JAMES CITY COUNTY

COMPREHENSIVE PLAN UPDATE

Meeting Overview

1. Minutes Adoption (Aug. 19 and 26)

2. Old Business
   a. Chair / Vice-Chair Elections

3. New Business
   a. Public Engagement and Communications Plans
   b. Process Branding

4. Other Items for Discussion

Process Branding Options

Drafts for Selection

Option 2

Inspired by:

Listening, Open, Shape, Connect

What do you think?

Which logo best captures the sentiment you want residents to think of when they think of the planning process?

- Keep in mind that the project message bullets will often accompany the logo in communications.

Share your opinions!

- Orange dot for your first preference (orange #1)
- Blue dot for your second preference (blue #2)
- Jot down any comments on post-it notes and place on board

Website and Video Feedback

Website Feedback

- What we heard:
  - Most people liked the Plano, Kauai and Oklahoma City websites

- Carry over content wish list:
  - Land use map changes over time, short video clips throughout the website, big ideas concept (goals of plan and cliff notes of Comprehensive Plan sections), report on progress of update process, interactive elements (maps, questionnaires, graphics), introductory Comp Plan video, events/participate page and clear navigation

Video Feedback

- What we heard:
  - Most people liked the Round Rock, Raleigh and Denver videos

- Positive video elements:
  - Description of what a Comprehensive Plan is and what it is designed to do/how it is used
  - Demographic information (population growth projections, survey results)
  - Illustration of where growth has occurred and invite the viewer to be involved with the update to share their opinion
  - Avenue for how to get involved
  - Clear narration, good use of imagery and clear messaging
  - Videos should be both educational and promotional