

Small Area Plan Public Engagement Summary

Overview

At its June 1, 2016 meeting, the Board of Supervisors approved a Public Engagement Plan for the Rio+29 Small Area Plan. The following excerpt from the Public Engagement Plan describes the public engagement strategy and the stated goals:

Staff will work directly with the public throughout the process to ensure that issues, aspirations, and concerns are consistently understood and considered. This includes elements of public information and outreach as well as two-way communication.

Staff will work with stakeholders to ensure that their concerns, aspirations, and issues are directly reflected in the alternatives developed, using the Places29 Community Advisory Committee meetings as the venue to fulfill a major portion of the stakeholder role. Staff will report to the Board how public input influenced the development of alternatives.

Public Participation Goals

- *Provide educational opportunities for Places29-area residents regarding general planning processes and the Small Area Plan process specifically*
- *Gather public feedback regarding community desires for the Small Area Plan land use alternatives*
- *Disseminate community input to the Planning Commission and the Board for its consideration*
- *Establish realistic expectations about the process and timeline for completion*
- *Keep the public informed about the Small Area Plan as it moves through the process*
- *Provide a transparent process for how public input is used in developing alternatives and strategies*

Activity to Date

Outreach and coverage of the Rio+29 Small Area Plan activities has utilized in-person meetings and focus groups, traditional media (television, radio, print), as well as digital and social media (Charlottesville Tomorrow, A-mail, Twitter, Facebook). After the Community Meeting on September 15, additional strategies to attract input from a wider cross-section of the community were planned for October – December, as detailed in “Planned Activities” below.

Meetings

5/16/2016	Places29 Community Advisory Committee meeting – project briefing (20 attendees)
7/21/2016	Focus group: Business & Development Stakeholders (12 attendees, 2 interviews)
8/15/2016	Places29 Community Advisory Committee meeting – project briefing (20 attendees)
9/15/2016	Community Meeting (30 attendees)

County Outreach

7/10/2016	Webpage launch (www.albemarle.org/Rio29SAP) As of 9/21/16, 547 views, 413 unique
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7/11/2016	<p>Email Launch of Rio+29 Small Area Plan project <i>3,096 recipients, 968 opens, 51 click-throughs to the project website</i></p> <p>Twitter post on Launch of Rio+29 Small Area Plan project <i>1,150 impressions, 7 click-throughs, 2 retweets</i></p> <p>Facebook post on Launch of Rio+29 Small Area Plan project <i>149 impressions, 7 click-throughs</i></p>
7/15/2016	<p>Information Table – Northside Library lobby</p>
8/11/2016	<p>Email “Save the Date” for the community meeting <i>1,426 recipients, 413 opens, 48 click-throughs to the project website</i></p> <p>Twitter “Save the Date” for the community meeting <i>646 impressions, 1 click-throughs</i></p> <p>Facebook post “Save the Date” for the community meeting <i>300 impressions, 4 click-throughs, 3 “likes”, 1 share</i></p>
8/11/2016	<p>Flyers to ACAC, Northside Library, Duck Donuts</p> <p>Email to homeowners associations, businesses announcing community meeting</p>
8/30/2016	<p>Email reminder for the community meeting <i>3,142 recipients, 1,018 opens, 158 click-throughs to the project website</i></p> <p>Twitter reminder <i>548 impressions, 1 click-through, 2 “likes”</i></p> <p>Facebook reminder <i>89 impressions</i></p> <p>YouTube Video Launch <i>As of 9/26/16, 85 views</i></p>
9/2/2016	<p>Twitter reminder <i>462 impressions</i></p> <p>Facebook reminder <i>54 impressions</i></p>
9/6/2016	<p>Twitter reminder <i>359 impressions</i></p> <p>Facebook reminder <i>74 impressions</i></p>
9/8/2016	<p>Twitter reminder <i>498 impressions</i></p> <p>Facebook reminder <i>146 impressions</i></p>
9/12/2016	<p>Twitter reminder <i>491 impressions</i></p> <p>Facebook reminder <i>44 impressions</i></p>

9/15/2016 Twitter reminder
 494 impressions
 Facebook reminder
 38 impressions

Press Coverage

3/2/2016 Charlottesville Tomorrow, "[Planning Continues for Rio Road small area plan](#)"

7/11/2016 Charlottesville Tomorrow, "[Albemarle County Conducting Small Area Plan in the Vicinity of Rio Road](#)"

8/16/2016 Charlottesville Tomorrow, "[Places 29 committees learn more about scope of Rio/29 Small Area Plan](#)"

9/12/2016 NBC29 News, "[Albemarle County Hosting Community Meeting on Rio+29 Small Area Plan](#)"

9/13/2016 The Daily Progress, "[Public meeting on Rio-29 plans set for Thursday](#)"

9/15/2016 Newsplex, "[Rio+29 Small Area Plan Community Meeting](#)"

9/16/2016 WINA Interview with Rick & Jane (Rachel Falkenstein)

9/17/2016 Charlottesville Tomorrow, "[County residents weigh in on future of Rio+29 area](#)"

Planned Activities

September

9/27/2016 Planning Commission Update

9/30/2016 Update Library Information Center
Launch Online Community Meeting - to provide an alternative mechanism to solicit responses to the discussion questions posed at the community meeting

October

10/4/2016* Young Professionals Focus Group – Vibrant Spaces!

10/5/2016 Board of Supervisors Update

10/13/2016* Live Tweet to provide information online in small chunks that can be more readily shared/retweeted; to provide another venue to solicit comments

TBD Retail "Pop-up", to setup a table or poster during afternoon hours to share information and collect feedback

November

11/15/2016 Agnor-Hurt PTO Meeting

11/21/2016 Community Advisory Committee Meeting

December

Community Meeting

Focus Group: Business & Development

Focus Group: Young Professionals

Web Survey

PTO meetings

January

Planning Commission presentation

February

Board of Supervisors presentation

** Tentative dates*