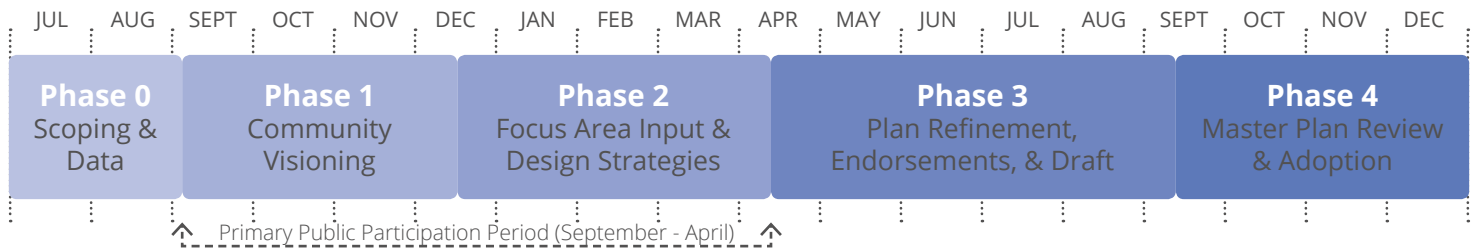




Public Participation Process Overview

The Crozet Master Plan Update process is scheduled to begin in Q4 2019 and conclude in Q4 2020. The update will begin with a community visioning process (Phase 1) in Fall 2019 to affirm the community's vision for the future of Crozet, which will inform the process for the design process (Phase 2) in Winter & Spring 2020.

Public Participation Timeline



The Feedback Loop

Phases 1 and 2 of the Master Plan process will be organized around a series of “Big Questions” informing the Master Plan’s Guiding Principles and design strategies. Each Big Question will be answered through its own Feedback Loop (below). As each Phase will have multiple Big Questions, it will have multiple iterations of the Feedback Loop.

The Feedback Loop emphasizes variety in engagement formats and opportunities, seeking to provide better representation and collection of information and community expertise.



Phase 0 (Scoping & Data Collection) Goals

- Identify stakeholders & conduct outreach.
- Collect data on existing conditions.
- Draft engagement plan for BOS endorsement.

Phase 1 (Community Visioning) Goals

- Facilitate a community visioning process.
- Build an understanding of the importance of master planning.
- Identify & affirm the Master Plan’s Guiding Principles.

Phase 2 (Focus Areas & Design Strategies) Goals

- Workshop focus areas & specific topics.
- Identify an implementation framework and strategies.
- Design the Master Plan’s policies & projects with the community.

Phase 3 (Refinement & Draft) Goals

- Refine design and policy proposals.
- Workshop draft recommendations with the PC/BOS as needed.
- Prepare the draft Master Plan & solicit feedback from the community.

Phase 4 (Review & Adoption) Goals

- Submit the Master Plan to partner agencies for review.
- Adopt the updated Master Plan.

Engagement Toolkit

The list below is illustrative in nature, representing a “toolkit” that staff may use to craft a specific engagement schedule. The quantity and type of engagement opportunities will vary by topic, information needs, and staff capacity.

Community Workshops

These meetings are intended to be the largest forums in the Master Plan process, providing opportunities for exercises that benefit from a large sample size and a wide range of viewpoints.

Potential Activities: Staff presentations, breakout groups (facilitated discussions, design exercises), large-group prioritization activities.

Experiential Engagement

Hands-on experiences & site visits shared by staff and community members acknowledges the community's expertise in their environment and builds a common understanding of how design shapes the public realm, including the design of streets, buildings, and greenspace. Opportunities should be provided for participants of all abilities.

Target Audience: Kinesthetic learners, youth, community partners involved in project implementation.

Potential Activities: Asset mapping, facilitated walking/cycling/bus tours, service and tactical urbanism projects.

Meeting-in-a-Box / Pop-Up Meetings

Staff will prepare materials for groups to host their own informal discussions on the current focus area topic, with directions for meeting facilitation and submitting feedback to staff. Staff may be available to facilitate upon request of the group.

Target Audience: Small groups, community organizations.

Focus Groups

Focus groups provide an opportunity for facilitated and in-depth discussion on specific focus areas.

Target Audience: Community members and stakeholders with expertise or interest in a specific focus area.

Office Hours

Staff will host drop-in office hours at accessible locations (e.g. coffee shop, Crozet Library), providing an opportunity for the community to engage with staff in a smaller, more informal setting.

Target Audience: Community members who are unable to attend other engagement events.

Online Engagement

Online engagement tools & social media will be used to solicit feedback and spread awareness of the process.

Target Audience: Community members who are unable to attend other engagement events. Care will be taken to maximize response rate while avoiding survey manipulation.

Stakeholder Roles

County Staff (CDD Neighborhood Planning)

County staff will act as the primary organizers and facilitators of the Master Plan process.

County staff will prepare specific recommendations for consideration by the Planning Commission and Board of Supervisors, informed by community input and staff's knowledge of best practices, technical expertise, and the policies outlined in the Comprehensive Plan.

County staff will conduct outreach to community groups and stakeholders to ensure their voices are represented in the planning process.

Crozet Community Advisory Committee (CCAC)

The CCAC will act as community ambassadors and advisors for the Master Plan process, as outlined in the County's CAC rules of procedure:

'The [CCAC] will provide assistance, feedback and input to County staff and the Board of Supervisors on community and County efforts related to implementation and support of the adopted Master Plan... [CCAC] members will communicate with their constituencies to increase understanding of and support for successful implementation of the Master Plan.'

The CCAC will advise staff on matters related to the implementation of the public participation plan at their regular meetings.

CCAC members are encouraged to be active participants in the Master Plan process. When more than three CCAC members plan to be present at a Master Plan meeting, members will work with staff to ensure compliance with open meeting requirements outlined in the Virginia Freedom of Information Act (FOIA).

Decisionmaking Process

The Board of Supervisors is the final decisionmaking authority for the Master Plan. Supervisors make their decisions based upon recommendations from the Planning Commission and staff.

The Master Plan's Guiding Principles will be drafted by staff based on community input and affirmed at a worksession at the end of Phase 1.

Throughout the process, topics may be referred to worksessions with the Planning Commission or Board of Supervisors. Community members are welcome to share input with these groups in writing/via email or during public comment opportunities at their meetings.