

A G E N D A

JAMES CITY COUNTY BOARD OF SUPERVISORS

Work Session

County Government Center Board Room

March 26, 2002

4:00 P.M.

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- A. CALL TO ORDER**
 - B. ROLL CALL**
 - C. BOARD DISCUSSION**
 - 1. Comprehensive Plan Methodology
 - 2. Communication Strategic Management Plan
 - D. ADJOURNMENT**

MEMORANDUM

DATE: March 26, 2002

TO: The Board of Supervisors

FROM: Tamara A. M. Rosario, Senior Planner

SUBJECT: Methodology Options for the Comprehensive Plan Review

Since November 2000, the Board of Supervisors, Planning Commission, and staff have held ongoing discussions regarding the review of the 1997 Comprehensive Plan. At the first work session, the Board and Planning Commission discussed the various methodologies and possible time frames. The conclusions were: (1) to conduct a citizen survey as a prelude to the Comprehensive Plan review; (2) to decide its scope and methodology after reviewing the survey results; and, (3) to kickoff the effort after the survey, with preliminary work continuing until that time.

With that direction, staff contacted other localities regarding their experiences with surveys and organized another Board work session to decide the fundamental features of the survey. At the second work session, the Board heard a presentation from the University of Virginia Center for Survey Research and charged staff with hiring a consultant for a random-sample telephone survey.

In July, staff contracted with the Virginia Tech Center for Survey Research to conduct a citizen survey. The survey questionnaire was designed with Board input and fielded in October 2001. The results were presented to the Board at its meeting in January. Key among the findings was the fact that citizen priorities were largely in agreement with the goals of the Comprehensive Plan.

Thus, staff has taken the results of the citizen survey as well as previous direction from the Board, and incorporated them into a proposed methodology for this work session. This methodology, as attached, includes a listing of guiding principles, components of the process, and labor and cost options. A final attachment, an example Comprehensive Plan review time line, shows the general progression of tasks through the 12-month process. A more exact time line will be developed once an option is chosen, and the Planning Commission considers the detailed methodology.

Staff recommends the Board provide specific feedback to the Planning Commission and staff on proceeding with the official review of the 1997 Comprehensive Plan. In particular, staff seeks the following:

- ! Concurrence on the guiding principles;
- ! General agreement on a list of new emphases;
- ! Approval of the main components of the proposed process;
- ! Conclusion on a methodology option for labor and cost.

Tamara A. M. Rosario

CONCUR:

O. Marvin Sowers, Jr.

TAMR/gs
options.compreplan.mem

Attachments:

1. 2002 Comprehensive Plan Methodology
2. Timeline