

# Albemarle County Comprehensive Plan Update | Engagement Approach

## Engagement Goals

- Conduct outreach and collaborate with community members whose perspectives have not historically been well-represented in County processes (ex. age, race, place, income and other demographic factors are considered).
- Develop and implement a transparent community engagement and decision-making process.
- Provide consistent and varied opportunities for community input throughout the update process.

## IDL Internal Staff

Inter-departmental meetings will be held to coordinate planning efforts across Albemarle County Local Government departments and divisions. Topics for discussion will include: process and engagement updates; data and findings from background reports; and draft plans and policies. *There will also be separate engagement opportunities with agencies outside of the County, such as VDOT, RWSA, and ACSA.*

## WG Working Group

The County will put out a call for a project Working Group to advise County staff on aspects of the Comprehensive Plan engagement process and plan content. In collaboration with OEI and CAPE, Planning staff will use Albemarle County demographic data and the Equity Profile to establish selection criteria on an 8-12 member group.

The role of the Working Group is to:

- Review and advise on plan recommendations (considered alongside input and direction from members of the public, the Planning Commission and the Board of Supervisors).
- Advise on community engagement approach based on iterative feedback;
- Support staff's community outreach efforts by sharing information with their networks;
- Participate in staff-led trainings on fundamentals of urban planning and community development;

## WS Community Workshops

County staff will provide a variety of opportunities for community members to actively participate in the planning process through 'Community Workshops'. Community Workshops will opportunities to learn about existing conditions in Albemarle County and planning practices; provide input on potential policies and plans, and review draft policies and plans.

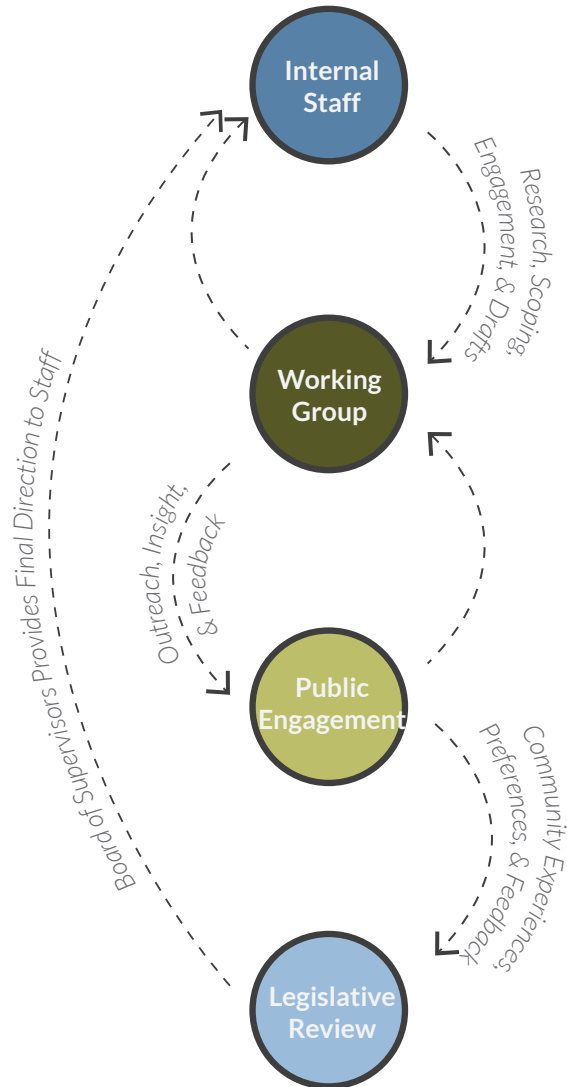
Community Workshops will include an array of formats, varying depending on content, topics, and engagement goals, such as:

- Virtual and in-person events with presentations, videos, and activities (persuant to and in compliance with Emergency Ordinance No. 20-A(16));
- Pop-ups / "road show" at various locations throughout Albemarle County;
- Online and paper questionnaires;
- Artist/collaborator-led engagement events; and
- In-person/virtual meetings geared towards specific interests/populations (depending on topic, ongoing evaluation of engagement process, etc.)

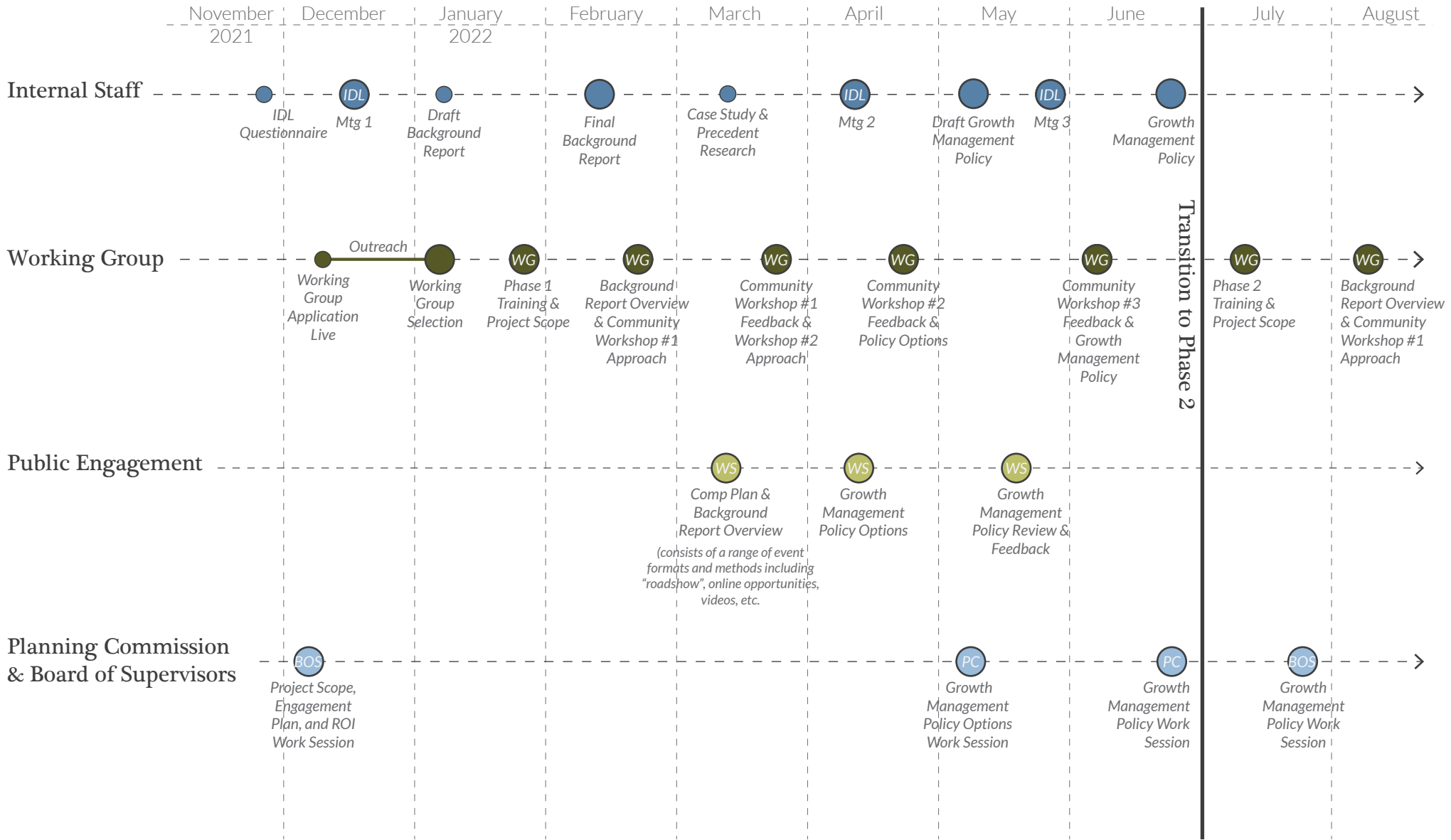
## Legislative Review

County staff will facilitate work sessions with the Planning Commission to review policy and planning options; existing conditions data; community engagement summaries; and draft planning concepts and policies.

Work sessions will be held with the Board of Supervisors at the start/end of each phase to review draft Comprehensive Plan content and the scope of work for the upcoming phase. Planning staff will compile summary reports for BOS consent agendas.



# Albemarle County Comprehensive Plan Update | Phase 1 Schedule



**SYMBOLS LEGEND**



Inter-departmental Leaders



Working Group



Community Workshop



Planning Commission



Board of Supervisors

# Albemarle County Comprehensive Plan Update | Phase 1 Work Plan

## Inter-departmental Leader Tentative Work Plan

- **Employee Questionnaire (November 2021)** - Gather information on how County staff currently use the Comprehensive Plan document, strengths, weaknesses, and opportunities for improvement.
- **Inter-departmental Leaders Meeting 1 (December 2021)** - Share results from employee questionnaire, Comprehensive Plan Update scope of work, and initial data from Background Report. Identify opportunities for organizational coordination.
- **Inter-departmental Leaders Meeting 2 (April 2022)** - Review Background Report, Growth Management Policy options, and receive staff feedback. Identify opportunities for organizational coordination.
- **Inter-departmental Leaders Meeting 3 (May 2022)** - Review and receive feedback on draft Growth Management Policy.

## Comprehensive Plan Working Group Tentative Work Plan

- **Working Group Application Live & Community Outreach (December 2021)**
- **Working Group Member Selection (January 2022)**
- **Working Group Meeting 1 (January 2022)** - Overview of Project Scope and Engagement Approach, Working Group Role, and Fundamentals of Planning and Development
- **Working Group Meeting 2 (February 2022)** - Overview of Background Report and Community Workshop #1 approach
- **Working Group Meeting 3 (March 2022)** - Review of Community Workshop #1 feedback; discussion of growth management policy options; and Community Workshop #2 approach
- **Working Group Meeting 4 (April 2022)** - Review of Community Workshop #2 feedback; review of Growth Management Policy options; and Community Workshop #3 approach
- **Working Group Meeting 5 (June 2022)** - Review of Community Workshop #3 feedback; review of draft Growth Management Policy;

## Community Workshops Tentative Work Plan

### **Community Workshop #1 (March 2022) – Existing Data & Current Conditions in Albemarle County**

#### *Purpose:*

- To provide an overview of the Background Report, highlighting information about the existing Comprehensive Plan and Growth Management Policy, quality of life and demographic data, and information about the County's existing resources and infrastructure
- To learn more about community priorities and lived experience of the data shared

*Possible Formats/Methods:* Online videos; Pop-ups / "road show" at various locations throughout Albemarle County; Online and paper questionnaires; Attendance at existing community meetings, neighborhood associations, etc.

### **Community Workshop #2 (April 2022) – Exploring Growth Management Policy Options**

*Purpose:* To share policy options for managing growth in Albemarle County and receive feedback from community members on preferred option(s)

*Possible Formats/Methods:* Town hall-style meeting(s) with presentation and opportunity for Q&A (recorded and available online); Pop-ups at various locations throughout Albemarle County; Online and paper questionnaires

### **Community Workshop #3 (May 2022) - Draft Growth Management Policy Review**

*Purpose:* To share draft recommended Growth Management Policy with community members for feedback

*Possible Formats/Methods:* Focused community dialogues with community members and stakeholder groups; Pop-ups / "road show" at various locations throughout Albemarle County; Online and paper questionnaires

# Albemarle County Comprehensive Plan Update | Phase 1 Work Plan (cont.)

## Legislative Review Tentative Work Plan

- **BOS Work Sessions (October – November 2021) - Project Scope, Engagement Plan, and Comp Plan ROI**
- **PC and BOS information sharing via consent agendas - Background Report/Capacity Analysis (February 2022)**
- **PC Work Session (May 2021) - Growth Management Policy Options**
- **PC Work Session (June 2021) - Growth Management Policy**
- **BOS Work Session (July 2021) - Growth Management Policy & Phase 2 Engagement Plan**

## Communications and Outreach Approach

- Create online website hub for information about the Comprehensive Plan update and opportunities for participation (will be consistently updated with engagement summaries, video/recordings of meetings, and draft interim work products).
- Leverage existing County outreach / communication tools (Albemarle County News, social media, website).
- Reoccurring pop-ups at various locations (published at least one month in advance) to allow for ongoing dialogue and outreach about Comprehensive Plan process and content.
- Direct outreach / invitations to community groups, neighborhoods and organizations that work with and/or made up of populations typically underrepresented in the County's planning processes (ex. Youth, people of color, low-to-moderate income households, rural area residents, community members who speak multiple languages/whose first language is not English). This outreach includes sending personalized emails, making phone calls, and forwarding communications from the Comp Plan update.
- Media Coverage: Outreach to local news outlets (TV, print, and online) to share information about upcoming events and draft plans / policies.
- Produce regular Community Engagement Summaries to share with community, stakeholders, and decision makers.