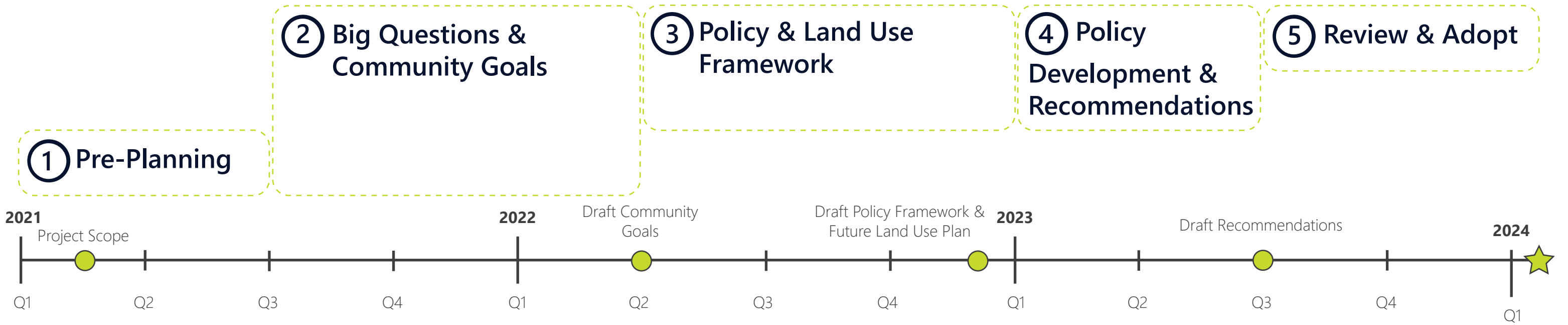


# 2021 Comprehensive Plan Update | Conceptual Project Scope



## ① Pre-Planning (Q1 2021 - Q3 2021)

- Staff compile existing plans, recommendations, and research from across the organization.
- Collaborate with OEI and local community partners to develop equity-driven engagement approach.
- Identify funding sources, grant opportunities, develop RFQs/calls-for-collaborators and refine project budget.

### Total Estimated Budget - \$67,350

Project Coordinator \$56,000  
 Project Advisory Group Funding \$1,350  
 Facilitation/Engagement Local Partner \$10,000\*

## ② Big Questions & Community Goals (Q3 2021 - Q2 2022)

- Dedicate time to storytelling and community education on Albemarle County planning history and context.
- Identify and build consensus around shared community goals and vision.
- Conduct engagement on core/priority elements of Comprehensive Plan.
- Support artist-led engagement opportunities to help engage historically underrepresented communities.

### Total Estimated Budget - \$130,050

Project Coordinator \$56,000  
 Project Advisory Group Funding \$4,050  
 Facilitation/Engagement Local Partner \$40,000\*  
 2-3 collaborator/artist-led projects \$30,000 (up to \$10,000 per project)

## ③ Policy & Land Use Framework (Q2 2022 - Q1 2023)

- Evaluate existing conditions in context of community goals (Phase 2).
- Draft policy statements to support community goals and seek feedback (Phase 2).
- Develop Future Land Use Plan in support of community goals and policy statements and seek feedback (Phase 2).

### Total Estimated Budget - \$80,400

Project Coordinator \$75,000  
 Project Advisory Group Stipends \$5,400

## ④ Policy Development & Recommendations (Q1 2023 - Q3 2023)

- Further develop Phase 3 into a cohesive, comprehensive document, highlighting major themes and recommendations.
- Collaborate with consultant team to understand best practices and policy tools across a variety of rural, suburban and urban contexts.
- Seek community feedback on policy, planning and design recommendations.

### Total Estimated Budget - \$190,050

Project Coordinator \$56,000  
 Project Advisory Group Funding \$4,050  
 Planning/Policy Technical Consultant \$100,000\*  
 2-3 collaborator/artist-led projects \$30,000 (up to \$10,000 per project)

## ⑤ Review & Adopt (Q3 2023 - Q1 2024)

- Conduct a series of work sessions and public hearings with the Planning Commission and Board of Supervisors.
- Provide a variety of online and in-person opportunities for public feedback and comments.

### Total Estimated Budget - \$2,700

Project Advisory Group Funding \$2,700 .

● Board of Supervisors Review / Adoption

★ Final Comprehensive Plan Adoption

\*This is a placeholder and will be refined based on outreach and estimates received from potential vendors.

# External Resources | Project Roles

The conceptual project scope identifies several external resources to support implementation of the Comprehensive Plan engagement process and policy development. Below is a summary description of each of the requested external resources:

## **Comprehensive Plan Update Project Coordinator**

The County will hire a staff person for the duration of the Comprehensive Plan Update to support ongoing coordination of events and meetings, graphic design and communication of technical information, and monthly project advisory group meetings.

The Comprehensive Plan Update Project Coordinator will:

- Leads and supports coordination of all events and meetings (ie. Booking locations, compiling agendas and materials)
- Support for ongoing communication (online and social media)
- Point of contact / filtering and directing communications
- Development of training and materials for project advisory group, broader community engagement
- Plan and facilitate monthly project advisory group meetings

## **Project Advisory Group**

The County will put out a call for community members to participate on a Project Advisory Group to advise on aspects of the Comprehensive Plan Update scope and draft content. Members will be selected based on County demographics and identified criteria to ensure equitable representation.

The Project Advisory Group will:

- Participate in a monthly meeting to inform and shape Comprehensive Plan process and content
- Represent a specific geographic area, organization, network or type of expertise
- Responsible for outreach and soliciting feedback, input and participation from identified network
- Participate in County-led trainings on fundamentals of urban planning and community development

## **Facilitation / Engagement Local Partner**

The County will solicit assistance from a local organization to assist with Phase 2 of the project to help support and facilitate an equitable and accessible community engagement approach.

The Facilitation / Engagement Local Partner will:

- Partner with Albemarle County staff to advise on Phase 2 - "Big Questions/Community Goals" engagement approach
- Conduct outreach and engagement of underrepresented/historically excluded groups
- Facilitate focus groups and engagement opportunities during Phase 2
- Summarize engagement feedback and recommend how County staff should incorporate into Comprehensive Plan

## **Collaborator / Artist-Led Projects**

The County will put out a call for local individuals and/or organizations to lead small sub-projects to support the overall Comprehensive Plan Update effort. Projects will support engagement or content development aspects of the project with the hope of bringing new voices, new ideas, and creative energy to the planning process.

Collaborators will manage a project that does one or more of the following:

- Researches and compiles an under-told historic narrative that can be used to inform future planning and development in Albemarle County (Phase 2-3);
- Demonstrates/pilots a planning process, urban design project or policy initiative (Phase 4-5); and/or
- Creates a digital and/or physical work of art to be incorporated into the Comprehensive Plan engagement process or adopted document.

All projects must be implemented through a collaborative process led by an organization, group of individuals or individual that represents a demographic which has been historically underrepresented in Albemarle County planning processes.

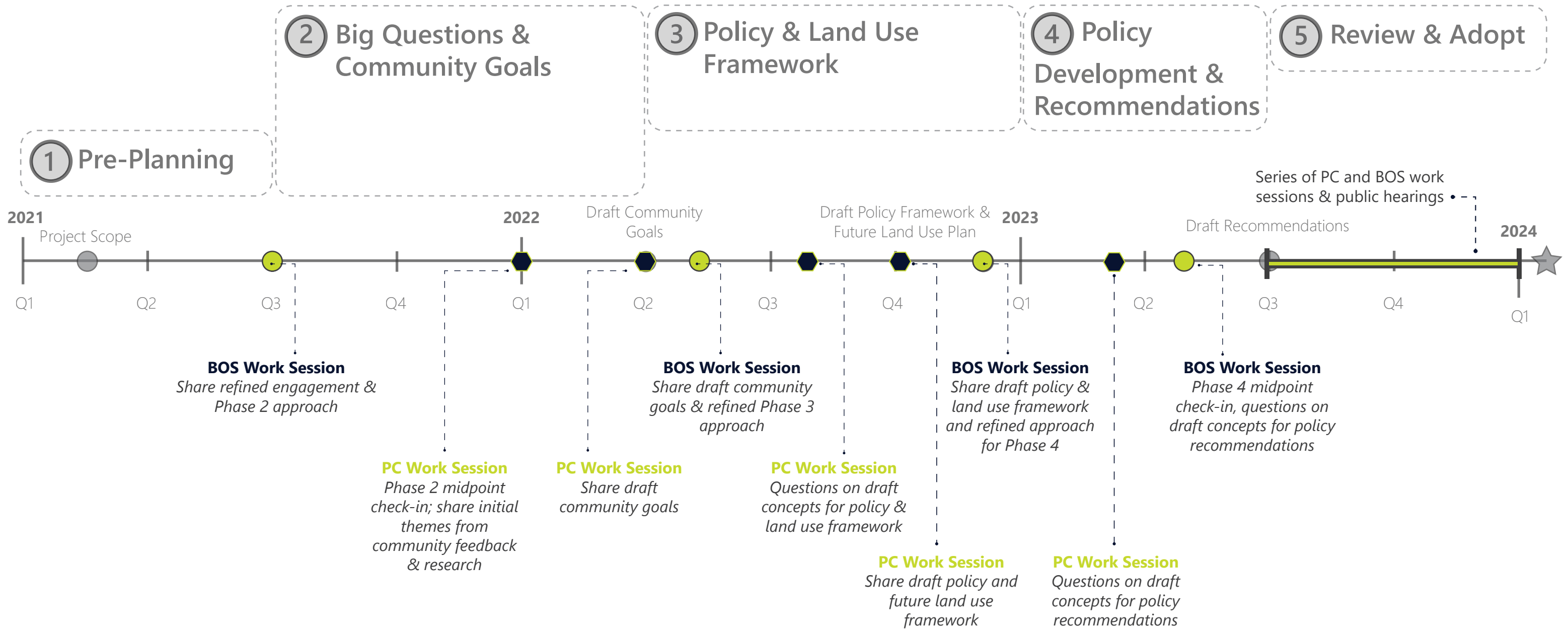
## **Planning & Policy Consultant**

The County will solicit assistance from a Planning or Design partner to support Phase 3 & 4 of the project and help develop content and policy recommendations in support of the Community Goals identified in Phase 2.

The Planning & Policy Consultant will:

- Research best practices and provide recommendations for Albemarle County's context
- Conduct transportation study for multi-modal systems plan
- Develop Plan content and Policy recommendations in support of Community Goals identified in Phase 2, to possibly include:
  - Develop a Land Use Framework and Urban Design Recommendations;
  - Identify key activity centers, transportation corridors, and supporting transportation recommendations;
  - Review and update growth management tools; and/or
  - Develop implementation metrics.

# 2021 Comprehensive Plan Update | BOS and PC Engagement Plan



## Board of Supervisors Engagement Approach

- Check-ins at the end/start of each project phase to share findings, deliverables and approach for next phase
- Share Planning Commission staff reports / summary of work on BOS consent agendas
- Phases 3-4: Work sessions identified as needed for feedback on draft policy concepts and recommendations before plan drafting and refinement (Phase 5)

## Planning Commission Engagement Approach\*

- Work sessions/check-ins associated with project phases and deliverables, while ensuring regularity
- Focused on technical planning content
- Phases 3-4: Work sessions identified as needed for feedback on draft policy concepts and recommendations before plan drafting and refinement (Phase 5)

\*Relevant boards and commissions, such as the Architectural Review Board, will be engaged as needed, based on topics and technical expertise.