planning Commission
- Additional Comprehensive Plan work session scheduled with Planning Commission
- [More News Releases >>](#)

[JCC Video News >>](#)

- [Land Use Designations Explained](#)
- [Community Conversation](#)
- [Citizen Survey Results Presentation](#)
- [Hot Topics--Impacts of Growth and Housing](#)
- [Hot Topics--Quality of Growth and Water](#)
- [Hot Topics - Transportation and Population Needs](#)
- [Hot Topics--Economic Climate and Environment Video](#)

Contact Us

- **Phone:** Planning Division (757) 253-6685
 Comprehensive Plan Hotline (757) 259-4990
- **Mail:** P.O. Box 8784 Williamsburg, VA 23187
- **Email:** planning@james-city.va.us
- **Web:** *What do YOU Think?* or www.jccgov.com
- **Fax:** (757) 253-6822

Search this site:

What is the Comprehensive Plan?

Since 1980, every Virginia locality has been required by State law to have a Comprehensive Plan. The purpose ... [More>>>](#)

WHY IS THE UPDATE CALLED 'HISTORIC PAST, SUSTAINABLE FUTURE'?

The Community Participation Team selected this title and logo for the 2008 Comprehensive Plan update at their meeting on December 11, 2007. "Historic Past, Sustainable Future" was chosen to describe two very important aspects of the James City County community. [More>>>](#)

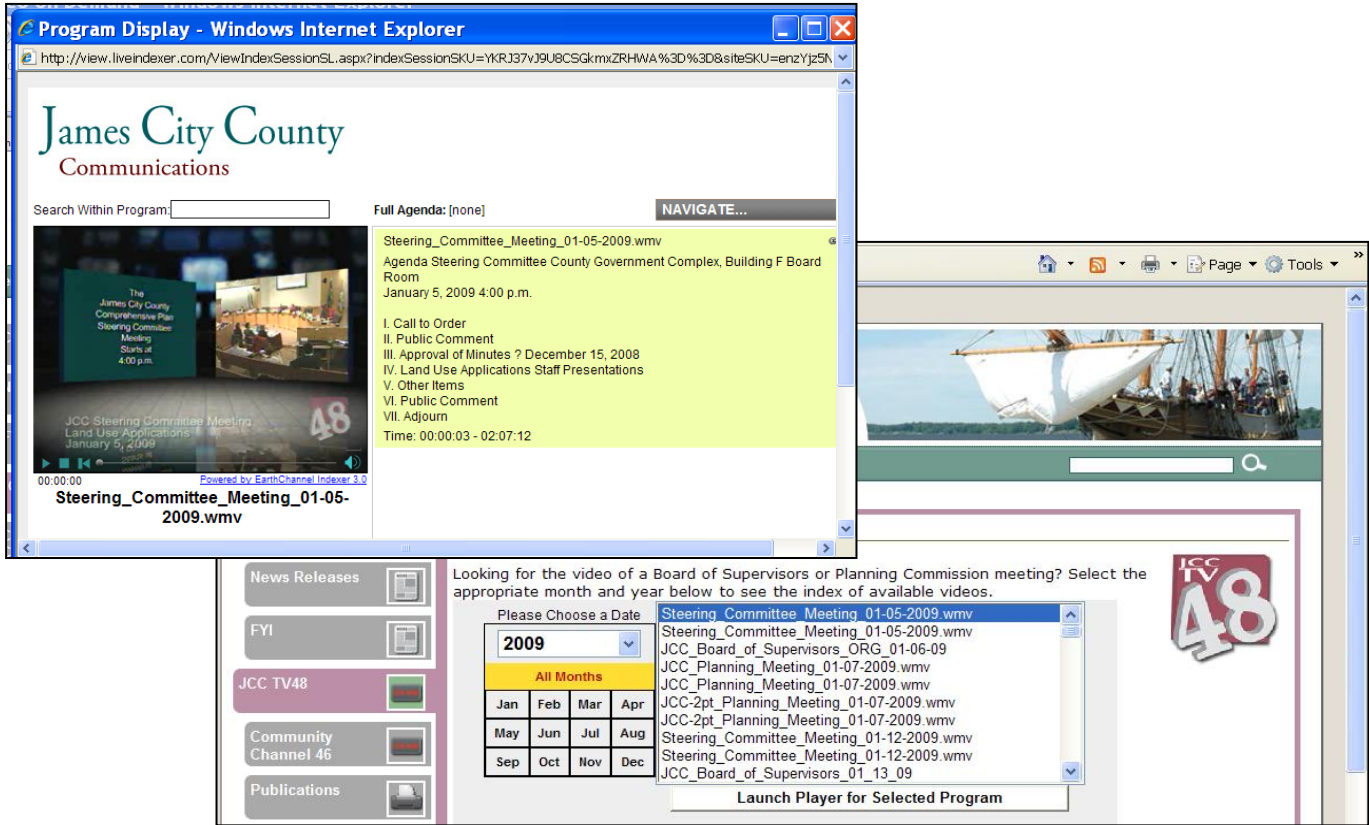
Screenshot of the Steering Committee Materials page:

Steering Committee Materials - Windows Internet Explorer

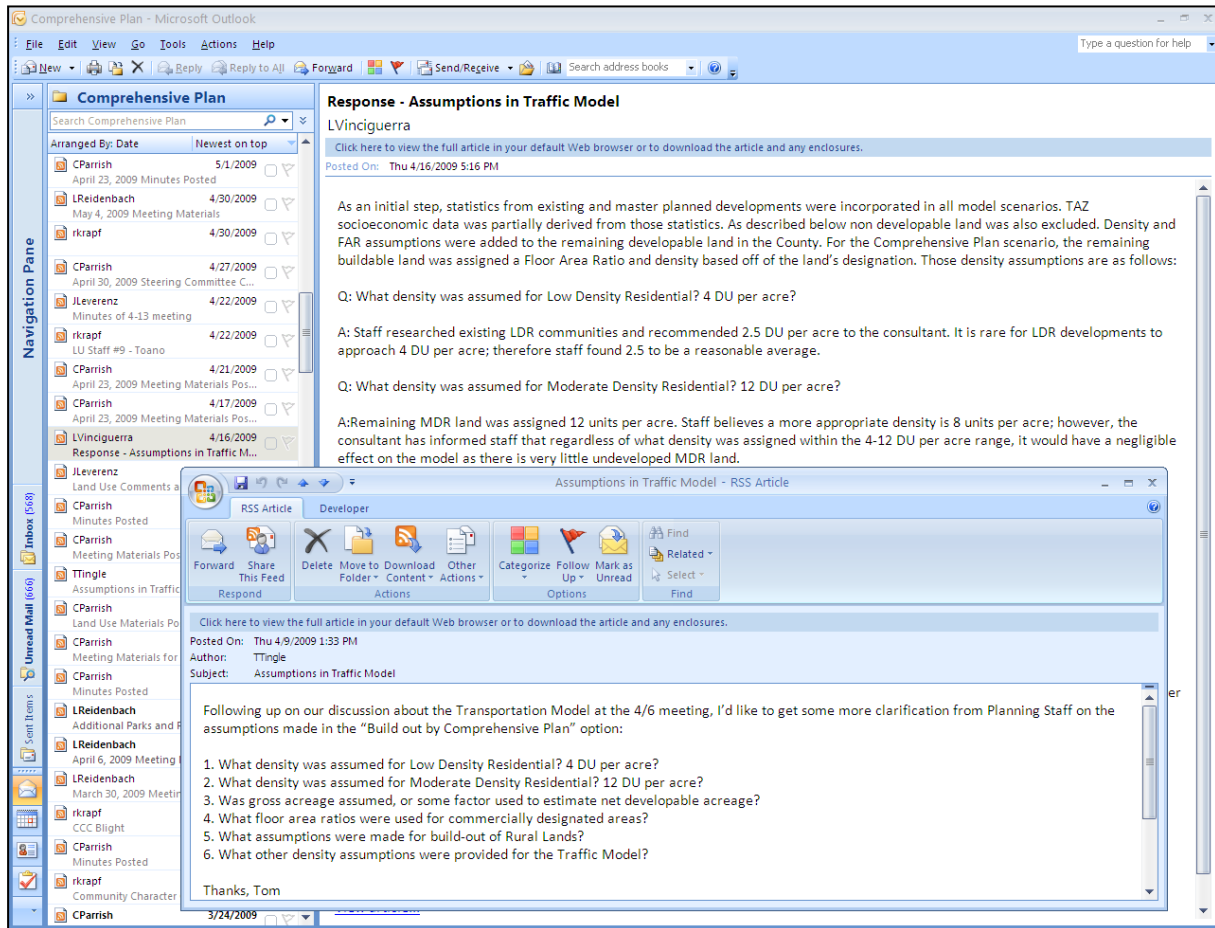
http://www.jccplans.org/steering/materials.html

Meeting Date	Topic	Agenda	Memo	Technical Reports	Minutes
Oct 6	Welcome and Introduction	10-6-08	10-6-08		10-6-08
Oct 14 (3 p.m.)	Transportation-Building the Model/Training*	10-14-08	10-14-08	10-14-08 Model 10-14-08 Presentation	10-14-08
Oct 20	Demographics	10-20-08	10-2-08	2008 Demographics	10-20-08
Oct 27	Population Needs	10-27-08	10-27-08	Technical Report GSAs Strikethrough GSAs Strategic Plan for Youth Updated GSAs	10-27-08
Nov 3	Population Needs	11-3-08	11-3-08		11-3-08
Nov 10	(no meeting)				
Nov 17	Economic Climate (3-6 p.m.)	11-17-08	11-17-08	- Population Needs Technical Report - Population Needs GSAs - Economic Climate Technical Report - Economic Climate GSAs - Strikethrough - Economic Climate GSAs - Final	11-17-08
Nov 24	Environment (3-6 p.m.)	11-24-08	11-24-08	-Environmental technical report -Environmental final GSAs -Environmental strikethrough GSAs -Population Needs GSAs	11-24-08
Dec 1	Environment	12-01-08	12-01-08	-Revised Env GSAs -Responses to Steering Committee Questions	12-1-08
Dec 8	Land Use Overview	12-08-08	12-08-08	RPG memo -Citizen Input -Independent Water System Independent Water System Map Planning Commission PSA discussion -Primary Service Area Summary -Herd Doc. Reading 1 -VAPA Land Use Overview	12-08-08

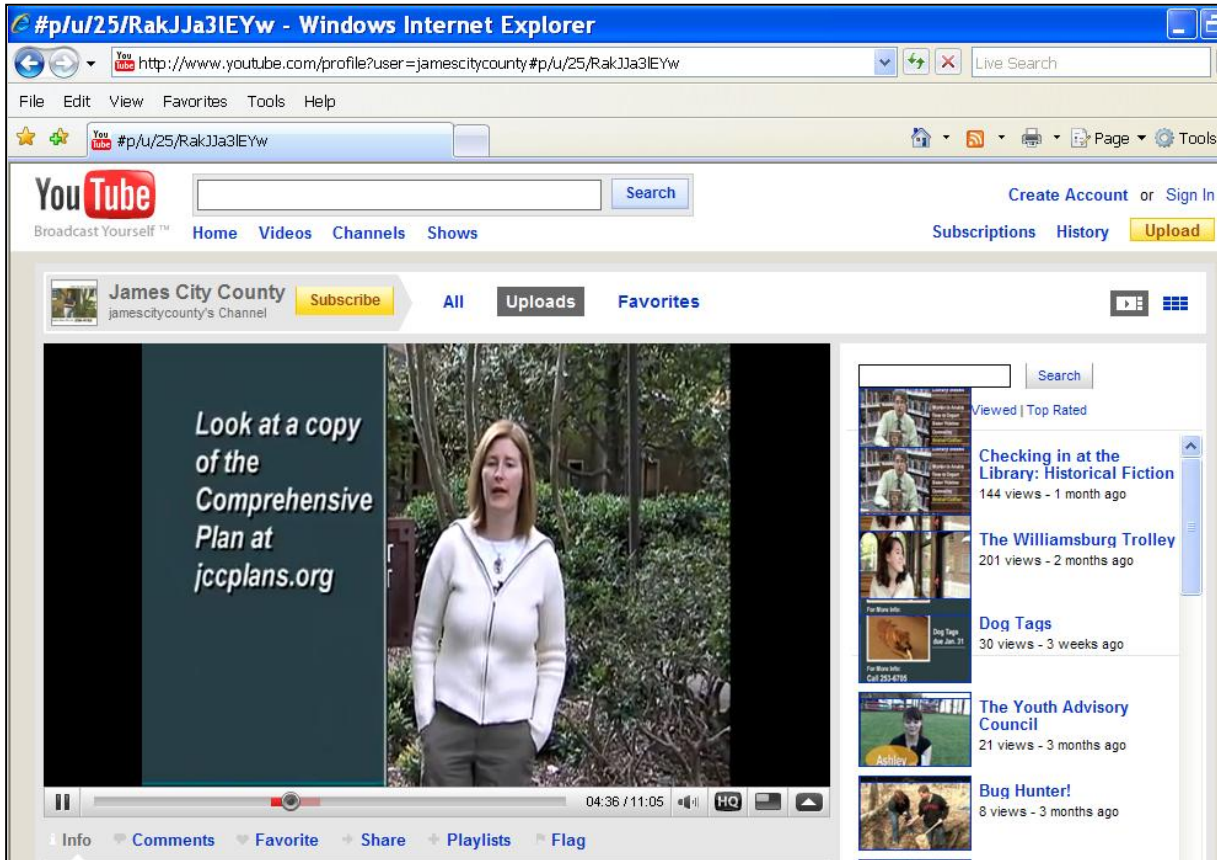
Screenshot of the Video-on-Demand page:



Screenshot of an example of the RSS feed notifying subscribers about Steering Committee blog posts:



Screenshot of a 2009 Comprehensive Plan educational video posted on YouTube:



Screenshot of the Community Participation Team Forum schedule and videos:

Community Participation Team (CPT) Schedule#schedule - Windows Internet Explorer

http://www.jccplans.org/cpt/schedule.html#schedule

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CPT FORUMS

The CPT for the Comprehensive Plan update has organized four CPT Forums to be held in July. The purpose of the Forums is to allow citizen organizations to give a presentation of their thoughts and ideas for the County's Comprehensive Plan update. All available presentation time slots have been filled, but your group can still submit written [comments](#).

Forums will begin at 5:00 p.m. on the following Thursdays, after the CPT's regularly scheduled 4 p.m. meetings:

Community Participation Team Forum				
	July 10, 2008	July 17, 2008	July 24, 2008	July 31, 2008
Time	JCC Govt Bldg C 101 Mounts Bay Road	JCC Govt Bldg C 101 Mounts Bay Road	Wmsbg Library 515 Scotland Street	Wmsbg Library 515 Scotland Street
5:00 - 5:15	Child Development Resources - Children and Youth Presentation Video	Active Williamsburg Alliance - Toward a Livable Community Presentation Video	J4C - Flood Control; Cumulative Impacts & Land Use Presentation Video	Greater Williamsburg Chamber & Tourism Alliance - Issues to economic climate, transportation Presentation Video
5:15 - 5:30	Avalon - Avalon's Services (10 min) Presentation Video	Aquatic Center Development Commission - Building a World Class Aquatic Center / A Regional Partnership for Health, Recreation and Community Presentation Video	Friends of Forge Road and Toano Presentation Video	Williamsburg Land Conservancy - Protection of Governor's Land Archaeological District & Conservation Tools - PDR & TDR Presentation Video
	Colonial Squares - Square Dance Class (5 min) Presentation Video	JCC Republican VA Organizing Project Committee - Healthful Senior Services		This Century Art

Contact Us

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- Email: planning@james-city.va.us
- Web: *What do YOU Think?* or www.jccgov.com
- Fax: (757) 253-6822

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Listening Station



Community Conversation



Community Participation Team Forum

