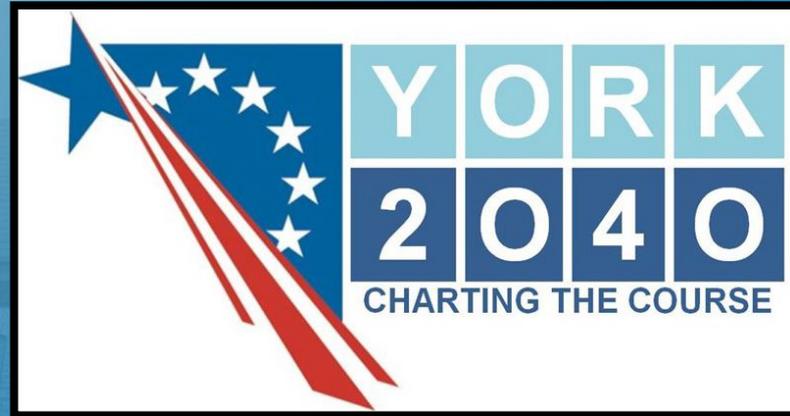


Comprehensive Plan Update Status Report



York County Board of Supervisors Meeting
Tuesday, August 6, 2019



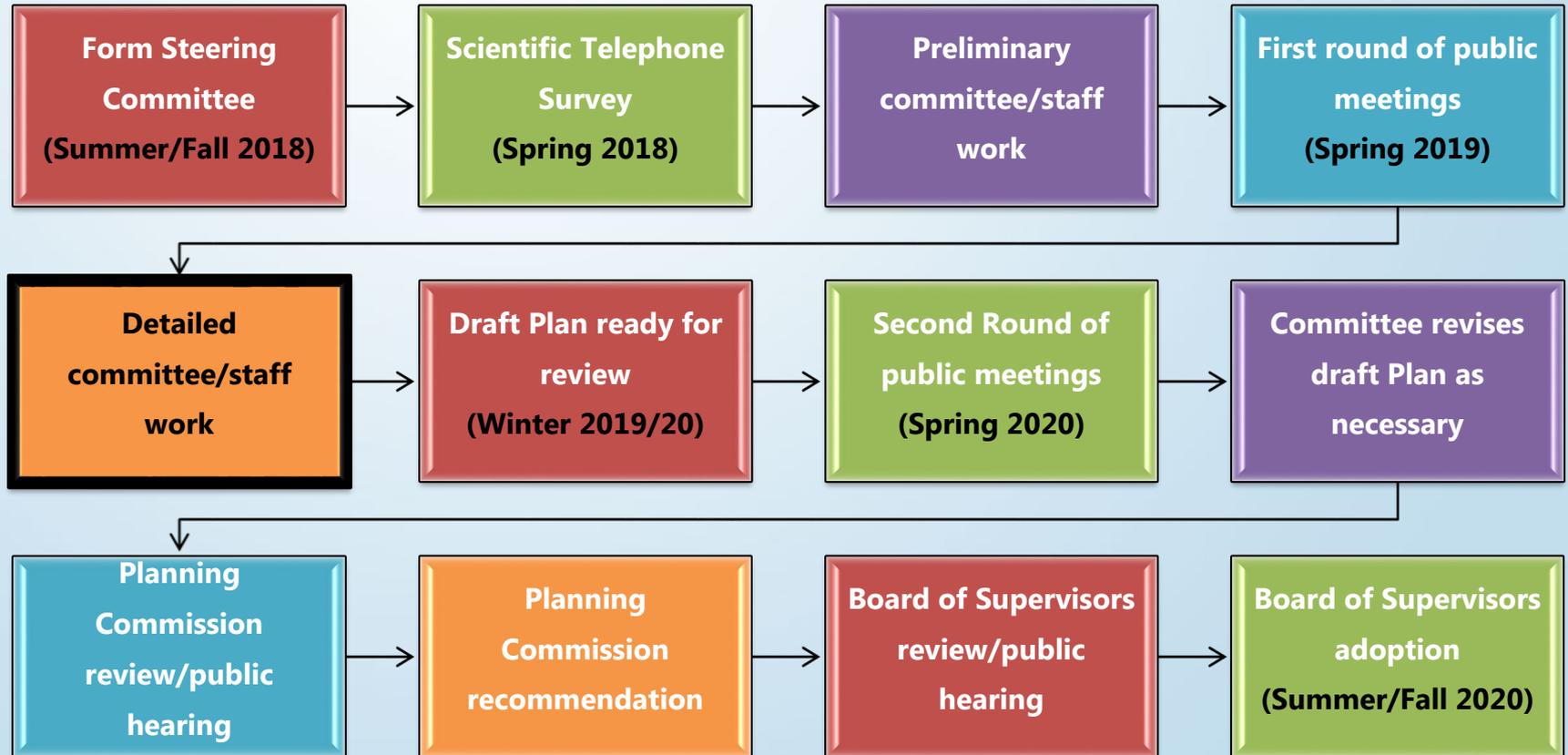
The York 2040 Committee

Steering Committee Composition



- Citizen Appointees*
- Planning Commissioners
- Board of Supervisors Member*
- EDA Member
- Youth Commission Member
- Business Community Rep*
- Real Estate/Developer Rep*
- Deputy County Administrators

Process/Timeline



Meeting Topics

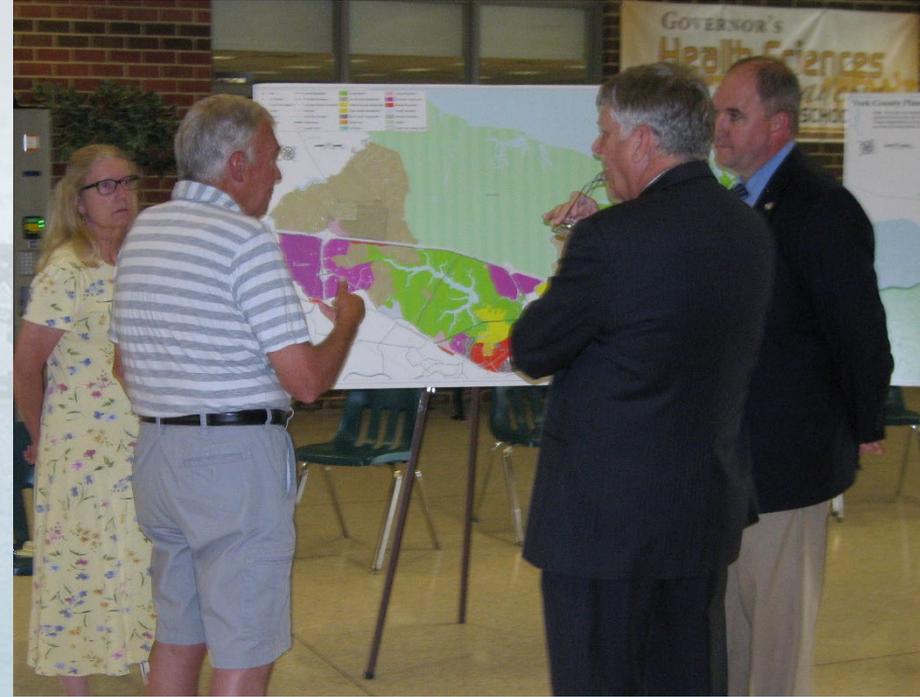
Discussed

- Demographic Trends
- Sidewalks/Bikeways
- Transportation
- Telephone Survey
- Economic Trends
- Economic Development

To Be Discussed

- Housing
- Public Facilities
- Historic Resources
- Broadband
- Sea Level Rise/Environment
- Land Use

Public Outreach Meetings



Outreach Plan

- Citizen input is a crucial component of this review process
- Steering Committee support is vital

Steering Committee

- Public Affairs assists Steering Committee with publicizing the process/meetings/etc.
 - Presentations
 - Communications Plan
 - Coordinate media assets
 - Organize community event

Outreach Methods

- Website – York2040.com
- Yorktown Market Days
- Social Media Posts
- Videos featuring Steering Committee members
- Citizen News
- Additional Survey Supporting SIR Product

Website – York2040.com

mental in building site



Yorktown Market Days



• Staff and County
visitors

with

Social Media

York County, Virginia
Published by Gail Whittaker [?] · May 15 ·

Our York2040 Survey is now ONLINE! Please take a few minutes and answer our questions. Your responses will help guide the planning of York County over the next 20 years! Below to begin. And thanks for s Poquoson Sheriff's Office York County Public Library York Yorktown

York County survey

Get More Likes, Comments Boost this post for \$30 to reach

5,243 People Reached

York County, Virginia
Published by Gail Whittaker-York Pio [?] · June 9 ·

The York2040 Committee's last Open House Public Meeting is June 10, from 5 to 8 at the Yorktown Library. Come look at the us your thoughts, take the survey, and meet staff and committ working on the County's plan that covers the next 20 years! If make it, please take the survey at <http://bit.ly/York2040>. You n comment via email to planning@yorkcounty.gov or leave a vo 890-DATA (3282). #york757 York County Public Library York Economic Development

Final York2040 Open House Public Monday, June 10 from 5 to 8 p.m.



Get More Likes, Comments and Shares Boost this post for \$30 to reach up to 5,500 people.

4,785 People Reached	239 Engagements
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York County, Virginia
Published by Gail Whittaker-York Pio [?] · June 12 ·

Two weeks ago we posted a survey question about the importance of building/expanding sidewalks over the next 20 years. A whopping 81% said that it was Very Important to build/expand sidewalks. So, here's a followup question: WHERE DO YOU WANT SIDEWALKS TO BE BUILT/EXPANDED IN YORK COUNTY? Be as specific as possible! Thanks for your input. #york757 York County Department of Fire and Life Safety York County Public Library York County VA Economic Development York-Poquoson Sheriff's Office



Get More Likes, Comments and Shares Boost this post for \$30 to reach up to 5,500 people.

13,853 People Reached	4,729 Engagements	Boost Post
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Melody Matheny, Kelly Anders and 108 others 236 Comments 14 Shares

York County, Virginia created a poll.
Published by Gail Whittaker-York Pio [?] · May 29 ·

Example survey question: How important do you think it is for York County to build or expand SIDEWALKS over the next 20 years? The scale actually goes from 1 to 5 with 5 being Very Important, but this gives you an idea of the type of input we need!

Have you taken our survey yet? The York2040 committee wants to hear from YOU! Not only do the public meetings start tomorrow (5-8 at Bruton H.S. is our first one), but the online survey is active and waiting your input. 😊 Please take the survey at <http://bit.ly/York2040>. #york757 York County Department of Fire and Life Safety York County Public Library York County

York County, Virginia
Published by Gail Whittaker-York Pio [?] · May 1 ·

Jacob Rizzio and the York2040 committee want to know...What would you like to see in York County over the next 20 years? As Jacob says, "Comment on this post." Remember, all opinions count! 😊 #york757 York-Poquoson Sheriff's Office York County Department of Fire and Life Safety York County Public Library York County School Division York County VA Economic Development

635 Votes available



York2040 Wants to Hear from YOU!

Get More Likes, Comments and Shares Boost this post for \$30 to reach up to 5,500 people.

4,053 People Reached	509 Engagements	Boost Post
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Patty Callahan, Sam Rice and 21 others 29 Comments 11 Shares

Committee Videos

York County, Virginia
Published by Gail Whittaker-York Pio [?] · May 1 · 🌐

Jacob Rizzio and the York2040 committee want to know...What would you like to see in York County over the next 20 years? As Jacob says, "Comment on this post." Remember, all opinions count! 😊 #york757 York Poquoson Sheriff's Office York County Department of Fire and Life Safety York County Public Library York County School Division York County VA Economic Development



York2040 Wants to Hear from YOU!
00:55

✔ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 5,500 people.

4,053	509	Boost Post
People Reached	Engagements	

👍👍👍 Patty Callahan, Sam Rice and 21 others · 29 Comments · 11 Shares

York County, Virginia
Published by Gail Whittaker-York Pio [?] · May 21 · 🌐

In the video, York2040 Committee member Montee Jons (and Planning Commission member also!), shares how you can let your voice be heard and tell us how you want the county developed over the next 20 years - including parks, roads, facilities, etc.! Take a few minutes to watch the video and leave a comment. All ideas are shared with the committee. And visit www.York2040.com for all things Comprehensive Plan related. #york757 York County VA Economic Development York County Public Library York Poquoson Sheriff's Office York County Department of Fire and Life Safety



York2040 Committee Needs Your Input!
00:59

✔ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 5,500 people.

2,514	185	Boost Post
People Reached	Engagements	

👍 14 · 6 Comments · 9 Shares

York County, Virginia
Published by Gail Whittaker-York Pio [?] · May 28 · 🌐

Are you busy Thursday evening? You're invited to attend a public meeting about the Comp Plan 2040 review! No presentations, no fuss...just an opportunity for you to learn more about the process and share your opinions about York County over the next 20 years. Watch York2040 Committee Chairman Michael King talk about the importance of receiving YOUR input. www.York2040.com #york757 York County Department of Fire and Life Safety York-Poquoson Sheriff's Office York/Poquoson Victim Witness Assistance Program York County Public Library York County VA Economic Development

**All Public Meetings are
5 to 8 pm**

May 30 - Bruton H.S.

June 5 - Talbot Library

June 6 - Queens Lake M.S.

June 10 - Yorktown Library

Public Opinion Meetings Begin May 30!
00:50

✔ **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 5,500 people.

3,714	282	Boost Post
People Reached	Engagements	

Citizen News



CHARTING THE COURSE

Comprehensive Plan Review includes steering committee, citizen survey, and public meetings in 2019

What do New Quarter Park, the Tabb Library, and the Nelson's Grant mixed-use development have in common? All are a result of prior Comprehensive Plan reviews and subsequent adoptions by the Board of Supervisors, which are required by law every five years.



Comprehensive Plan Review Steering Committee (CPRSC) met early this month. This group of volunteers, along with County staff, business representatives, and a member of the Youth Commission, will play a major role in the Comprehensive Plan review process (see article at right). "The Board of Supervisors looks to the Comprehensive Plan when it makes many of its decisions," Board of Supervisors District 3 member Chad Green said to the committee.

County Administrator Neil Morgan addressed the difficulty of looking ahead 20 years and added that "if we can inject long-term thinking into our short-term behavior, the results are most often positive."

The Comprehensive Plan serves as a long-range guide for the development of the County. The document puts down on paper future plans for urban and economic development, the environment, transportation, recreation, etc.

The Board of Supervisors has appointed a group of interested citizens representing a variety of York County demographics to assist with the process, schedule town meetings, and propose a Comprehensive Plan to go before the Planning Commission prior to being forwarded to the Board of Supervisors for final review and approval. The Compre-

Because this document is a long-range plan, citizen involvement is vital to the process. The County has contracted with Southeastern Institute of Research (SIR) to coordinate a random, scientific citizen survey that will begin in 2019. Representatives from SIR will call randomly selected home and cell telephones and ask a series of questions seeking your input on your vision for York County in 2040. SIR has experience working



Comprehensive Plan Review Steering Committee (CPRSC)

When reviewing the Comprehensive Plan in the past, the County has utilized the assistance of citizen representatives to form a steering committee. For the first time, the committee includes a member of the York County Youth Commission, giving us the perspective of a younger generation. Appointed to the CPRSC from the Youth Commission is Jacob Rizzio. The remaining committee members are: Chairman Michael King, Gregory "Skip" Brooks, Eric Henegar, Leigh Houghland, Montgoussaint Jons, R. Anderson Moberg, Richard Myer, Jr., Sheila Myers, Eugene Seiter, and Cowles "Buddy" Spencer. In addition, Board of Supervisors member Chad Green (District 3) and Deputy County Administrators Mark Bellamy and Vivian McGettigan serve on the committee.

York County Public Information Office
P.O. Box 532
Yorktown VA 23690-0532

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Comprehensive Plan, continued on page 7

We want to hear from you

The Comprehensive Plan Review is happening right now! In order to make this long-range development plan represent the needs of the community, we are seeking your opinions on what you'd like to see in York County over the next 20 years. Visit the website and take the survey OR send us an email or leave a voice mail. Thank you!

www.york2040.com
(757) 890-DATA (3282)
planning@yorkcounty.gov

COMPREHENSIVE PLAN REVIEW UPDATE

The Comprehensive Plan Review Steering Committee is a group of residents and County staffers formed to oversee the review of the Comprehensive Plan - the document that sets forth the County's development for the next 20 years. Over the next several months, the Committee will be reaching out to you - the citizens of York County - to gather your input/opinions about York County in 2040. What would you like to see...more mixed-use developments? Additional recreational facilities? The opinions we receive will help determine the direction of the Comprehensive Plan!

The Committee has met and received presentations from County staff, discussed a phone survey that will begin shortly (and may include YOU if your number is pulled for contacting...in other words, please answer your phone), and additional outreach opportunities. Be on the lookout for a schedule of public meetings where your ideas can be heard. Also, if you attend one of our free events this year (Market Days, Summer Concert Series), you may see Committee members chatting about the Comprehensive Plan. If you do, please stop by and say "hi" and meet your neighbors serving on the Committee.

In the meantime, please visit the website www.York2040.com for information about Committee members, to view previous Comprehensive Plans, and to read the ongoing blog that will be updated throughout the review process. You never know...there might be a video or two for your viewing enjoyment and a survey to complete. While you're on the site, please register to receive subscription notifications for all things Comprehensive Plan-related.



Please call the Department of Planning and Development Services at (757) 890-3404 if you wish to discuss the process or share your ideas.

Thanks for your interest in York County's future!



Additional Survey



Comprehensive Plan Survey on the future of

York County?

ZIP code?

4. How would you rate the overall quality of life in York County?

- a. Excellent
- b. Good
- c. Fair
- d. Poor
- e. Don't know/No opinion

5. How important is it to you that York County grow in each of the following over the next 20 years?

	Not important	Somewhat important	Neutral	Important	Very important
a. Commercial development	<input type="radio"/>				
b. Parks and Recreation	<input type="radio"/>				
c. Bike paths/sidewalks	<input type="radio"/>				
d. Community Center	<input type="radio"/>				

Other (please specify)

6. Are there any specific changes you would like to see in the future development of York County over the next 20 years? (ex: access to parks, sidewalks along major roads, access to waterways, etc.)

7. If there was a sidewalk/trail from your home to a major commercial area, would you use it?

- a. Yes
- b. No - It would cross a major/high traffic road
- c. No - It's too far
- d. No - There is not sufficient lighting
- e. No - I have safety concerns
- f. No - There is an environmental barrier (wetland, park, etc.)
- g. No - I prefer not to
- No - Other reason (Please specify)

What's Next?

- Continued Coverage in Citizen News
- Additional Polls on Social Media
- More Features on WYCG-TV
- New Content Added to Website Regularly

Questions/Discussion