

**MINUTES**  
**JAMES CITY COUNTY COMMUNITY PARTICIATION TEAM**  
**REGULAR MEETING**  
**Building D Large Conference Room**  
**101 Mounts Bay Road, Williamsburg, VA 23185**  
**October 3, 2019**  
**4:00 P.M.**

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**A. CALL TO ORDER**

Mr. Glen Carter called the meeting to order at 4:00 p.m.

**B. ROLL CALL**

**Present:**

Rachel Becke  
Rebecca Bruhl  
Glen Carter  
Thomas Hitchens  
Ginny Wertman  
Jack Haldeman  
Rich Krapf  
Julie Leverenz

**Absent:**

Tim O'Connor  
Philip Piper

**Staff in Attendance:**

Renee Dallman, Public Information Officer  
Vaughn Poller, Neighborhood Development xx  
Christy Parrish, Zoning Administrator  
Tammy Rosario, Principal Planner  
Alex Baruch, Senior Planner  
Brett Meadows, Planner  
Katie Pelletier, Community Development Assistant

**By phone:**

Leigh Anne King, Clarion Associates  
Vlad Gavrilovic, EPR

**C. OLD BUSINESS**

1. Branding

Mr. Alex Baruch welcomed everyone and stated the first topic for discussion would be branding. He presented the final branding for the Community Participation Team (CPT) to affirm, stating the consultants from Clarion had incorporated feedback from the previous meeting.

Mr. Thomas Hitchens asked if bumper stickers could be made.

Mr. Baruch said staff would research the idea and present the option with other promotional options.

Mr. Rich Krapf said he liked the updated branding which incorporated the year and improved the colors.

Ms. Julie Leverenz noted the font sizing had been improved as well.

Mr. Baruch then displayed color variations to the branding and logo for different needs or constraints such as cost or material.

Ms. Ginny Wertman commented that the orange color would really stand out on a pen for example.

Mr. Vernon Stuart, Jr. asked if there was an established website.

Mr. Baruch replied the website was not operational yet, but they would present a preview later in the meeting.

Mr. Stuart suggested placing the website address on any stickers or promotional items.

Mr. Baruch agreed and said they hope to put the website on most items.

## 2. Group List / Event Update

Ms. Christy Parrish encouraged the CPT to continue contacting her with any groups or events to add to the current listings. She also said they should let her know which events they wish to attend.

Ms. Tammy Rosario told the CPT that she had recently presented with Mr. Vaughn Poller at a briefing on housing issues to the Williamsburg Area Association of Realtors (WAAR). She said during the meeting they also promoted the Comprehensive Plan update. Ms. Rosario said they seemed very excited and engaged about the process.

Ms. Parrish said through Mr. Haldeman they are scheduled to speak at the Governors Land Homeowners Association (HOA) as well as the Kiwanis. She said they are also working on a Presentation in a Box video.

Ms. Rosario added they are working on promotional items, a banner, and other items to take along when attending events.

Ms. Rebecca Bruhl asked when they should begin attending events.

Ms. Rosario replied they hope to have enough in place by the next CPT meeting on October 14 to begin appearances by CPT members at events.

Mr. Baruch added that on the Event Listing they will note who is attending events, who is the target audience, and how many people were reached. He said this would help ensure goals are reached.

Ms. Parrish added that even simple announcements or smaller interactions can be documented as engagement efforts.

Ms. Rachel Becke asked if they should distinguish between events in Williamsburg verses James City County.

Mr. Baruch replied that many residents of James City County attend events in Williamsburg such as the Farmers Market.

Ms. Rosario said the CPT can give feedback on such events, whether they are worthwhile to attend. She added the biggest limitation will be manpower.

Ms. Parrish remarked that coordinators should be contacted in advance of larger events.

Mr. Baruch mentioned there is also a Community Outreach Group made up of staff from County departments that will also provide input on upcoming events to the listing.

Mr. Hitchens asked if the Comprehensive Plan update website would include the CPT members' photos.

Mr. Baruch replied yes, the website will include the group photo initially, and new head shots may be taken at a later meeting.

### 3. Updates on Public Engagement and Communications Plan Efforts

Mr. Baruch showed the CPT the draft website for feedback on design. He said they incorporated some of the branding color elements into the website accents and currently have an outline for the architecture for types of pages. Mr. Baruch told the CPT they hope to go live after receiving feedback on the content of the website at the next meeting on October 14.

Mr. Baruch showed the headings which include: What is a Comp Plan, a resource center with documents, timeline for the process, sections of the plan, the staff and consultant team, the CPT and Planning Commission Working Group (PCWG), meetings and events, give your input, sign up for a mailing list for upcoming event.

Ms. Leverenz suggested replacing "give your input" with "share your ideas," in order to incorporate the logo. She also requested larger font and a home button.

Ms. Rosario asked for other reactions.

Mr. Hitchens asked if CPT members could have a name tag to identify them at events.

Ms. Becke suggested using photos of the County to fill in the large white space next to the logo on the website home page. Others suggested using the space to advertise upcoming meetings.

Ms. Wertman asked if items on the banner would be found elsewhere on the site, since some of the example webpages they viewed did not tie information together well.

Mr. Baruch replied yes, all announcements or banner items would be found elsewhere in the main architecture of the site. He also pointed out the icons for the various sections of the plan and said they would be updated by the graphic designer before the next meeting.

Mr. Haldeman suggested an introduction, summary of purpose, or mission statement to fill the white space on the home page.

Mr. Baruch said he will present the ideas to the web developer.

Ms. Rosario told the CPT there are many items in production, including a monthly newsletter to preview.

Ms. Katie Pelletier introduced herself and planner Brett Meadows to the CPT. She said they have been drafting content for a monthly newsletter to distribute to a list serv. Emails would be added through sign ups at events and the Comprehensive Plan website, and it could be posted and

shared as well. She said the first edition would introduce the Comprehensive Plan update process and CPT and also promote participation and the first forum, the Summit on the Future.

Ms. Pelletier said the web designer will assist with the template for sending out the newsletter. She said the CPT would receive a draft of the newsletter and asked for ideas or feedback on the content.

Mr. Hitchens said the newsletter was a great idea and product, stating he is often asked what occurs during the meetings.

Ms. Wertman commented that the newsletter looked very dense and suggested less content in each newsletter to not overwhelm readers.

Ms. Bruhl agreed the amount of material was too much, and it could instead be spread out over several months.

Ms. Becke asked how they might share information.

Mr. Baruch said social media posts would link back to the website, and more would be discussed during the communications portion of the meeting.

Mr. Baruch said a draft of the video will be shared at the next meeting on October 14. He said they are working on a one-minute video about the update and how to engage in order to keep it clear and concise. He said he is very excited about the work of the video team.

## **D. NEW BUSINESS**

### **1. Communications Training**

Ms. Renee Dallman spoke to the CPT about representing the County during the Comprehensive Plan update, speaking at public presentations, social media, and working with the media.

Ms. Dallman asked the CPT about their comfort levels with each topic. She said the level of trust they have with the public is very important. She noted that as public officials appointed by the Board of Supervisors, they must remain neutral in their CPT role, promote the open process, and act as official myth busters when able, especially on social media.

Ms. Dallman presented suggested messages or responses, such as noting the County really wants to hear from everyone, and no decisions have been made. She stressed promoting the process and events or opportunities for citizens to get involved or be heard.

Ms. Dallman then offered techniques for successful public speaking, including: use nerves as motivation, know your audience, prepare and anticipate questions, know the stage, practice and have a backup plan, show your personality, show excitement and confidence, make eye contact, check body language, slow down but always end early. Regarding questions, Ms. Dallman suggested repeating the question, or divide complicated questions into several parts. She noted it is okay to not know the answer, but ensure follow up.

Ms. Dallman discussed social media with the CPT. She said there are challenges such as boosting posts which sometimes only reach about 2,000 of the County's 10,000 Facebook followers. She encouraged the CPT to like and share the posts.

Ms. Dallman noted another challenge with social media are local group pages, some with 3,000 or up to 48,000 members. She said although the County is officially not part of the groups or able to comment or post to their pages, there are many conversations related to the County on

these pages. She encouraged the CPT members to help by sharing official County information on these pages and encouraging participation.

Ms. Dallman then discussed working with the media. She said there may be opportunities for CPT members to speak with reporters. She told them the state of the media has changed. Reporters are very busy, and James City County is located between media markets. She emphasized it is important to build relationships with the media and reporters.

Ms. Dallman also gave the CPT members tips on how best to respond and prepare for interviews. She said they can request questions in advance and offer to fact check. She said their job is not to speculate but to transition from the question to the message.

Ms. Wertman asked how the existing Comprehensive Plan and the update process relate to one another.

Mr. Baruch replied the update will adapt the current, adopted Comprehensive Plan to reflect changed in public opinion or other conditions. It is a long-range vision that must be updated every five years.

Ms. Rosario stated the current, adopted 2035 Comprehensive Plan is relied upon for decision-making until an updated plan is adopted.

Ms. Bruhl asked if they should notify Ms. Dallman about media contact.

Ms. Dallman replied that CPT members should notify the Planning staff who will provide them with talking points or key messages and any materials needed. She said that she or staff would be happy to sit with them during an interview, but their position as a citizen involved in the process is invaluable and cannot be scripted.

Mr. Baruch reminded members, if approached by reporters, they can request to meet at another time and to receive a copy of the questions in advance. He said staff can then help them prepare to be more comfortable.

Ms. Dallman said the media will know they are volunteers and will be kind and fair.

Ms. Rosario asked Ms. Dallman if they should also develop a media contact email that summarizes who was contacted and by whom.

Ms. Dallman said that would be a good idea, in order to help document promotion efforts and so no one is surprised.

Mr. Carter asked for information they could provide or examples of change affected through the Comprehensive Plan process.

Ms. Dallman mentioned the Community Character Corridors were brought about through the 1997 Comprehensive Plan update.

Ms. Rosario pointed out that the Longhill Road widening project is another example.

Ms. Bruhl asked if the examples could be featured on the website.

Mr. Baruch replied there will be an interactive map showing citizen-driven land use designation changes over time. It will be available at a later stage of web development.

Ms. Rosario also said the newsletter could highlight examples each month.

Ms. Dallman noted that reporters are also members of the local social media group pages and often ask for citizen comments for stories. She thanked the CPT members for their time and willingness to promote the process.

## 2. November Summit on the Future Public Forum

Ms. Leigh Anne King from Clarion Associates called into the meeting to discuss the draft approach and agenda for the Summit on the Future in November. She asked for CPT feedback regarding the purpose, engagement approach, and ideas for engagement.

Ms. King stated the purpose of the Summit on the Future will be to serve as the community kickoff event for the planning process. It will provide participants with an opportunity to learn about the value of a Comprehensive Plan, key trends and issues that may impact the future of James City County and provide reactions to these considerations. Building off the recently conducted Comprehensive Plan Citizen Survey, exercises at the Summit will be designed to help inform development of the Plan's vision and goals.

Ms. King then explained the proposed engagement approach, stating the Summit on the Future will be a televised activity that will allow participants to interact in real time in the following ways: in person at the main workshop conducted at the County Government Center; in person at a satellite location near one of the County's five voting districts; or at home or another venue via James City County public access Channel 48. She said participants that cannot engage in real time will be able to complete the online Vision and Values questionnaire and watch a YouTube video of the Summit proceedings. The questionnaire will be designed to mirror the workshop activities to the extent possible.

Mr. Haldeman asked if each public forum would be called a summit.

Ms. King replied the word Summit highlights the importance of the first meeting, and the public forums following the Summit would be labeled Assembly then Open House. She said if citizens only come to the first Summit they will at least understand the process and some of the key factors involved, and they will have given input at the beginning of the process.

Ms. Becke asked if the date and location for the Summit had been set.

Ms. Rosario said the date has been narrowed down to Monday evening, November 18. She said November 14 is reserved for a test run of the event. Ms. Rosario stated they are in the process of reserving facilities for the event. She said there are technical challenges still to overcome, but they hope to have a location in each voting district. She said the schools are very workable and have been extremely accommodating. Ms. Rosario stated the school locations will likely be Toano Middle School, Hornsby Middle School, Jamestown High School, Berkeley Middle School, and James River Elementary. She said Berkeley Middle School is technically in Williamsburg but would serve the Jamestown voting district.

Ms. Leverenz asked where the speaker would be located.

Ms. Rosario replied the Board Room in the County Government Center would be the best location to operate the live video controls.

Ms. Leverenz asked if the Board Room would also serve as a community location.

Ms. Rosario said whether or not to invite an audience at the Board Room location is one of the details to be worked out. She said they would rather not close it off unless necessary.

Mr. Baruch stated the Board Room was chosen because of its high success rate for broadcasting public meetings.

Ms. Wertman asked what time in the evening they planned to start the meeting.

Ms. Rosario replied likely 6:30-8:30 p.m., based on availability of the schools. She asked for any feedback on the time and locations for the meeting.

Ms. Leverenz stated she will be out of town on that date and not able to attend the meeting. She stated she hoped she would be able to watch the live stream from Kansas.

Ms. Becke stated she likes the consistent message of schools for all satellite locations.

Ms. Wertman commented the meeting should be held no earlier than 6:30 p.m. in order to allow people to get home from work and eat dinner.

Mr. Baruch asked everyone to reserve those dates and times.

Ms. King said in their experience they have not had many children attend public meetings, but they have advertised that children are welcome with planning activities at tables available for them.

Ms. Rosario stated all ages are welcome at the event.

Ms. King then described the activities or ideas for engagement. The first activity, "Where Do You Live? Where Do You Work?" would begin about 30 minutes before the event and occur at registration tables as participants enter the venue to map and record where they live and work. She said this can be provided for participants at in-person venues only and will also include a sign-in sheet.

Ms. King then described the opening plenary session that would begin about 10 minutes into the meeting. She said it would consist of a 15-20 minute presentation and about 20 minutes of polling utilizing smart phones or devices.

Ms. King described the presentation as having real-time engagement educational components such as: what is a comprehensive plan; about the Envision 2045 process; state of James City County; highlights from the citizen survey; key land use and growth questions to explore; and key transportation questions to explore.

Ms. King discussed the real-time engagement interactive polling exercise also included in the Opening Plenary Session. She said it would include: questions about the participants to see how long people have lived in the community, demographic information; questions that build off the citizens survey to serve as foundation for generating vision and goals for plan; questions on willingness to support new types of development; and questions on willingness to support public investments (open space, recreation, transportation, etc.).

Ms. King described the station activities that would follow the presentation and polling, as in-person engagement at the workshops or via online questionnaire. She mentioned: a visual preference survey to evaluate preferences for different types of residential and non-residential developments; a Places to Preserve and Change Mapping Exercise to identify areas that should be preserved and areas that are ripe for change and why; Your Big Ideas for 2045 that would allow participants to provide any specific ideas they would like to see implemented in James City County in the future and provide an open-ended option for participants to share their ideas in their own words; and Ask James City County Staff, which would allow participants to ask County staff any questions they may have. She said this station could be prepped with reference

the materials to help answer expected questions.

Ms. King also stated an Exit Questionnaire will track information about participants. She said this in-person exit questionnaire data and online data will be aggregated to determine the demographics of participants. These can be compared with Census statistics for James City County to determine whether all groups of people are adequately represented. Public intercept activities can be identified to fill in any gaps in representation.

Lastly, Ms. King mentioned a raffle or door prize from local establishments could be used to break up the meeting and create a fun incentive that could be advertised to gain participation at the workshop.

Mr. Krapf suggested they address any data privacy concerns citizens may have when using their smartphones to provide information during polling exercises.

Ms. King said they have not experienced that reaction and explained the polling responses would be displayed immediately after each question. She noted this can be helpful in situations where there is a vocal minority or to identify areas where consensus is clear or lacking.

Mr. Baruch noted that paper copies of the questions would also be available for anyone without a smart phone or device, and that input would be incorporated later in the overall data. He said the paper copies could also serve as a backup plan if the wifi becomes unavailable during the event.

Ms. Becke suggested asking whether participants are new to the process.

Ms. King responded it might be best to place that question in the exit or online questionnaire. She said it could give insight to outreach efforts, indicating whether the same people or new are participating.

Ms. Wertman asked whether the CPT would view the questions before the event.

Ms. King replied yes, that they would like to test the questions to make sure they are understood the way they are intended to be.

Regarding the visual preferences exercise, Ms. King asked the CPT whether they would prefer photos of known locations in the County or less familiar place types or examples of different development types, character, and density.

After some discussion by CPT members, Mr. Vlad Gavrilovic of EPR spoke from the call in. He said they usually avoid using local or known place types in order to avoid emotional responses or personal experiences. He said regional examples are best. Mr. Gavrilovic said the preferences are used to help develop design and community character guidelines and densities for land use types. He said the exercise could be done with dots or interactively online if laptops are available and the crowd size is not overwhelming.

Mr. Baruch said people can attend the workshop and accomplish the visual preference exercise online from home later.

Ms. Leverenz asked about entry duplication.

Ms. King said it is best to allow multiple entries from the same IP address to avoid technical issues, but if there are 10-15 responses from one IP address that would be a red flag.

Ms. King discussed the exit questionnaire with the CPT. She said it could be done on paper, but digital entries would be easier to analyze.



Ms. Leverenz remarked this would be an event where people would be encouraged to bring their phones and devices.

Ms. Rosario commented it would be helpful to ask how people heard about the meeting.

Ms. King said there is a balance to how many questions are asked before people are turned off by the experience.

Mr. Baruch noted the event will require a lot of staffing.

Ms. Rosario stated CPT members will primarily be in observational role during the event in order to provide feedback.

Ms. Rosario said she really likes the idea of having a kids' corner. She said drawings or questions to youth could be interesting and their responses incorporated into the plan somehow.

Ms. King said the feedback was very helpful and thanked the CPT.

### 3. Presentation in a Box

Mr. Baruch then reviewed the Presentation in a Box outline and asked for feedback from CPT members.

Ms. Wertman commented that the ordering of topics was difficult to understand and offered to send her ideas over email.

Ms. Leverenz stated the presentation would likely be too long if covering all of the topics listed in the outline.

Mr. Krapf said the inclusion of basic demographic data seemed too dry for a presentation. Instead he suggested a high-level summary of the citizen survey results.

Ms. Becke suggested it would be helpful to have a prepared activity or discussion that CPT members could lead, as well as examples of successful citizen input or change in previous Comprehensive Plan updates.

Mr. Krapf remarked that the presentation will be tailored to the audience, but it would be helpful to have background information or papers to reference, such as the demographic data.

Ms. Rosario noted the ideas and referenced the fact sheet as a starter.

Ms. Leverenz stated some ice breaker ideas or hand-raising exercises would also be helpful to begin a presentation. She said speakers could ask how long people have lived in the County and what changes they have seen.

Mr. Stuart remarked how the process seems very proactive compared to others he has experienced.

## **E. ADJOURNMENT**

Ms. Rosario thanked everyone for attending the meeting and asked for any additional comments.

Mr. Carter adjourned the meeting at 6:10 p.m.