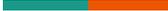


Creating a Community Engagement Process for Scottsville's Comprehensive Plan

6 December 2022



How can we facilitate and support different viewpoints without fueling conflict, while creating an equitable process?



Introductions

University of Virginia students from the course “Collaborative Planning for Sustainability”

- Lincoln Lewis, PhD in the Constructed Environment
- Sarah Rizk, Master of Urban and Environmental Planning
- Roshan Vemuri, Major in Global Sustainability, Business Concentration
- Paige Werman, Master of Landscape Architecture & Master of Urban and Environmental Planning

Professor: Frank Dukes, PhD, Distinguished Fellow, Institute for Engagement and Negotiation, UVA

Course outreach objective: Assist the community with a complex engagement issue that involves multiple stakeholders.

PURPOSE

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PURPOSE

Our Understanding and Proposed Contribution

Scottsville's Town Comprehensive Plan is due for an update and there is an opportunity to design a community engagement process that exceeds the statutory requirements.

A set of options and recommendations will be presented to the Planning Commission for consideration.

Timeline:

- Initial guidance - 6 November
- Class tour of Scottsville - 8 November
- Interviews
 - Karen Firehock (Green Infrastructure Center)
 - Coffee shop patrons
 - Farmers market vendors
 - Challenging to reach people via email
- Presentation of proposal to Planning Commission - 5 December



PURPOSE

Project Goals

Successfully design an equitable collaboration process, both amongst our group members, and for the updating of the Scottsville comprehensive plan.



We intend to achieve these goals by working on a set of human-oriented organizational objectives and technical-oriented planning objectives.

Human-oriented objectives for Scottsville comprehensive plan update's community engagement process are to:

1. Collaborative partnership framework
2. Learn and implement the best engagement methods
3. Design an engagement process
4. Better understand how collaboration can be improved

The technical objectives that the group is approaching for the project:

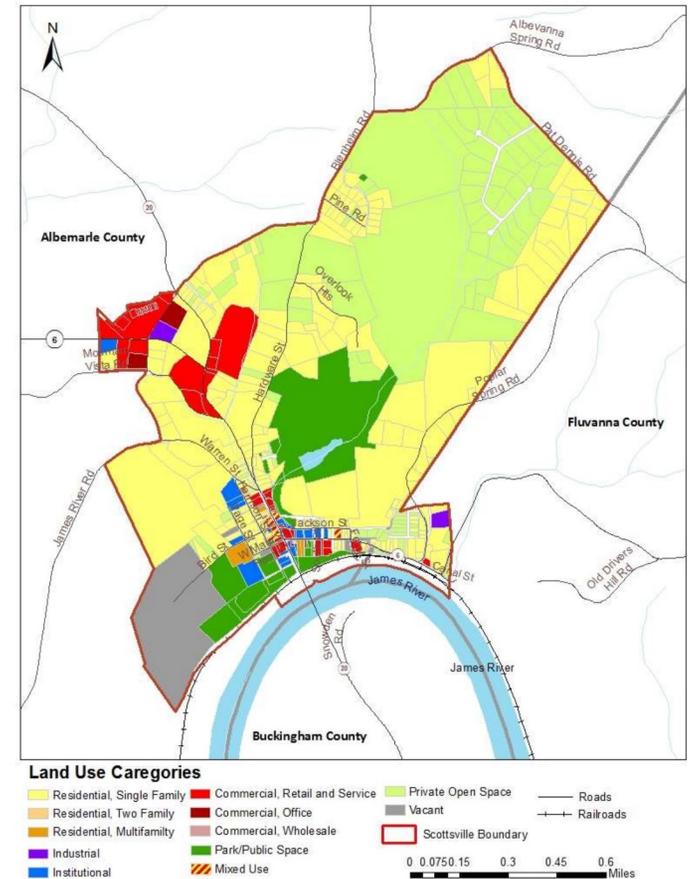
1. Inform about State of Virginia's community outreach and empowerment requirements
2. Enable understanding of the community's views
3. Receive community feedback

PURPOSE

Scottsville as a Town and its Previous Comprehensive Plan

- Scottsville is a town in southern Albemarle/ Fluvanna Counties with a population of approximately 600 people.
- The town serves as a hub for the wider rural region and has historical significance along the James River since 1744.
- Several recent housing developments have increased community interest in Scottsville's future, either to maintain existing character or enable development and change.
- Scottsville's Comprehensive Plan was last revised in 2018 and set a goal to gradually grow its population "perhaps to around 1,000 persons by 2040."

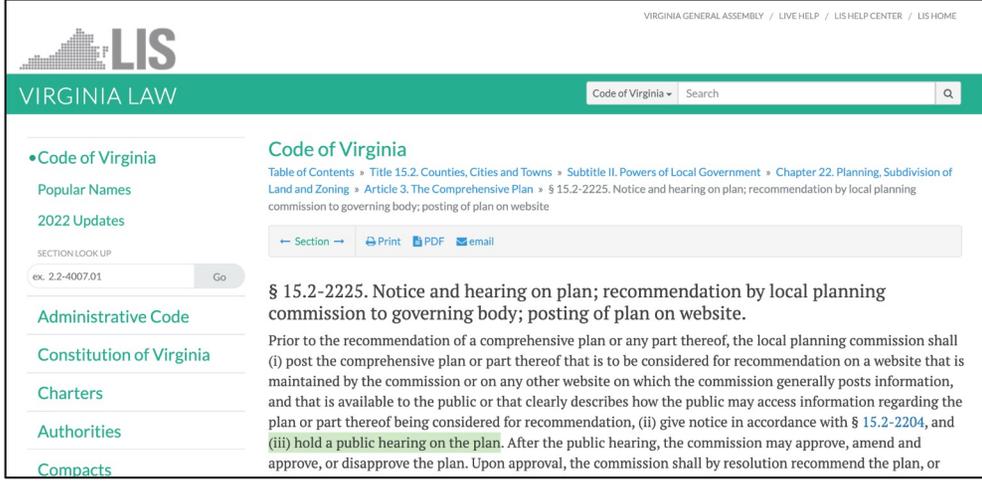
Scottsville Existing Land Use Map, Revised 2018



OPTIONS AND RECOMMENDATIONS

Benefits of Engagement Beyond VA's Statutory Requirements*

- Town can show that it is truly invested in its community members above and beyond minimum requirement.
- Increase community members' trust in community leadership, which will make them more inclined to attend and participate in community engagement initiatives.
- Start a positive cycle of more participation creating better community outcomes,
- Plans may be more long lasting if it accounts for unforeseen circumstances with ,for example, contingency plans
- Flexible ranges of action based on a changing community needs and priorities.



The screenshot displays the Virginia Law website interface. At the top, there is a navigation bar with the LIS logo and the text "VIRGINIA LAW". Below this is a search bar with the text "Code of Virginia" and a search icon. The main content area is divided into two columns. The left column contains a sidebar with links to "Code of Virginia", "Popular Names", "2022 Updates", "SECTION LOOK UP" (with a search box containing "ex. 2.2-4007.01" and a "Go" button), "Administrative Code", "Constitution of Virginia", "Charters", "Authorities", and "Compacts". The right column displays the "Code of Virginia" section 15.2-2225. The text of the section reads: "§ 15.2-2225. Notice and hearing on plan; recommendation by local planning commission to governing body; posting of plan on website." Below the text, there are links for "Section", "Print", "PDF", and "email".

<https://law.lis.virginia.gov/vacode/title15.2/chapter22/section15.2-2225/>

***Innes & Booher. 2005.
"Reframing Public
Participation: Strategies
for the 21st Century"**

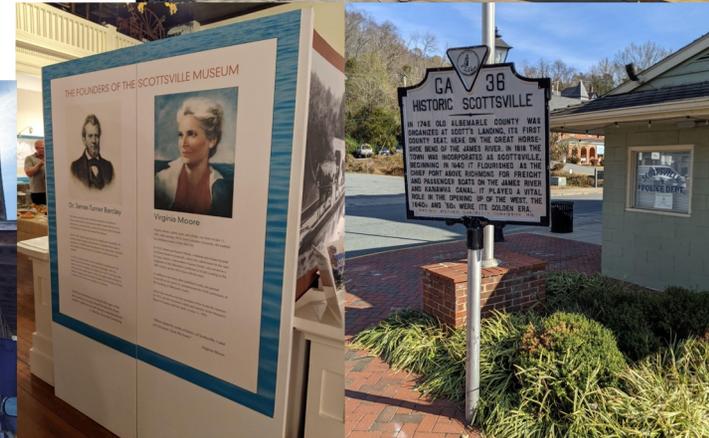
How do you operate in a community engagement context when you're unfamiliar with the unique identity of the town?

COMMUNITY ENGAGEMENT RESEARCH

COMMUNITY ENGAGEMENT RESEARCH

Site Visits

- Twilight Tours
- Nov 8 Tour with Matthew Lawless
- Nov 19 Farmers Market and Baine's Books & Coffee
- Planning Commission Meetings (Nov 7 & Dec 5)



Precedent Comprehensive Plans for Community Engagement



Luna Pier, Michigan

Won the Vernon Deines Award for an outstanding plan in 2011

- Community survey
- 3 public meetings
 - Visioning sessions



McClellanville, South Carolina

quiet, rural quality of life + increasing population

- Workshops + open houses
- Public survey
- Public hearings
 - Acknowledge role of community vision

RICHMOND

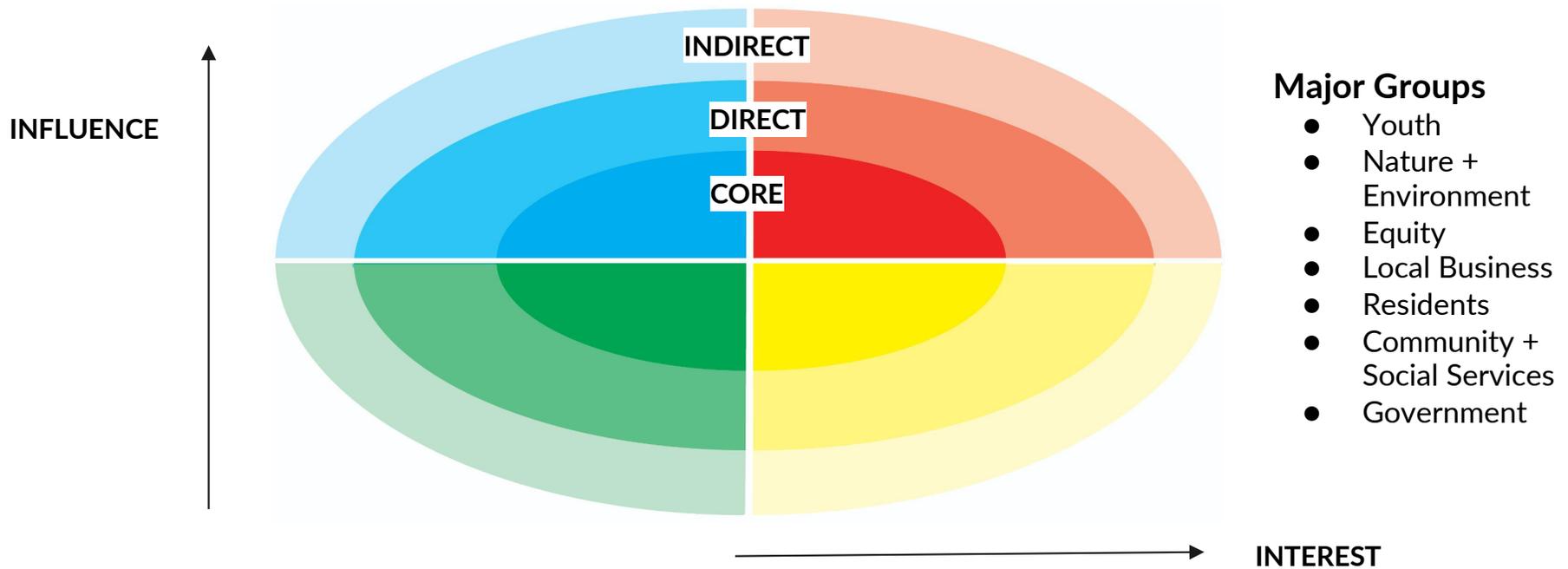
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A GUIDE FOR GROWTH

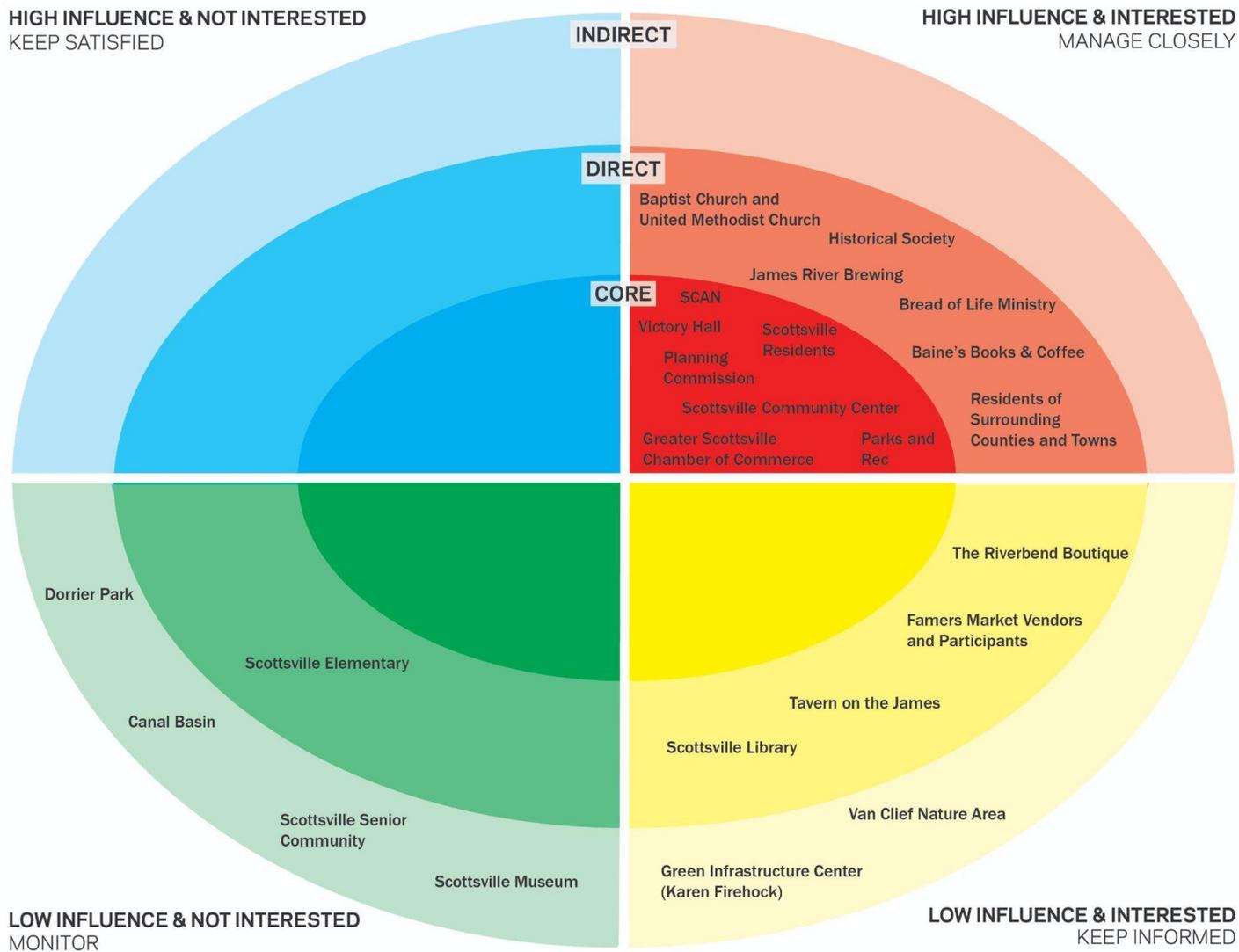


COMMUNITY ENGAGEMENT RESEARCH

Situation Assessment - Stakeholder Mapping



Sarah



Sarah

How do you define the extent and boundary of influence for stakeholders?

Situation Assessment - Interviews

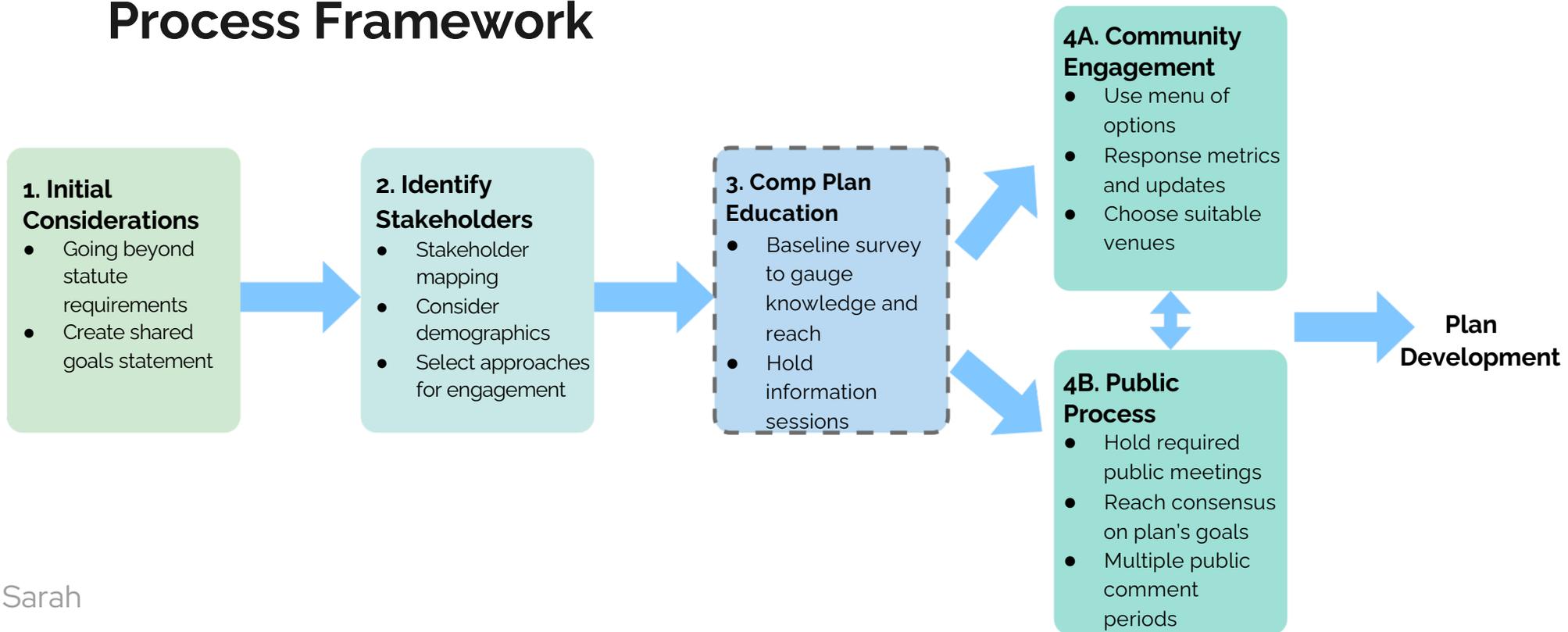
- Residents may need education surrounding a comprehensive plan
- Scottsville's walkability, charm, friendliness, and cost of living (relative to Charlottesville) are major assets
 - Understanding the resources available to help the businesses thrive
 - Access to the river and greenspace is a resource everyone is appreciative of, but could be better tapped into
- Scottsville's assets and resources serve the large region, not just the immediate community
- People mostly use word of mouth or fliers around town to communicate
 - How to reach more people? Digital footprint may or may not be helpful
 - Institutionalize the great events that are happening to establish presence and bring people in
- People are passionate about being involved!



OPTIONS AND RECOMMENDATIONS

OPTIONS AND RECOMMENDATIONS

Process Framework



OPTIONS AND RECOMMENDATIONS



Suggested Baseline Survey Questions

1. Do you know what a Comprehensive Plan is?

_____ Yes _____ No

1. What is your relationship to Scottsville and how long have you been involved with the town? What is your stake in the community?
2. Can you describe the identity of Scottsville in 2-3 sentences?
3. What is the most important priority for you when thinking about the future of Scottsville?
4. How would you like to be involved in the comprehensive plan update process?
5. Is there anything else you would like to add?

OPTIONS AND RECOMMENDATIONS - [Menu of Options]

Roshan

| <u>Community Engagement</u> | <u>Pros</u> | <u>Cons</u> |
|---------------------------------------|--|--|
| Stage 2 Community Surveys | <ul style="list-style-type: none"> ● Can reach a large audience ● No pressure of interaction ● Very easy to disperse ● Questions can be very specific | <ul style="list-style-type: none"> ● No sharing of ideas ● Participants can't gauge others ● Not very personal ● Could get lost with daily commotion |
| Public Meetings | <ul style="list-style-type: none"> ● Acknowledges community role ● Allows sharing of ideas ● Can refine ideas and form new conclusions ● Interpersonal connection | <ul style="list-style-type: none"> ● Finding a time where everyone is available ● Could cause "Group Think" ● People could persuade/be persuaded |
| Open House Workshop | <ul style="list-style-type: none"> ● Open Conversation ● Encourages collaboration ● Brings Community together | <ul style="list-style-type: none"> ● Finding a time where many participants are available ● May cause "Group Think" within groups |
| Focus Groups | <ul style="list-style-type: none"> ● Very inquisitive of community members with series of questions ● Could allow for idea sharing without persuasion ● Generate a variety of ideas quickly | <ul style="list-style-type: none"> ● Finding a time where many participants are available ● May cause "Group Think" within groups |
| Semi-Structured Individual Interviews | <ul style="list-style-type: none"> ● Very personal ● Fully flesh out reasonings for community members' opinions | <ul style="list-style-type: none"> ● People may be nervous ● Extremely time intensive to conduct because it's one at a time |
| Working Groups/Advisory Groups | <ul style="list-style-type: none"> ● Citizens complete tasks ● Takes load of off planning commision | <ul style="list-style-type: none"> ● May need to spend resources to get citizens up to speed |

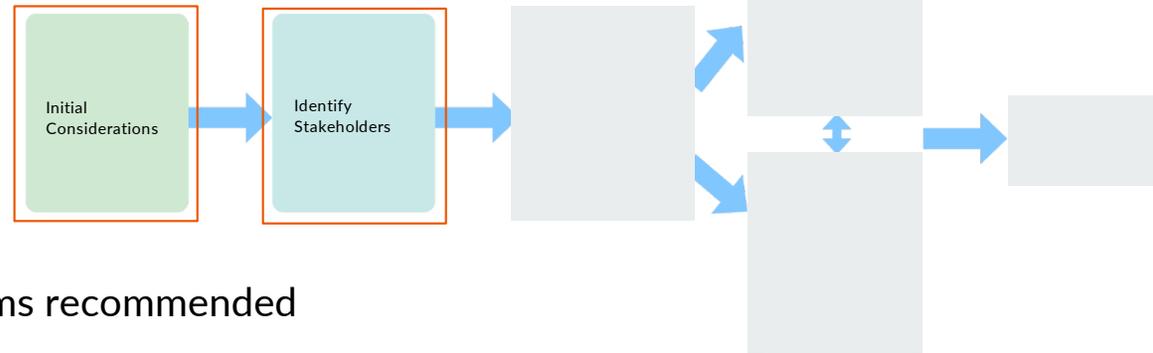
Example Process

Initial Considerations

1. Planning Commission (PC) confirms recommended scope of engagement.
2. Planning Commission develops shared goals statement for the engagement process*.
3. Planning Commission appoints volunteer Advisory Board/ Working Group (AB).

Identify Stakeholders

1. AB uses template to perform stakeholder mapping; demographic engagement objectives set.
2. AB chooses engagement approaches from community engagement Menu of Options

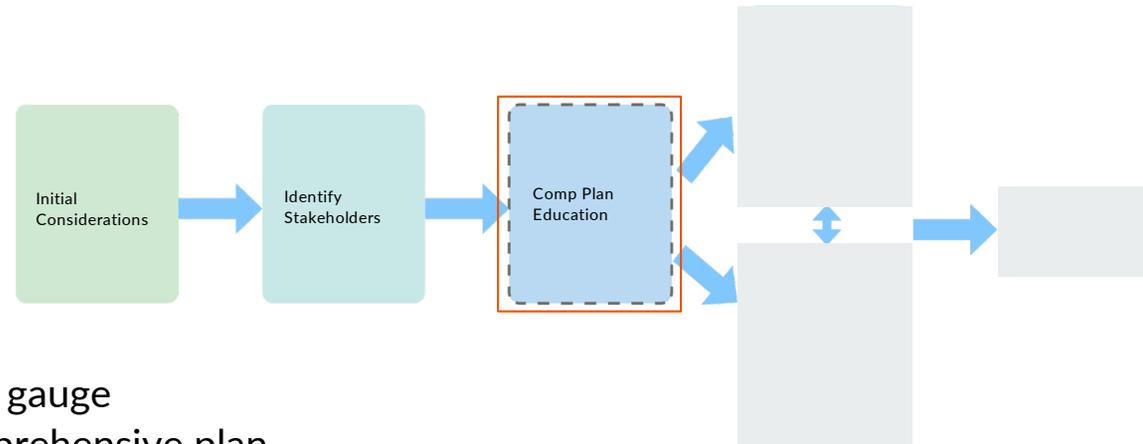


*Innes & Booher (CH.6):
Developing shared
meaning through
dialogue

Example Process

Comp Plan Education

1. AB administers baseline survey to gauge community's knowledge of a comprehensive plan and reach of initial survey reach to ensure all groups heard and considered
2. AB holds information sessions at community venues
3. Subsequent community education sessions



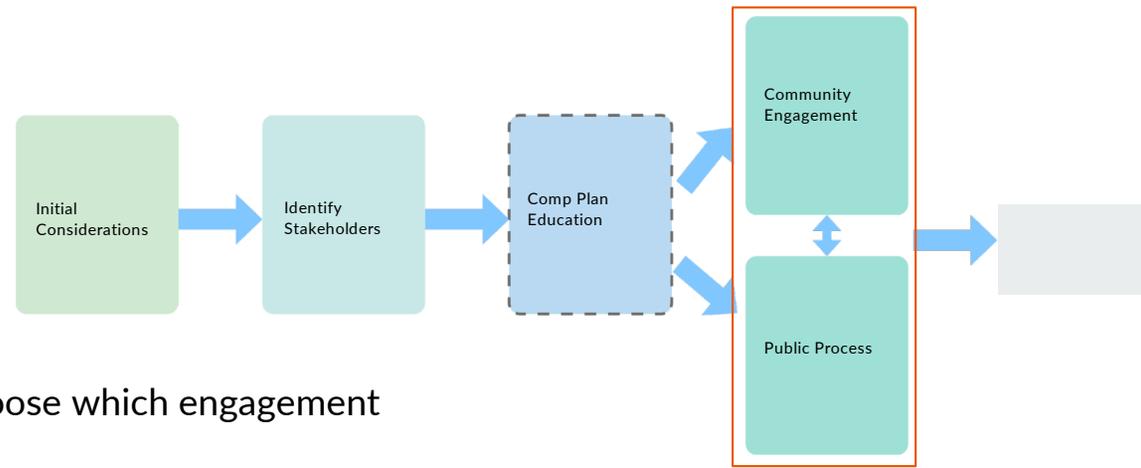
Example Process

Community Engagement

1. AB refers to Menu of Options to choose which engagement processes to implement.
2. Refer back to response metrics and updates to determine if targets met
3. Choose suitable venues that are easily accessible and inclusive to all stakeholder groups

Public Process

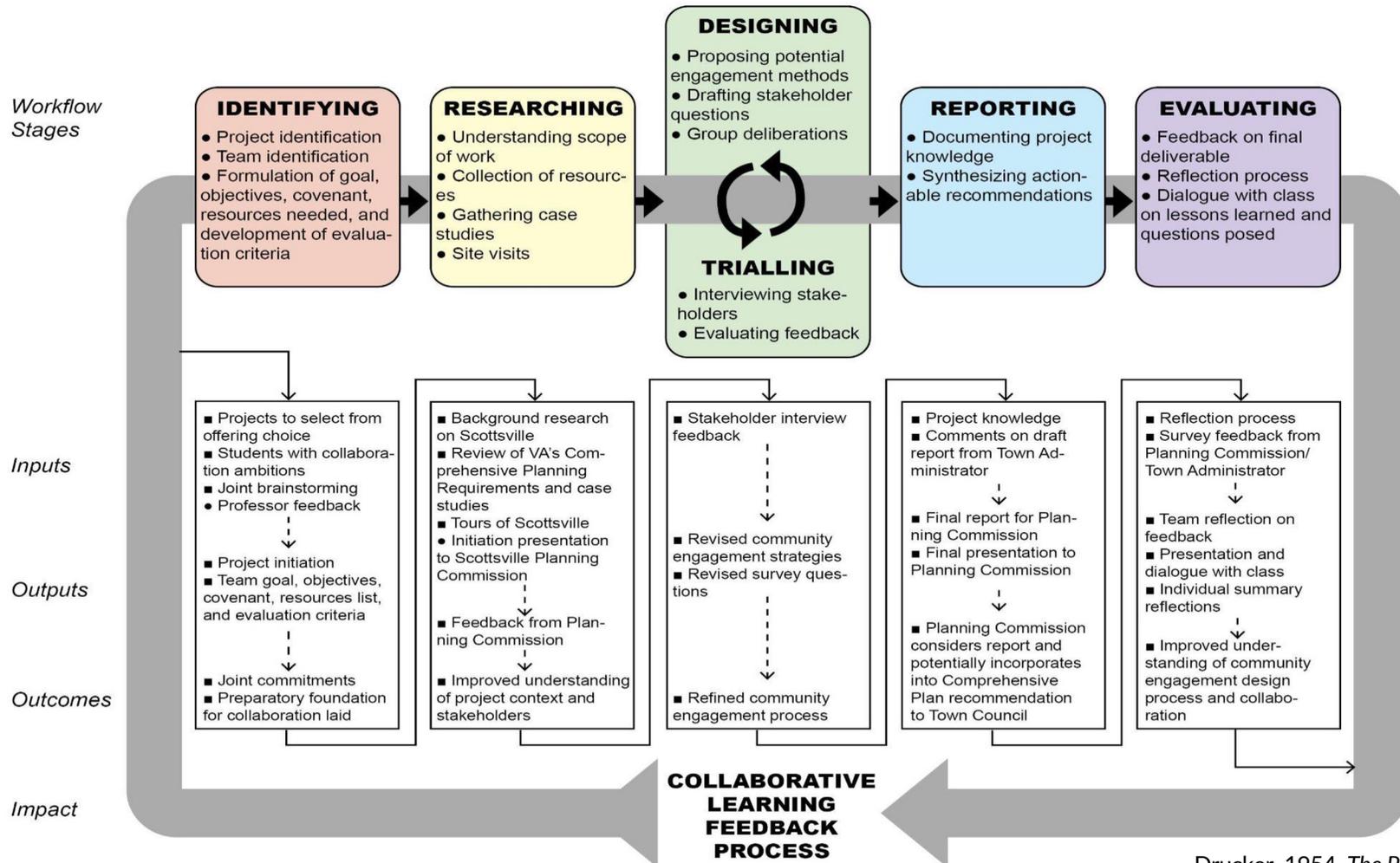
1. Hold at least two public meetings to fulfill Virginia statutory requirement; align engagement process to enrich that content
2. Create shared goals statement
3. Multiple public comment periods



How does an informal group of students interact with a formal process?

EVALUATION

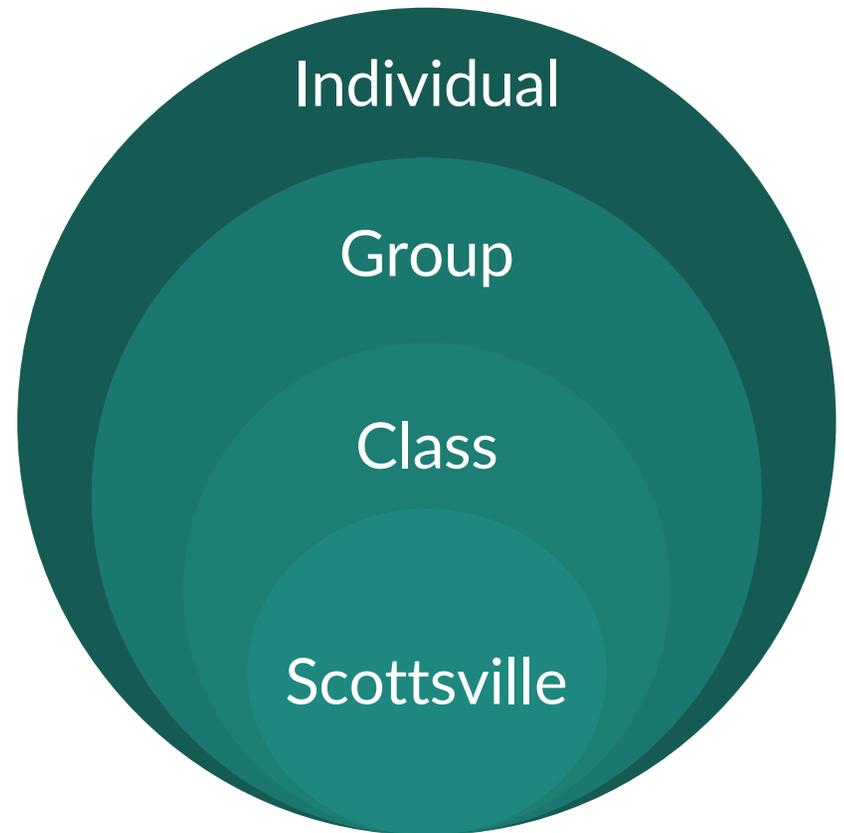
Community Engagement Design Process





Overview

- We discussed as a group that there are varying levels of success and various ways to measure it
 - Success as individuals
 - Success as a group
 - Success within the class
 - Success for Scottsville
 - Success in the comprehensive planning process
- Roles of members in the group
- Overall theme: flexibility





Feedback

November Planning Commission Feedback

- Van Clief Nature Area
- Green Space connectivity

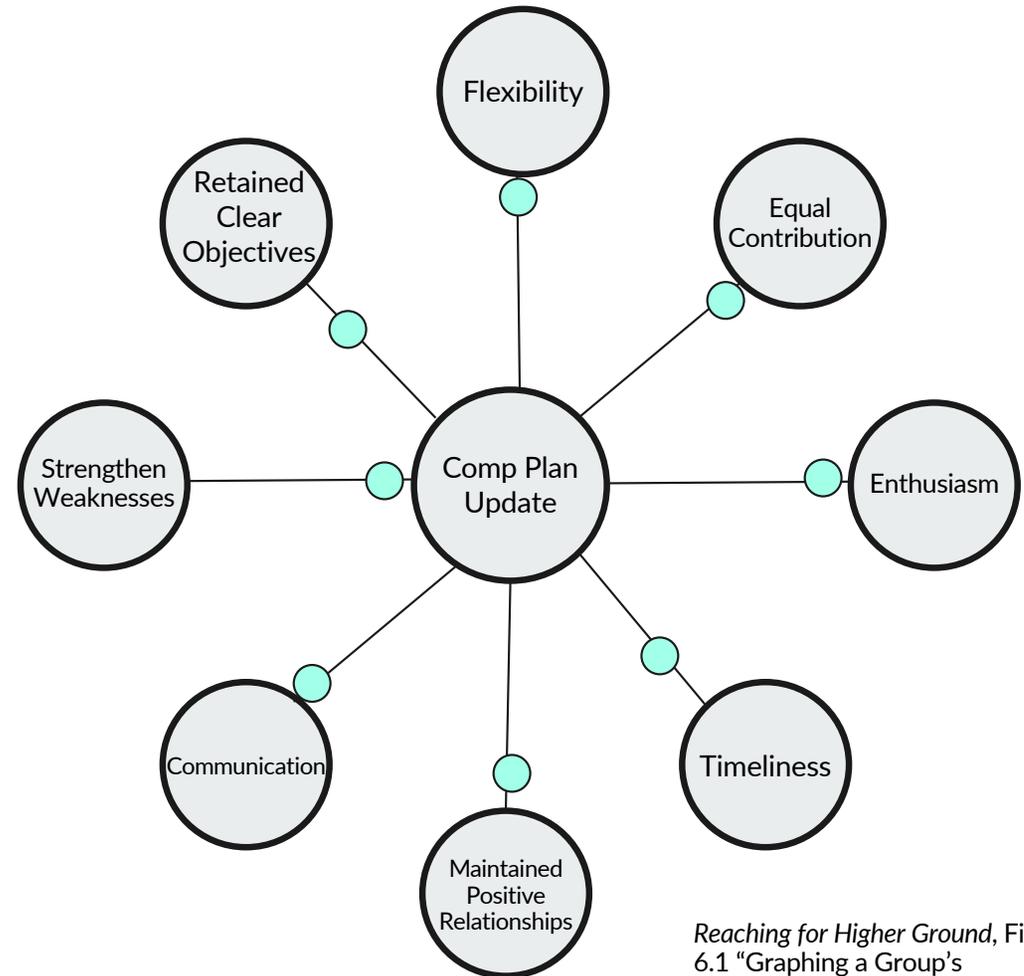
December Planning Commission Feedback

Other comments from Matt Lawless or Planning Commission

EVALUATION

Success in Goals + Group Covenant

- How well do we believe we reached our goals for the project?
- How well did we reach the goals of our group covenant?
- Grow & Glows - roles in the group



Reaching for Higher Ground, Figure 6.1 "Graphing a Group's Performance", originally from Bailey Alliance, 1994



Additional Discussion Questions

- How do you maintain good things by formalizing them without overburdening anyone involved?
 - Effect of institutionalization
- How to balance providing recommendations without prescribing?