

A G E N D A
JAMES CITY COUNTY BOARD OF SUPERVISORS
WORK SESSION
County Government Center Board Room
101 Mounts Bay Road, Williamsburg, VA 23185
February 25, 2020
4:00 PM

A. CALL TO ORDER

B. ROLL CALL

C. BOARD DISCUSSIONS

1. VDOT Quarterly Update
2. DMV Select Discussion with the Treasurer
3. Briefing on Phases 1 and 2 of the Engage 2045 Comprehensive Plan Update Process

D. BOARD REQUESTS AND DIRECTIVES

E. CLOSED SESSION

F. ADJOURNMENT

1. Adjourn until 5 p.m. on March 10, 2020 for the Regular Meeting

ITEM SUMMARY

DATE: 2/25/2020

TO: The Board of Supervisors

FROM: Rossie Carroll, Williamsburg Residency Administrator, VDOT

SUBJECT: VDOT Quarterly Update

ATTACHMENTS:

	Description	Type
	Report from VDOT	Exhibit

REVIEWERS:

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	2/18/2020 - 8:54 AM

James City Board of Supervisor's Meeting

February 25, 2020

Maintenance Accomplishments (Nov 1 to Jan 31)

We have completed 738 of 791 maintenance work orders from November 1st to January 31th with 53 outstanding (93% complete).

Drainage	24
Roadway	23
Vegetation	6

Residency Direct Line 757-253-5138. VDOT's Customer Service Center **1-800-FOR-ROAD (1-800-367-7623)**

A few highlights of the accomplishments are:

Ditching of over 9,780 feet throughout the County

Sweeping of 8.54 lane miles

Patched over 300 pot holes throughout the area

Patching road surface with over 2 tons of asphalt

Unpaved shoulder grading and shaping for 12.83 shoulder miles

Mowed for sight distance a total of 26 acres

Mowing – Started litter pickup on Primary Roads throughout the County, litter pickup on select secondary routes is scheduled for Mar, and the next mowing is Primary routes in April

Current Projects

I-64 Widening Segment 3 (UPC 106689) Shirley

The I-64 Segment 3 project includes reconstruction of the existing lanes and an additional 12' wide travel lane and median shoulder in each direction. The outside paved shoulders will be widened from 10' to 12'. Ramp acceleration and deceleration lanes on I-64 will be lengthened. Two bridges over Colonial Parkway and two bridges over Lakeshead Drive will be rehabilitated and widened. The two 900' long Queens Lake bridges will be replaced. Traffic has been switched in both directions. Work has begun on all bridges and center median work continues. The contract construction completion date is September 24, 2021, with an early completion incentive date of June 26, 2021.

UPC 113393 Joint Closure and Overlay to multiple Bridges in James City and Surry County

Rte 199 WB at College Creek: Work resumes in the spring with deck joint closures, Epoxy overlay performed in Spring 2020.

Longhill Road Widening (UPC 100921)

Longhill Road Project from Rte 199 to Olde Towne Rd. – Project started with the following activities, traffic will remain in the current alignment, install a temporary sidewalk, relocation utilities in the roadway, and a temporary traffic signal will be installed at Longhill and Williamsburg West. Construction is scheduled for completion in Fall of 2021.

Olde Towne Rd/Longhill Rd Turn Lane Improvements (UPC 108805) (Revenue Share FY 2017)

Improve the signalized Intersection of Olde Towne Road at Longhill Road and add turn lanes with added capacity. Longhill Road Widening will include the intersection improvements. This project will extend the existing right turn lane and the adjacent sidewalk.

James City Board of Supervisor's Meeting

February 25, 2020

News Road and Centerville Road (UPC 102944)

Increase safety and capacity at intersection of Centerville Rd. and News Rd by constructing a right turn lane on News Road, right and left turn lanes on Centerville Road and adding a new traffic signal.

Construction started January 6, 2020 with completion in late 2020.

Skiffs Creek Connector (UPC 100200)

Construct 2 lane road connecting Rte 60 to Rte 143. Project is a Design Build process. Planning and design work will begin in the coming months, with construction activity currently estimated to being fall 2020 and completion in 2022.

Croaker Road Four Lane Widening from Library to RT 60 (UPC 100920)

Widen road for increased capacity from Rte 60 to RTE 1647 Point O Woods Rd. Currently in PE, RW starts in Sep 2020 and CN start in 2023.

Sidewalk and Bikeway on Rte 60 from Croaker to Old Church Rd (UPC 17633)

Approximate 0.4 mile sidewalk and bike lane project to increase pedestrian and bikeway connectivity.

Project is being coordinated with Croaker Road Widening. Currently the project is in Preliminary Engineering with projected start of construction in 2021.

SMART SCALE 20

#SMART20 Longhill Road Shared Use Path (UPC 115512)

Construction of a shared use path to fill gaps on Longhill Rd from DePue Dr to Lane Place. PE start in early 2020 and CN in 2024.

ITEM SUMMARY

DATE: 2/25/2020

TO: The Board of Supervisors

FROM: Jenni Tomes, Treasurer

SUBJECT: DMV Select Discussion with the Treasurer

ATTACHMENTS:

	Description	Type
☐	Memorandum	Cover Memo
☐	Resolution	Resolution
☐	Presentation	Presentation

REVIEWERS:

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	2/18/2020 - 3:36 PM

MEMORANDUM

DATE: February 25, 2020

TO: The Board of Supervisors

FROM: Jennifer Tomes, Treasurer

SUBJECT: Treasurer's Office - Authorization to Open and Operate a Department of Motor Vehicles Select Office on the Mounts Bay Campus

The Treasurer requests authorization to become a second Department of Motor Vehicles (DMV) Select Office (James City County DMV Select at Mounts Bay), with a proposed opening of March 30, 2020. In accordance with the County's Strategic Goal of providing Exceptional Public Services, a location at the Mounts Bay campus would provide a second DMV Select option for citizens, allow for another option for DMV Connect services, and offer a one stop location for citizens to register vehicles with the state and County.

The estimated revenue for April-June 2020 is \$17,000. The attached resolution appropriates these funds in the General Fund to be used for start-up costs through June 30, 2020.

The Treasurer recommends adoption of the attached resolution.

JT/nb
DMVSelect-MtsBay-mem

Attachment

RESOLUTION

TREASURER'S OFFICE - AUTHORIZATION TO OPEN AND OPERATE A

DEPARTMENT OF MOTOR VEHICLES SELECT OFFICE

ON THE MOUNTS BAY CAMPUS

WHEREAS, James City County desires to open an additional Department of Motor Vehicles (DMV) Select services location; and

WHEREAS, an additional DMV Select services location will allow the public further access to DMV Select services; and

WHEREAS, the Treasurer has agreed to establish a DMV Select services location at Mounts Bay.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of James City County, Virginia, hereby authorizes the establishment of a DMV Select services location at Mounts Bay in the Treasurer's Office.

BE IT FURTHER RESOLVED that the Board of Supervisors hereby authorizes the appropriation of \$17,000 in the General Fund to be used for start-up costs through June 30, 2020.

Revenue:

DMV Select-Mounts Bay	<u>\$17,000</u>
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Expenditure:

Treasurer's Office	<u>\$17,000</u>
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James O. Icenhour, Jr.
Chairman, Board of Supervisors

ATTEST:

Teresa J. Fellows
Deputy Clerk to the Board

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
SADLER	_____	_____	_____
MCGLENNON	_____	_____	_____
LARSON	_____	_____	_____
HIPPLE	_____	_____	_____
ICENHOUR	_____	_____	_____

Adopted by the Board of Supervisors of James City County, Virginia, this 25th day of February, 2020.

DMVSelect-MtsBay-res



James City County DMV Select - Mounts Bay

Treasurer's Office

Background

- **April 2019**
 - County Administration contacted by DMV
 - County Administrator discussed with Treasurer
- **June 2019**
 - Treasurer, Satellite Services, and FMS Director met with DMV
- **July 2019 – January 2020**
 - County due diligence period (internal meetings and discussion)
- **February – March 2020**
 - Planning and preparation for opening
- **April 2020**
 - Potential Go Live date

Strategic Plan: Exceptional Public Services



- Provides additional local DMV location
 - Adds a second DMV Select option for citizens
 - Allows another location for DMV Connect
- One Stop for Citizens to Register Vehicles with the State and County
- Extremely popular with citizens, based on feedback from other Treasurers in Virginia

Budget Impact - Revenue

- Comparable DMV Select Data from FY2019:

Location	Revenue	No. of Transactions
JCC Satellite Services	\$86,740	23,477
Stafford	\$86,038	25,888
Palmyra	\$83,487	26,249
Arlington	\$62,857	19,804

- These comparable Selects are established locations

Budget Impact – Revenue

- Estimate for FY2021 for JCC Mounts Bay = \$65,000
- Attorney General Opinion from August 2011:
 - 80% of reimbursement to stay in Constitutional Officer's budget
 - 20% of reimbursement could stay in the County's General Fund

Budget Impact - Expenditures



- Start Up Costs (to incur in FY2020) = \$17,000
 - Office equipment required by DMV
 - Cash tills
 - Credit card machines
 - Printers
 - Storage renovations
- Recurring Annual Costs = \$65,000
 - Personnel
 - Secure Courier for daily deposits
 - Office supplies (toner, paper, etc.)

Action Needed from BOS

- Resolution to appropriate use of the estimated revenue for April 1 – June 30, 2020
 - To be used for startup costs to open the JCC Mounts Bay DMV Select location
- FY21-FY22 Budgets Potential Impacts:
 - Recurring operating revenue and expenditure estimates
 - Upgrade of a .50 FTE to 1.0 FTE in the Treasurer's Office for the additional DMV Select workload at JCC Mounts Bay location

Reorganize Satellite Services Under Treasurer's Office

Satellite Services



- Satellite Services is a Division in the Department of Financial and Management Services
- Services provided to citizens are primarily cash collection function
 - Job duties performed by Satellite Services employees most closely resembles those performed by the Treasurer's Office (i.e. the payment of local taxes)
 - DMV Select Work

Satellite Services



- Opportunity to Merge Satellite Svcs. and Treasurer's Office
 - Align similar job duties/classifications
 - Satellite employees would become Deputies of the Treasurer
- Benefits to Merger:
 - Satellite Services experience with DMV Select
 - Cross training and staffing of offices
 - Career advancement, training and certification opportunities
 - Enhanced customer service to the citizens

Action Needed from BOS



- Potential Impacts in the FY21-22 Budget:
 - Budget and account for the DMV Select Revenue by Location
 - Move Satellite Services expenditure budget from Financial & Management Services and reflect as a separate division in the Treasurer's Office

Questions?

ITEM SUMMARY

DATE: 2/25/2020

TO: The Board of Supervisors

FROM: Tammy Mayer Rosario, Principal Planner

SUBJECT: Briefing on Phases 1 and 2 of the Engage 2045 Comprehensive Plan Update Process

ATTACHMENTS:

	Description	Type
▣	Memorandum	Cover Memo
▣	Attachment 1 - Public Engagement Summaries	Exhibit
▣	Attachment 2 - PCWG Draft Minutes	Minutes
▣	Attachment 3 - Presentation	Presentation

REVIEWERS:

Department	Reviewer	Action	Date
Planning	Holt, Paul	Approved	2/10/2020 - 9:42 AM
Development Management	Holt, Paul	Approved	2/10/2020 - 9:42 AM
Publication Management	Daniel, Martha	Approved	2/10/2020 - 9:44 AM
Legal Review	Kinsman, Adam	Approved	2/10/2020 - 2:19 PM
Board Secretary	Fellows, Teresa	Approved	2/14/2020 - 3:24 PM
Board Secretary	Purse, Jason	Approved	2/18/2020 - 8:53 AM
Board Secretary	Fellows, Teresa	Approved	2/18/2020 - 8:53 AM

MEMORANDUM

DATE: February 25, 2020

TO: The Board of Supervisors

FROM: Tammy Mayer Rosario, Principal Planner

SUBJECT: Briefing on Phases 1 and 2 of the Engage 2045 Comprehensive Plan Update Process

At today's work session, the Planning Team (staff and their consultants) will brief the Board of Supervisors on major work items associated with 1) the update of the County's 2015 Comprehensive Plan, *Toward 2035: Leading the Way*; and 2) the development of other Strategic Plan operational initiatives (scenario planning, cumulative impact analysis, and fiscal impact model), which are integrated elements of the Engage 2045 process.

As the Planning Team will share, significant progress has been made since the Board's initial briefing in July 2019. In August, the Community Participation Team (CPT) began meeting to plan and implement public engagement and communications plans. The CPT's objectives for these plans guided all efforts throughout the following months for first phase of public engagement, entitled Listening and Envisioning. Building from the findings of the James City County Comprehensive Plan Citizen Survey conducted by the University of Virginia Center for Survey Research in April 2019, the Listening and Envisioning phase offered residents and other community stakeholders the opportunity to share their insights on the future of the community.

Residents had multiple opportunities to share their feedback throughout the fall, culminating with two key opportunities in November and December 2019. The Summit on the Future held on November 18, engaged 185 participants at six workshop locations and through a simulcast presentation that allowed participants to engage from home in real time. The second opportunity was an online version of the Summit and was open for 30 days following the Summit. Geared toward those who could not make the workshop, this opportunity engaged an additional 256 participants, bringing the total to 441. Participants were given a variety of opportunities to share their ideas about the future, including a polling exercise, a mapping activity, a visual preference survey, and an idea board.

The attached Phase 1 Public Engagement Summary Report documents all of the inputs provided by participants and includes the key themes from the public feedback. Over the last eight weeks, the Planning Team and the CPT have worked to review all the inputs and generate the themes and report. The Planning Team's presentation will provide an overview of this process and the key findings and themes from the inputs that can be used to generate revisions to the vision and goals for the plan.

Following the presentation and discussion on public input, the consultants will also share an update on the process of building the integrated land use, transportation, and fiscal impact models. They will discuss some basic parameters and assumptions about the type of modeling methodologies and the uses of data and public input to help inform the Planning Commission Working Group's development of scenarios in the coming weeks.

On February 3, the Planning Team shared a similar presentation with the Planning Commission Working Group and received valuable feedback for the next phase of the Comprehensive Plan update process.

Staff looks forward to discussing these items with the Board of Supervisors and receiving additional feedback.

TMR/nb
Engage2045Ph1-2-mem

Attachments:

1. Public Engagement Summary Report - Phase 1
2. Draft February 3, 2020, Planning Commission Working Group Meeting Minutes
3. Presentation

ENGAGE²⁰⁴⁵

SHARE your ideas SHAPE our community

JAMES CITY COUNTY



Comprehensive Plan Public Engagement Summary Report Phase 1

August 2019 - January 2020

February 11, 2020

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About ENGAGE 2045

The purpose of James City County's Comprehensive Plan is to articulate the long-range vision, goals and strategies to guide future growth and development and the overall quality of life in the County. The Comprehensive Plan guides future land use decisions and capital investments by landowners, developers, businesses, citizens, and County officials. By considering the types and locations of development and services needed or desired for the future, decision makers are better able to evaluate individual proposals in the context of long-term goals.

Engage 2045 is the planning process to update James City County's currently adopted Comprehensive Plan, **Toward 2035: Leading the Way**. It will unite ideas generated by community residents with technical findings explored during the process to create a comprehensive and implementable plan for the future.

The Comprehensive Plan is the broadest of many planning tools used by James City County. It identifies policies and actions for the next 25 years and will be implemented by various other County plans and programs, including the Strategic Plan, Capital Improvement Plan, and Zoning Ordinances.

Introduction

From its inception, a driving focus of the update of James City County's Comprehensive Plan has been to engage the citizens of James City County and ensure their ideas, opinions and concerns are incorporated in the development of the plan. The update process has been branded Engage 2045, reflecting the importance of engaging residents and others with local interests in imagining and planning for the next 25 years.

The update to the County's Comprehensive Plan will proceed through 2021 in a series of phases that allow for ongoing opportunities to learn about community planning and to provide input and comments. These engagement opportunities include:

- **Listening/Envisioning** – learning about the plan and process and providing input into the County's long-range vision for the future
- **Exploring/Testing** – exploring various alternative scenarios for the County's future growth and change
- **Deciding/Affirming** – evaluating the features of each alternative scenario to affirm the preferred future direction for the County
- **Planning/Implementing** – building the elements of the comprehensive plan based on the vision and the preferred future direction

Throughout the process, there will be multiple rounds of public engagement activities, including public meetings, website updates, questionnaires, and other outreach events. The process as a whole is designed to live up to its name and to actively engage the County's citizens in planning for their future.



This report presents the results of the community engagement initiatives undertaken during the first phase of the project, Laying the Foundation.

Using the Public Engagement Results

The results of public engagement activities will be used throughout the creation of Comprehensive Plan elements, including:

Scenario and Model Building

A major effort of the 2045 Comprehensive Plan will involve the construction of economic, transportation, and land use models of future growth and development in James City County to understand the costs, benefits, and impacts of change. Information gathered through public engagement polling will be used in this process to set priorities among competing needs for preservation, housing, and traffic control, among others.

Alternative Futures

With models of future economic, transportation, and land use impacts constructed, planners can test the results of public engagement mapping exercises that will help to establish the location of potential areas for growth or for preservation, while the results of public polling and Visual Preference Surveying will help to establish the type of potential future growth, including housing characteristics and densities.

Affirming the Direction

The Comprehensive Plan will set the vision and local policies that can deliver James City County to its desired future. The results of public polling and the public's "Big Ideas" will help to establish the vision and desired objectives as the County works toward a shared future.

Public Engagement Objectives

At its inaugural meeting, the County's Community Participation Team (CPT) worked to define what successful public engagement would look like in the Engage 2045 planning process. Using the CPT's input the Planning team created the following public engagement objectives to guide outreach efforts throughout the process and to evaluate public engagement success.

- *Community members will be given the choice and access to engage in the planning process through multiple activities.*
- *Educational opportunities will advance the community's understanding of critical planning issues.*
- *Public engagement efforts will seek to engage a diversity of residents that is representative of the community.*
- *Participants' opinions will be respected, well documented, and will help inform policy direction in the Plan.*
- *Public engagement efforts will seek to inspire trust and continued interest and involvement in the process.*
- *Clear documentation, project publicity, and engagement activities will articulate how public inputs have been used to help inform policy direction throughout the process.*
- *Community engagement will be record breaking and surpass statistics of past planning efforts.*



Summit on the Future engagement, Jamestown High School.

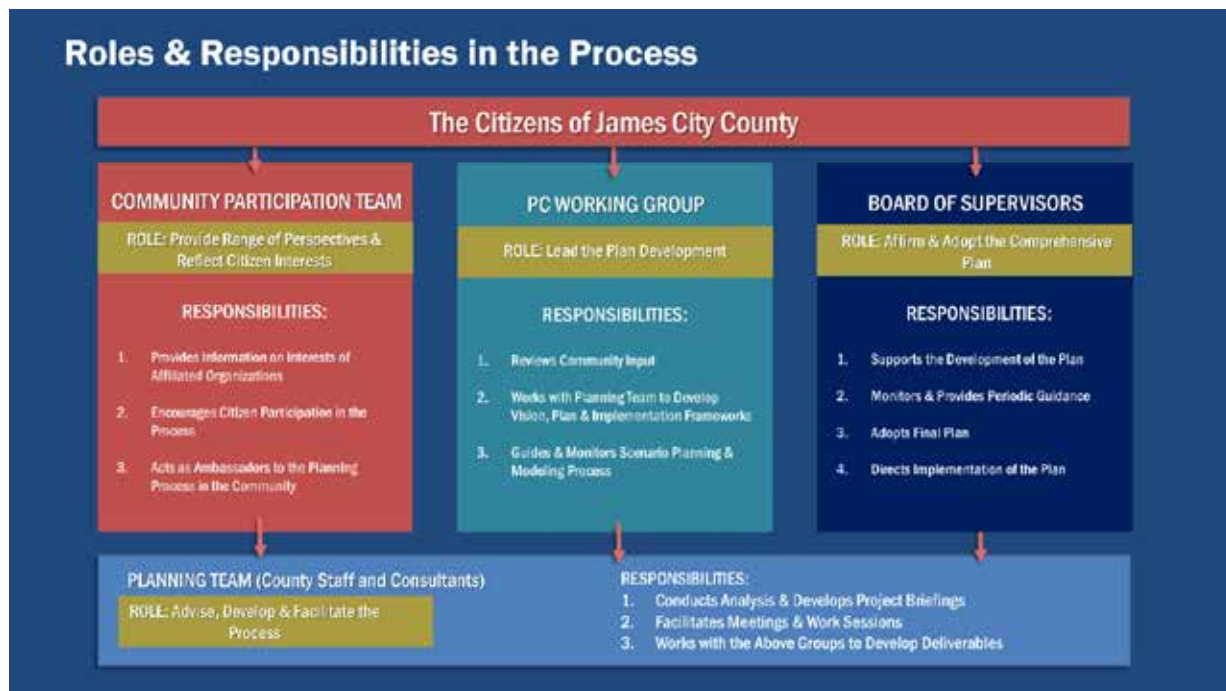
Roles and Responsibilities in the Process

The process of updating the Comprehensive Plan involves teams of policy makers, planners and citizens working together on a variety of activities and elements. The lead decision making role, of course, is played by the County's Board of Supervisors, supported by the County Planning Commission. A sub-committee of the Planning Commission, the Planning Commission Working Group (PCWG), which consists of the Planning Commissioners and the chair of the Community Participation Team, is working in greater detail on the plan and specifically guiding the plan update.

The Community Participation Team (CPT) is a citizen group appointed by the County Board and dedicated to promoting public engagement in this planning effort. The CPT is responsible for encouraging, facilitating and reporting citizen participation throughout the Comprehensive Plan process. The team primarily works in partnership with staff and the Planning Commission in the coordination of publicity efforts, educating the public, sponsoring public meetings and other input opportunities, and encouraging fellow residents and business members to participate in the planning process. The CPT generally meets twice monthly, with its first meeting taking place on August 19, 2019.

A technical committee of County staff from key departments involved with the planning process is being assembled and will help guide the technical aspects of the scenario planning and development of the plan. Finally, the County planning staff is taking a lead role in supporting the process, assisted by a consultant team including EPR, P.C., Clarion Associates, TischlerBise and Michael Baker International.

The County staff, consultants, CPT, and the County's Planning Commission are collectively the Planning Team for this important Comprehensive Plan effort.



Overview of Phase 1 Public Engagement Activities

To maximize public engagement in the update of James City County's Comprehensive Plan, County staff, consultants, the Community Participation Team, and others offered a variety of engagement opportunities to the public, including opportunities for education and input in several formats and advertised through an assortment of methods. The goal of all of these activities has been to generate genuine interest and public input from a cross-section of James City County residents and to generate strong public support for the Comprehensive Plan update.

Public Engagement and Communications Plans

Developed in August and September 2019 by the consultant team, the Public Engagement and Communications Plans are a blueprint for all public engagement activities throughout the plan update process, including scheduling and the types of advertising that should be used to promote engagement activities.

Engage 2045 Web Page

County planning staff have established a central resource for the Engage 2045 project on the County's website. This site (jamescitycountyva.gov/engage2045) contains background information on the role of the Comprehensive Plan, an archive of supporting documents, a calendar of plan update meetings and events, and opportunities to give direct input to the planning team through comment cards and polling questions. At its launch, County staff promoted the web page through social media including Facebook and Twitter. The site will be continually updated throughout the project with the results of public input and drafts of plan elements.

Promotional Video

Among other efforts to promote the plan update process and drive community interest in engagement surveys, meetings, and other activities, James City County staff created a short promotional video introducing Comprehensive Plan concepts and the importance of public input in the planning process. This video was shared through the County's YouTube presence, Facebook page, and on the County website.

State of the County Presentation

To develop a strong foundation and background for the plan update the consultant team created a State of the County presentation containing demographic data, trends, and projections. The presentation is an important part of the plan update process and was incorporated into opening remarks at the November Summit on the Future.

Summit on the Future

The Summit on the Future was the main public engagement event for the first phase of the Comprehensive Plan update. Held on November 18, 2019, this event incorporated six separate in-person events, including one in each of the County's five voting districts. The event was also broadcast on local television to allow participation from home. Event sites were:

- James River Elementary School
- Jamestown High School
- Lois Hornsby Middle School
- Toano Middle School
- Berkeley Middle School
- County Government Center Board Room



Summit on the Future, County Government Center.

To promote the Summit on the Future, CPT members and County staff used a variety of media to reach general and specific audiences, in order to introduce the plan project and invite County residents to make their voices heard. Outreach efforts included:

- Social media engagement through Facebook, Twitter and Nextdoor
- Outreach through individual Home Owners' Associations
- Attendance at local places and events including the Live Well Expo, WATA Transfer Station, and STEAM Saturday at Abram Frink Community Center
- Listings on online events calendars
- Notices in local magazines and newsletters
- Flyers sent home through schools via Peachjar
- This Week in James City County Podcast

At each of the six local events residents participated in various exercises designed to gather public opinions, input, and questions on wide-ranging topics. Participants were greeted as they arrived and asked to mark where they live and where they work on a map of the County, helping the planning team understand the areas represented. Events began with introductory remarks from County Board of Supervisors members and the County Administrator, followed by a plenary presentation broadcast from the Government Center location introducing the Engage 2045 process, presenting background demographic information, and summarizing past surveys of County residents' opinions on planning issues collected by the University of Virginia's Center for Survey Research in a 2019 Citizen Survey.

At each of the six local events residents participated in various exercises designed to gather public opinions, input, and questions on wide-ranging topics.

Following the introductory presentation event participants answered a series of polling questions gauging attitudes toward growth, transportation, economic development, environmental preservation, and more, along with demographic information. Polling used the Mentimeter system, in which participants voted from their own smart phones, with results tabulated live across all six event sites and visible to those viewing online or via public access television. Paper surveys were also available for those desiring to participate without a smart phone.

The Summit on the Future concluded with a series of public input stations, asking residents to provide input on growth, density, and design, and offering opportunities for them to ask questions of staff and consultants. Arranged around each of six event venues on boards and posters, Station 1 asked participants to mark the location of their home and work. Station 2 asked participants to mark areas of the County where they desired preservation and areas where they desired change, giving written notes to support their choices. Station 3 presented a Visual Preference Survey, asking participants to select a preferred image among four given photos of different building designs and densities in residential, commercial, and other land use categories. At Station 4, participants were offered the opportunity to write "Big Ideas" for initiatives they would like to see implemented in the County over the next 25 years. Finally, Station 5 offered participants the chance to ask questions of a member of the County's planning staff.

- **Online Polling**

With a desire to engage citizens beyond those who were available to attend in-person events on November 18th, the same polling questions presented to participants at the six Summit on the Future sites were available online for live remote voting during the event and remained online through December 18th to collect further public input. Online polling could be accessed through the Engage 2045 web page. Approximately 19 participants voted in live online polling from home during the Summit on the Future event (part of the 185 live polling participants), while another 256 participants answered polling questions online through December 18, 2019.

- **Online Visual Preference and Preserve-Change Exercises**

Several stations from the Summit on the Future were also converted into online participation opportunities. Also accessed through the Engage 2045 page of the James City County website, these tools allowed users to participate in the Visual Preference Survey, marking preferred design and density examples among various land use types, and to mark areas for preservation and areas for change on an interactive map of the County.

- **Online Comment Cards**

The Engage 2045 web page also contains a "Share Your Ideas" section that allows visitors to express topics of interest and leave comments on general Comprehensive Plan and planning-related issues. These comment cards are not tied to the Summit on the Future or other organized input events but rather will be available throughout the Engage 2045 project.

- **Summary**

The first phase of public engagement for this project was very successful in meeting multiple CPT public engagement objectives, particularly in breaking records of how many people were engaged in prior County comprehensive plan activities. The following sections show the inputs from the polling and station activities in detail. Together, these engagement results will be compared to past public engagement and community surveying to establish vision and attitudes toward growth, change, and public policies, while the specific results of the Preserve-Change mapping exercise and Visual Preference Survey will be inputs into a process of economic, transportation, and land use modeling to plan the location, type, and density of future growth in a way that fulfills the community's vision for itself.

PUBLIC ENGAGEMENT BY THE NUMBERS



185

LIVE POLLING
PARTICIPANTS

256

ONLINE POLLING
PARTICIPANTS

878

PRESERVE-CHANGE
POINTS MAPPED LIVE
AND ONLINE

250

ONLINE VISUAL
PREFERENCE
PARTICIPANTS

Summary of Public Engagement Themes

As a result of this successful first phase, as well as the 2019 Citizen Survey that helped define the questions asked in this phase, a number of themes have emerged. The results of our Phase 1 public engagement activities confirm findings from the Citizen Survey and, together, start to build a foundation of public opinion about the strengths, opportunities and concerns for the future of James City County. The following themes were identified as critical findings:

- **Nature**

The natural environment is a highly valued component of James City County. Residents support protecting sensitive environmental features such as wetlands, forests, and waterways; becoming more resilient to systemic risks due to sea level rise, availability of drinking water, and water quality; and creating opportunities for residents to enjoy and interact with preserved natural areas within their community. A high proportion of residents reached as a part of this public engagement value protecting nature from the impacts of growth and development.

Highlights of Public Engagement Support for Protection of the Natural Environment

Engage 2045	<ul style="list-style-type: none"> 97.4% ranked that it was important (86.1% very important, 11.3% somewhat important) for the County to do more to improve our efforts to protect and preserve our natural environment in the County. 36.7% chose protecting and preserving natural environment as most important for the County to improve, making it the highest ranked choice. From the big ideas exercise, many ideas indicate support for a broad array of sustainability, resilience, and environmental stewardship measures, including: electric personal vehicle and bus infrastructure; solar energy; composting, recycling, and waste management; protection of tree canopy, land, and night skies; and hazard mitigation.
Citizen Survey	<ul style="list-style-type: none"> 95.2% ranked very important or somewhat important to protect and improve the natural environment including water quality, air quality, and environmentally sensitive areas. 80% of residents were satisfied with existing efforts to protect and improve the natural environment, a 15.2% gap between ranked importance (95.2%) and satisfaction. 76.1% ranked very important or somewhat important to provide public access to waterways for swimming and boating. 80.2% ranked very important or somewhat important to limit irrigation with public water to conserve the County's water supply.

- Community Character**

In addition to the natural environment, the County's rural aspects of its community character also are highly valued, including the unique identity of rural communities like Toano, as well as large tracts of open agricultural land away from the County's Primary Service Area (PSA). To the extent any new development occurs, it should be directed within the PSA away from rural lands.

Highlights of Public Engagement Support for Protection of Community Character

Engage 2045	<ul style="list-style-type: none"> 90% ranked that it was important (64.8% very important, 25.2% somewhat important) for the County to do more to improve efforts to protect and preserve our rural character in the County. 46% (the top choice but not a majority) supported the location of any new development occurring inside the PSA on empty lots in already developed areas. 71.3% supported protecting as much rural and environmentally sensitive land as possible.
Citizen Survey	<ul style="list-style-type: none"> 85.2% ranked very important or somewhat important the protection and preservation of the County's rural character. 69.5% of residents were satisfied with the existing state of protection and preservation of the County's rural character, leaving a 15.7% gap between ranked importance (85.2%) and satisfaction. 78.5% strongly agree or somewhat agree it is more important to preserve farmland in the County than it is to have more development.

• Affordable Housing

Supporting the development of affordable workforce housing has emerged as an important issue to community members. Residential growth should be balanced in a way that provides opportunities for all income levels. Development of additional housing must also be balanced with the preservation of the County's unique community character.

Engage 2045	<ul style="list-style-type: none"> 84.4% ranked that it was important (44.4% very important, 40.0% somewhat important) for the County to do more to provide housing opportunities that are affordable to our workforce. From the big ideas exercise, some responses primarily support additional housing with specific support for affordable housing, co-housing, and workforce housing.
Citizen Survey	<ul style="list-style-type: none"> 78.1% ranked very important or somewhat important to provide housing opportunities for citizens, generally. 82.9% ranked very important or somewhat important to provide housing opportunities that are affordable to our workforce. Housing opportunities that are affordable to our workforce had the highest difference between its importance (82.9%) and how satisfied residents were with it (50.3%), a gap between importance and satisfaction of 32.6%.

Highlights of Public Engagement Support for Fostering Affordable Housing

• Economic Development

Residents support economic development that results in recruitment of businesses with higher paying jobs as one way of making the community more economically resilient and appealing to younger professionals. While tourism is a major economic driver in the County, it should be balanced with other employment and industries.

Highlights of Public Engagement Support for Growing the Local Economy

Engage 2045	<ul style="list-style-type: none"> 87.7% ranked that it was important (45% very important, 42.7% somewhat important) for the County to do more to expand the local economy by attracting higher paying jobs. From the big ideas exercise, some responses support specific efforts to attract businesses, varying from large tech companies to small local businesses.
Citizen Survey	<ul style="list-style-type: none"> 88.1% ranked very important or somewhat important in support of efforts to attract jobs and new businesses. 68.3% of residents reported being satisfied with existing efforts to attract jobs and new businesses, a 19.8% gap between ranked importance (88.1%) and satisfaction.

• Quality of Life

Residents desire additional quality of life amenities including parks, public water access, expanded recreational facilities, trails for walking and bicycling, transit connections, and other enhancements to existing public facilities.

Engage 2045	<ul style="list-style-type: none"> From the big ideas exercise, some ideas requested improvements to or stability of community services including internet (FIOS), library improvements, and public water. From the big ideas exercise, some responses promote the addition of school and preschool capacity. From the big ideas exercise, many big ideas included support for additional bicycle and pedestrian paths and connecting the places people want to go.
Citizen Survey	<ul style="list-style-type: none"> 93.9% ranked very important or somewhat important James City County's parks and recreation facilities, programs, and services overall. 94.6% were satisfied with the current state of James City County's parks and recreation facilities, programs, and services overall, a very high rate of satisfaction that shows virtually no gap between ranked importance and existing satisfaction. 93.4% ranked very important or somewhat important the Williamsburg Regional Library services provided at the Williamsburg and James City County public libraries.

Highlights of Public Engagement Support for Enhancing Quality of Life Amenities



Summit on the Future engagement, Toano Middle School.

Detailed Public Input Summaries

Live-Work Mapping Exercise

Live-Work Mapping Exercise (Summit on the Future Station 1)

Participants attending the November 18th Summit on the Future were asked to mark points on a map representing the location of their home and, if employed, the location of their work. Those living or working outside James City County placed marks at the map's edge in the direction of their travel. 23 of the 65 survey participants stated that they work outside of James City County. This exercise provided a simple way to visualize participation in the event, and shows a wide distribution of participation across the County.

Summit on the Future Polling Results

Polling

The results of this Summit on the Future Poll are included in the following pages, and will be used throughout the Comprehensive Plan process to establish community vision, set policy priorities, and determine the form of future growth. As a result of this successful first phase, as well as the 2019 Citizen Survey that helped define the questions asked in this phase, a number of themes have emerged. The James City County Citizen Survey (i.e., James City County Comprehensive Plan Survey) was published in July 2019 and provides statistically significant public opinion findings on a number of community issues. The results of our Phase 1 public engagement activities confirm findings from the Citizen Survey and, together, start to build a foundation of public opinion about the strengths, opportunities and concerns for the future of James City County. The following themes were identified as critical findings. For every question there are two graphs. The first shows responses from the November 18 Summit. The second presents responses from the Engage 2045 website. Totals of the two sources are available as part of the table below each set of graphs. Responses at the Summit and Online were similar. Some notable exceptions are described as a part of the results.

Who We Heard From

The live poll included 185 recorded participants, though not all answered every question. The Engage 2045 website included 256 participants, for a total of 441 participants.

The poll generally received responses from residents whose tenure in the County spanned a wide range of years. At the Summit 55.3% have lived in the County for 11 years or more. In later online responses that category included 46.5% of respondents. Both the summit and the online options received a very similar total number

of respondents aged 55 and up, while the online option received more responses from people age 25-54. In general, the online option has a younger average age. When viewing both options together, the proportion of respondents ages 55 and up is between six and seven percent higher than the US Census and the proportion of respondents between 24 and 44 is between four and five percent higher than the US Census. It is generally the case that traditional community-wide engagement efforts often overrepresent older age cohorts. While the event welcomed all ages, it was not specifically designed to engage the 20.5% of the County younger than 18.

Participants who identified as Black/African-American or Asian, or as having Hispanic/Latino ethnicity were generally underrepresented. Approximately 8% of respondents preferred not to answer race and ethnicity questions, blurring comparisons to Census data.

The process reached new people who have not participated in a planning process before (over 60% at the Summit and over 80% online).

Deepening our Understanding of the Citizen Survey

In January 2019, the James City County Board of Supervisors contracted with the Center for Survey Research at the University of Virginia to design, conduct and analyze a survey of James City County residents. The goal of the survey was to determine opinion on a number of issues as the County began the process of updating its Comprehensive Plan. A summary of the Citizen Survey can be found here: <https://jamescitycountyva.gov/DocumentCenter/View/22801/2019-Final-Survey-Report-with-Appendices-PDF>.

A selection of polling questions sought clarity on findings from the James City County Citizen Survey conducted in the spring of 2019. The Citizen Survey identified five areas of County services or initiatives that residents considered to be very important but were not satisfied with the present status, called “gaps” in Citizen Survey summary reports. The areas were: (1) providing housing opportunities that are affordable to the workforce, (2) transportation programs to improve roads and highways, (3) expanding the local economy by attracting higher paying jobs, (4) protecting and preserving rural character, and (5) protecting and preserving the natural environment.

Polling respondents were asked to identify how important it was for the County to do more to address these gaps. Preserving the natural environment had the largest proportion of responses as “very important.” Providing housing opportunities that are affordable to the workforce received more “very important” responses at the Summit and more “somewhat important” responses online.

Polling participants were then asked what their first, second, and third priorities were from among the five gaps. Protecting and preserving the natural environment was the leading first and second priority response, as well as the leading third priority at the Summit. Roads and highways were the leading third priority online. All options except roads and highways received at least 18% of the responses as top priority at the Summit. Providing housing opportunities affordable to the workforce was generally a more popular choice at the Summit than online.

When asked to describe concerns about retail space, the most popular response was concern that new retail space will replace open space, rural land, or natural habitat, followed by concern that new retail space will increase retail vacancy overall.

When asked where new development should occur, the most popular response was as a priority, development should occur inside the Primary Service Area (PSA) on empty lots in already developed areas. At the Summit, the second most popular response was “development should occur in both already developed and new areas of the Primary Service Area (PSA).” Online the second most popular response was “I prefer there to be no new development but understand the County has limited tools to control growth.”

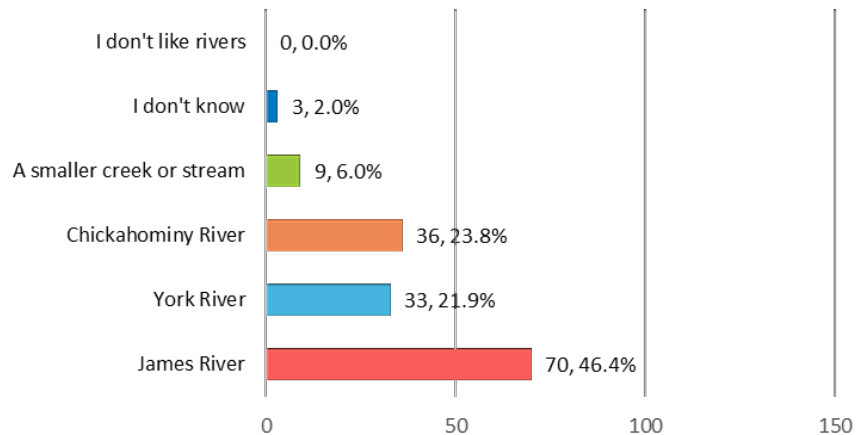
When asked for their opinion on the future of rural lands, over 70% of respondents want to “protect as much rural and environmentally sensitive land as possible.”

James City County: Our Home

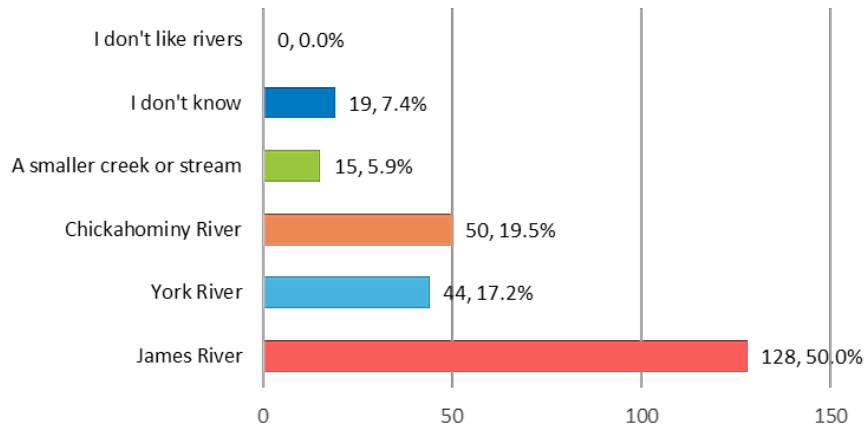
The final segment of questions focused on understanding residents' feelings about James City County as their home. The top choice for respondents about what they value most living in James City County was natural and rural places, followed by the look and feel of neighborhoods. The biggest concern for the future was changing community character. More respondents online than at the Summit were concerned about growth of population, and more respondents at the Summit than online were concerned about future water supply. Respondents from both engagement options expressed that managing growth is the most important thing to accomplish, followed by providing a stable economic foundation for the future. The "natural network of greenery and waterways" was the most popular response as contributing to the County's great community character.

Use this question to familiarize yourself with the survey. What is your favorite river in James City County?

Summit on the Future



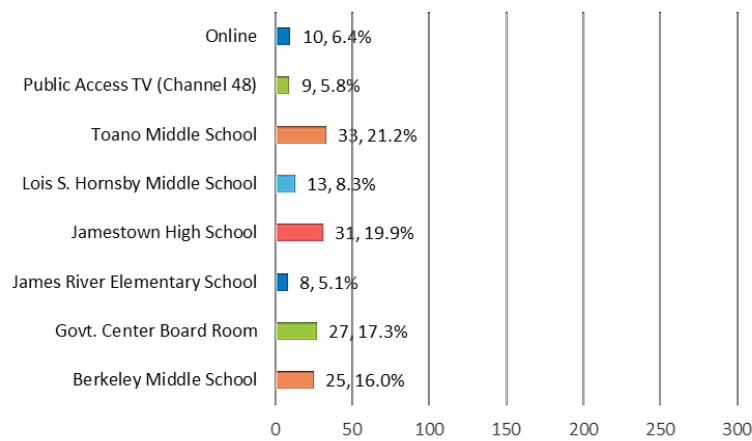
Online at Engage 2045 Website



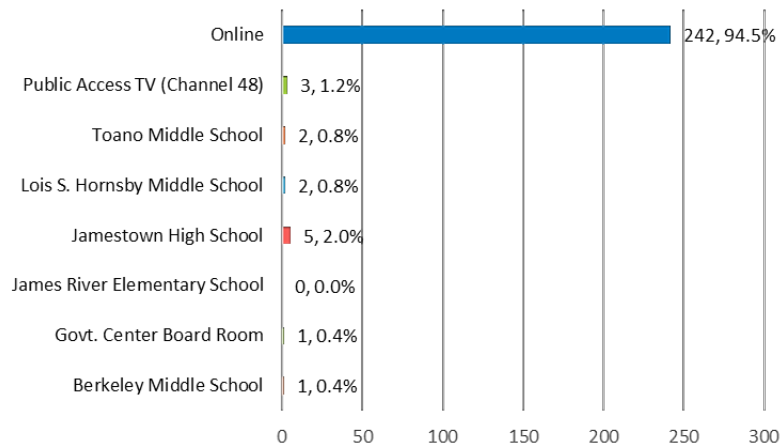
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
JAMES RIVER	70	128	198	48.6%
CHICKAHOMINY RIVER	36	50	86	21.1%
YORK RIVER	33	44	77	18.9%
A SMALLER CREEK OR STREAM	9	15	24	5.9%
I DON'T KNOW	3	19	22	5.4%
I DON'T LIKE RIVERS	0	0	0	0
TOTAL	151	256	407	100%

Where are you viewing this presentation?

Summit on the Future



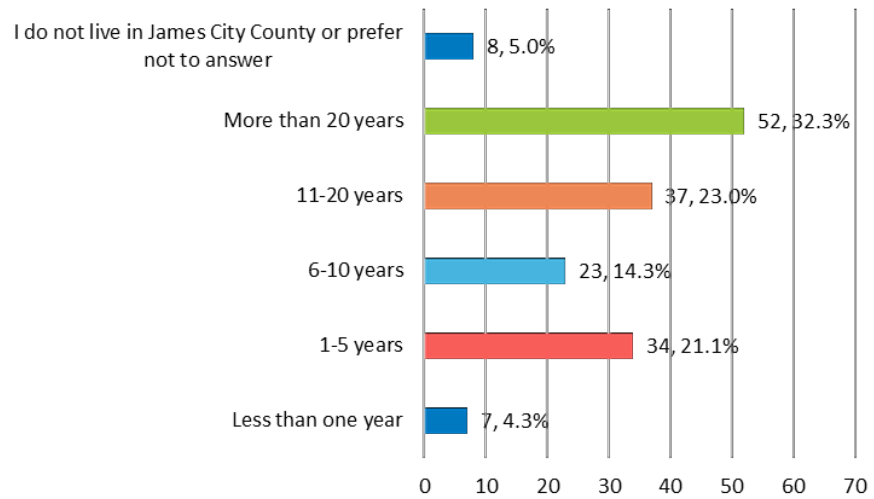
Online at Engage 2045 Website



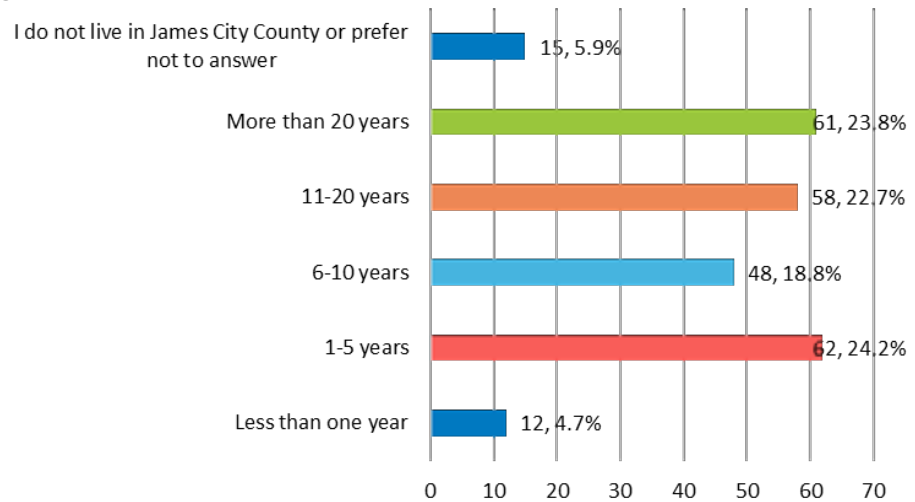
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
ONLINE	10	242	252	61.2%
JAMESTOWN HIGH SCHOOL	31	5	36	8.7%
TOANO MIDDLE SCHOOL	33	2	35	8.5%
GOVT. CENTER BOARD ROOM	27	1	28	6.8%
BERKELEY MIDDLE SCHOOL	25	1	26	6.3%
LOIS B HORSNBY MIDDLE SCHOOL	13	2	15	3.6%
PUBLIC ACCESS TV (CHANNEL 48)	9	3	12	2.9%
JAMES RIVER ELEMENTARY SCHOOL	8	0	8	1.9%
TOTAL	156	256	412	100%

How long have you lived in James City County?

Summit on the Future



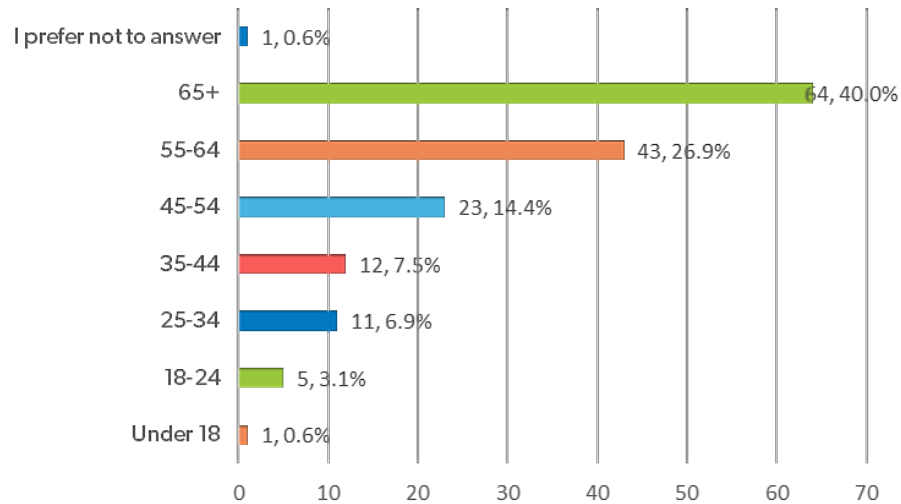
Online at Engage 2045 Website



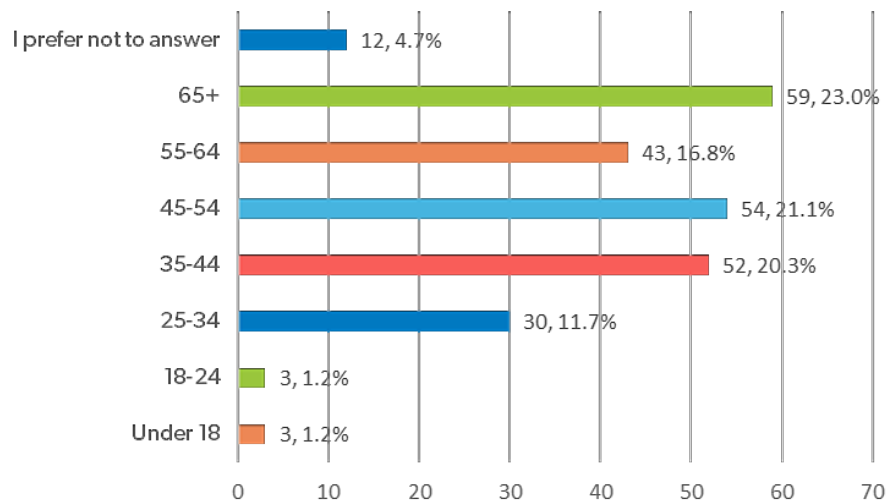
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
MORE THAN 20 YEARS	52	61	113	27.1%
11-20 YEARS	37	58	95	22.8%
6-10 YEARS	23	48	71	17.0%
1-5 YEARS	34	62	96	23.0%
I DO NOT LIVE IN JCC OR PREFER NOT TO ANSWER	8	15	23	5.5%
LESS THAN 1 YEAR	7	12	19	4.6%

What is your age?

Summit on the Future



Online at Engage 2045 Website

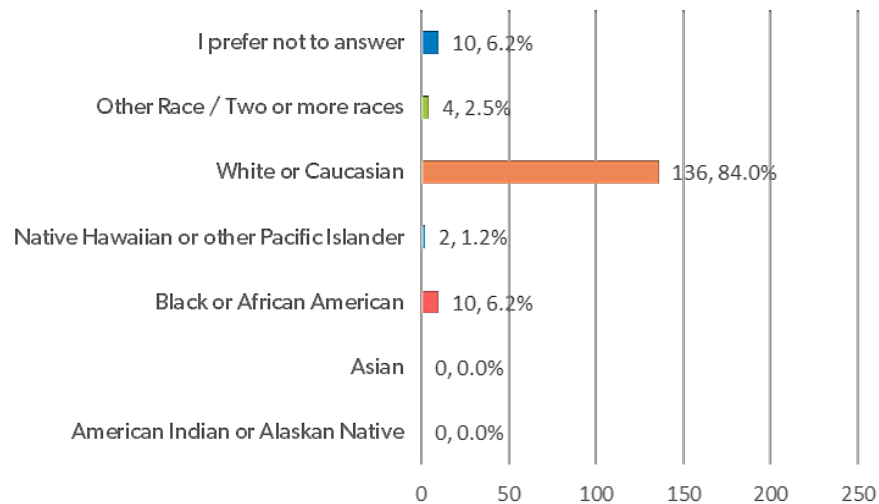


	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS	(18+ONLY)
65+	64	59	123	29.6%	23.6%	29.7%
55-64	43	43	86	20.7%	14.0%	17.6%
45-54	23	54	77	18.5%	13.6%	17.1%
35-44	12	52	64	15.4%	11.0%	13.9%
25-34	11	30	41	9.9%	9.9%	12.5%
I PREFER NOT TO ANSWER	1	12	13	3.1%	n/a	n/a
18-24	5	3	8	1.9%	7.3%	9.2%
UNDER 18	1	3	4	1.0%	20.5%	n/a
TOTAL	160	256	416	100%	100%	n/a

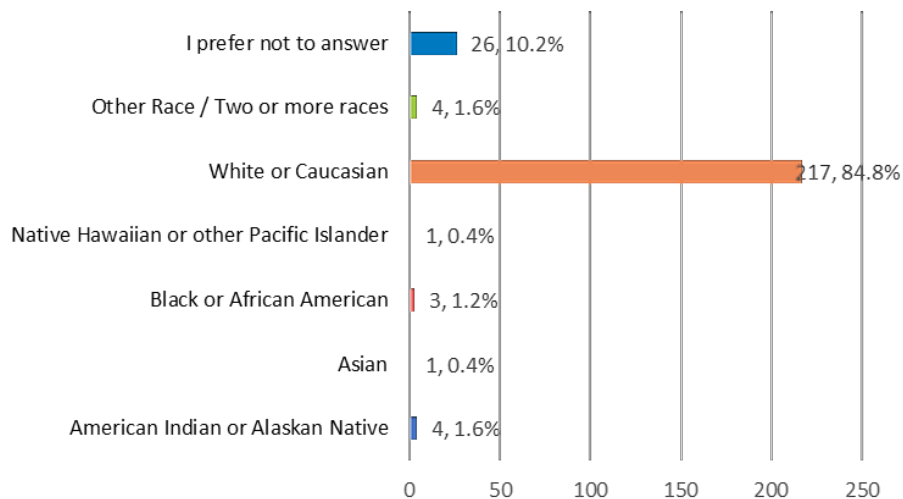
Census data represents the 2017 American Community Survey. The (18+Only) column normalizes percentage of adults by excluding the under 18 category from the census data.

Which US Census category is closest to how you identify your race?

Summit on the Future



Online at Engage 2045 Website

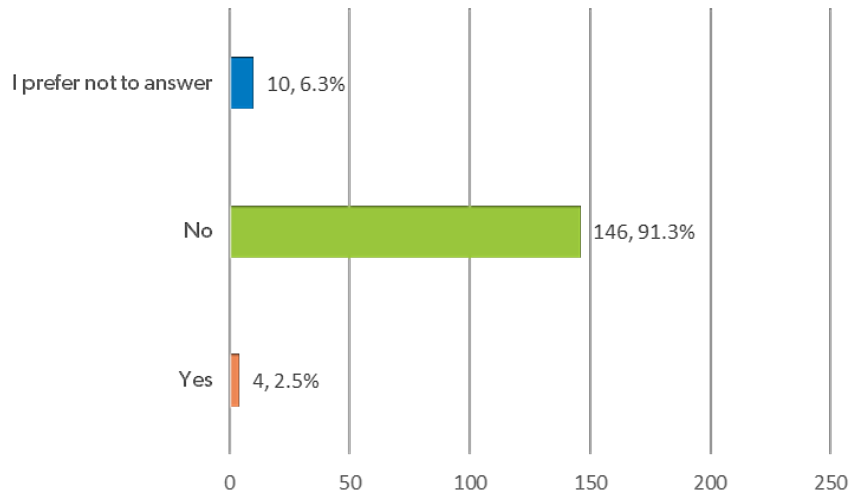


	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS
WHITE OR CAUCASIAN	136	217	353	84.4%	80.3%
I PREFER NOT TO ANSWER	10	26	36	8.6%	n/a
NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	2	1	3	0.7%	0.0%
BLACK OR AFRICAN AMERICAN	10	3	13	3.1%	13.1%
OTHER RACE/ TWO OR MORE RACES	4	4	8	1.9%	3.2%
AMERICAN INDIAN OR ALASKAN NATIVE	0	4	4	1.0%	0.2%
ASIAN	0	1	1	0.2%	2.5%
TOTAL	162	256	418	100%	100%

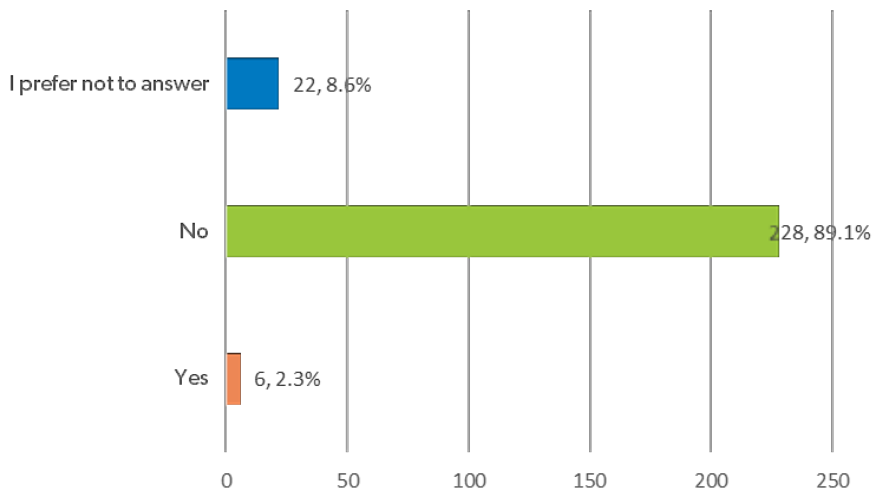
Census data represents the 2017 American Community Survey.

The US Census separates ethnicity from race. Do you identify as hispanic, Latino, or of Spanish Origin?

Summit on the Future



Online at Engage 2045 Website

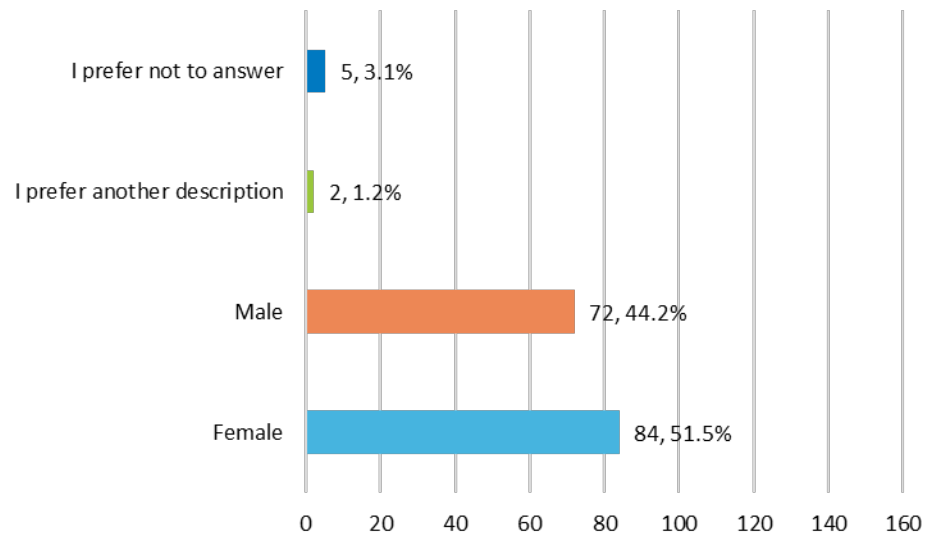


	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS
NO	146	228	374	89.9%	94.6%
I PREFER NOT TO ANSWER	10	22	32	7.7%	n/a
YES	4	6	10	2.4%	5.4%
TOTAL	160	256	416	100%	100%

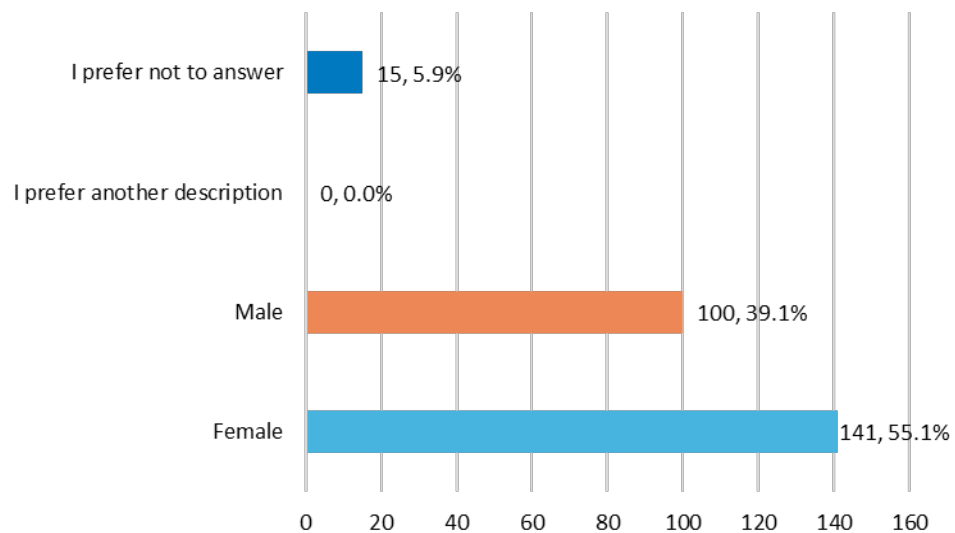
Census data represents the 2017 American Community Survey.

What is your gender?

Summit on the Future



Online at Engage 2045 Website

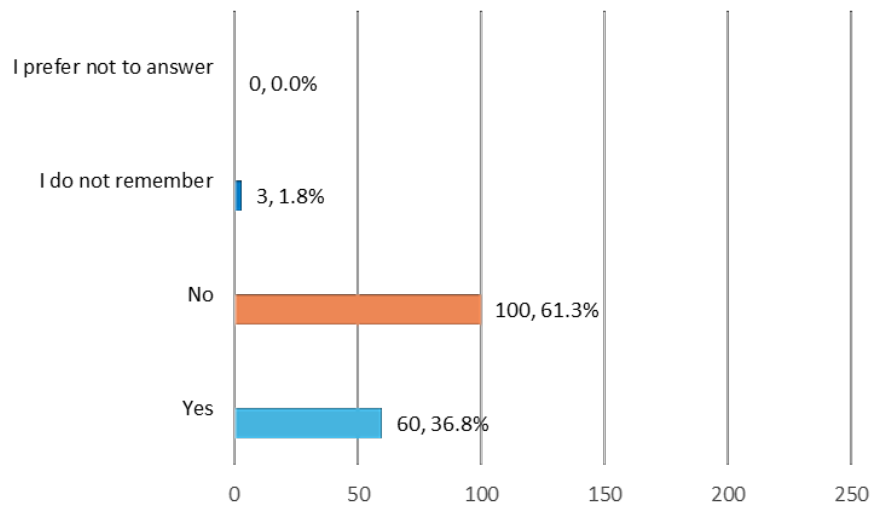


	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS
FEMALE	84	141	225	53.7%	51.7%
MALE	72	100	172	41.1%	48.3%
I PREFER NOT TO ANSWER	5	15	20	4.8%	0.0%
I PREFER ANOTHER DESCRIPTION	2	0	2	0.5%	0.0%
TOTAL	163	256	419	100%	100%

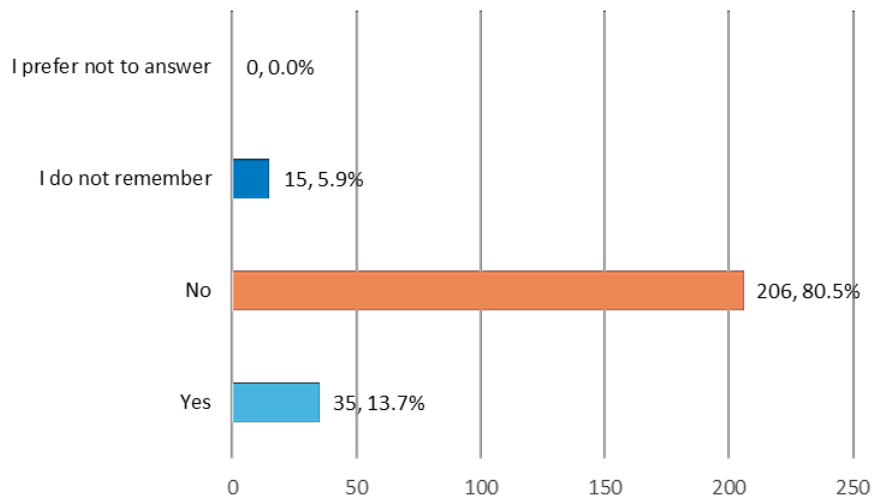
Census data represents the 2017 American Community Survey.

Have you participated in one of the County's planning processes before?

Summit on the Future



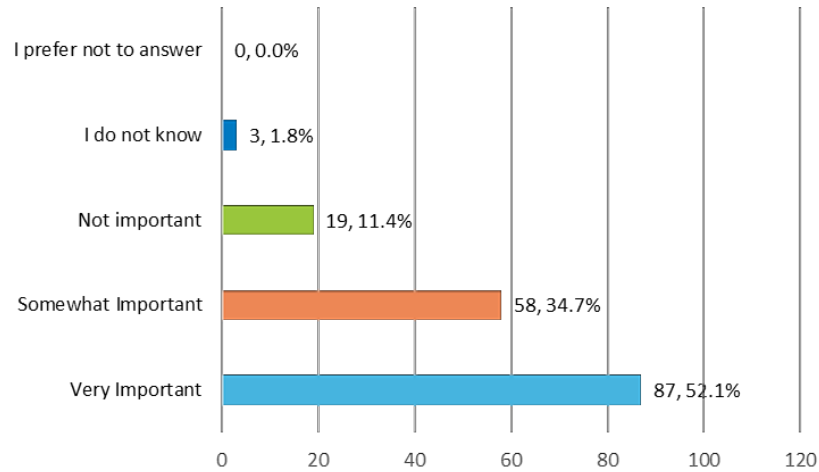
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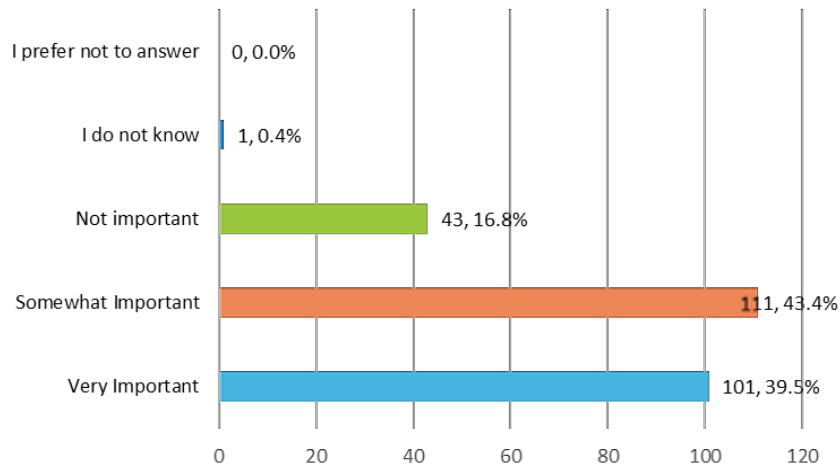
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
NO	100	206	306	73.0%
YES	60	35	95	22.7%
I DON'T REMEMBER	3	15	18	4.3%
I PREFER NOT TO ANSWER	0	0	0	0%
TOTAL	163	256	419	100%

How important is it that the County do more to provide housing opportunities that are affordable to our workforce?

Summit on the Future



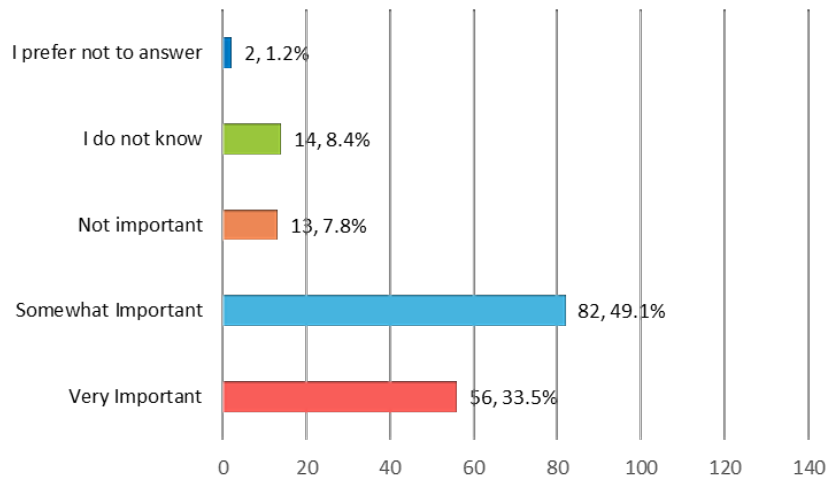
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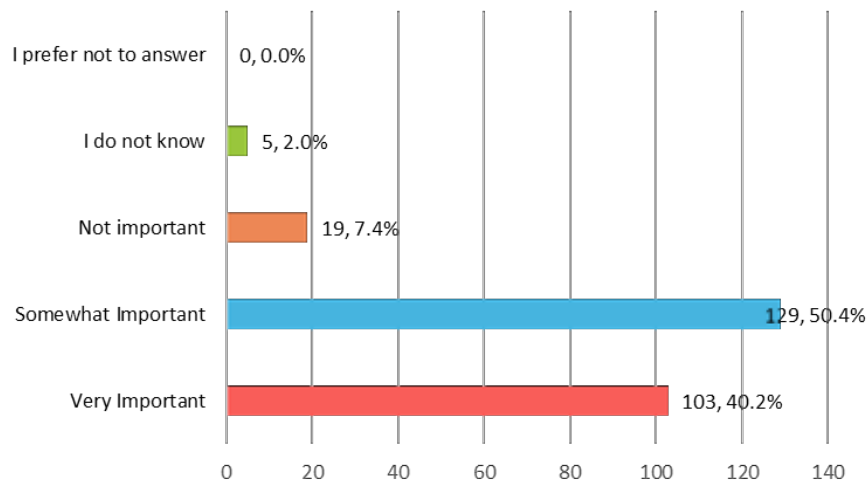
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
VERY IMPORTANT	87	101	188	44.4%
SOMEWHAT IMPORTANT	58	111	169	40.0%
NOT IMPORTANT	19	43	62	14.7%
I DON'T KNOW	3	1	4	0.9%
I PREFER NOT TO ANSWER	0	0	0	0.0%
TOTAL	167	256	423	100%

How important is it that the County do more to supplement Virginia Department of Transportation programs to improve roads and highways?

Summit on the Future



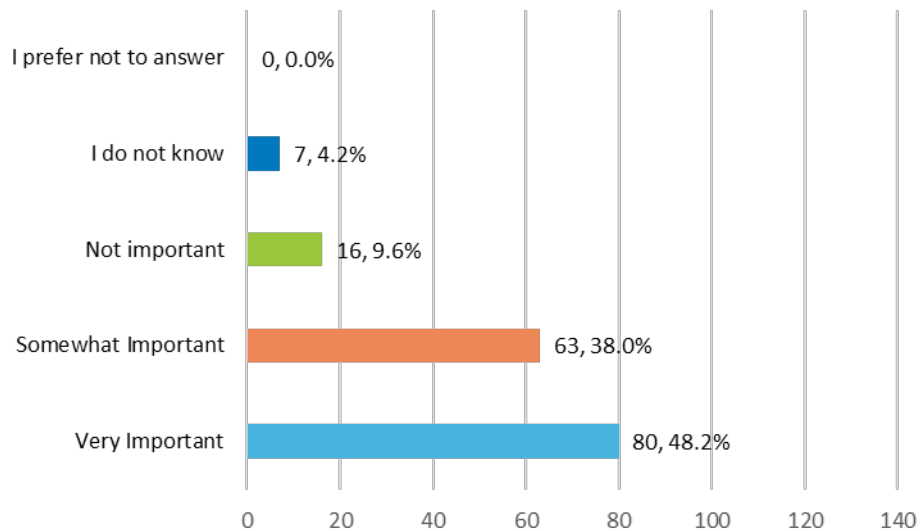
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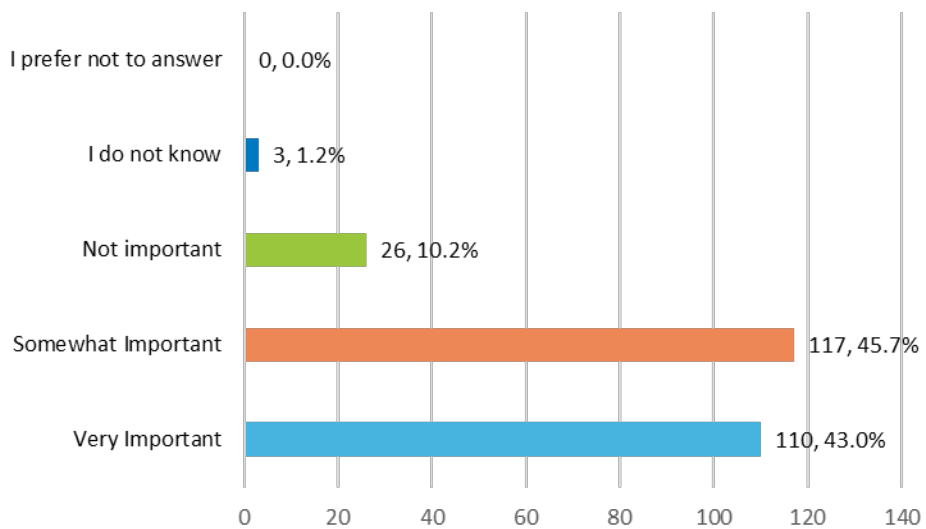
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
SOMEWHAT IMPORTANT	82	129	211	49.9%
VERY IMPORTANT	56	103	159	37.6%
NOT IMPORTANT	13	19	32	7.6%
I DON'T KNOW	14	5	19	4.5%
I PREFER NOT TO ANSWER	2	0	2	0.5%
TOTAL	167	256	423	100%

How important is it for the County to do more to expand the local economy by attracting higher paying jobs?

Summit on the Future



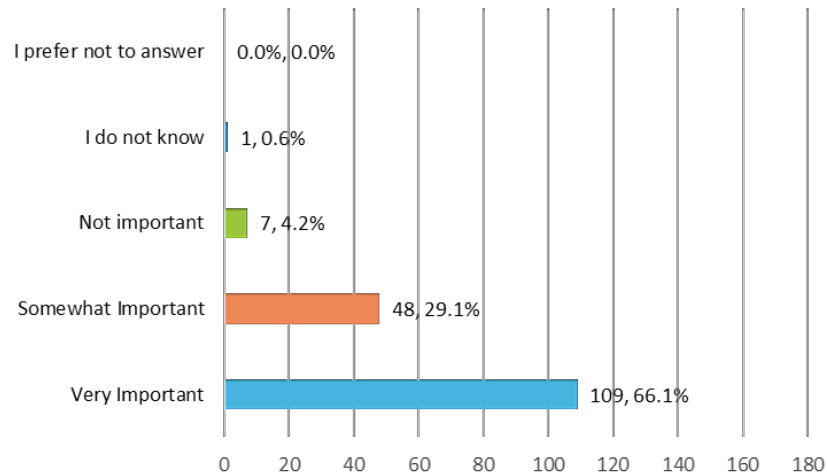
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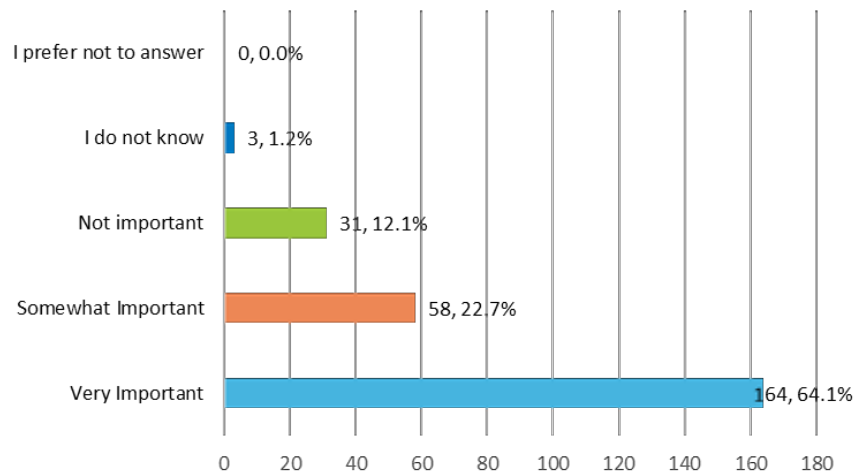
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
VERY IMPORTANT	80	110	190	45.0%
SOMEWHAT IMPORTANT	63	117	180	42.7%
NOT IMPORTANT	16	26	42	10.0%
I DON'T KNOW	7	3	10	2.4%
I PREFER NOT TO ANSWER	0	0	0	0.0%
TOTAL	166	256	422	100%

How important is it for the County to do more to improve our efforts to protect and preserve our rural character in the County?

Summit on the Future



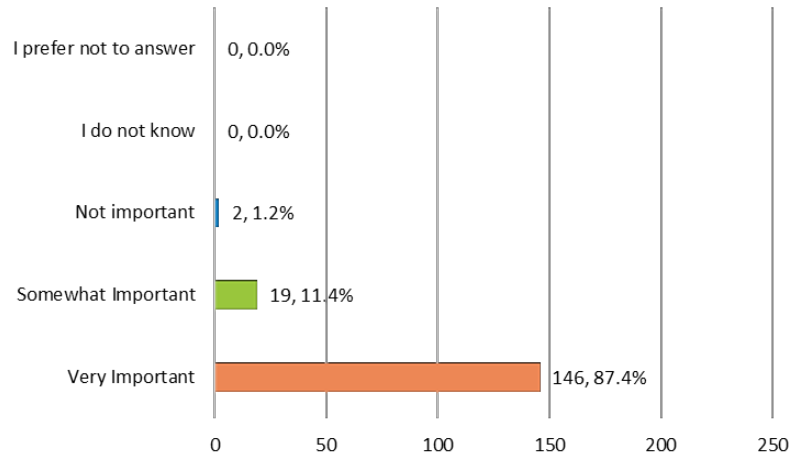
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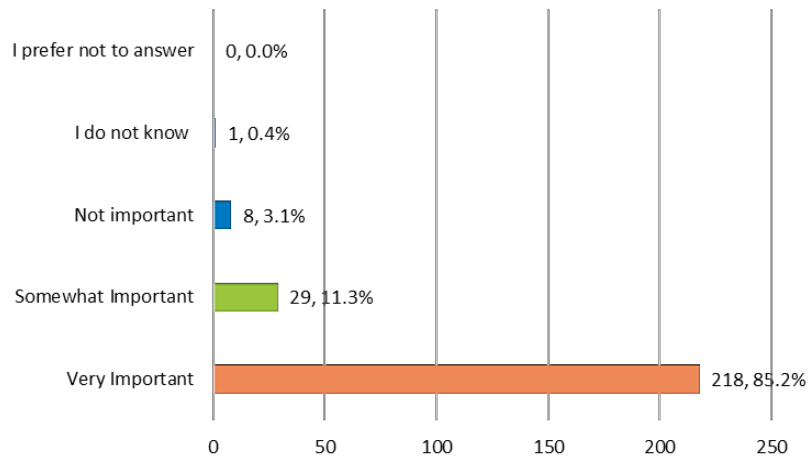
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
VERY IMPORTANT	109	164	273	64.8%
SOMEWHAT IMPORTANT	48	58	106	25.2%
NOT IMPORTANT	7	31	38	9.0%
I DON'T KNOW	1	3	4	1.0%
I PREFER NOT TO ANSWER	0	0	0	0.0%
TOTAL	165	256	421	100%

How important is it for the County to do more to improve our efforts to protect and preserve our natural environment in the County?

Summit on the Future



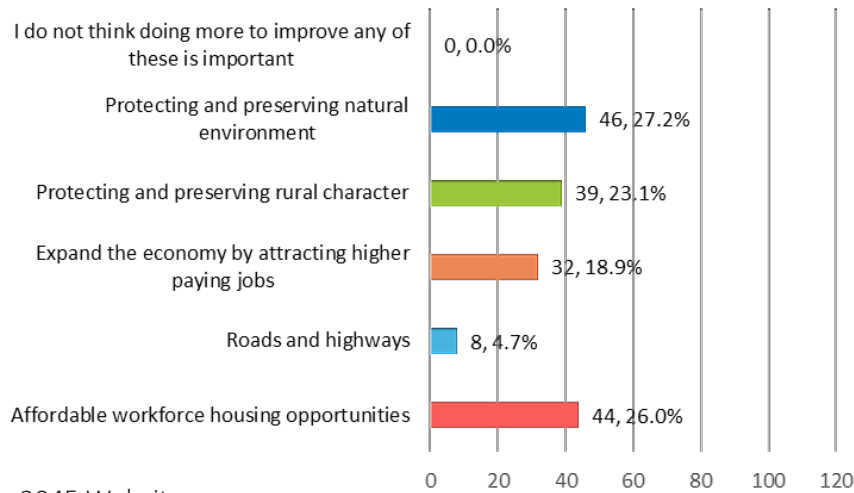
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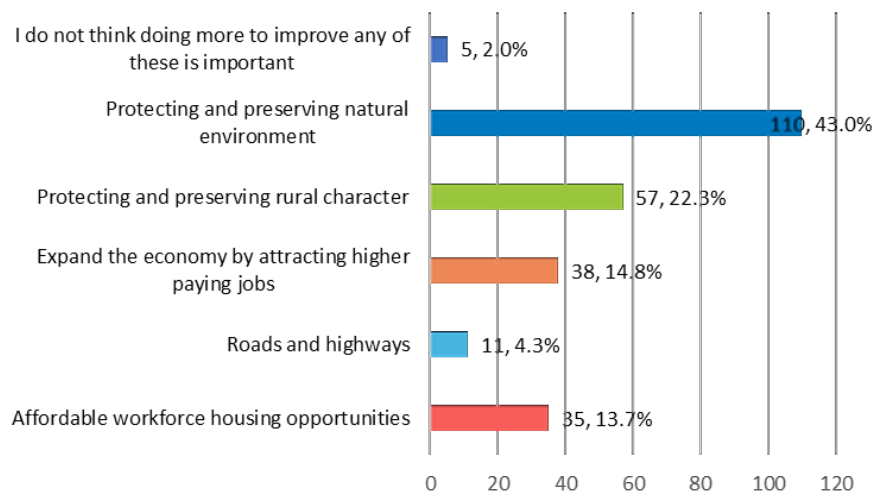
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
VERY IMPORTANT	146	218	364	86.1%
SOMEWHAT IMPORTANT	19	29	48	11.3%
NOT IMPORTANT	2	8	10	2.4%
I DON'T KNOW	0	1	1	0.2%
I PREFER NOT TO ANSWER	0	0	0	0.0%
TOTAL	167	256	423	100%

Which is most important for the County to do more to improve?

Summit on the Future



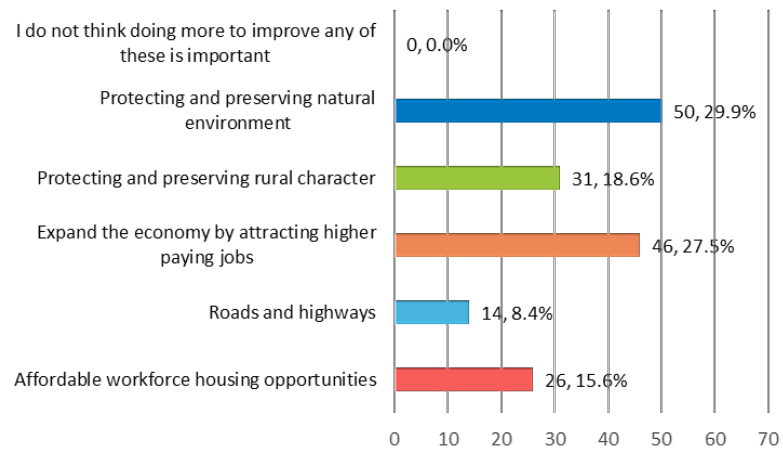
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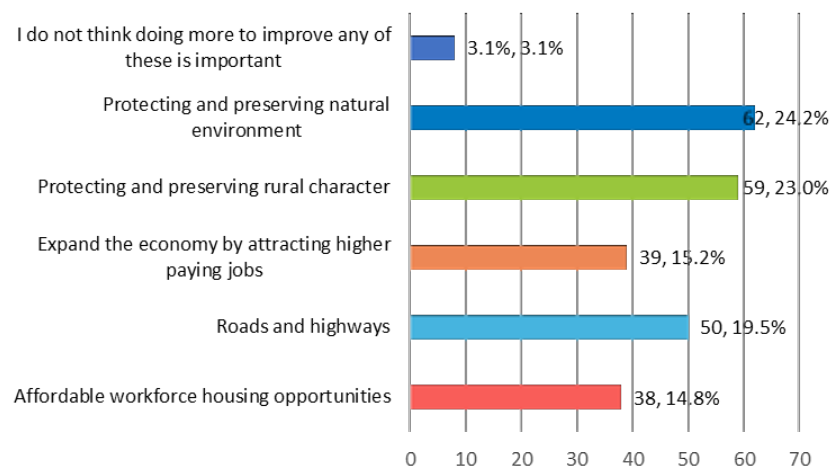
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
PROTECTING & PRESERVING NATURAL ENVIRONMENT	46	110	156	36.7%
PROTECTING & PRESERVING RURAL CHARACTER	39	57	96	22.6%
AFFORDABLE WORKFORCE HOUSING OPPORTUNITIES	44	35	79	18.6%
EXPLAND THE ECONOMY BY ATTRACTING HIGHER PAYING JOBS	32	38	70	16.5%
ROADS & HIGHWAYS	8	11	19	4.5%
I DO NOT THINK DOING MORE TO IMPROVE ANY OF THESE IS IMPORTANT	0	5	5	1.2%
TOTAL	169	256	425	100%

Which is second most important for the County to do more to improve?

Summit on the Future



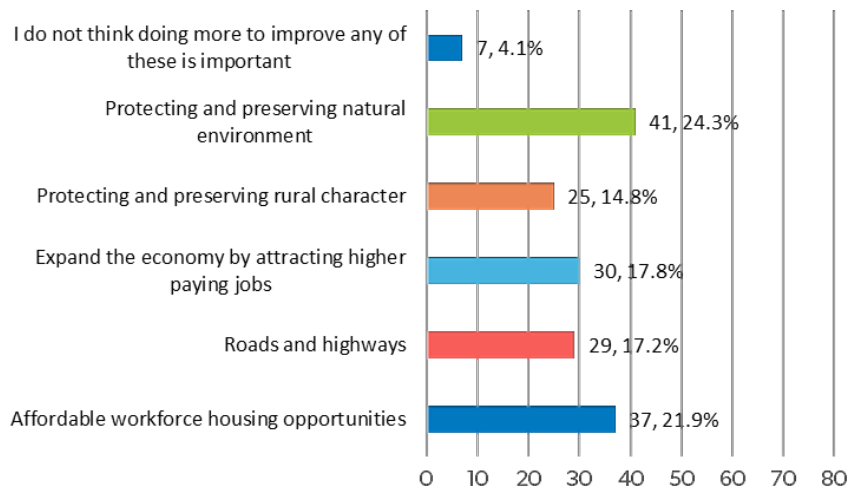
Online at Engage 2045 Website



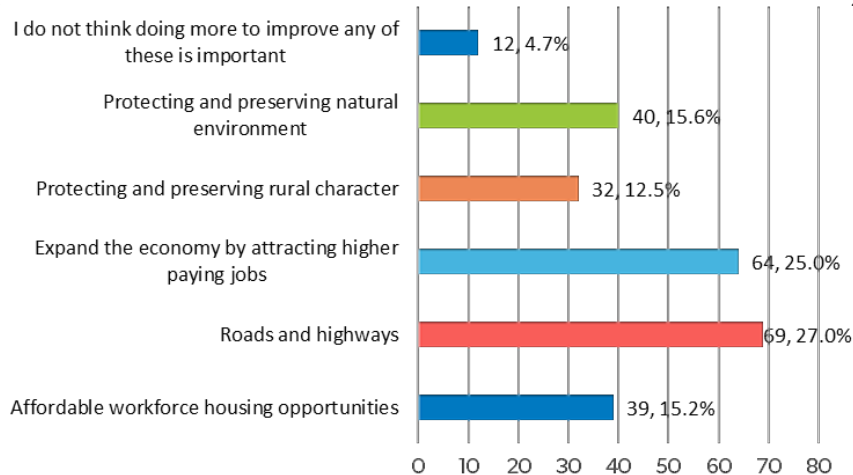
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
PROTECTING & PRESERVING NATURAL ENVIRONMENT	50	62	112	26.5%
PROTECTING & PRESERVING RURAL CHARACTER	31	59	90	21.3%
EXPLAND THE ECONOMY BY ATTRACTING HIGHER PAYING JOBS	46	39	85	20.1%
ROADS & HIGHWAYS	14	50	64	15.1%
AFFORDABLE WORKFORCE HOUSING OPPORTUNITIES	26	38	64	15.1%
I DO NOT THINK DOING MORE TO IMPROVE ANY OF THESE IS IMPORTANT	0	8	8	1.9%
TOTAL	167	256	423	100%

Which is third most important for the County to do more to improve?

Summit on the Future



Online at Engage

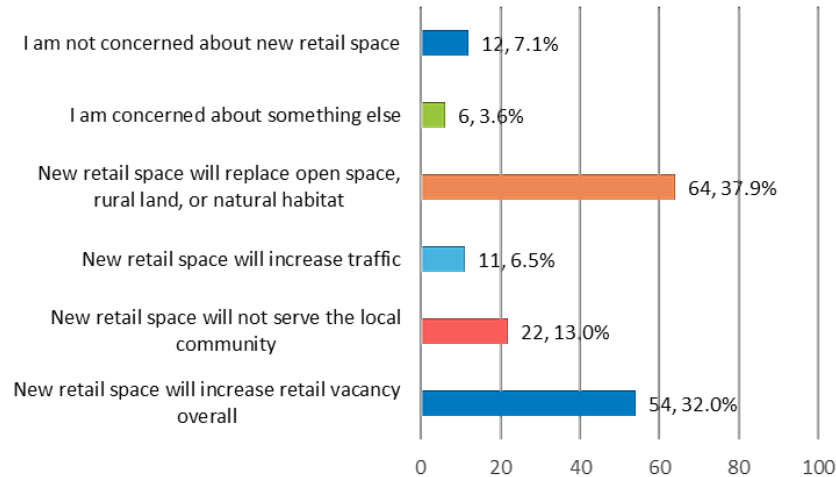


2045 Website

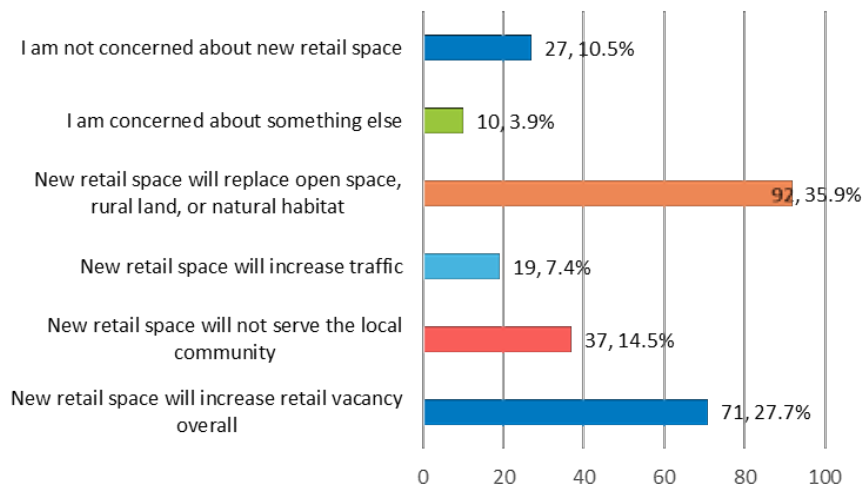
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
ROADS & HIGHWAYS	29	69	98	23.1%
EXPAND THE ECONOMY BY ATTRACTING HIGHER PAYING JOBS	30	64	94	22.1%
PROTECTING & PRESERVING NATURAL ENVIRONMENT	41	40	81	19.1%
AFFORDABLE WORKFORCE HOUSING OPPORTUNITIES	37	39	76	17.9%
PROTECTING & PRESERVING RURAL CHARACTER	25	32	57	13.4%
I DO NOT THINK DOING MORE TO IMPROVE ANY OF THESE IS IMPORTANT	7	12	19	4.5%
TOTAL	169	256	425	100%

Which statement comes closest to matching your own concerns about retail space?

Summit on the Future



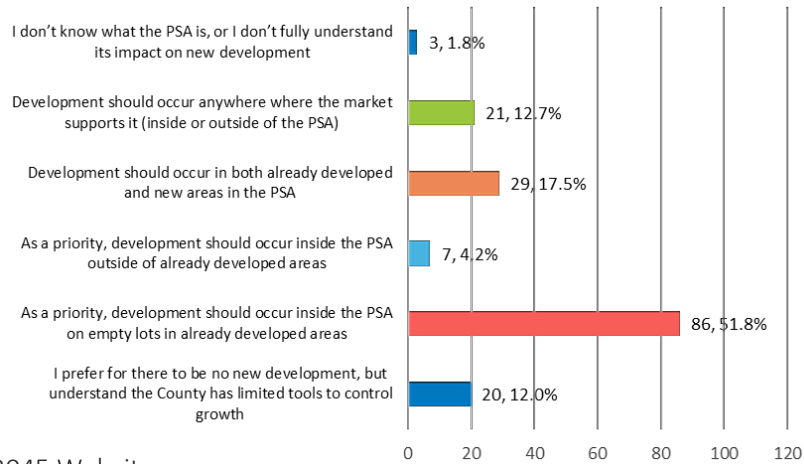
Online at Engage 2045 Website



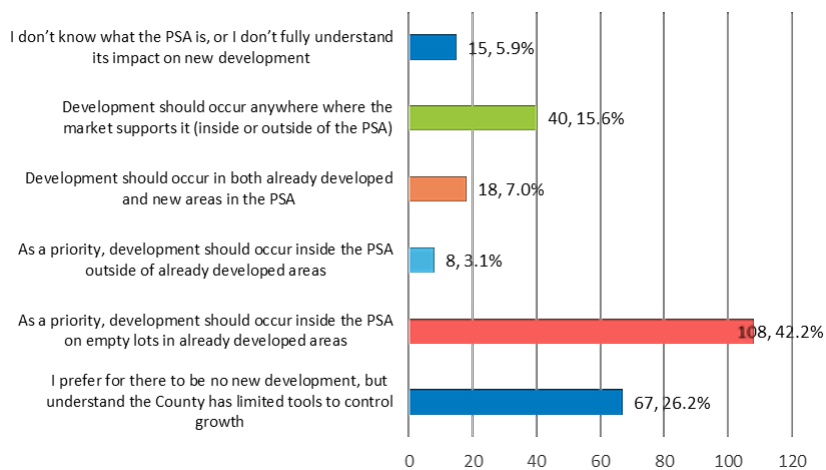
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
NEW RETAIL SPACE WILL REPLACE OPEN SPACE, RURAL LAND, OR NATURAL HABITAT	64	92	156	36.7%
NEW RETAIL SPACE WILL INCREASE RETAIL VACANCY OVERALL	54	71	125	29.4%
NEW RETAIL SPACE WILL NOT SERVE THE LOCAL COMMUNITY	22	37	59	13.9%
I AM NOT CONCERNED ABOUT NEW RETAIL SPACE	12	27	39	9.2%
NEW RETAIL SPACE WILL INCREASE TRAFFIC	11	19	30	7.1%
I AM CONCERNED ABOUT SOMETHING ELSE	6	10	16	3.8%
TOTAL	169	256	425	100%

Which of the following is closest to your opinion on where new development should occur?

Summit on the Future



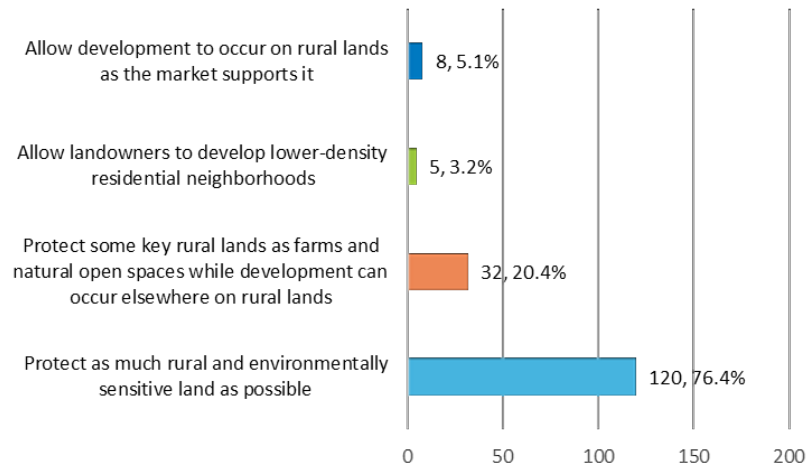
Online at Engage 2045 Website



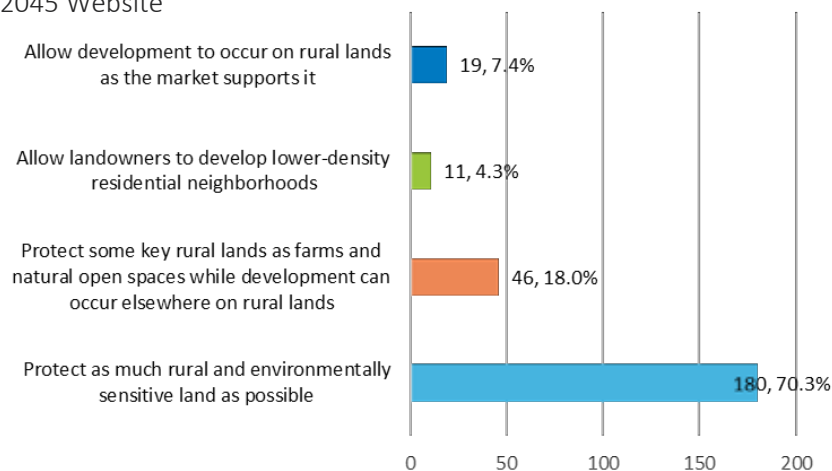
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
AS A PRIORITY, DEVELOPMENT SHOULD OCCUR INSIDE THE PSA ON EMPTY LOTS IN ALREADY DEVELOPED AREAS	86	108	194	46.0%
I PREFER FOR THERE TO BE NO NEW DEVELOPMENT, BUT UNDERSTAND THE COUNTY HAS LIMITED TOOLS TO CONTROL GROWTH	20	67	87	20.6%
DEVELOPMENT SHOULD OCCUR ANYWHERE WHERE THE MARKET SUPPORTS IT	21	40	61	14.5%
DEVELOPMENT SHOULD OCCUR IN BOTH ALREADY DEVELOPED AND NEW AREAS IN THE PSA	29	18	47	11.1%
I DON'T KNOW WHAT THE PSA IS, OR DON'T FULLY UNDERSTAND ITS IMPACT ON NEW DEVELOPMENT	3	15	18	4.3%
AS A PRIORITY, DEVELOPMENT SHOULD OCCUR INSIDE THE PSA OUTSIDE OF ALREADY DEVELOPED AREAS	7	8	15	3.6%
TOTAL	166	256	422	100%

Which of the following is closest to your opinion regarding the future of rural lands (lands outside of the PSA)?

Summit on the Future



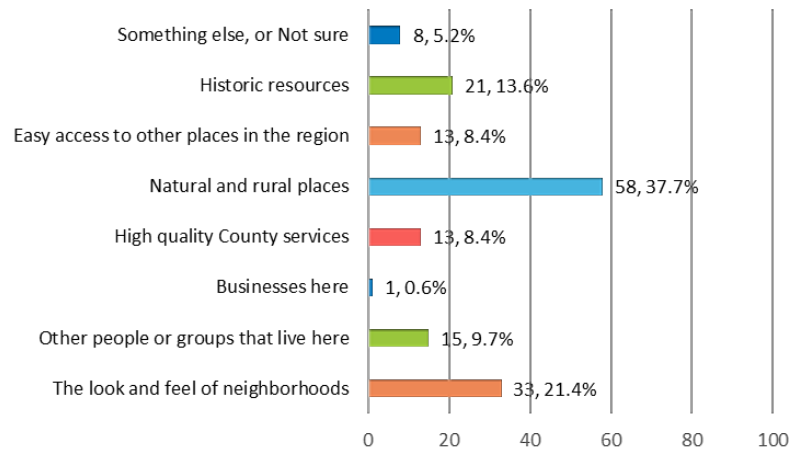
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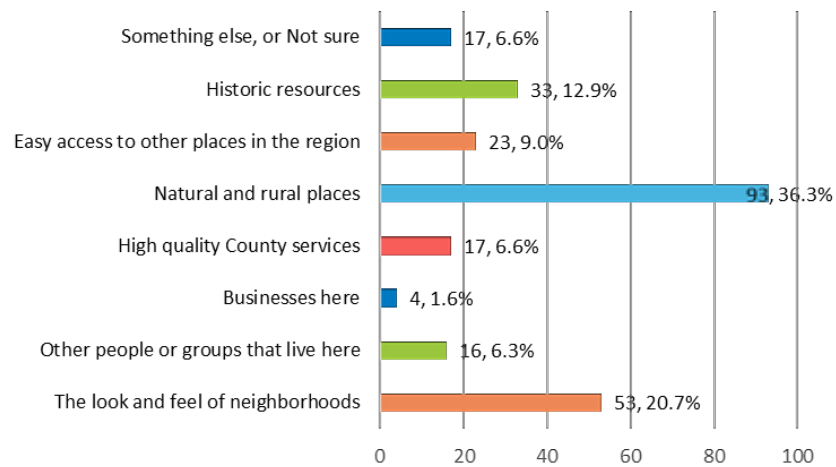
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
PROTECT AS MUCH RURAL AND ENVIRONMENTALLY SENSITIVE LAND AS POSSIBLE	120	180	300	71.3%
PROTECT SOME KEY RURAL LANDS AS FARMS AND NATURAL OPEN SPACES WHILE DEVELOPMENT CAN OCCUR ELSEWHERE ON RURAL LANDS	32	46	78	18.5%
ALLOW DEVELOPMENT TO OCCUR ON RURAL LANDS AS THE MARKET SUPPORTS IT	8	19	27	6.4%
ALLOW LANDOWNERS TO DEVELOP LOWER-DENSITY RESIDENTIAL NEIGHBORHOODS	5	11	16	3.8%
TOTAL	165	256	421	100%

What do you value most about living in James City County?

Summit on the Future



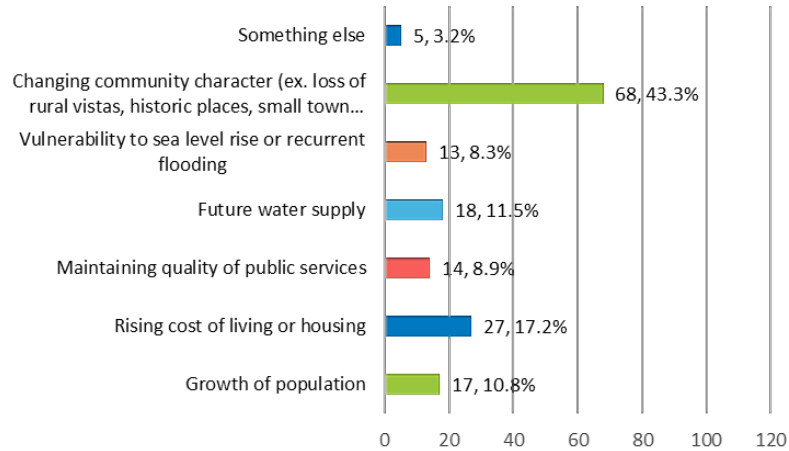
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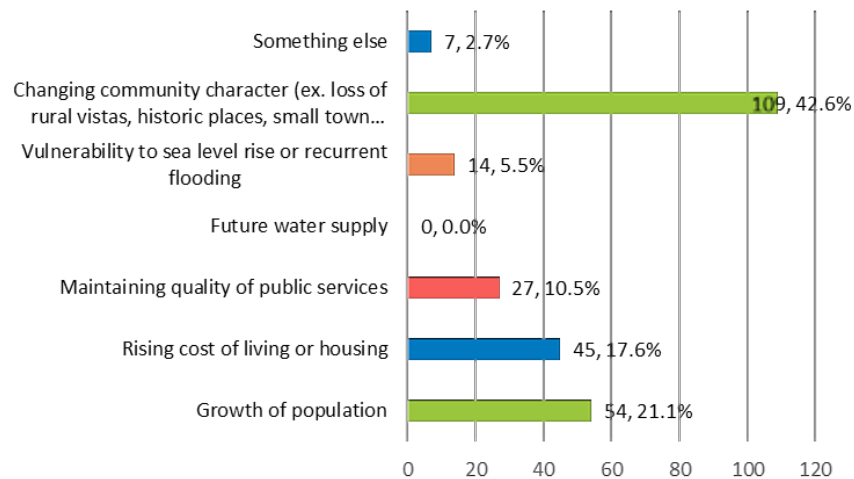
	SUMMIT	ONLINE	TOTAL	PERCENTAGES
NATURAL AND RURAL PLACES	58	93	151	36.1%
THE LOOK AND FEEL OF NEIGHBORHOODS	33	53	86	20.6%
HISTORIC RESOURCES	21	33	54	12.9%
EASY ACCESS TO OTHER PLACES IN THE REGION	13	23	36	8.6%
OTHER PEOPLE OR GROUPS THAT LIVE HERE	15	16	31	7.4%
HIGH QUALITY COUNTY SERVICES	13	17	30	7.2%
SOMETHING ELSE, OR NOT SURE	8	17	25	6.0%
BUSINESSES HERE	1	4	5	1.2%
TOTAL	162	256	418	100%

What is your biggest concern for the County in the future?

Summit on the Future



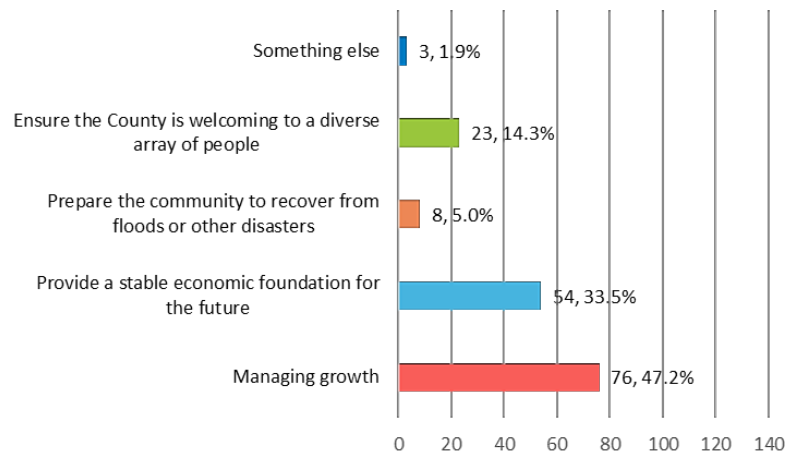
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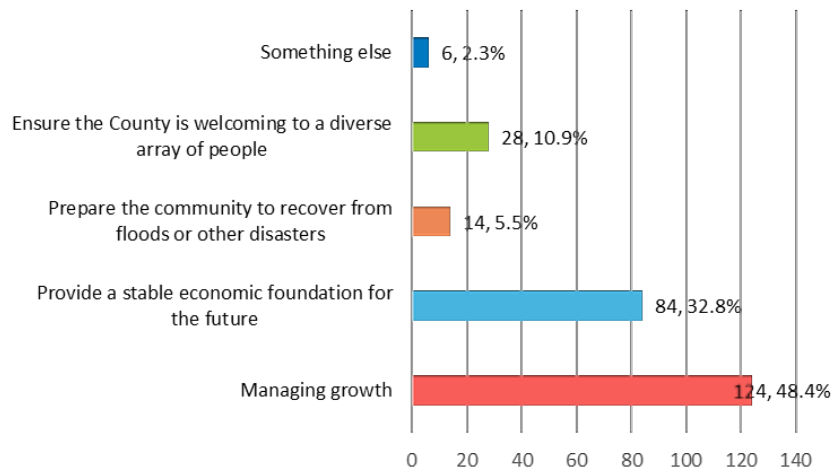
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
CHANGING COMMUNITY CHARACTER	68	109	177	42.3%
RIISING COST OF LIVING OR HOUSING	27	45	72	17.2%
GROWTH OF POPULATION	17	54	71	17.0%
MAINTAINING QUALITY OF PUBLIC SERVICES	14	27	41	9.8%
VULNERABILITY TO SEA LEVEL RISE OR RECURRENT FLOODING	13	14	27	6.5%
FUTURE WATER SUPPLY	18	0	18	4.3%
SOMETHING ELSE	5	7	12	2.9%
TOTAL	162	256	418	100%

What is most important to accomplish?

Summit on the Future



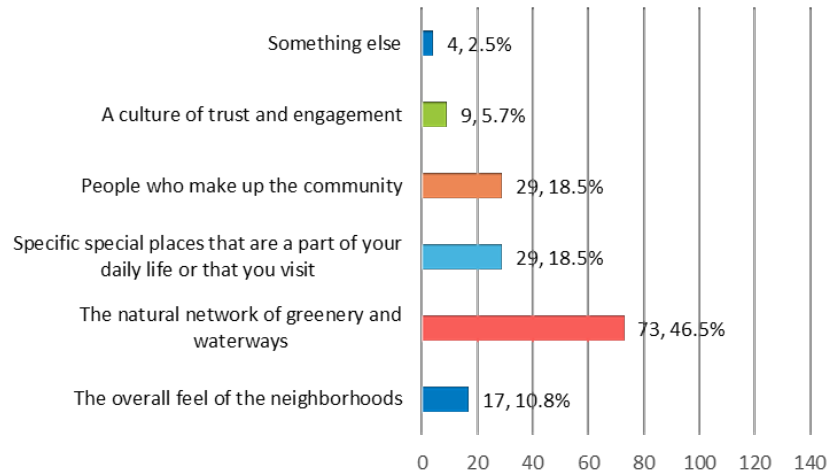
Online at Engage 2045 Website



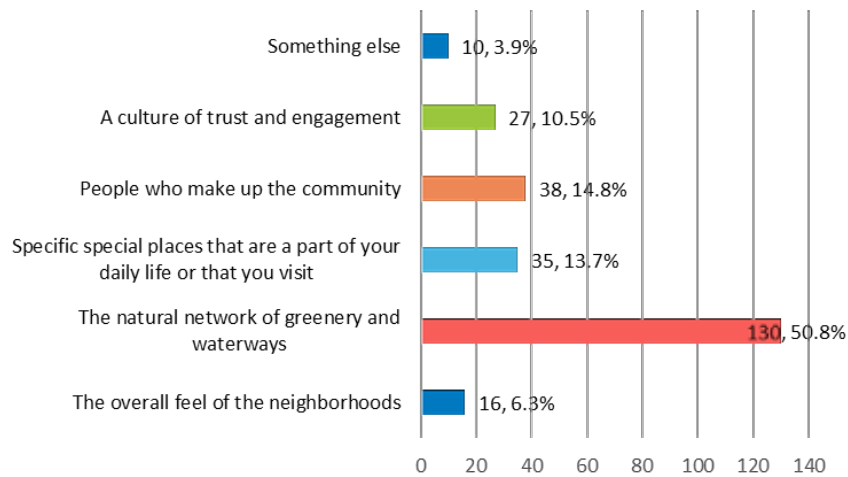
	SUMMIT	ONLINE	TOTAL	PERCENTAGE
MANAGING GROWTH	76	124	200	47.6%
PROVIDE A STABLE ECONOMIC FOUNDATION FOR THE FUTURE	54	84	138	32.9%
ENSURE THE COUNTY IS WELCOMING TO A DIVERSE ARRAY OF PEOPLE	23	28	51	12.1%
PREPARE THE COMMUNITY TO RECOVER FROM FLOODS OR OTHER DISASTERS	8	14	22	5.2%
SOMETHING ELSE	3	6	9	2.1%
TOTAL	164	256	420	100%

Which of these contributes the most to create James City County's great community character?

Summit on the Future



Online at Engage 2045 Website

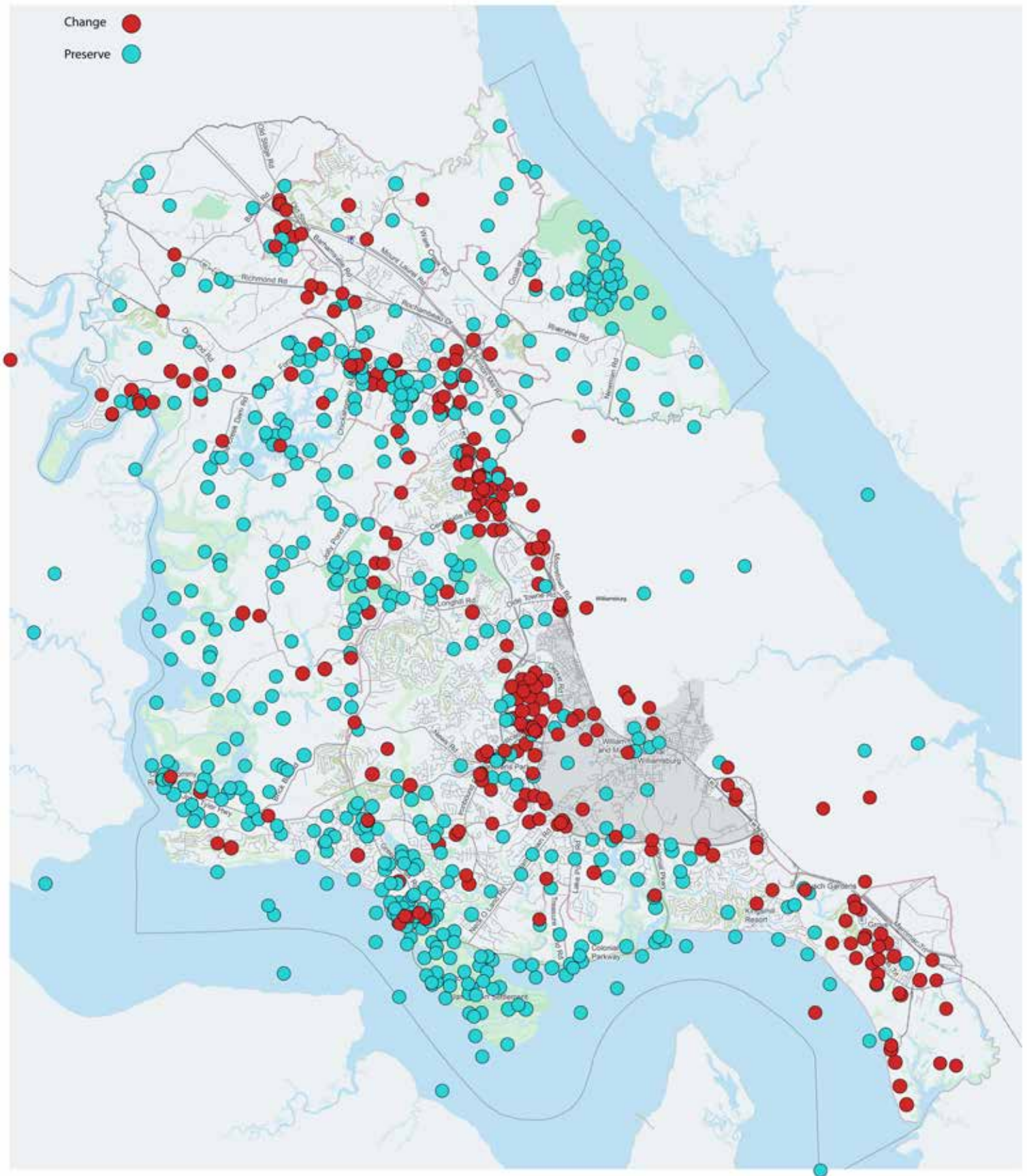


	SUMMIT	ONLINE	TOTAL	PERCENTAGE
THE NATURAL NETWORK OR GREENERY AND WATERWAYS	73	130	203	48.7%
PEOPLE WHO MAKE UP THE COMMUNITY	29	38	67	16.1%
SPECIFIC SPECIAL PLACES THAT ARE PART OF YOUR DAILY LIFE OR THAT YOU VISIT	29	35	64	15.3%
A CULTURE OF TRUST AND ENGAGEMENT	9	27	36	8.6%
THE OVERALL FEEL OF THE NEIGHBORHOODS	17	16	33	7.9%
SOMETHING ELSE	4	10	14	3.4%
TOTAL	161	256	417	100%

Preserve- Change Mapping Exercise

Preserve-Change Mapping Exercise (Summit of the Future Station 2)

The Preserve-Change mapping exercise asked participants to mark areas of the County where they desired preservation and areas where they desired some form of change, with the opportunity to add notes to selected locations explaining or supporting the selection. This exercise was available in-person during the Summit on the Future, and available online through December 18, 2019. This section summarizes the 878 total points marked by Summit and online participants. Major themes and geographic clusters are summarized here. Data from the Preserve-Change exercise will be used in the ongoing construction of the Comprehensive Plan as future growth scenarios are tested, including locations for growth and for preservation.



Areas to Preserve – Areas for Change

The November 18th Summit on the Future included an interactive mapping exercise allowing participants to mark on a large map of James City County where they desired preservation and areas where they desired change. Participants could also leave comments explaining their choices or giving further guidance to the planning team. This exercise was also available online, with responses collected through December 18th. This analysis looks at specific clusters of Preserve-Change marks from both in-person and online participation and summarizes some common comments associated with them.

Grove



- Redevelopment opportunities in this area
- Encourage commercial development to meet the needs of existing and future residents
- Maintain and add to affordable housing opportunities
- Do not expand industrial land uses

York River State Park



- An example of rural and natural areas that are so important to the character of the County
- Important to preserve wetlands and waterways for environmental protection
- Trails and waterways are a recreational asset for residents

Exit 227/Upper County Park



- Preserve and enhance the Upper County Park area
- Areas of historic significance that should not be used for residential or commercial development
- An area for commercial development
- Allow development signage that can be seen from the interstate to attract business

Jamestown Island



- Embrace James City County's history
- Preservation for Jamestown Island and Colonial Parkway
- Preserve Jamestown views up and down the river
- Maintain the area's natural look and feel

Jamestown Settlement



- Preserve green spaces and the old campground
- Add no new development on Jamestown Road as this route can not handle any more traffic
- As a tourist attraction this area is very important to the local economy
- Marina and nearby green space are wonderful community assets
- County's park spaces are important escapes, where residents can enjoy the areas trails and waterways
- Preserve Jamestown Beach
- Add a dog beach area at Jamestown beach
- Avoid development along the County's rivers and waterways
- Need more businesses and retail in this area to fully leverage, attract and expand the local tourism economy

New Town and Eastern State Hospital



- Redevelop surplus land at Eastern State hospital
- New Town should have been built at a higher density
- Upgrade this area with affordable living, building up, not out
- Use development to create places where people want to spend time
- New Town is an example of the kind of enlightened mixed-use that James City County could use more of
- Difficult to park and shop in this area
- Commercial development in this area suffers from vacant shops and frequent turnover

Lightfoot



- Preserve older, established neighborhoods with lower density and plenty of trees
- Keep townhouses out of this area
- Preserve wetlands
- Colonial Towne Plaza Shopping Center looks old and run down
- Route 60 needs improvements to enhance its appearance
- Need for employment opportunities in this area
- Redevelopment needed on the site of the old Pottery
- The redeveloped pottery is always empty and has lost the character of the original
- New neighborhoods should not be built without recreational spaces to support children and families who live there
- Traffic is bad in this area. Can parallel routes be developed?

Toano & Norge



- Support the efforts of Historic Toano
- Route 60 is an important community corridor and its growth should be handled carefully
- This area provides a small-town atmosphere within the larger community
- Make The Castle a coffee shop as a safe place to gather and with internet access for low income residents and middle school students
- There is room for growth and development in Toano, including residential growth to support the County's existing commercial uses

Chickahominy Riverfront Park



- Chickahominy Riverfront Park is a special place, but is in need of maintenance
- A great opportunity to connect with nature and to fish
- Preserve natural areas where residents can appreciate the beauty of the County
- Important as an environmental area and as a place for recreation
- Add road improvements and a second entrance/exit
- Clear some of the wooded areas in east of property for more parking for athletic events

Monticello Avenue (Rt. 199 to News Road)



- Preserve remaining rural and wooded areas
- Reconfigure traffic flow at Windsormeade and News Road to reduce congestion and improve safety
- Preserve the ponds around Powhatan Sanctuary
- Development of this area is appropriate but parks and open spaces should be provided for the use and enjoyment of new residents
- Preserve greenspace across from Windsormeade as a buffer to the adjacent neighborhood
- Improve this area with affordable residential opportunities, building up instead of out
- Add a bike path to Ironbound Road

Brickyard Landing



- Preserve wetlands and marsh areas
- This area is vulnerable to flooding
- Dredge canals in this area
- Improve the facilities in Brickyard Landing to enhance for public use
- Add public facilities including multi-use trails and docks for public access

Visual Preference Survey

Visual Preference Survey (Summit on the Future Station 3)

A Visual Preference Survey was one element of the interactive exhibits at the November 18th Summit on the Future and was also made available online for residents not attending the Summit. This survey asked participants to select a preferred image among four given photos of different place types in residential, commercial, and other land use categories. Input from the Visual Preference Survey provides useful information to the planning team on the vision of County residents for the look and character of their community in the future with respect to different place types, designs, and densities.

The interest in this exercise from the number of responses shows the importance of community character to James City County residents. Survey participants supported a range of land use types and densities, but show a strong desire for scales, architecture, green spaces, and walkability that fit the character of the existing community and existing architectural and building styles.

The following summarizes the vote totals for each place type from both the in-person and online opportunities, as well as potential conclusions that could be reached from the voting, and also a brief narrative summary of the written feedback provided for each place type.



Rural Residential



Potential Conclusions:

- Preference for lower density or larger lot patterns with ample open space
- Not a clear preference between conventional larger lots vs. rural cluster development patterns

Feedback Themes:

- A desire to preserve the environment
- More green space
- Limits on further development in rural areas
- Clustered lots could provide a sense of community with a potentially lower housing price while still preserving the character of James City County
- Clustering could reduce infrastructure costs and provide more common and/or permanently preserved open space

RURAL RESIDENTIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	18	55	73	20.6%
2 -	41	50	91	25.7%
3 -	11	68	79	22.3%
4 -	34	77	111	31.4%
TOTAL	104	250	354	100%

Low-Density Residential



■ In Person Survey ■ Online Survey

Potential Conclusions:

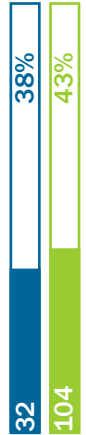
- General preference for larger lots with homes set further back from the street
- Additional preference for small homes clustered in compact neighborhoods with sidewalks

Feedback Themes:

- Maintain as much greenery as possible and make sure areas are not too dense
- Sidewalks make neighborhoods walkable
- Huge lots are less affordable
- Higher density means more efficient use of space and more opportunities for affordable housing

LOW-DENSITY RESIDENTIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	26	118	144	44.5%
2 -	15	56	71	21.9%
3 -	28	44	72	22.2%
4 -	13	24	37	11.4%
TOTAL	82	242	324	100%

Medium-Density Residential



■ In Person Survey

■ Online Survey

Potential Conclusions:

- Participants varied in their attitudes to density but supported features that preserve the charm and look of the area
- Positive elements seem to be walkability, local architectural character, and green space for residents

Feedback Themes:

- Maximum height of buildings should be two stories
- Moderate density should be affordable and within walking distance of shops
- The masses of brick look institutional rather than residential
- Options that have local character and look more like individual houses are preferred
- Green spaces are visually appealing and the bricks tie in to the historic character the area is looking for and will age gracefully

MEDIUM-DENSITY RESIDENTIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	45	116	161	49.7%
2 -	32	104	136	42.0%
3 -	4	11	15	4.6%
4 -	2	10	12	3.7%
TOTAL	83	241	324	100%

High-Density Residential



Potential Conclusions:

- Strong preferences for historic character and open and shared spaces
- Open space and walkability are more important than density and height

Feedback Themes:

- These areas attract working, younger demographics which maintains a strong, progressive community with economic sustainability
- Some options seem overdeveloped for the area and could potentially create problems with traffic and overpopulation
- Keep buildings around three stories high
- Options 3 and 4 are more attractive than others. They offer a classic look and an efficient use of space
- Prefer green spaces and public gathering spaces

HIGH-DENSITY RESIDENTIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	3	30	33	10.5%
2 -	15	29	44	14.0%
3 -	39	101	140	44.6%
4 -	21	76	97	30.9%
TOTAL	78	236	314	100%

Local Commercial



■ In Person Survey

■ Online Survey

Potential Conclusions:

- Strong preference for small town / main street type local commercial rather than highway or strip commercial
- Walkability and open spaces are important

Feedback Themes:

- Keep the rural, small neighborhood feel and character
- Implement walkable and green spaces within the development
- Develop in areas that you can get to by bike or by walking and separate the cars from pedestrian areas
- Most of our development feels local already due to the proximity to the rest of the community
- Preserve character and scale, emulating Williamsburg

LOCAL COMMERCIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	6	45	51	15.9%
2 -	7	44	51	15.9%
3 -	13	42	55	17.1%
4 -	54	110	164	51.1%
TOTAL	80	241	321	100%

Larger Commercial



Potential Conclusions:

- Low scale multi-story is okay if it has architectural interest, local character, and a mixed-use look and feel

Feedback Themes:

- Consolidate buildings, keep more open space, and preserve the character of the area
- Smaller scale is better
- Want to see the County have less sprawl, so building vertically could avoid that
- Avoid strip malls but add walkability to these areas so they are less car-centric

LARGER COMMERCIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	21	83	104	35.9%
2 -	13	53	66	22.8%
3 -	17	62	79	27.2%
4 -	9	32	41	14.1%
TOTAL	60	230	290	100%

Mixed-Use Residential/Commercial



Potential Conclusions:

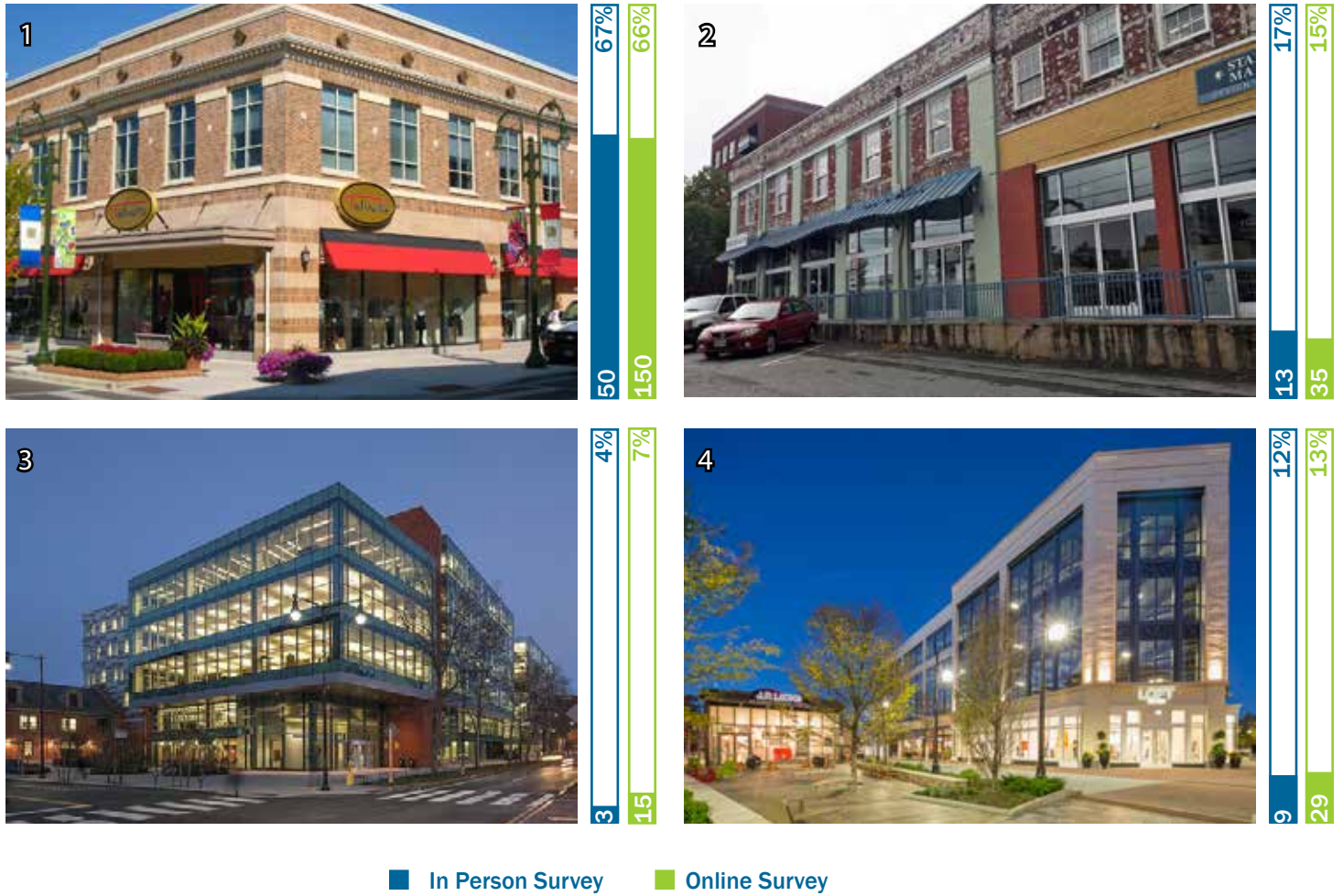
- Desire for the concept of apartments above retail spaces but only if it is smaller scale and preserves a small town feel

Feedback Themes:

- Maintain some of the ambiance by combining commercial and housing
- This would be especially good for senior living and those who do not own a vehicle
- Preserve historic character and classic look with brick
- Keep a more small town feel and avoid large scale
- Place more of an emphasis on walking instead of driving. James City County is more focused on driving than building areas that are accessible to neighborhoods on foot

MIXED-USE RES. /COMM.	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	22	81	103	33.6%
2 -	32	93	125	40.7%
3 -	7	17	24	7.8%
4 -	16	39	55	17.9%
TOTAL	77	230	307	100%

Mixed-Use Commercial/Office



Potential Conclusions:

- Small scale and town-like character is important
- General preference for lower (2-3 story) over mid-rise buildings

Feedback Themes:

- These need to have a small-town appearance
- Height limits should be three stories
- Keep a "classic" look - less glass and metal
- Good pedestrian areas. Have less roads and encourage more walking
- The landscaping livens up the space and makes it more pleasant

MIXED-USE COMM. /OFFICE	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	50	150	200	65.8%
2 -	13	35	48	15.8%
3 -	3	15	18	5.9%
4 -	9	29	38	12.5%
TOTAL	75	229	304	100%

Industrial



■ In Person Survey

■ Online Survey

Potential Conclusions:

- Participants favored lower scale industrial that fits more with small town character
- Landscaping is important

Feedback Themes:

- Would like to see more old-fashioned looking architecture and a better feel for the rural character of the area
- Avoid huge parking lots
- If an old building could be reused for industrial purposes, that would be ideal

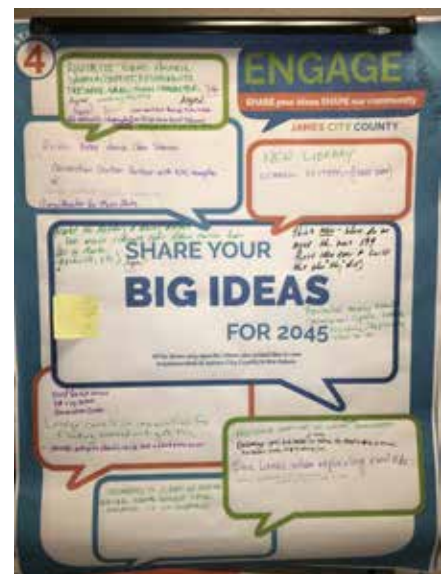
INDUSTRIAL	SUMMIT	ONLINE	TOTAL	PERCENTAGE
1 -	8	55	63	20.8%
2 -	39	97	136	44.9%
3 -	21	49	70	23.1%
4 -	4	30	34	11.2%
TOTAL	72	231	303	100%

Big Ideas Board

Big Ideas Board (Summit on the Future Station 4)

At the Summit workshops, participants were provided the opportunity to share their “big ideas” for James City County in 2045. They were asked to consider the big ideas for James City County in a broad sense without limitations for their ideas. There were a significant number of ideas related to transportation, the environment, and economic development and several others related to public facilities, housing, the Engage 2045 process, and other topics.

Participants’ big ideas were shared via notations on sticky notes attached to a presentation board. These ideas were then reviewed and sorted by planning topics and are listed below. The abbreviations in parentheses for each idea identify the Summit on the Future workshop location where the idea was shared.



Transportation

Many big ideas included support for additional bicycle and pedestrian paths and connecting the places people want to go.

- Bike paths along roads (BMS)
- Bike paths along major roads (BMS)
- Bike path network (BMS)
- Bike paths separate from traffic and bike lanes when no paths possible (BMS)
- Expand bike trails (BMS)
- Bike lanes when repaving rural roads (TMS)
- More circuits for walking/jogging/biking/etc. (GC)
- Maintain bike paths, too much grass overgrowth! (JHS)
- Expand connected network of bike paths (JHS)
- Safer bike paths separated from traffic (JHS)
- Bicycle share program (BMS)
- Lots of sidewalks (BMS)
- More sidewalks (JHS)
- Sidewalks, bike paths, areas to congregate as a community (JHS)
- Cross walks! (JHS)
- Add crosswalk (illuminated) on Rt 60 from Burnt Ordinary (TMS)
- Walking/shuttle (TMS)
- Innovation in neighborhood design pedestrian (BMS)
- Connect schools, neighborhoods, etc. with stores, schools, parks, with a robust bicycle, pedestrian infrastructure (HMS)
- Always consider walking, more trails connecting neighborhoods (JHS)
- Please increase bicycle paths linking residential neighborhoods with shopping centers (JHS)
- Connect neighborhoods with new businesses so workers can bike or walk to work. (TMS)

Some participants identified big ideas for increased public transit including new bus lines, rail, and connection to other transportation modes including airports.

- Public transportation -> more frequent and wider reaching bus route/schedule (BMS)
- Public Transportation to Fort Eustis, Hampton (BMS)
- Light Rail (BMS)
- Bus line to Hornsby (HMS)
- Bus transportation for Hornsby - W&M tutors, etc. (HMS)
- Bus line to schools (HMS)
- Growth/coordinate public transportation with public health service and public housing (JRES)
- Planning to accommodate aging population, affordable and accessible housing and transportation (JRES)
- Add bus shelters for public transit. Ex Rt 60 and proper lighting (JRES)
- Look at public transportation (bus system) in Chapel Hill NC, try to emulate it. Set new housing/business to support it. (GC)
- Not just roads; planes (KJGG/Williamsburg James City County Airport), Train (Amtrak) might be in Williamsburg but key to accessibility. (GC)

A few ideas relate to roads and future of road capacity.

- 199 Never become a "464"...local only (BMS)
- Road improvement/maintenance for denser population (HMS)
- Think now - where do we need the next 199 (best idea ever to build that when "they" did) (TMS)

Environment

Many ideas indicate support for a broad array of sustainability, resilience, and environmental stewardship measures, including: electric personal vehicle and bus infrastructure; solar energy; composting, recycling, and waste management; protection of tree canopy, land, and night skies; and hazard mitigation.

- Electric buses (BMS)
- Free electric car chargers in general areas (BMS)
- Residential solar (BMS)
- Solar panels allowed everywhere (BMS)
- Screen solar farms with tall berms, then landscaping (HMS)
- Promote composting (BMS)
- Provide recycling (BMS)
- Ordinance to clean up parking in rural roads. Around retail business (i.e., 7-11 Croaker Rd.) (TMS)
- Urban tree canopy, responsible stormwater management (JHS)
- Down arrow for up arrow tree cutting clear land, plant elsewhere in County [County interpretation, if you clear trees you have to plant trees elsewhere] (BMS)
- PDR Bond Issue (JRES) [Interpreted as "Purchase of Development Rights"]
- More efficient street lighting to reduce light pollution (JHS)
- Dredge canals in communities for flooding hazard mitigation (TMS)
- Plan for orderly retreat from shorelines lost to sea level rise (JHS)
- Develop areas as an evacuation for weather events, (i.e., hurricane). We have the hotels and restaurants to support (BMS)
- Houses setup on floating dock posts in flood prone areas (TMS)

Economic Development

Some responses support specific efforts to attract businesses, varying from large tech companies to small local businesses.

- Need new employment like Google to attract high income jobs to offset older dying population (BMS)
- Attract entrepreneurs with grants/investment (BMS)
- Revitalize empty retail/commercial space before building/approving new builds (TMS)
- Preserve nature of local small businesses (TMS)
- Encourage small businesses in Toano to reduce the need to drive as much - hardware store, shipping service, etc. (TMS)

Some responses support specific institutions or businesses including libraries, medical facilities, airports, convention centers, hotels, amphitheaters, and wholesale clubs.

- Cancer treatment hospital (BMS)
- Large event center - concerts, etc. (TMS)
- Amphitheater for music/arts (TMS)
- Need for full service 3 star and up hotels. Convention center (TMS)
- Convention center partner with NN, Hampton (TMS)
- Need to include airport as significant asset (GC)
- Need space solution for OTMD + SS, they are at capacity now (JRES)[Interpreted as "Olde Towne Medical Center and Social Services"]
- Would love to see Costco (potentially old K-mart) or old JC Penney building (HMS)

Population Needs

These ideas promote supportive services for at-risk populations.

- Community support for individuals w/mental health issues (BMS)
- Homeless shelter (BMS)
- Innovation mental health care - factoring caregiver in community design (BMS)
- Fewer vacant commercial space, for family service (i.e., family counseling, pre-k) more localization at risk (JRES)
- Recruit better health care services (TMS)

Some responses promote the addition of school and preschool capacity.

- Build another high school due to increasing population (HMS)
- Dedicated pre-school buildings - park in site specific space for/designed for them
- School system class size (TMS)
- Focus on burden to services, schools, police, etc. (JHS)

Public Facilities

Respondents had ideas requesting improvement or stability in community services including internet (FIOS), library improvements, and water.

- FIOS or other fiber optic network (BMS)
- Allow FIOS into entire County (BMS)
- FIOS or other competition besides COX (BMS)
- New library (TMS)
- Library is great but could be better, open longer hours on Sunday and Friday (JHS)
- 21st century library with technology and community space, all ages (JHS)
- Secure affordable water source for the future (BMS)

Housing

These responses primarily support additional housing, with specific support for affordable housing, co-housing, and workforce housing.

- Workforce Housing (BMS)
- Develop a co-housing community in JCC (BMS)
- Yes - co-op co-housing central community space with small houses (BMS)
- Allow HOAs to have co-housing set up (BMS)
- Affordable and quality housing (BMS)
- Affordable Housing (BMS)
- Affordable housing for local income families (HMS)
- Affordable housing friendly zoning (JHS)

Engage 2045 Planning Process

Several ideas include requests to lead the process with vision and values, consider both Williamsburg and the region, include innovative planning practices, and be clear and transparent about data, and assumptions used in the Engage 2045 process.

- Lead with vision and values (JHS)
- Consider Williamsburg in this study - it effects James City County (GC)
- Include liberating structures (facilitation strategy) like the world café in Planning (JHS)
- Local planning integrated within to regional planning (JHS)
- Transparency between those that call JCC home (JHS)
- What assumptions are you making about conditions 25 years from now: Transportation; communications; services etc.? (GC)

Land Use

Some big ideas support “mixed use” development either generally or in specific places.

- Zoning to deal with progressive issues, solar farms, short term rentals etc.
- Encourage shopping, dining, etc. adjacent to independent living to allow greater access (HMS)
- More efficiency use mixed use - space. We clearly have two spaces (New Town and High Street) (JRES)
- Rezone state owned property at Eastern State for Mixed Use (BMS)
- More mixed use :-)! (JHS)
- Make the Pottery a dining magnet with live music, sidewalk cafes, ethnic cuisine, bars (like Austin, Nashville, etc. (TMS)
[2 other participants specifically indicated they agree]

Community Character

A few responses indicate big ideas related to community character for the County or a specific area.

- Keep the “small town” effect! (GC)
- Let’s make this a fun family and young person’s place to enjoy recreation, community (BMS)
- Its time to re-imagine growth and development. Within the PSA encourage and promote re-development and denser development connected by multi-use avenues. Envision protected natural areas - they will allow us all to thrive ultimately. (TMS)
- Revitalize Toano - Historic shopping district, restaurants, preserve small town character(TMS) [5 other participants specifically indicated they agree]

Parks and Recreation

Some ideas support additional trails and parks, with the Virginia Capital Trail the most frequently referenced.

- VA capital trail attracts young people and it’s an amazing resource. (BMS)
- I love the Capital Trail, please extend it into CW (BMS)
- The VA Capital trail attracts recreation enthusiasts and tourism! (BMS)
- Expansion of VA Capital Trail/Support Birthplace of America Trail (JHS)
- Parks and recreation is important (GC)
- More dog parks, more dog friendly (JHS)

Online Comment Cards

Online Comment Cards

The Engage 2045 web page contains a “Share Your Ideas” section that allows visitors to express topics of interest and leave comments on general Comprehensive Plan and planning-related issues. These comments will continue throughout the plan update process but are summarized here through November 2019.

Which of the following topics are most important to address in the County’s Comprehensive Plan?

Topic	Responses
<i>Rural area protection</i>	17
<i>Public safety</i>	11
<i>Water resources</i>	10
<i>Growth and development</i>	9
<i>Jobs and businesses</i>	9
<i>Housing and neighborhoods</i>	6
<i>Parks, recreation and greenways</i>	5
<i>Other</i>	4
<i>Transportation</i>	3
<i>Community character</i>	2
<i>Social services</i>	1
<i>Government facilities</i>	0

Transportation

- Residents expressed concerns about the ability of Route 199 to handle the traffic associated with continued growth.
- Residents support increasing pedestrian and bicycle trails and connected trail gaps as an amenity for residents and as a tourist attraction that will benefit the local economy.
- The Virginia Capital Trail should be extended from its current terminus at the Jamestown Settlement to reach the City of Williamsburg itself.
- Trails including connections to the Williamsburg train station, along Riverview Road to York State Park, and a pedestrian and bicycle fly-over of Route 60 are desirable.
- Some roads should be widened to accommodate safe bike lanes, including Route 612, Longhill Road west of Humelsine Parkway, and News Road.
- Passenger rail service to Richmond, Washington D.C., and Virginia Beach would be desirable.
- Autonomous vehicle issues and electric vehicle charging should be considered as a part of the Comprehensive Plan update process.

Environment

- The County's rural areas and open spaces are assets to be protected.
- Growth and development threatens outlying rural lands.
- Water quality is an important factor in environmental health as well as a contributor to community recreation.

Economic Development

- The County should support existing businesses and work to bring in new businesses that provide jobs and contribute to the local economy.
- There are many unused or underused commercial properties in the community. Reuse of vacant properties should be a priority over building new commercial developments.
- Growth, and associated traffic, must not be allowed to harm the area's important tourism industry.
- The County should reduce its emphasis on bringing in new businesses as commercial space is currently overbuilt.

Population Needs

- Growth is necessary so that the community can have public facilities, services, and amenities.
- The County's aging population means that attracting and retaining healthcare providers and facilities will be very important.
- Assisted living and other senior housing will be needed as the population of the County ages and as older people move to the County.
- The County should consider special needs populations and the homeless in planning for housing and land use in the future.

Public Facilities

- It is critical that the County develop its own water resources rather than relying on others for water supply.
- The County's libraries are valued by residents and should continue to expand with branches near where people live. Libraries should be a priority and should meet the technology needs of the 21st century.
- Existing growth has placed pressure on local schools, which may be overcrowded. The County must plan for schools that accommodate a growing population, including the need for a new high school. May need a new high school to accommodate growth.

Housing

- Housing in James City County displays the large divide between the very wealthy and the very poor.
- There is a great need for housing for very low-income families and individuals, including food service and hospitality workers who contribute to the area's tourism economy.

Land Use

- New Town is a good model for future growth.
- Many residents expressed concerns about the pace of residential and commercial growth and its impacts on open space and traffic congestion.
- Growth is occurring too fast and in an uncontrolled manner that threatens the character of the community and rural and natural open spaces.
- Many residents support growth in the County but desire managed growth with consideration for public schools, transportation, and the preservation of outlying rural areas.
- Would like to see measured growth and the preservation of the County's natural beauty.
- Protect farmland, rural areas, open space, and natural features from future development.
- Plan for developments that are walkable and that include public spaces.
- Commercial development along Monticello Avenue near Route 199 should be avoided.
- Rural areas near Exit 277 from Interstate 64 should be preserved.

Community Character

- Many County residents note that they moved to the area because of its rural character and feel that this character is now threatened by growth.
- James City County has done a good job of avoiding large, unattractive corridor signage.
- The County government should work to promote cultural diversity.
- Residents desire proactive communication that lets residents know what is going on in the community.

Parks and Recreation

- Parks and open spaces should be provided that keep pace with the County's population growth.
- Free opportunities for children to play are especially important to County residents and in attracting young people to the area.
- The James City County Marina has become dilapidated and should be revitalized as a community asset.

DRAFT MINUTES
JAMES CITY COUNTY PLANNING COMMISSION WORKING GROUP
REGULAR MEETING
County Government Center, Building F Board Work Session Room
101 Mounts Bay Road, Williamsburg, VA 23185
February 3, 2020
4:00 P.M.

A. CALL TO ORDER

Mr. Jack Haldeman called the meeting to order at approximately 4:00 p.m.

B. ROLL CALL

Present:

Glen Carter

Jack Haldeman

Rich Krapf

Julia Leverenz

Tim O'Connor

Frank Polster

Rob Rose

Staff:

Paul Holt, Director of Community Development

Tammy Rosario, Principal Planner

Brett Meadows, Planner

John Risinger, Community Development Assistant

Other:

Leigh Anne King, Clarion Associates (by phone)

Vlad Gavrilovic, EPR

Todd Gordon, EPR

C. MINUTES

1. September 26, 2019 Minutes

Mr. Rich Krapf made a motion to Approve the September 26, 2019, meeting minutes.

The motion passed 6-0-1 with Mr. Rose abstaining as he was not present at the meeting.

D. NEW BUSINESS

Ms. Tammy Rosario stated that it was the second meeting of the Planning Commission Working Group (PCWG) for the Comprehensive Plan update process. She stated that the first half of the meeting would focus on the summary of the Phase 1 public engagement efforts. She stated that the second half of the meeting would focus on the Phase 2 scenario modeling efforts. She stated that the last discussion topic for the meeting would cover the next steps in the Comprehensive Plan update process.

1. Summary of Public Engagement – Phase I

Ms. Rosario stated that the Engage 2045 process builds upon the tradition of past Comprehensive Plan updates with a heavy emphasis on public engagement. She stated that the Project Phase and the Community Engagement efforts were two parallel processes for the Comprehensive Plan update.

Ms. Rosario stated that the Community Participation Team (CPT) identified seven objectives for the public engagement process. She stated that the objectives would guide the planning of public engagement opportunities and allow for measuring the results of public engagement. She stated that the Phase 1 public engagement efforts were intended to maximize citizen participation. She stated that the Summit on the Future event was hosted at six different locations and was also televised. She stated that an online version of the Summit on the Future questionnaire was available for a month following the event.

Ms. Rosario stated that 185 citizens participated in the live polling during the Summit on the Future and 256 citizens completed the online questionnaire. She stated that citizens placed a total of 878 points on a mapping exercise to show areas of the County that should be preserved or changed. She stated that 250 responses were received for the online visual preference survey.

Ms. Julia Leverenz asked if the Summit on the Future event resulted in more public engagement than past Comprehensive Plan updates.

Ms. Rosario stated that the Phase 1 public engagement efforts had more participation than the last two Comprehensive Plan updates. She stated that a total of 441 citizens participated in the Summit on the Future questionnaire. She stated that 149 citizens participated in Community Conversation events for the Comprehensive Plan adopted in 2009 and 77 citizens participated in Community Workshop events for the Comprehensive Plan adopted in 2015.

Mr. Haldeman asked if there would be additional opportunities for public engagement during the Comprehensive Plan update process.

Ms. Rosario confirmed. She stated that comments could be submitted on the Engage 2045 website throughout the process. She stated that a newsletter would be periodically distributed to people who signed up for the mailing list. She stated that additional engagement opportunities will be held later in the update process.

Mr. Frank Polster stated that the participants of the in person Summit on the Future event were mostly an older population while the online participants tended to be younger. He stated that online engagement opportunities should be utilized throughout the process to reach a larger population. He stated that future forms of public engagement should have questions that are related to the questions asked during the Summit on the Future to establish connections throughout the update process.

Ms. Rosario stated that future engagement efforts would be designed to encourage continued involvement throughout the process. She stated that the agenda for the Summit on the Future event was designed to give attendees general information about the Comprehensive Plan update as well as contextual information about the County such as demographics. She stated that results of the citizen survey were also presented at the Summit on the Future. She stated that a questionnaire and activities were used to gather feedback from attendees at the Summit on the Future. She stated that several methods of outreach were used to inform citizens that the online questionnaire was available.

Mr. Vlad Gavrilovic presented demographic statistics of the Phase 1 public engagement efforts. He presented the age groups of participants with a comparison to Census data for

the overall County population as well as the County population that was 18 years or older. He stated that the 0-18 year old demographic was not a targeted audience for the Summit on the Future. He stated that participants were somewhat older than the overall population but were much closer to the age distribution of the population that was 18 years or older. He stated that participants were somewhat less racially and ethnically diverse than the overall population in the County. He stated that the results were typical of similar public engagement efforts but also show that the participants were an excellent representation of the County population. He stated that most participants had not participated in previous planning efforts, which indicated that the events had reached broader audiences. He stated that nature, community character, affordable housing, economic development, and quality of life were themes from the public engagement efforts. He presented a number of key findings from the questionnaire.

- 86% of participants said it was very important for the County to protect and preserve the natural environment.
- 49% of participants said that the natural network of greenery and waterways contributed the most to James City County's community character.
- 84% of participants said it was very important for the County to do more to provide housing opportunities that are affordable to the workforce.
- 88% of participants said it was very or somewhat important for the County to do more to expand the local economy by attracting higher paying jobs.
- 48% of participants said it was most important for the County to manage growth while 33% of participants said it was most important for the County to provide a stable economic foundation.

Mr. Gavrilovic stated that participants at the Summit of the Future were asked to place points on a map to show where they live and work. He stated that more points were placed for living than working which could signify our high number of retirees, but that the overall dispersal pattern showed good geographic distribution. He stated that participants at the Summit on the Future were also asked to place points on a map for areas that should be preserved or changed. He stated that areas with natural or historical significance tended to have higher ratios of points to preserve. He stated that areas with many preserve points included York River State Park, Jamestown Island, Jamestown Settlement, Toano and Norge, and Chickahominy Riverfront Park. He stated that areas with many change points included Grove, New Town and Eastern State Hospital, and Lightfoot, with many of the comments received for these change points suggesting opportunities for improvement. He stated that areas with a mix of preserve and change points included Exit 227 on Interstate 64 and Upper County Park, Monticello Avenue, and Brickyard Landing.

Mr. Gavrilovic presented the results of the visual preference survey. He stated that four images were selected to represent a range of land use densities for a number of place types and participants were asked to place a point on their preferred image for each place type. He stated that there was a slight preference for lower density cluster developments for the rural residential place type. He stated that there was a preference for large lots and wide setbacks for the low-density residential place type. He stated that there was a strong preference for lower density housing for the medium-density residential place type. He stated that there was a preference for traditional looking and dense housing types in the high-density residential place type. He stated that there was a strong preference for traditional, main street style of developments for local commercial. He stated that there was a preference for less dense storefront developments for the larger commercial place type. He stated that results for the mixed-use residential/commercial and mixed-use commercial/office place types had a preference for less dense main street style developments. He stated that there was a preference for landscaping and open space incorporated in developments for the industrial place type.

Mr. Gavrilovic stated that participants at the Summit on the Future were also invited to

share their big ideas for the County and the Comprehensive Plan update. He stated that several responses referenced transportation issues including additional bicycle and pedestrian accommodations along with transit improvements. He stated that some responses reference the environment including protecting land and increasing sustainability. He stated that responses received regarding the economy included support for large technology companies and small businesses as well as event centers. He stated that other comments included preserving the small town feel and support for parks.

Mr. Gavrilovic stated that the Engage 2045 website had a comment field where citizens could choose topics that were important to address in the Comprehensive Plan. He stated that rural area protection had the most responses followed by public safety and water resources. He stated that the Phase 1 Public Engagement Report was available on the Engage 2045 website.

Mr. Todd Gordon stated that five public engagement themes were identified in the Phase 1 Public Engagement Report. He stated that the five themes were nature, community character, affordable housing, economic development, and quality of life. He stated that the CPT had refined the language to express the public engagement themes. He presented the public engagement themes:

- **Nature:** The natural environment is a highly valued component of James City County. Residents support protecting sensitive environmental features such as wetlands, forests, and waterways; becoming more resilient to systemic risks due to sea level rise, availability of drinking water, and water quality; and creating opportunities for residents to enjoy and interact with preserved natural areas within their community. A high proportion of residents reached as a part of this public engagement value protecting nature from the impacts of growth and development.
- **Community Character:** In addition to the natural environment, the County's rural aspects of its community character also are highly valued, including the unique identity of rural communities like Toano, as well as large tracts of open agricultural land away from the County's Primary Service Area (PSA). To the extent any new development occurs, it should be directed within the PSA away from rural lands.
- **Affordable Housing:** Supporting the development of affordable workforce housing has emerged as an important issue to community members. Residential growth should be balanced in a way that provides opportunities for all income levels. Development of additional housing must also be balanced with the preservation of the County's unique community character.
- **Economic Development:** Residents support economic development that results in recruitment of businesses with higher paying jobs as one way of making the community more economically resilient and appealing to younger professionals. While tourism is a major economic driver in the County, it should be balanced with other employment and industries.
- **Quality of Life:** Residents desire additional quality of life amenities including parks, public water access, expanded recreational facilities, trails for walking and bicycling, transit connections, and other enhancements to existing public facilities.

Mr. Gordon asked if there were any questions or comments regarding the public engagement themes.

Mr. Haldeman stated that protection of the natural environment had been a theme in the 2014 and 2019 citizen surveys. He stated that all five themes had a general premise of protecting the natural environment and historic resources. He stated that some areas that were identified as important on the 2019 citizen survey, including the Williamsburg

Regional Library and public schools, were not as important to attendees at the Summit on the Future.

Ms. Rosario stated that some areas identified in the 2019 citizen survey were not addressed at the Summit on the Future to avoid duplication and to be mindful of the time limitation. She stated that the Summit on the Future focused on certain themes of the citizen survey to gain additional insight in those areas.

Mr. Polster stated that participants that were 50 years old or younger were more likely to be raising families and be attuned to issues such as public schools.

Mr. Krapf stated that the County should attract younger professionals and strive to build a more diverse economic base. He stated that mixed use developments may attract younger professionals and higher-paying jobs to the County.

Mr. Haldeman stated that attracting higher-paying jobs to the County would help address affordable housing as well. He stated that an equal number of citizens commute out the County for work as the people who commute into the County for work. He stated that better paying jobs are outside of the County and people working lower-paying jobs inside of the County cannot afford to live in the County.

Mr. Polster stated that the County is a bedroom community. He stated that citizens choose to live in the County for the natural environment and community character and are willing to commute to other areas for work.

Mr. Haldeman stated that the expansion of Interstate 64 could make the County more desirable as a bedroom community. He stated that any multi-family developments in recent years have been built on major interchanges so residents can easily commute to other areas for work.

Mr. Polster stated that the Stonehouse development down-zoned a significant portion of land and relocated areas for residential units to be closer to Interstate 64.

Mr. Tim O'Connor stated that the visual preference survey responses that favored single family homes on larger lots may not be realistic in the current housing market. He stated that the survey didn't address technological improvements including 5G networks and driverless cars. He stated that younger citizens desired to preserve the natural environment for recreational opportunities instead of open space.

Mr. Polster agreed. He stated that the place types did not account for changes that will occur from technological advancements.

Mr. O'Connor stated that it would be important for the County to create social and recreational spaces, and pedestrian accommodations between residential and commercial areas.

Mr. Gavrilovic stated that assumptions for technological advancements could be incorporated into the land use and transportation models.

Mr. Polster stated that it would be beneficial to understand where major high-speed networking lines were located in the County so that those areas could be leveraged for high-tech businesses.

Mr. Rob Rose asked if any socio-economic indicators had been asked in the citizen survey or Summit on the Future questionnaire.

Mr. Gavrilovic stated that the Summit on the Future did not have any questions about socio-economic status.

Ms. Leigh Anne King stated that, on past survey experiences, questions about economic status were generally not answered. She stated that understanding where participants lived and worked could give a general overview for the economic conditions of participants.

Mr. Gavrilovic asked if there were any additional comments.

There were none.

2. Update on the building of the Integrated Land Use, Transportation and Fiscal Impact Models

Mr. Gavrilovic stated that the consultant team and County staff have begun the process of building the models for the Comprehensive Plan update. He stated that additional members of the consultant team would attend future PCWG meetings to discuss technical details of the models. He stated that the presentation would cover the parameters for the models and seek feedback from the PCWG.

Mr. Gavrilovic stated that the modeling process would use three different scenarios for the future that would be tested in the models. He stated that the preferred scenario would be chosen and used to build the Comprehensive Plan. He stated that the modeling process would also result in leave-behind models to be used by County staff. He stated that there were two broad approaches to modeling. He stated that one approach is to test the County's current land use policies against different futures such as different levels of population and job growth. He stated that the other approach to modeling is to test different land use policy frameworks against a common assumption about the future to see what policies best meet the County's goals. He stated that the modeling process for the Comprehensive Plan update would test both the current and alternative land use policy frameworks against a common assumption of growth.

Mr. O'Connor asked if the scenarios would account for only the County's current Ordinances or also account for potential changes to Ordinances or zoning district designations.

Mr. Gavrilovic stated that the scenarios would account for the future land use designations from the Comprehensive Plan and that additional parameters could be added. He stated that the base data for the models would be from the Hampton Roads Transportation Planning Organization (HRTPO) and that additional data from the County could be incorporated as well. He stated that constant values would be used for population and employment. He stated that the 2015 data for the models were 73,325 population and 40,105 employment. He stated that the 2045 data for the models were 120,741 population and 45,921 employment.

Mr. Haldeman stated that the employment growth was much smaller than the population growth.

He stated that employment growth was projected to be low throughout the region in the HRTPO data. He stated that the HRTPO data projected the County to have the highest rate of population growth in the region and the second highest rate of employment growth in the region by 2045.

Mr. Polster stated that the projections suggest that the County is becoming a bedroom

community.

Mr. Krapf asked if there were projections for various demographic statistics in addition to population.

Mr. Gavrilovic stated that a number of factors were used to generate the projections.

Mr. Polster stated that projections from the Weldon Cooper Center account for vacant residential lots, kindergarten registrations, and vehicle registrations.

Mr. Gavrilovic stated that the projections include local factors as well. He stated that the projections do not represent a goal but are instead used as constants for testing the scenarios. He presented a timeline for the process of developing the models. He stated that the proposed scenarios would be presented at a future PCWG meeting in April. He presented the list of different place types that are used by HRTPO and are present in the model. He stated that County staff had associated the land use designations in the Comprehensive Plan adopted in 2015 with the HRTPO place types. He stated that future work would confirm the place type of each parcel in the County. He presented maps of the preliminary work associating the County's land uses to the HRTPO place types.

Mr. Polster stated that the economic opportunity area near Anderson's Corner was not represented on the map with the HRTPO place types. He stated that the area of land in the Stonehouse development that had been down zoned had not been updated for the map with HRTPO place types. He stated that the area would have fewer residential units and impact the values in that particular Transportation Analysis Zone (TAZ).

Mr. Gavrilovic stated that TAZ's could be adjusted in the modeling process.

Mr. Gavrilovic stated that the land use model would input data into the travel demand model and the fiscal impacts model. He presented a list of assumptions for the different models. He stated that the land use model would use County data on current land uses and density and HRTPO data for the capacity of different place types. He stated that the travel demand model would have a standalone County model and use HRTPO data for current and future assumptions. He stated that the fiscal impacts model would use data from the County's current adopted budget for current conditions and use results of the land use model for future conditions.

Mr. Krapf stated that adjusting conditions of the models could change the timeline for Capital Improvement Projects (CIP) such as public schools and other public facilities.

Mr. Gavrilovic stated that the models could have flexibility for various factors.

Mr. O'Connor asked if the models would allow County staff to review development proposals as they are received. He asked if the models could identify potential parcels that could be good fits for prospective developments.

Mr. Gavrilovic stated that the models could be adjusted for individual parcels but that the output data would be for the County overall.

Ms. Julia Leverenz asked if the models could give data for traffic impacts of developments.

Mr. Gavrilovic stated that the travel demand model could give results for major transportation corridors but not for smaller streets. He presented a graphic showing the various forms of input that were being used to build the scenarios. He asked if the PCWG

had any suggestions for potential features of the scenarios.

Mr. Haldeman asked if the presentation could be forwarded to the PCWG.

Ms. Rosario stated that the presentation had been posted to the Engage 2045 website.

Mr. Polster stated that the models should consider the impacts of growth on subwatersheds. He stated that the TAZ for the Hill Pleasant Farm economic opportunity area should consider traffic generated from the nearby developments in York County. He stated that adjustments should be made for the population growth and household size in certain areas including the Powhatan voting district. He stated that the land use model could be helpful for identifying parcels of land in the County that could be part of land preservation programs. He stated that the fiscal impact model should consider the CIP process for the future spending of the County. He stated that existing traffic studies could provide additional insights for areas of concern regarding developments and traffic congestion.

Mr. Gavrilovic stated that ratios of impervious cover could be adjusted for each place type.

Mr. Polster stated that growth assumptions for different TAZ's and data for impervious cover could be used to determine impacts on subwatersheds in the region.

Mr. Gavrilovic stated that the models would provide data outputs for environmental factors that could be used for the implementation phase of the Comprehensive Plan update process. He stated that the models would have assumptions for the revenues and expenses of different place types that could be used to determine the benefits of preserving land.

Mr. Polster stated that a study found that the County had a positive fiscal impact of land preservation programs.

Mr. Krapf stated that a risk analysis could be completed to establish priorities for parcels that should be preserved.

Mr. Polster stated that the models should consider the impacts of sea level rise.

Mr. Gavrilovic stated that the travel demand model would consider impacts of sea level rise on the transportation network.

Mr. Gavrilovic stated that the scenario narratives would be presented at a PCWG meeting April. He stated that the scenarios would be tested in late spring and the results of testing would be shared in the summer. He stated that the preferred scenario would be chosen in the fall.

Ms. Rosario stated that additional public engagement efforts were being planned. She stated that CPT meetings in March would involve listening to presentations from community organizations. She stated that public engagement efforts in late summer and fall would be related to the scenario testing and affirming the preferred scenario.

Mr. Haldeman commended the CPT's efforts to maximize the public engagement efforts.

Ms. Leverenz asked if online forms of participation would be used throughout the remainder of the update process.

Ms. Rosario confirmed. She stated that various forms of participation were being

considered for the next phases of public engagement. She stated that the results of the Phase 1 public engagement efforts and other information about the Comprehensive Plan update process would be shared with the Board of Supervisors at a work session meeting in late February.

Mr. Haldeman asked if there were any other questions.

There were none.

E. ADJOURNMENT

Ms. Leverenz made a motion to Adjourn. The motion passed 7-0.

Mr. Haldeman adjourned the meeting at approximately 5:45 p.m.



County Board of Supervisors Briefing #2

February 25, 2020

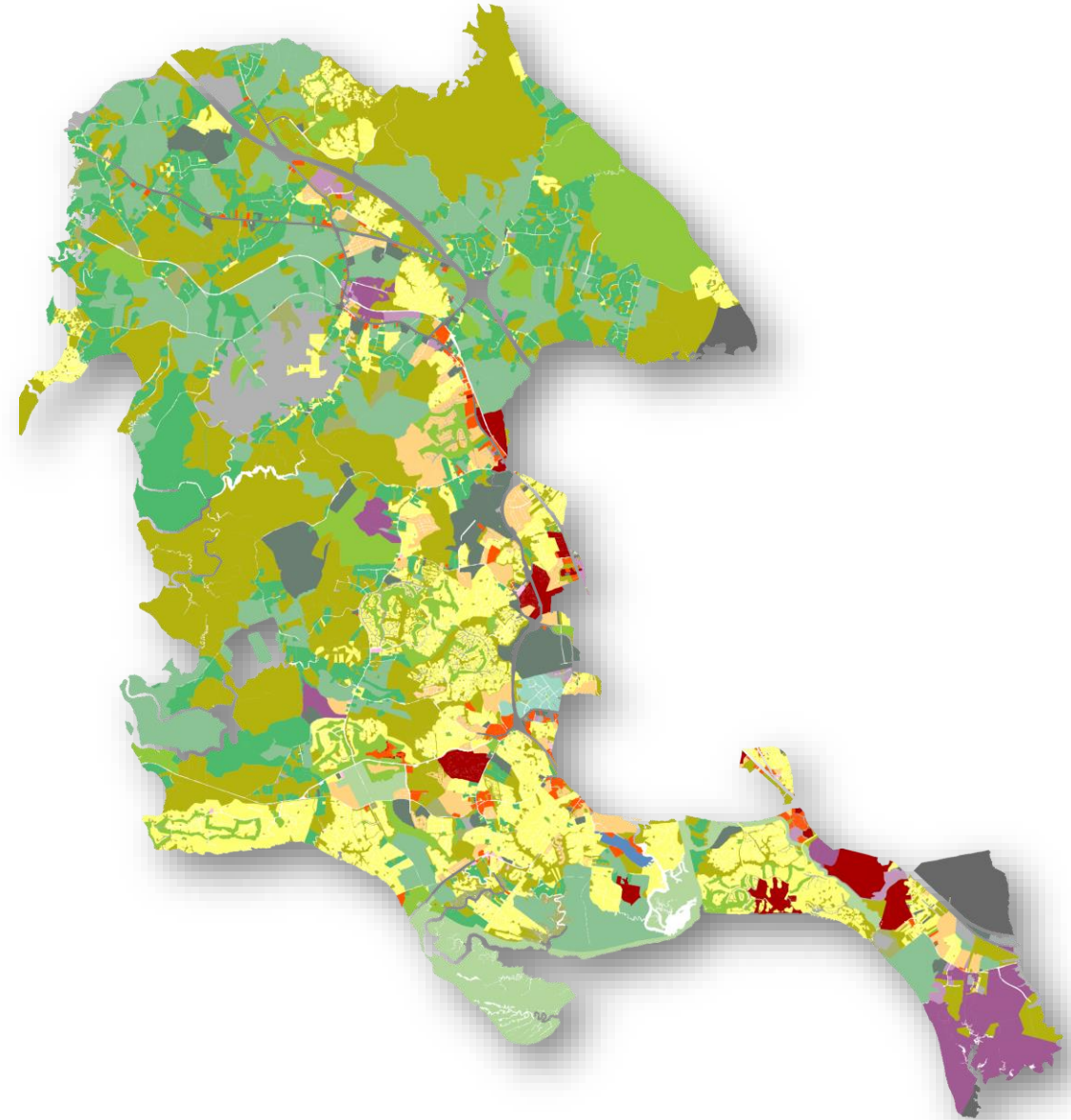


Agenda

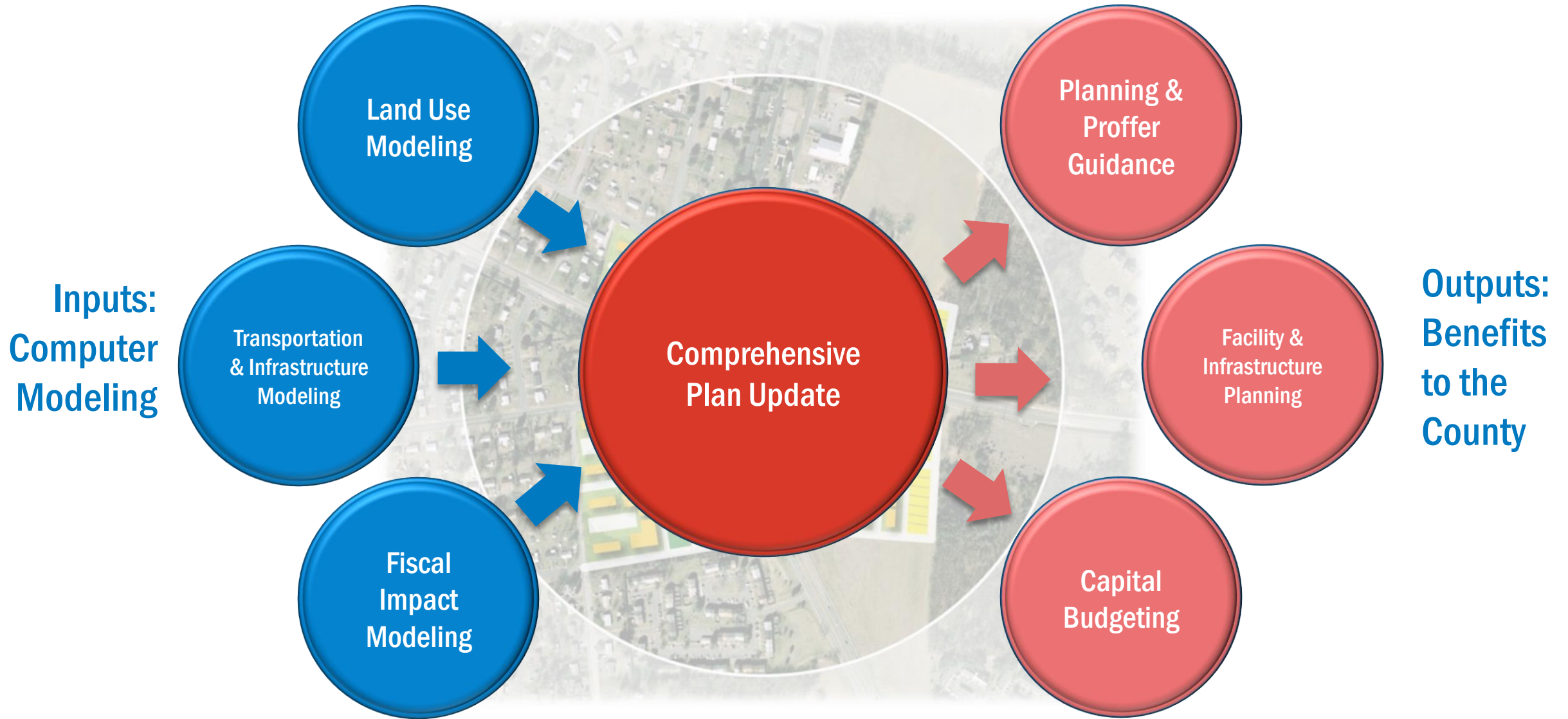
- Brief Recap of Engage 2045
- Public Engagement Part 1
 - Public Engagement Objectives
 - Engage 2045 Overview
 - Highlights of Public Engagement Activities
 - Public Engagement Report
 - Five Public Engagement Themes
- Update on Building the Scenario Models
- Next Steps

Engage 2045

Brief Recap

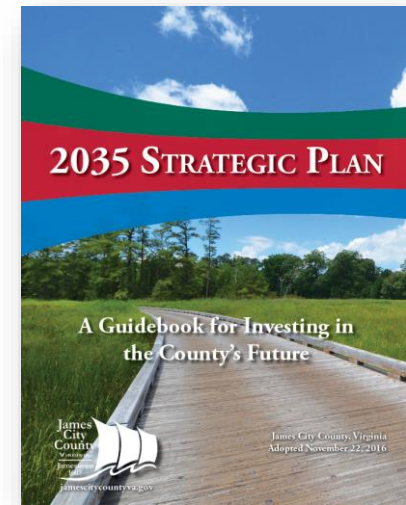


Why this Plan is Different

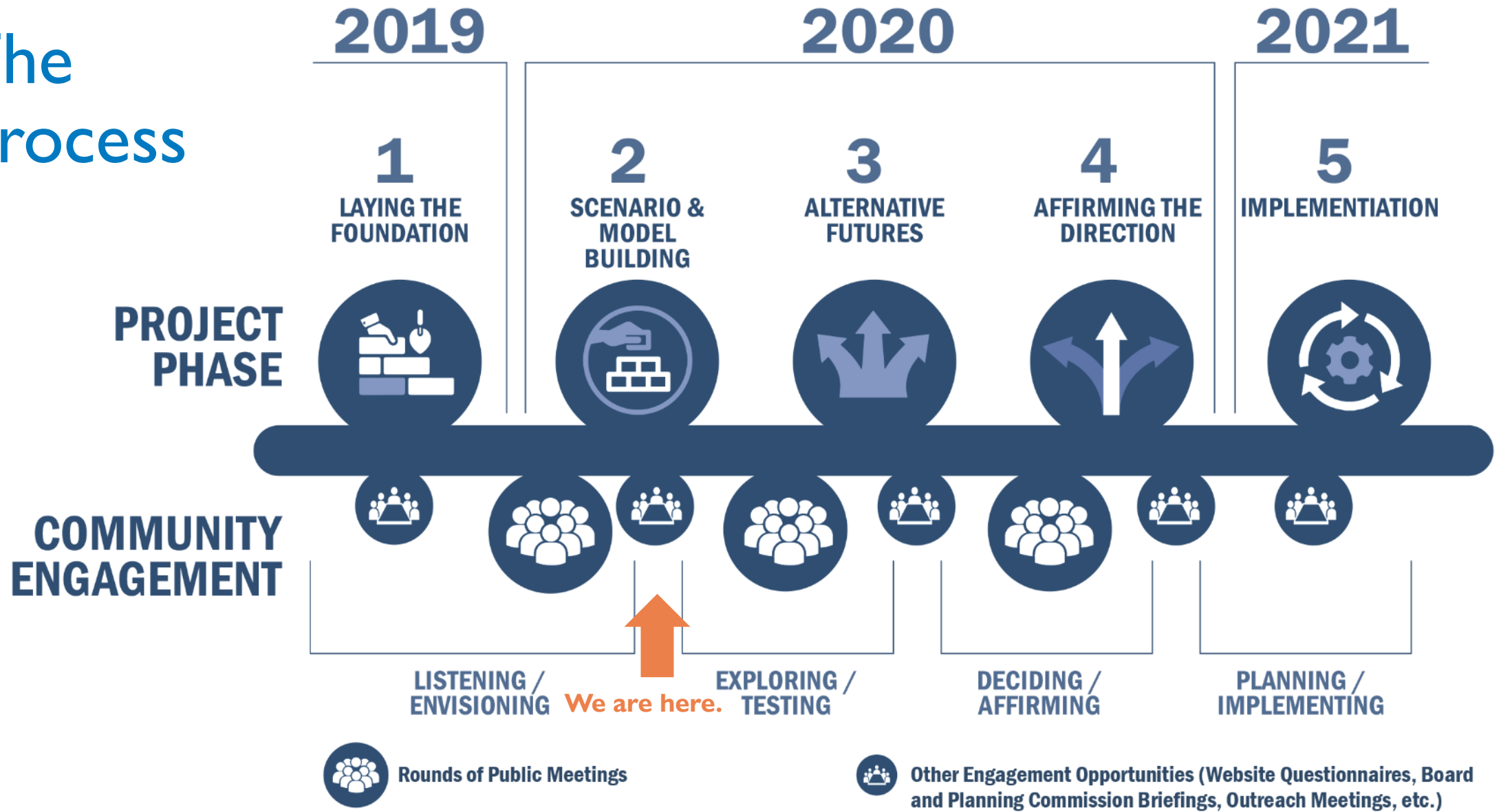


Strategic Plan Initiatives fulfilled by this process:

- ✓ Land Use / Fiscal Evaluation of Proposed Large Land Use Changes
- ✓ Cumulative Fiscal, Infrastructure, Community Character & Environmental Impacts of Expanding the PSA
- ✓ Refine Fiscal Impact Model to Assess Development Impacts on Fiscal Health
- ✓ Update the Comprehensive Plan

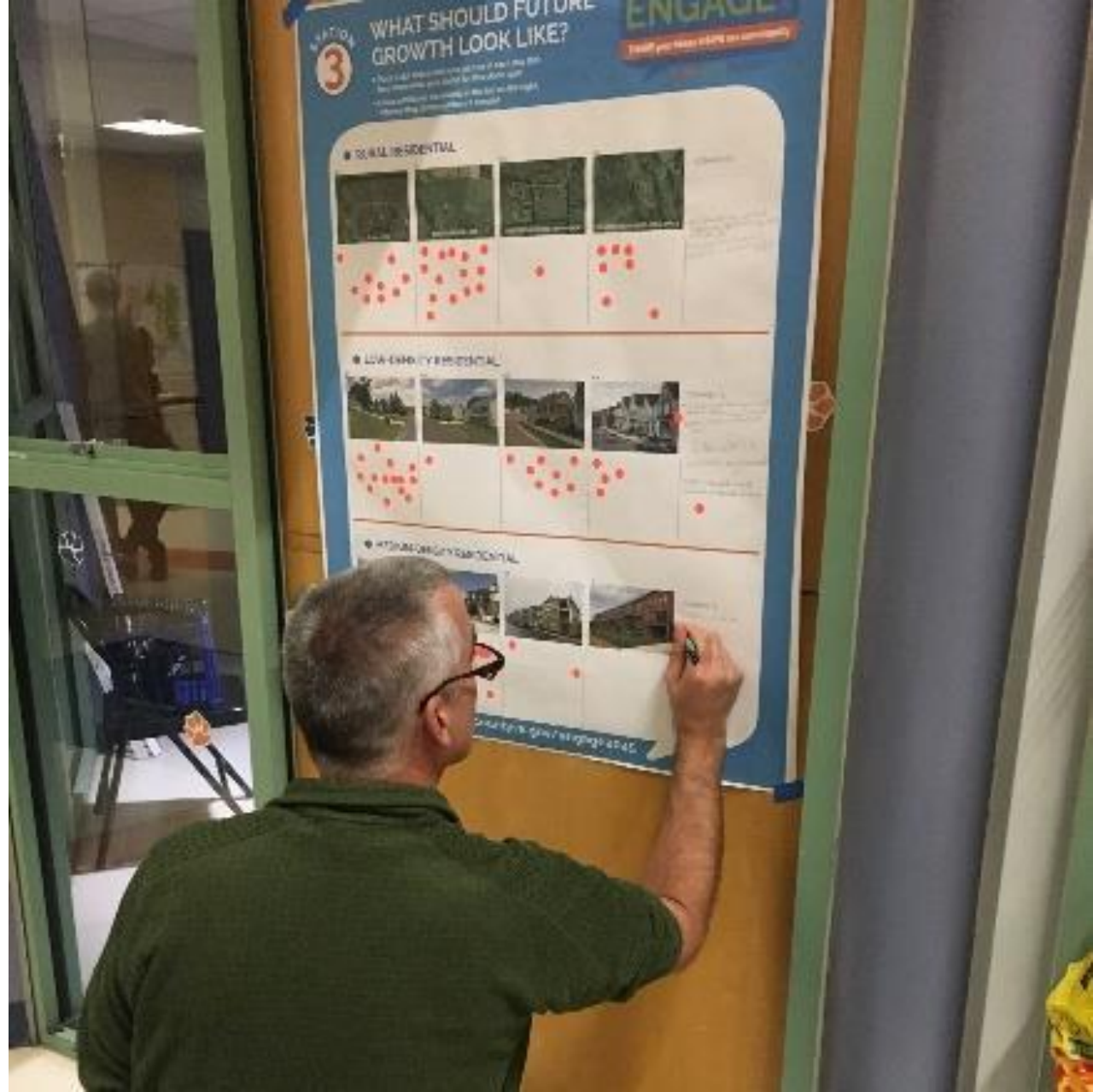


The Process



Engage 2045

Listening & Envisioning Engagement Phase 1



Public Engagement Objectives

- ✓ Community members will be given the **choice and access to engage** in the planning process through **multiple activities**.
- ✓ Educational opportunities will **advance the community's understanding of critical planning issues**.
- ✓ Public engagement efforts will **seek to engage a diversity of residents** that is **representative of the community**.
- ✓ Participants' **opinions will be respected, well documented, and will help inform policy direction** in the Plan.

Public Engagement Objectives

- ✓ Public engagement efforts will **seek to inspire trust and continued interest and involvement** in the process.
- ✓ Clear documentation, project publicity, and engagement activities will **articulate how public inputs have been used to help inform policy direction** throughout the process.
- ✓ Community engagement will be **record breaking** and surpass statistics of past planning efforts.

Phase 1: Listening & Envisioning

Summit on the Future

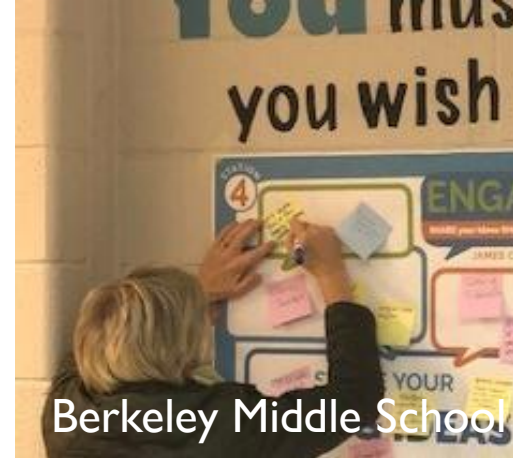
- Nov. 18
- 6 Coordinated Sites
- Simulcast to attend from home

Post-Summit Online Option

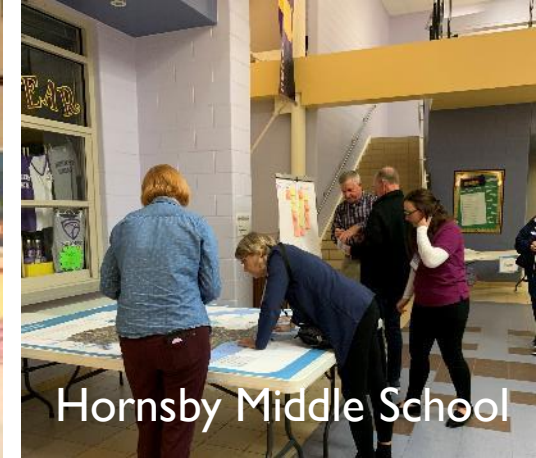
- Nov. 18-Dec. 18
- Polling & station questions online



Toano Middle School



Berkeley Middle School



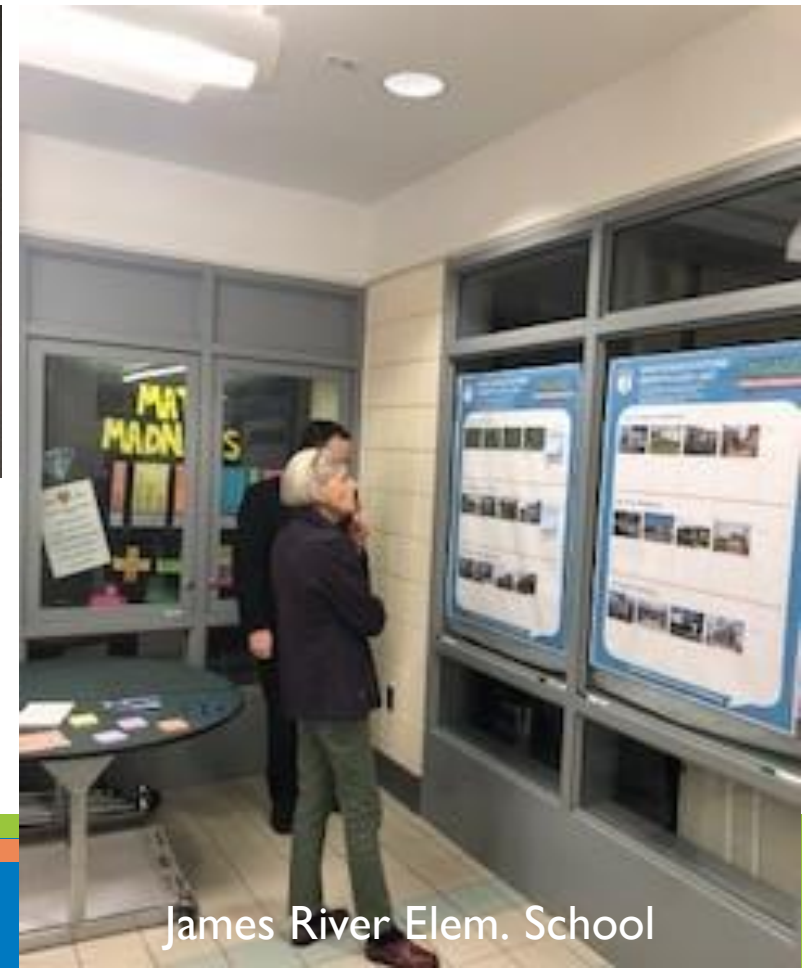
Hornsby Middle School



Government Center



Jamestown High School



James River Elem. School

Summit Agenda

I. Summit Presentation

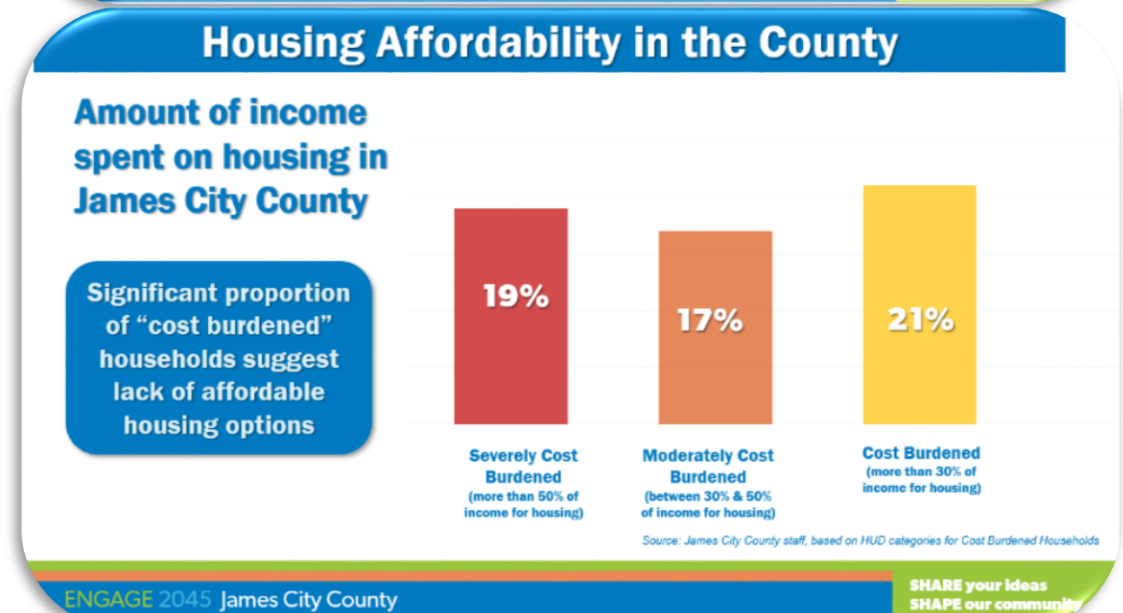
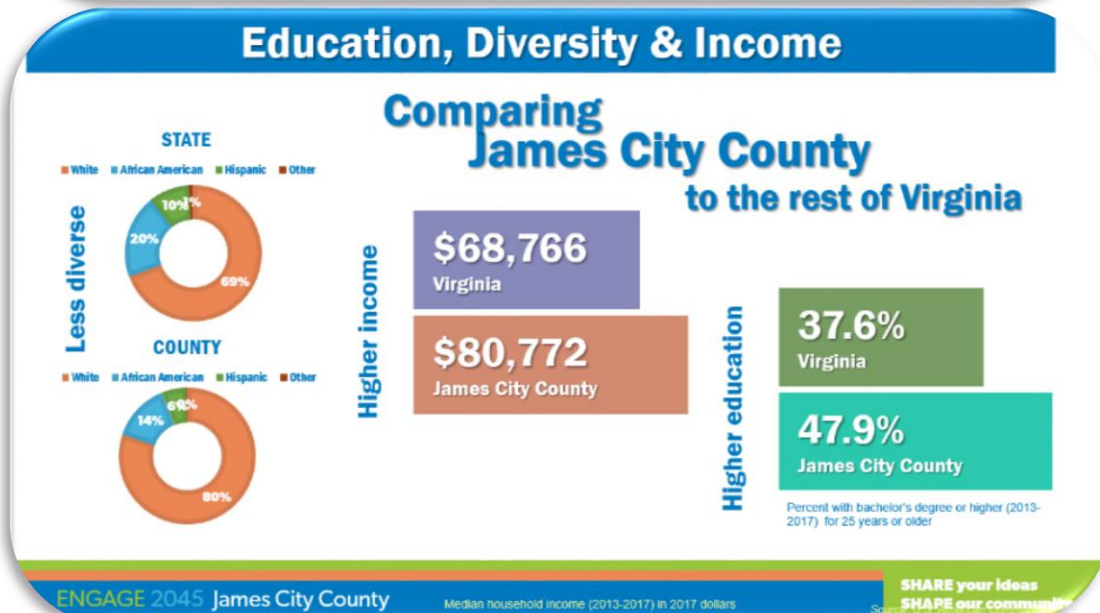
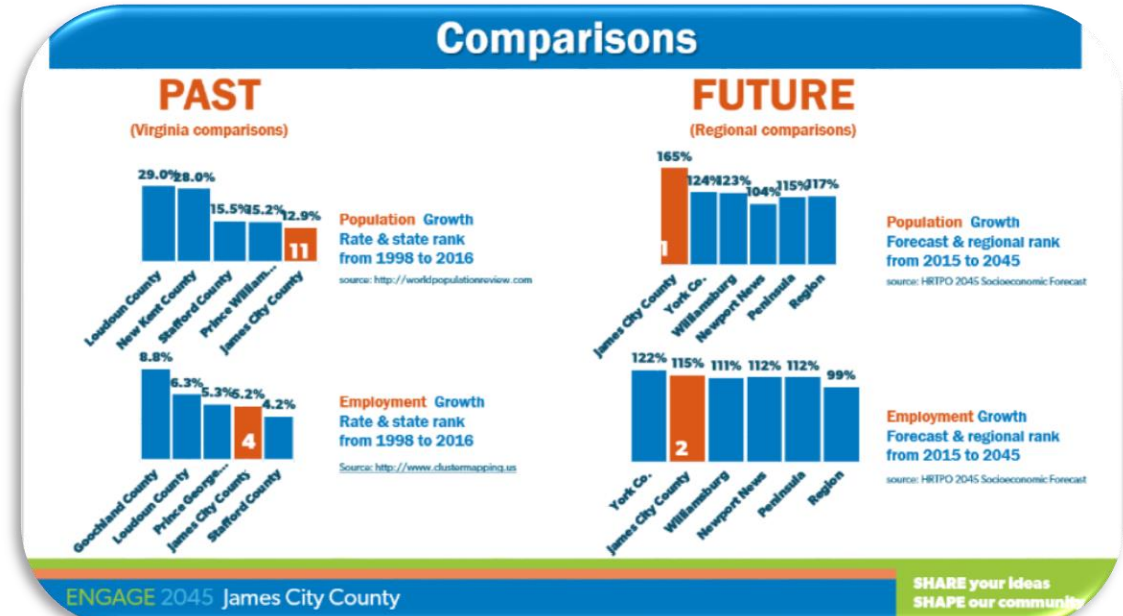
- A. Overview of Comprehensive Plan and Engage 2045 Process
- B. Report on State of James City County
- C. Summary of Key Citizen Survey Findings

II. Community Polling – Community Vision and Values

III. Station Activities

- A. Share Your Big Ideas for 2045
- B. Mapping Activity: Places to Preserve – Places to Change
- C. Visual Preference Survey
- D. Ask a Staffer

Context Was Presented at the Summit



Post Summit Online Questionnaire Outreach

Website

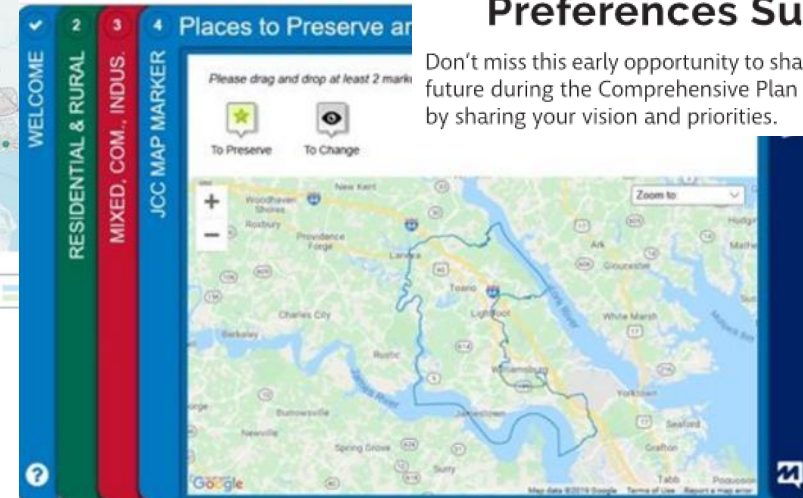
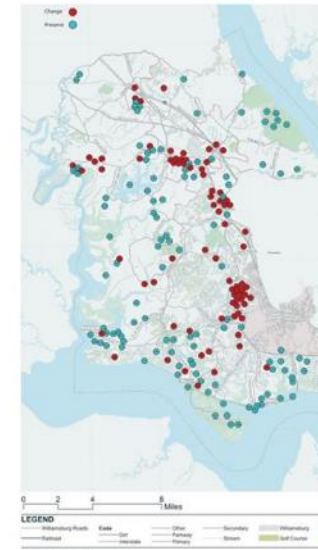
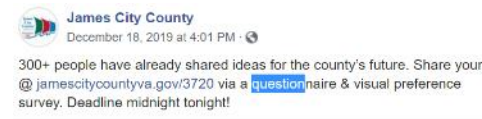
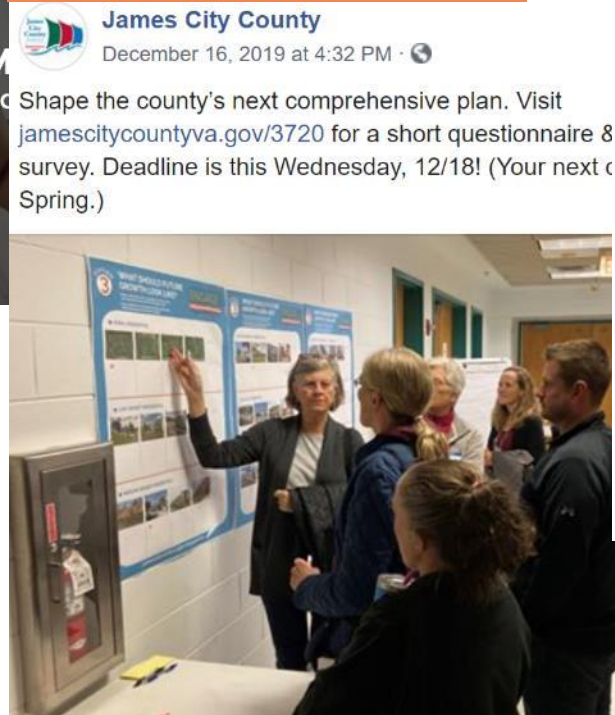


Newsletter

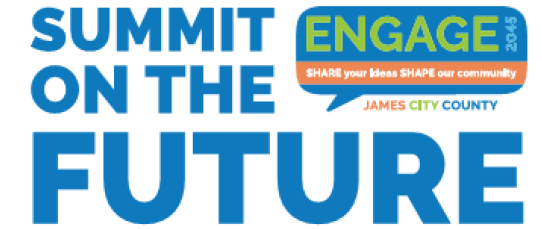
Comprehensive Plan Update
December 2019 Newsletter
jamestowncitycountyva.gov/engage2045



Facebook, Twitter and Nextdoor Posts



Flyers



Help us reach peak participation!

Complete the online
**Questionnaire & Visual
Preferences Survey**

Don't miss this early opportunity to shape the County's future during the Comprehensive Plan update process by sharing your vision and priorities.

Quick Facts

PUBLIC ENGAGEMENT BY THE NUMBERS

185

LIVE POLLING
PARTICIPANTS

256

ONLINE POLLING
PARTICIPANTS

878

PRESERVE-CHANGE
POINTS MAPPED

250

ONLINE VISUAL
PREFERENCE
PARTICIPANTS

441 Total
participants



Comparison to Previous Comprehensive Plan Engagement



2035 Comp Plan
Total: 77*

- Community Workshops
 - Toano MS
 - King of Glory Church
 - Little Zion Baptist Church

2008 Comp Plan
Round 1 Total:
149*

- Community Conversations
 - Stonehouse ES
 - JCC Rec Center
 - Warhill HS
 - James River ES

*Does not include online feedback gained during the process.

Engage 2045: 441 Total participants

● HIGH-DENSITY RESIDENTIAL



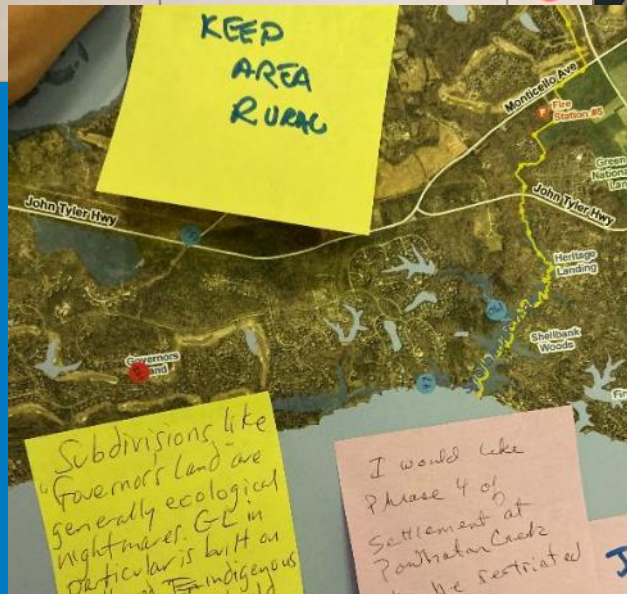
D-2



D-3



GENERAL OVERVIEW



STATION 4

What assumptions are you making about conditions 25 yrs from now: Transportation; communications; services etc?

ENGAGE

SHARE your ideas SHAPE our community

JAMES CITY COUNTY

KEEP the "small town" effect!

KEEP the "small town" effect!

CONSIDER WILLIAMSBURG IN THIS STUDY - IT EFFECTS JAMES CITY COUNTY

SHARE YOUR BIG IDEAS FOR 2045

Write down any specific ideas you would like to see implemented in James City County in the future

How well did participant demographics reflect the County Census data?

AGE

	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS	(18+ONLY)
65+	64	59	123	29.6%	23.6%	29.7%
55-64	43	43	86	20.7%	14.0%	17.6%
45-54	23	54	77	18.5%	13.6%	17.1%
35-44	12	52	64	15.4%	11.0%	13.9%
25-34	11	30	41	9.9%	9.9%	12.5%
I PREFER NOT TO ANSWER	1	12	13	3.1%	n/a	n/a
18-24	5	3	8	1.9%	7.3%	9.2%
UNDER 18	1	3	4	1.0%	20.5%	n/a
TOTAL	160	256	416	100%	100%	n/a

Census data represents the 2017 American Community Survey. The (18+Only) column normalizes percentage of adults by excluding the under 18 category from the census data.

Participants were somewhat older than Census data

RACE

	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS
WHITE OR CAUCASIAN	136	217	353	84.4%	80.3%
I PREFER NOT TO ANSWER	10	26	36	8.6%	n/a
NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	2	1	3	0.7%	0.0%
BLACK OR AFRICAN AMERICAN	10	3	13	3.1%	13.1%
OTHER RACE/ TWO OR MORE RACES	4	4	8	1.9%	3.2%
AMERICAN INDIAN OR ALASKAN NATIVE	0	4	4	1.0%	0.2%
ASIAN	0	1	1	0.2%	2.5%
TOTAL	162	256	418	100%	100%

Census data represents the 2017 American Community Survey.

Participants were somewhat less racially diverse than Census data

ETHNICITY (Hispanic, Latino, or of Spanish Origin)

	SUMMIT	ONLINE	TOTAL	PERCENTAGE	CENSUS
NO	146	228	374	89.9%	94.6%
I PREFER NOT TO ANSWER	10	22	32	7.7%	n/a
YES	4	6	10	2.4%	5.4%
TOTAL	160	256	416	100%	100%

Census data represents the 2017 American Community Survey.

Participants were somewhat less ethnically diverse than Census data

Have you ever participated in one of the County's planning processes before?

	SUMMIT	ONLINE	TOTAL	PERCENTAGE
NO	100	206	306	73.0%
YES	60	35	95	22.7%
I DON'T REMEMBER	3	15	18	4.3%
I PREFER NOT TO ANSWER	0	0	0	0%
TOTAL	163	256	419	100%

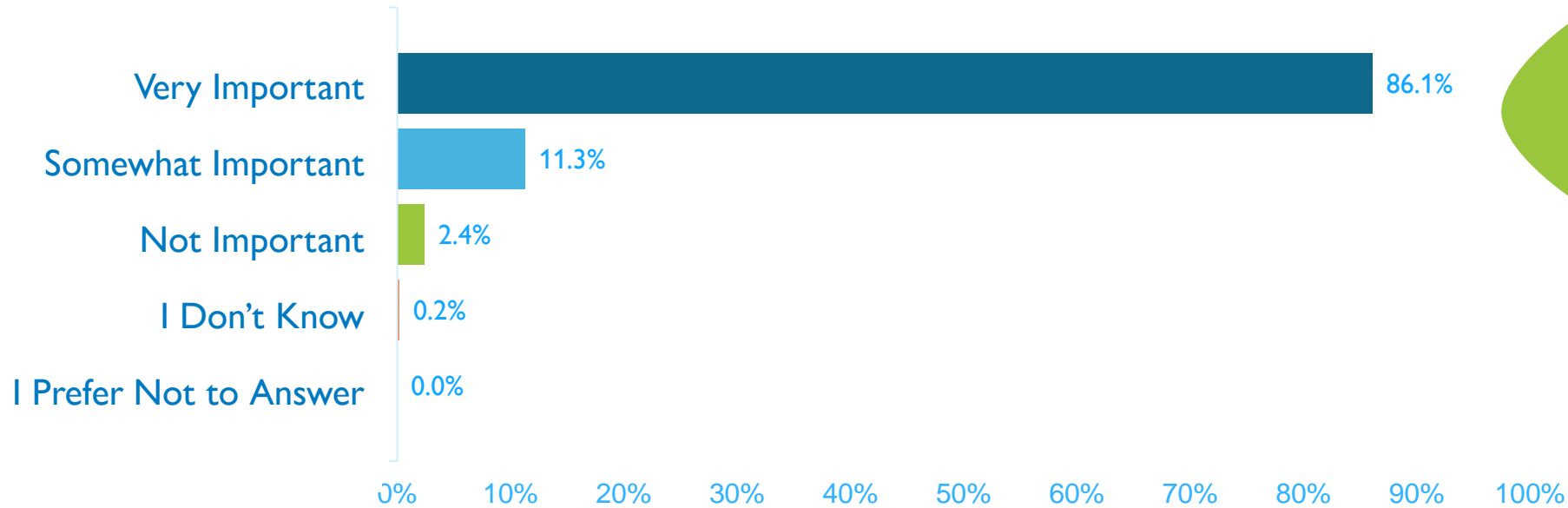
Most participants were new to county planning efforts

PRIMARY PUBLIC ENGAGEMENT THEMES

1. Nature
2. Community Character
3. Affordable Housing
4. Economic Development
5. Quality of Life

1. NATURAL ENVIRONMENT

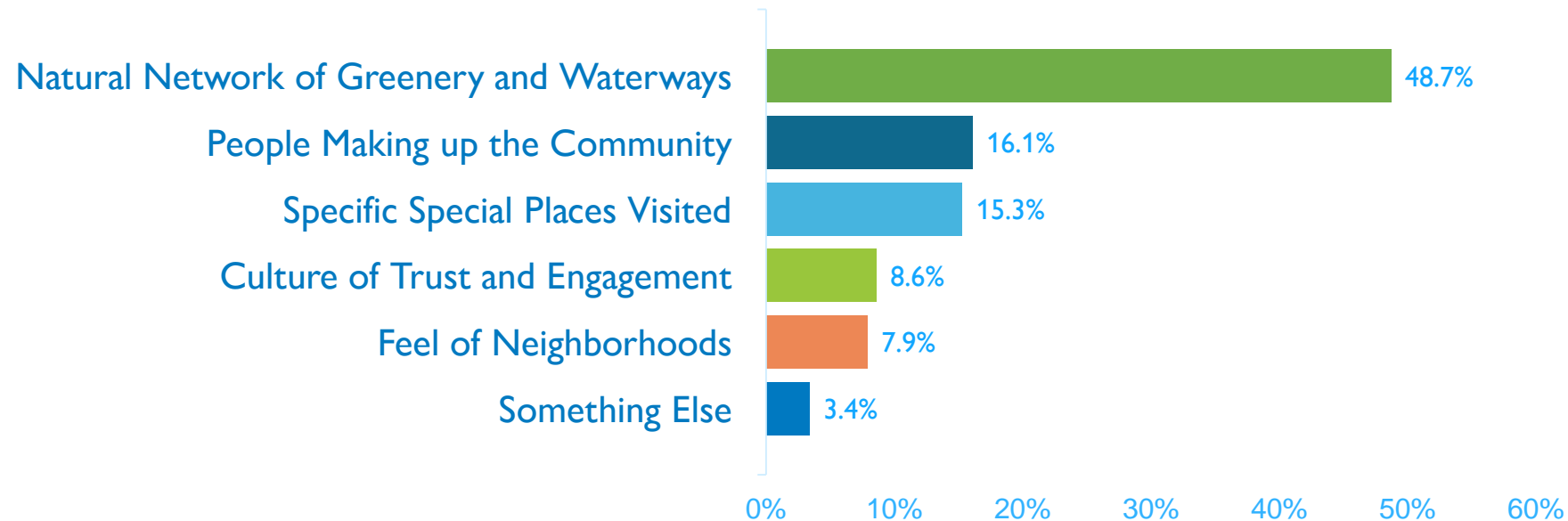
How important is it for the County to do more to improve our efforts to protect and preserve our natural environment in the County?



86% Very Important

2. COMMUNITY CHARACTER/ NATURE

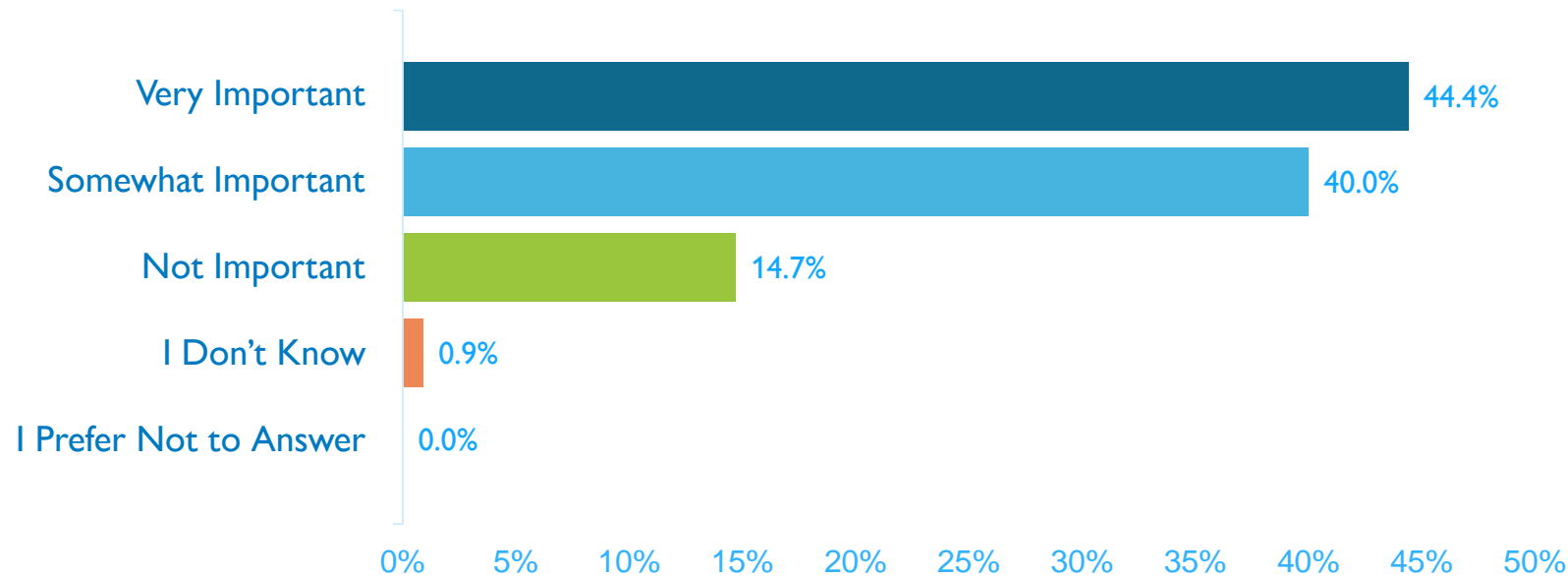
Which of these contributes the most to create James City County's great community character?



**49% The Natural
Network of
Greenery &
Waterways**

3. HOUSING AFFORDABILITY

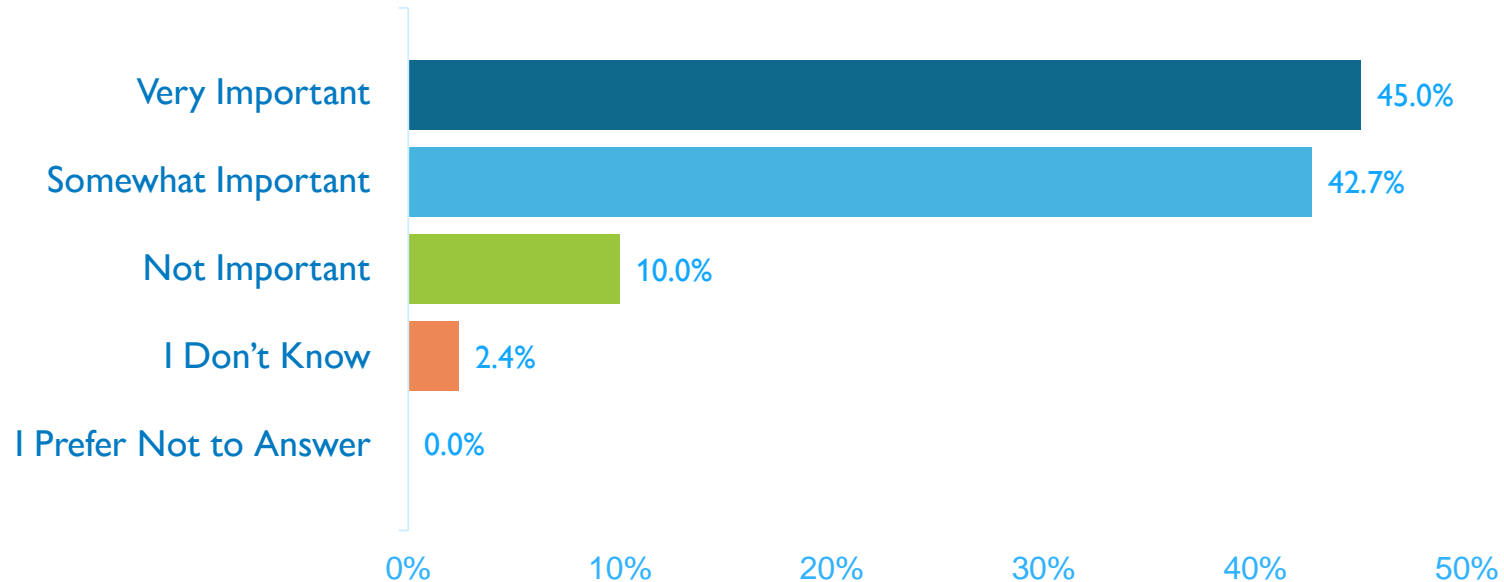
How important is it that the County do more to provide housing opportunities that are affordable to our workforce?



84% Very or Somewhat Important

4. ECONOMIC DEVELOPMENT

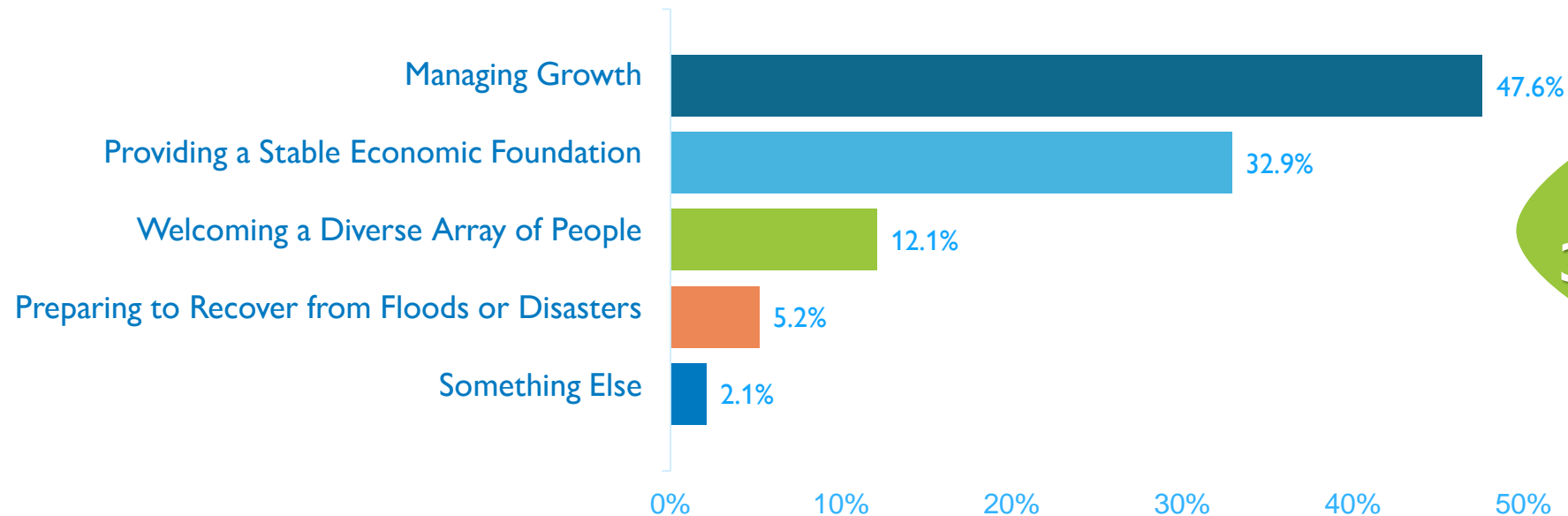
How important is it for the County to do more to expand the local economy by attracting higher paying jobs?



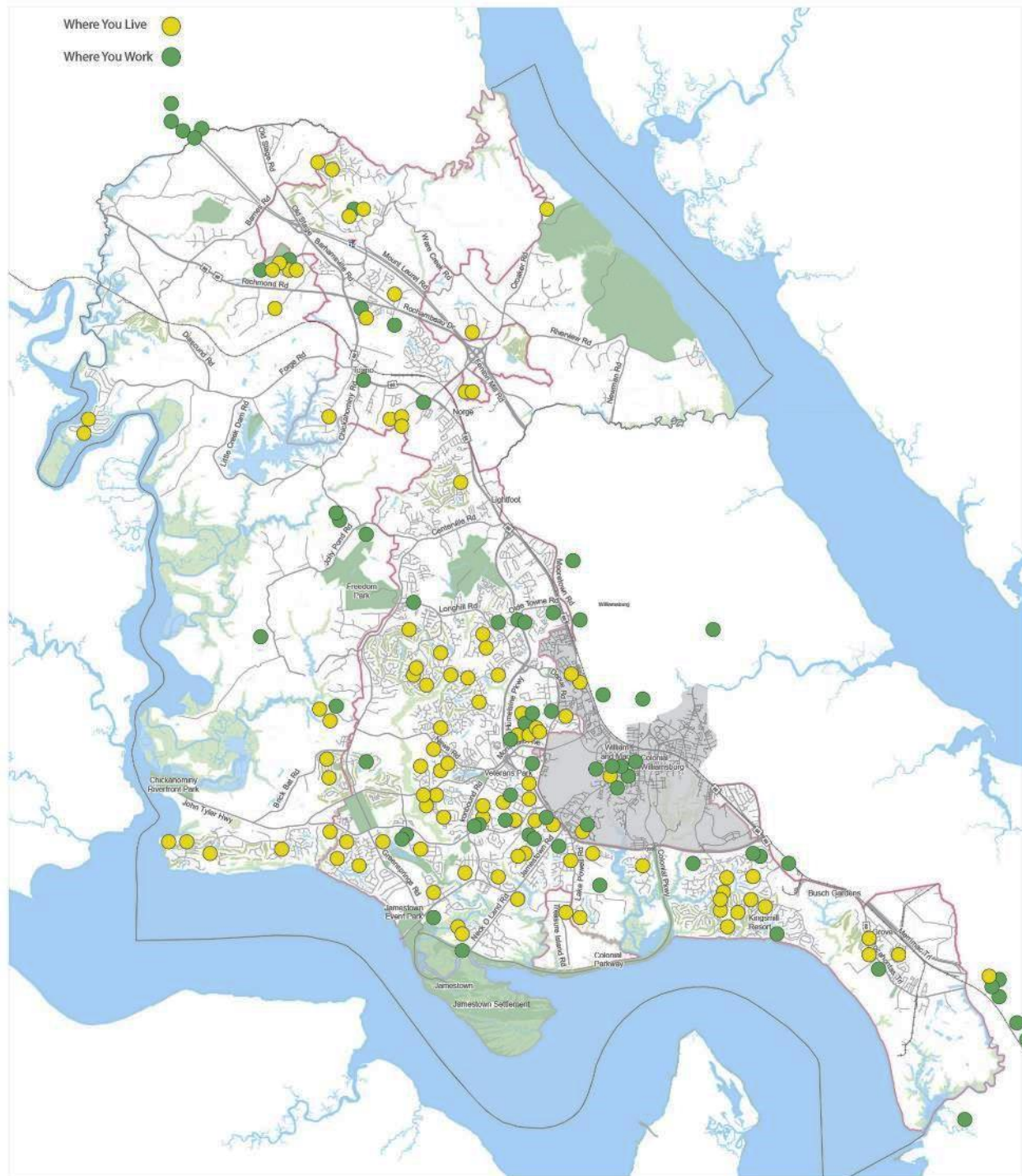
88% Very or Somewhat Important

5. QUALITY OF LIFE (Growth & Economic Themes)

What is most important to accomplish?



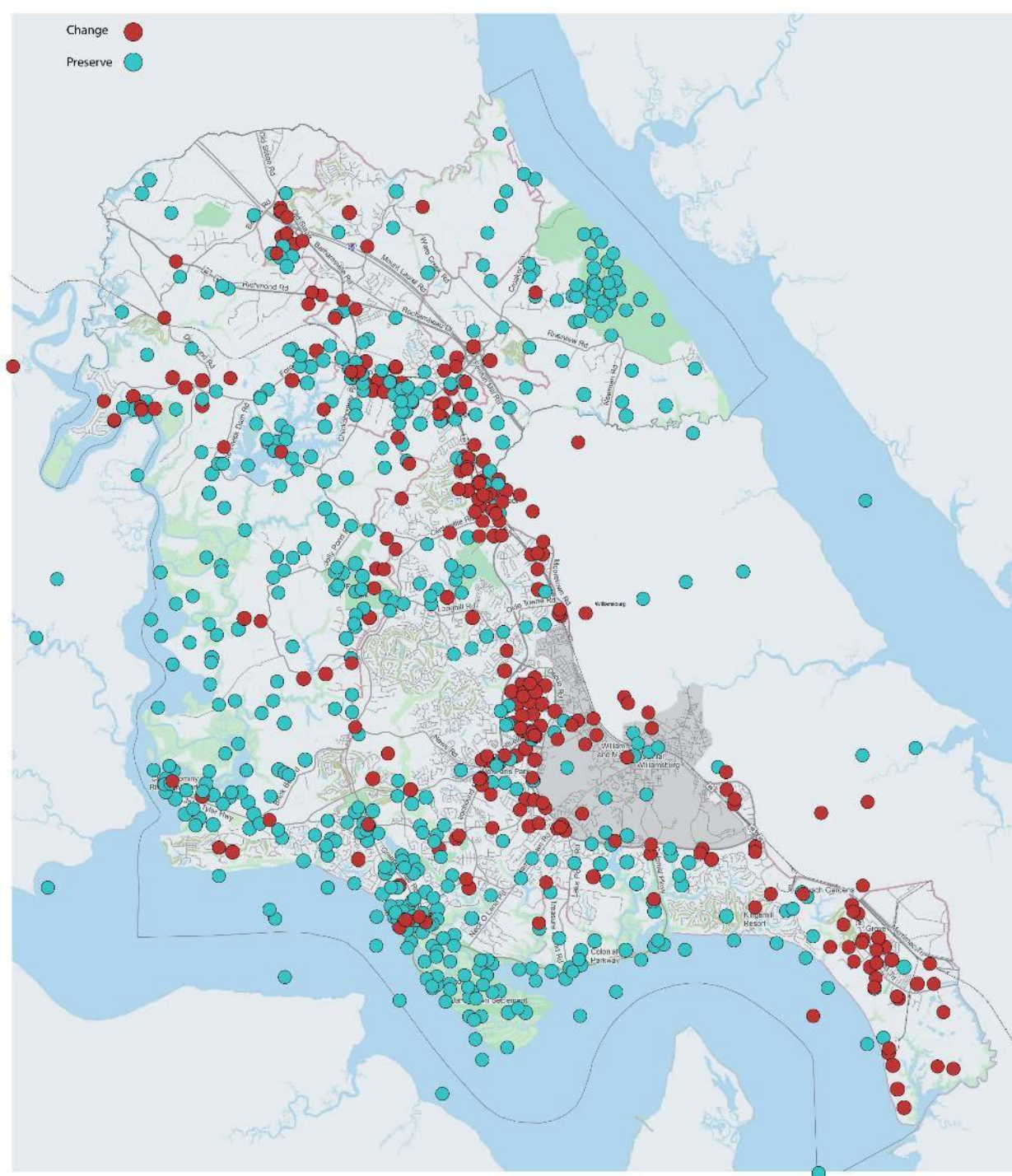
48% Managing Growth
33% Economic Stability



LIVE-WORK EXERCISE

More “live” than “work” dots
Fairly broad population distribution
Significant employment out of County





PRESERVE- CHANGE EXERCISE



Some Takeaways:

PRESERVE

- York River State Park
- Jamestown Island
- Jamestown Settlement
- Toano & Norge
- Chickahominy Riverfront Park

- *Preserve nature and recreation opportunities*
- *Embrace history in its natural state; preserve views*
- *Beach for locals and attractions for tourists*
- *Community characters of their own, room for select growth*
- *Chance for residents to enjoy preserved nature*

CHANGE

- Grove
- New Town & Eastern State Hospital
- Lightfoot

- *Mixed redevelopment, affordable housing opportunity*
- *Surplus land close-in, a mixed-use example for the future*
- *Need for redevelopment and employment opportunities*

BOTH

- Exit 227/Upper County Park
- Monticello Avenue
- Brickyard Landing

- *Preserve park, allow commercial but not in historic areas*
- *Improve traffic, ped/bike path, preserve remaining green spaces*
- *A recreation opportunity but improved facilities needed*

VISUAL PREFERENCE SURVEY



Rural Residential



In Person Survey Online Survey

Low-Density Residential



In Person Survey Online Survey

SLIGHT Preference for lower density cluster

Provisional Takeaways

SOME Preference for large lots / wide setbacks & no sidewalks

Medium-Density Residential



High-Density Residential



STRONG Preference for lower density “detached looking” housing types

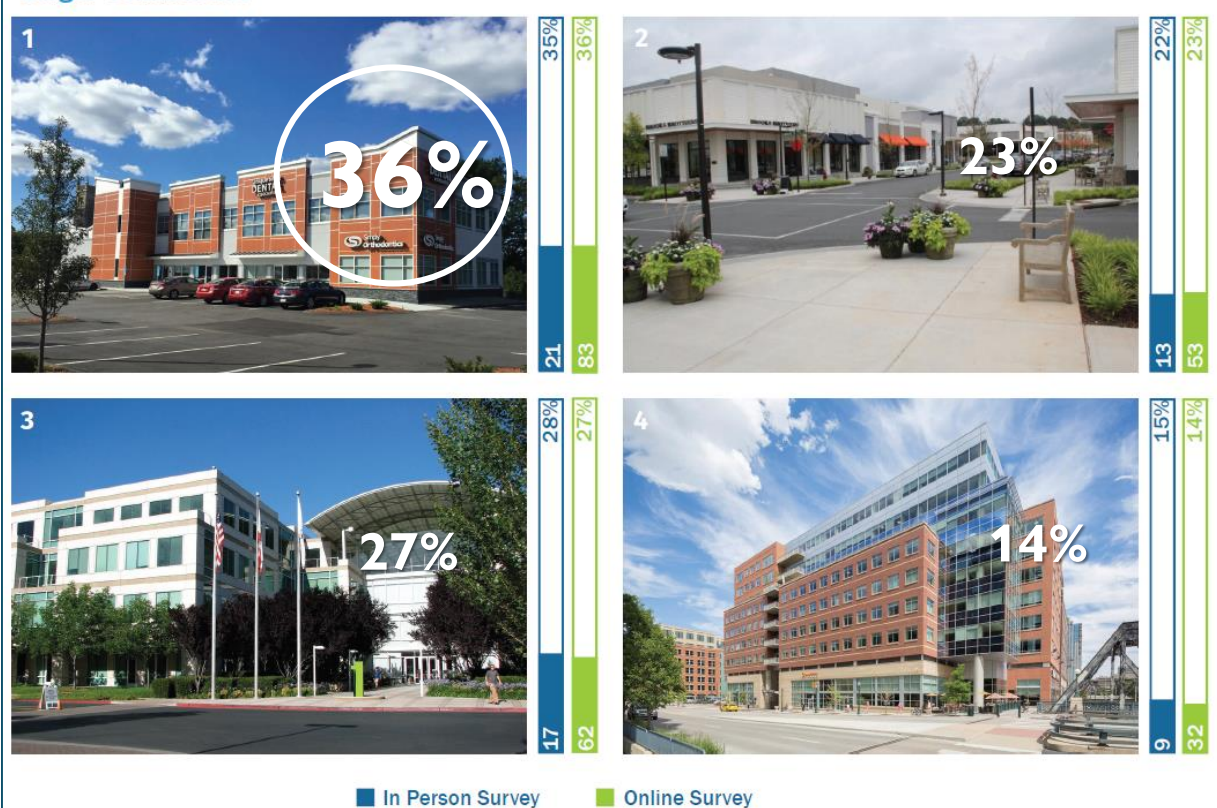
Provisional
Takeaways

SOME Preference for traditional, fairly dense types with social spaces

Local Commercial



Larger Commercial



STRONG Preference for “Main Street” traditional commercial

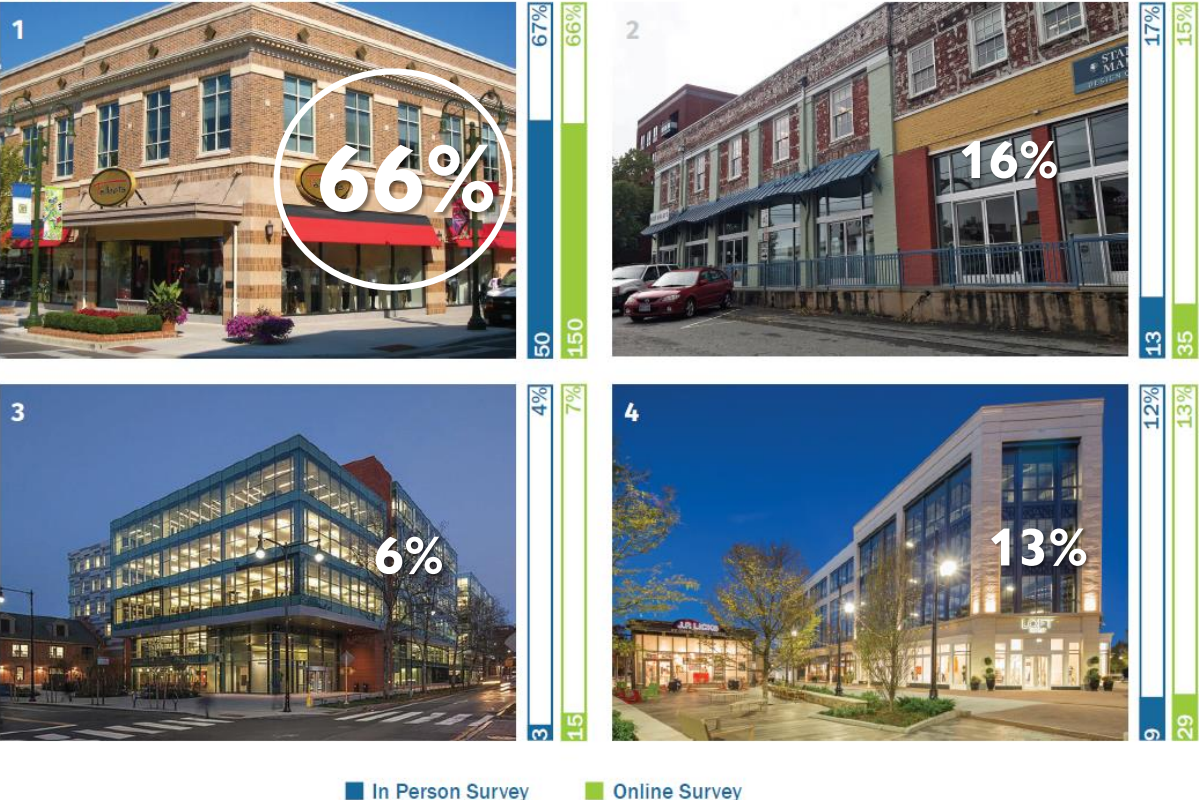
Provisional
Takeaways

SOME Preference for lower intensity, “storefront” style commercial

Mixed-Use Residential/Commercial



Mixed-Use Commercial/Office



STRONG Preference for lower intensity “Main Street” development

Provisional
Takeaways

STRONG Preference for lower intensity “Main Street” development



STRONG Preference for
landscaping & open space in
development

Provisional
Takeaways

STATION
4

ENGAGE 2045

SHARE your ideas SHAPE our community

JAMES CITY COUNTY

SHARE YOUR
BIG IDEAS
FOR 2045

Write down any specific ideas you would like to see
implemented in James City County in the future

Big Ideas
Board

Some Takeaways:

BIG IDEAS FOR 2045

Transportation

- additional bike/ped/transit improvements
- connecting the places people want to go

Environment

- Protecting land/trees/resources
- Resilience/recycling/solar/sustainability

Economy

- Large tech companies to small businesses
- Event centers to convention centers

Other

- Small town feel and revitalization
- Parks, Capital Trail & mixed use zoning

ENGAGE2045

SHARE your ideas SHAPE our community

JAMES CITY COUNTY

Home

What is a Comprehensive Plan?

The Plan

The Teams

Meetings & Events

Share Your Ideas

Stay Connected

Share Your Ideas

Complete the form below to provide input on the Comprehensive Plan update.

Name *

First

Last

Email *

Subscribe

☐ Please add me to the e-Newsletter!

Phone *

Address

Address Line 1

Address Line 2

Williamsburg

Virginia

Zip Code

Consider the future and change that James City County could experience over the next 20 years. Which of the following topics are most important to address in the County's comprehensive plan? *

☐ Growth and development

☐ Community character

☐ Social services

☐ Parks, recreation and greenways

☐ Housing and neighborhoods

☐ Water resources

☐ Rural area protection

☐ Public safety

☐ Transportation

☐ Government facilities

☐ Jobs and businesses

☐ Other

Choose your top 3

Submit

Online Comments

ENGAGE 2045 James City County

Which of the following topics are most important to address in the County's Comprehensive Plan?

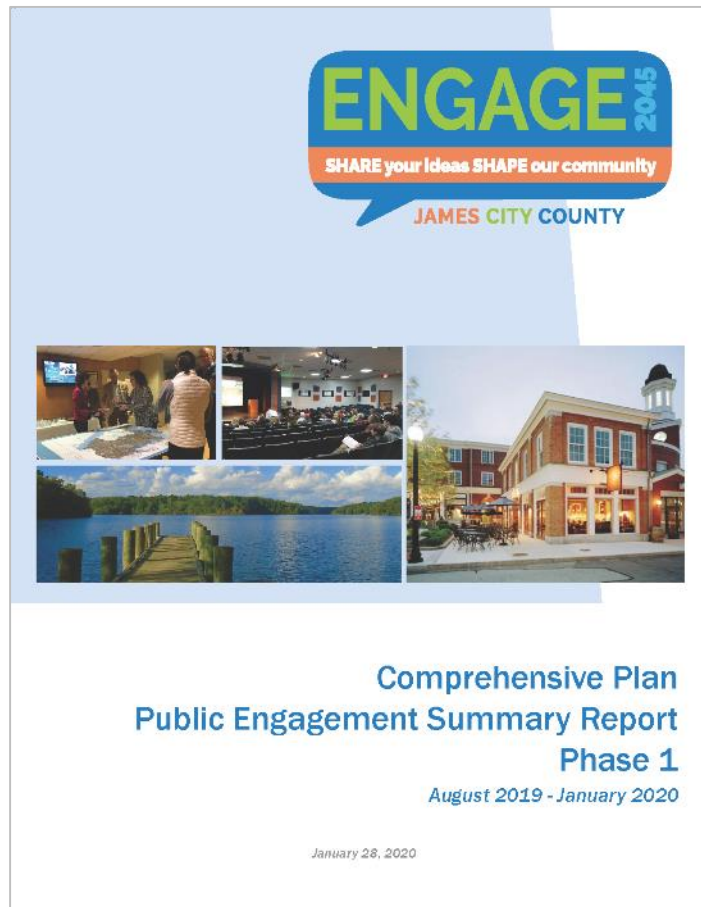
<i>Rural area protection</i>	17
<i>Public safety</i>	11
<i>Water resources</i>	10
<i>Growth and development</i>	9
<i>Jobs and businesses</i>	9
<i>Housing and neighborhoods</i>	6
<i>Parks, recreation and greenways</i>	5
<i>Other</i>	4
<i>Transportation</i>	3
<i>Community character</i>	2
<i>Social services</i>	1
<i>Government facilities</i>	0

Survey responses through
November 2019

Additional “Share your
Ideas” comments had
similar themes to the “Big
Ideas” themes

Will continue to seek input
throughout the process

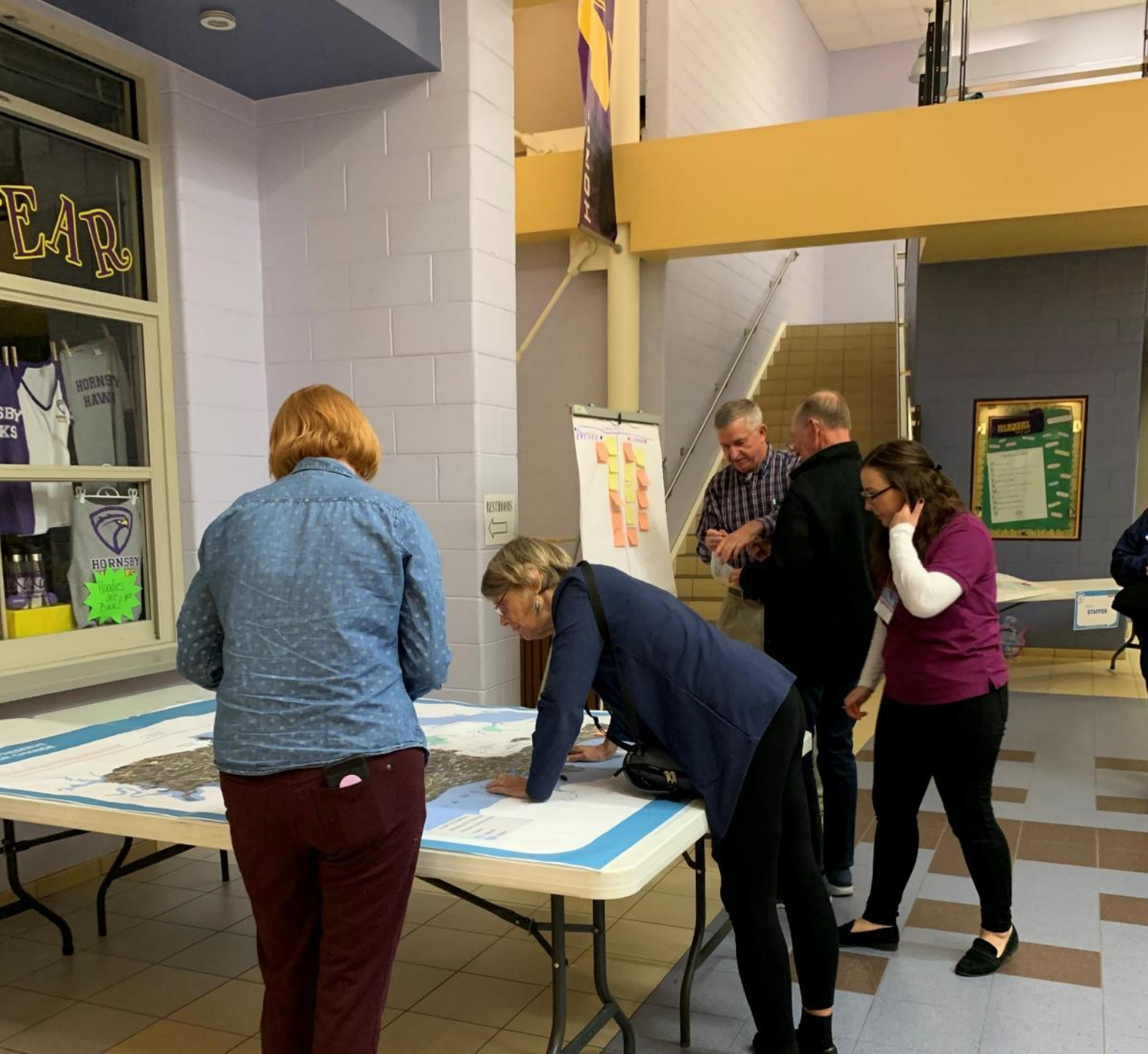
Public Engagement Report



- About Engage 2045
- Summary of Public Engagement Activities and Themes
- Detailed Public Input Summaries
 - Complete accounting of all responses received as a part of this phase of public engagement

Report available for download at
jamescitycountyva.gov/engage2045

Public Input Themes



Five Public Engagement Themes

- Nature
- Community Character
- Affordable Housing
- Economic Development
- Quality of Life

2 ENGAGE 2045 PHASE 1 PUBLIC INPUT SUMMARY

• **Affordable Housing**

Supporting the development of affordable workforce housing has emerged as an important issue to community members. Residential growth should be balanced in a way that provides opportunities for all income levels. Development of additional housing must also be balanced with the preservation of the County's unique community character.

Highlights of Public Engagement Support for Fostering Affordable Housing

	Engage 2045
Engage 2045	<ul style="list-style-type: none">• 84.4% ranked that it was important (44.4% very important, 40.0% somewhat important) for the County to do more to provide housing opportunities that are affordable to our workforce.• From the big ideas exercise, some responses primarily support additional housing with specific support for affordable housing, co-housing, and workforce housing.
Citizen Survey	<ul style="list-style-type: none">• 78.1% ranked very important or somewhat important to provide housing opportunities for citizens, generally.• 82.9% ranked very important or somewhat important to provide housing opportunities that are affordable to our workforce.• Housing opportunities that are affordable to our workforce had the highest difference between its importance and how satisfied residents were with it (32.6% difference).

• **Economic Development**

Residents support economic development that results in recruitment of businesses with higher paying jobs as one way of making the community more economically resilient and appealing to younger professionals. While tourism is a major economic driver in the County, it should be balanced with other employment and industries.

Highlights of Public Engagement Support for Growing the Local Economy

	Engage 2045
Engage 2045	<ul style="list-style-type: none">• 87.7% ranked that it was important (45% very important, 42.7% somewhat important) for the County to do more to expand the local economy by attracting higher paying jobs.• From the big ideas exercise, some responses support specific efforts to attract businesses, varying from large tech companies to small local businesses.
Citizen Survey	<ul style="list-style-type: none">• 88.1% ranked very important or somewhat important in support of efforts to attract jobs and new businesses.

- Themes and descriptions are on the following slides
- The report includes additional useful information on each theme

Theme
Description

Supporting responses and statistics from Engage 2045

Additional support from the Citizen Survey

Public Input Themes: Nature

The **natural environment is a highly valued component of James City County**. Residents support protecting sensitive environmental features such as wetlands, forests, and waterways; becoming more resilient to systemic risks due to sea level rise, availability of drinking water, and water quality; and creating opportunities for residents to enjoy and interact with preserved natural areas within their community. **A high proportion of residents reached as a part of this public engagement value protecting nature from the impacts of growth and development.**

Public Input Themes: Community Character

In addition to the natural environment, the **County's rural aspects of its community character also are highly valued**, including the unique identity of rural communities like Toano, as well as large tracts of open agricultural land away from the County's Primary Service Area (PSA). **To the extent any new development occurs, it should be directed within the PSA away from rural lands.**

Public Input Themes: Affordable Housing

Supporting the development of affordable workforce housing has emerged as an important issue to community members. Residential growth should be **balanced** in a way that **provides opportunities for all income levels.** Development of additional housing must also be balanced with the **preservation of the County's unique community character.**

Public Input Themes: Economic Development

Residents support economic development that results in **recruitment of businesses with higher paying jobs** as one way of making the community more economically resilient and appealing to younger professionals. **While tourism is a major economic driver in the County, it should be balanced with other employment and industries.**

Public Input Themes: Quality of Life

Residents desire additional quality of life amenities

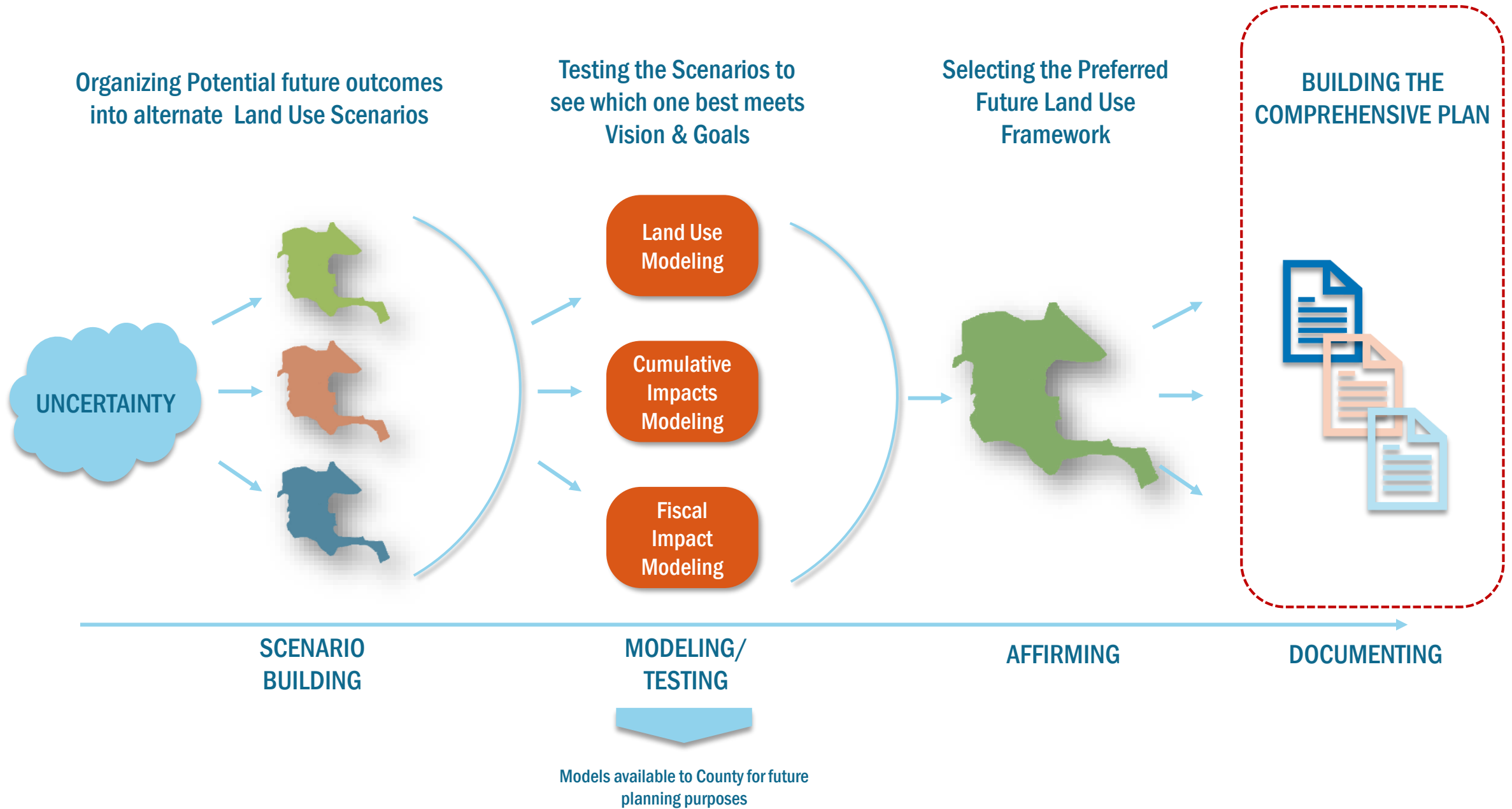
including parks, public water access, expanded recreational facilities, trails for walking and bicycling, transit connections, and other enhancements to existing public facilities.

Engage 2045

Update on Building the Scenario Models



This is not your average Comprehensive Plan



Two Broad Approaches to Modeling

1. *Assume current land use policy framework and test it against different futures such as greater or lesser population & job growth*
2. *Envision different land use scenarios against a common assumption about the future and test which scenario best meets our goals*

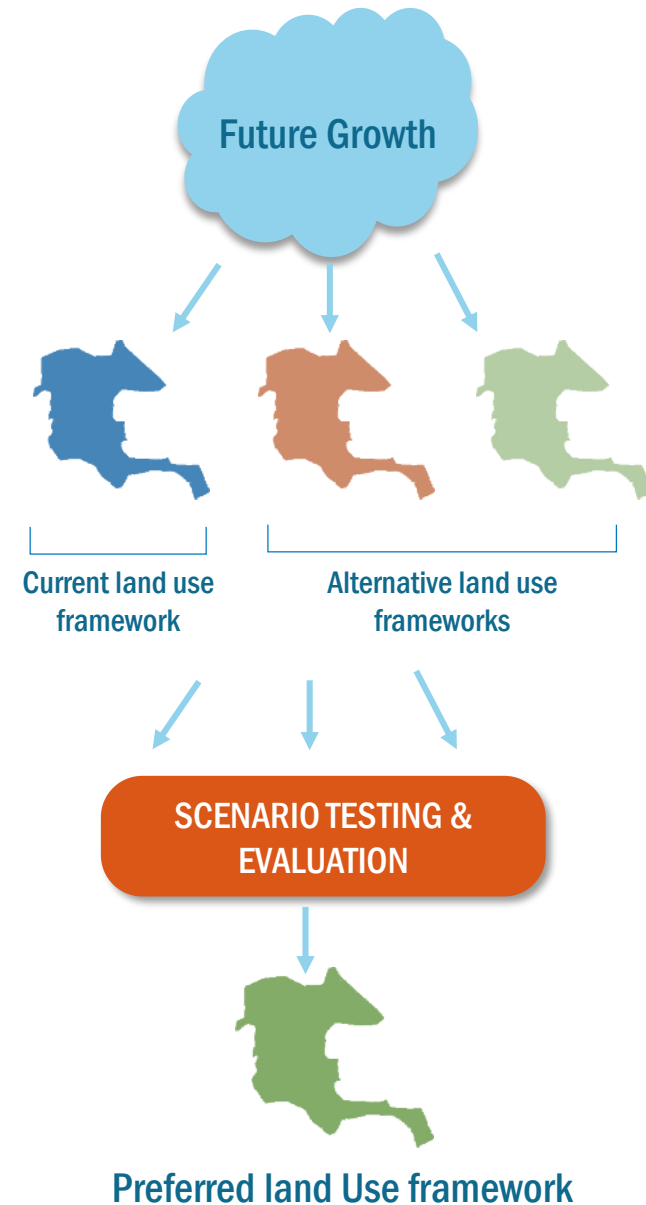
**Resilience test our current
policy framework**

**Test alternative policy
frameworks**

Proposed Modeling Approach

Combine Option 1 and Option 2:

Test both the current and alternative land use policy frameworks against a common growth assumption to see which one best meets the county's vision and goals



Proposed Data Sources

Starting with HRTPO Regional Model Data:

- Facilitates data collection
- Correlated to County data
- Allows the county modeling to inform regional transportation planning in the future (using the county's preferred future vision)

Customized with County Data Sources:

James City County data used to derive:

- Current and future land uses
- Value of land & improvements
- Facilities & Levels of Service
- Performance outputs & other metrics

Proposed Control Totals

From the HRTPO Regional Model:

YEAR	POPULATION	EMPLOYMENT
2015	73,325	40,105
2045	120,741	45,921

Notes:

- The Travel Demand Model will use the 2015 data interpolated to 2017
- The Land Use and Fiscal Models will use 2020 county data for the Virtual Present
- These numbers do not represent a goal or target for growth – they are just a standard increment of growth to allow scientific testing of alternative policies under possible future conditions

Building the Models

Schedule:

- January – Virtual Present
- February – Virtual Future
- March – Scenario Narratives
- April – Affirm Scenario Narratives with Planning Commission Working Group
- Summer – Run Scenarios in the Models & Present Results

Current Conditions

2045 Conditions

Scenarios (using 2045 control totals)

Performance testing of Scenarios

Land Use Model

Travel Demand Model

Fiscal & Other Impacts Model

Looking Ahead to Scenario Development











































BASELINE 2045 SCENARIO

- Represents a “no policy change” or “business as usual” scenario for comparison with the alternative scenarios.
- Reflects the future land use in the Toward 2035 Plan, as correlated to the standard HRTPO place types

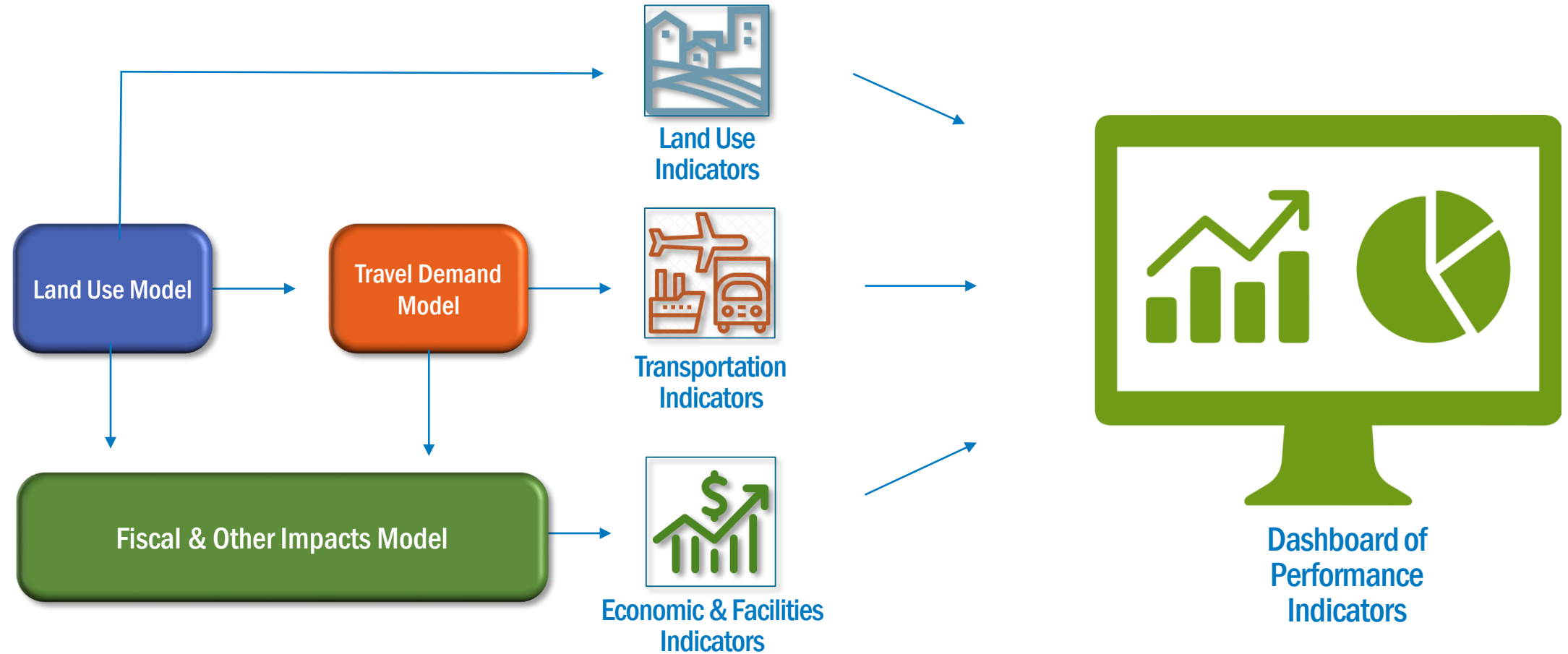
TWO to THREE ALTERNATIVE 2045 SCENARIOS

- Alternative scenarios with a different land use pattern than the Baseline scenario.
- Based on the input received to date from the public, County Board, Planning Commission Working Group and staff.
- Will be vetted with the Planning Commission Working Group before they are tested in the modeling

Place Types

RR	Rural Residential			IL	Light Industrial			IP	Public/Semi-Public		
RLD	Low Density Residential			IH	Heavy Industrial			IT	Transportation Network		
RMD	Medium Density Residential			IPA	Port/Aviation Industrial			AA	Agriculture		
RHD	High Density Residential			MCR	Mixed Use Comm/Res			V	Vacant		
CN	Neighborhood Commercial			MCI	Mixed Use Comm/Ind			NP	Parks and Recreation		
CL	Local Commercial			MM	Military			NC	Resource Conservation		
CR	Regional Commercial			IU	Utilities			NH	Historic/Cultural		

Model Integration



Current working assumptions on modeling

Land Use:

- Use county data on current land use & density / intensity
- Use consistent growth control total for all scenarios
- Future scenarios will be driven by input received to date

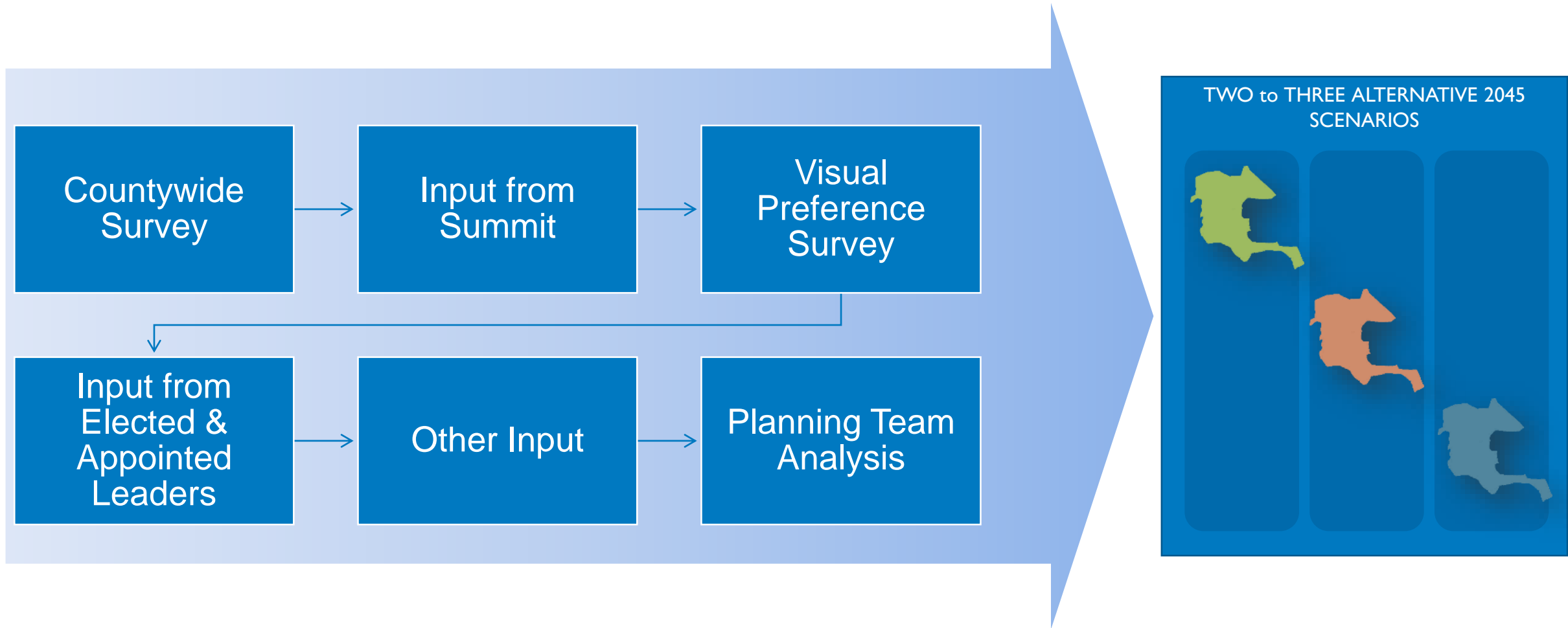
Transportation:

- Build customized stand-alone county model
- Use HRTPO regional data for Baseline Scenario
- Use Land Use model data for Alternative Scenarios

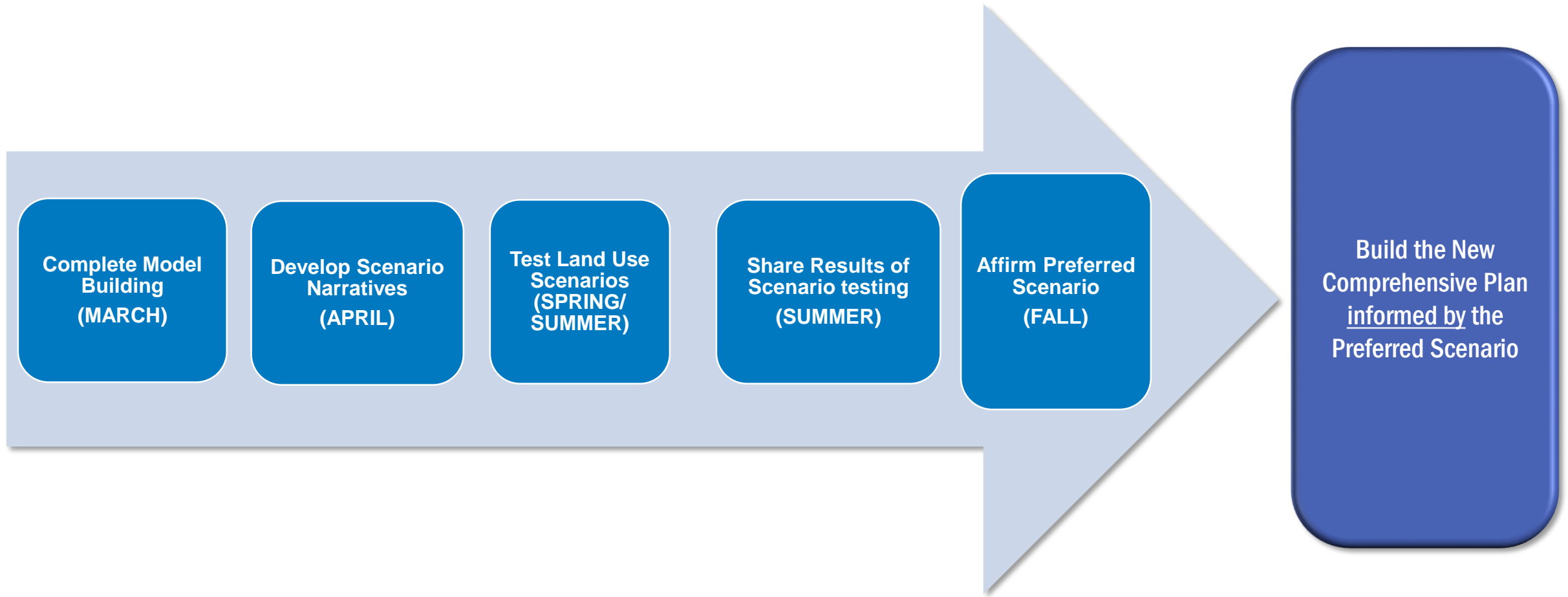
Fiscal/Other:

- Use 2020 budget year for current conditions
- Use Land Use modeling for future conditions
- Divide County into subareas to analyze impacts
- Use constant Levels of Services across Scenarios to fairly compare outputs

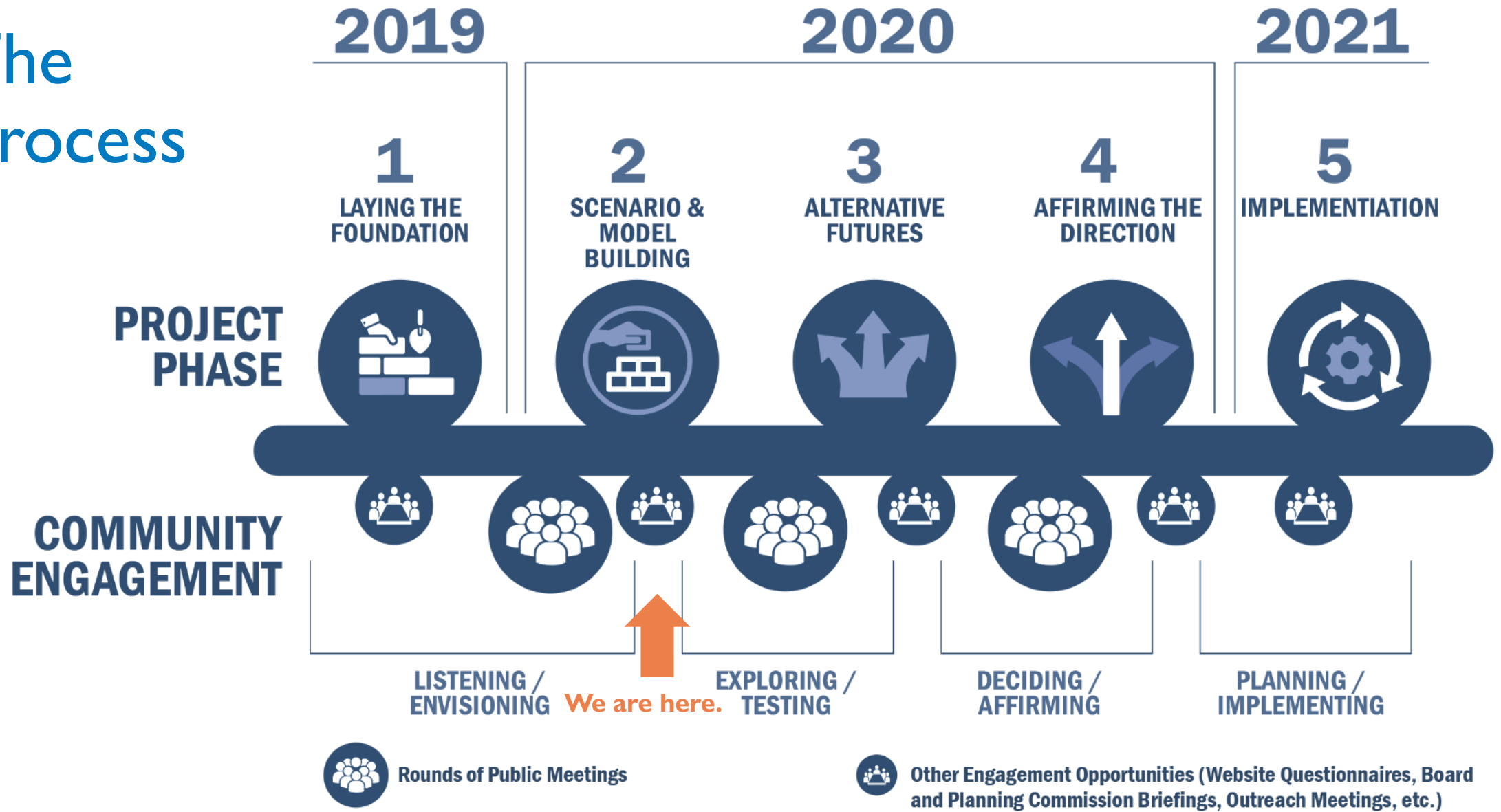
Building the Scenario Narratives



Next Steps in the Process



The Process



ITEM SUMMARY

DATE: 2/25/2020

TO: The Board of Supervisors

FROM: Teresa J. Fellows, Deputy Clerk

SUBJECT: Adjourn until 5 p.m. on March 10, 2020 for the Regular Meeting

REVIEWERS:

Department	Reviewer	Action	Date
Board Secretary	Fellows, Teresa	Approved	2/18/2020 - 8:46 AM