



Appendix C

The Comprehensive Plan Public Process

The development of the Comprehensive Plan consisted of three distinct phases. Each phase included community input component.

1. *Phase One*--The first phase was an assessment phase where existing conditions and issues were evaluated.
2. *Phase Two*--The second phase focused on the development and selection of alternative future development scenarios.
3. *Phase Three*-- The third phase focused on the development of an action plan to achieve a preferred alternative.

Since the Plan affects every citizen living and working in the City, the community-input component of this process is very important. It is important to gauge citizen opinion and concerns to better facilitate the development of a plan that will meet the needs of most people. Phase One community input activities were designed to gauge citizen attitudes on broad planning topics and to solicit input on what the citizens view as key issues facing the city. The *Community Input Report - Phase One* described and summarized the citizen input received by the Planning Department during the first phase of the plan development process.

Phase Two community input was targeted toward gauging citizen attitudes about a series of alternative development scenarios developed from the input gathered in Phase One. The purpose of the Phase Two input was used to help guide the Plan Advisory Team, Planning Commission, and City Council in selecting a preferred future development form for the City. The *Community Input Report - Phase Two* described and summarized the citizen input received by the Planning Department during this phase of the plan development process.

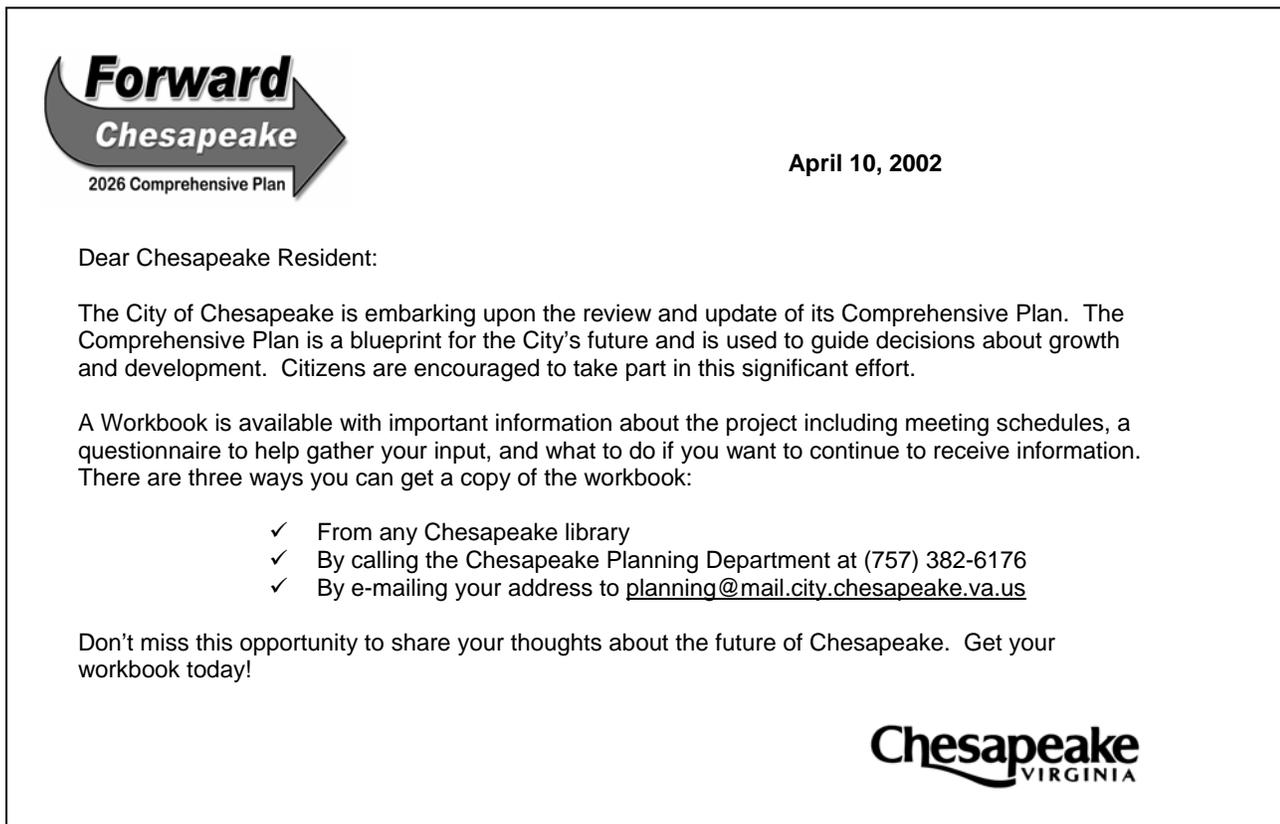
Phase Three asked Chesapeake citizens to comment on the recommended plans, policies, and recommended action steps meant to implement the preferred development alternative selected during Phase Two. The final draft plan, known as the *Chesapeake 2026 Comprehensive Plan*, will be considered by Planning Commission and City Council after public hearings to be held beginning in October 2004.

Phase One Community Input Process

The objective of the Phase One citizen participation activities was to get as much broad citizen input as possible within the resources available. It was staff's intent to provide an opportunity for anyone who wanted to participate in the citizen-input activities to do so. To accomplish this objective, post cards were mailed to every household in the City making citizens aware of the 2026 Comprehensive Plan workbooks. These workbooks contained general information regarding the 2026 Comprehensive Plan project, the project process and timeline, a notice of community input meetings and an attitude

survey of broad planning topics. The Planning Department mailed a postcard to every address contained in the City's Real Estate database for a total of 76,259 postcards.

Below is a copy of the postcard:



There were two ways citizens could participate during Phase One. Citizen participation activities consisted of attending community workshops and submitting a completed 2026 Comprehensive Plan Workbook to the Planning Department.

The 2026 Comprehensive Plan Workbook

The purpose of the workbook was three fold: 1) to educate citizens on the Comprehensive Plan project, process and points of contact; 2) to inform citizens on ways they could participate in the project including a calendar of community meetings; and 3) to ask citizens questions regarding their perceptions on the present and future Chesapeake. As mentioned above, postcards were mailed to 76, 259 households informing citizens of the availability of the workbooks. In addition, four notices were published in the Virginia Pilot.

The Planning Department printed 14,000 workbooks for distribution. The open time for receipt of the workbooks was April 5, 2002 to May 20, 2002. A copy of the workbook can be found in the Appendix One of this report.

There were several distribution points where citizens could obtain a workbook. Workbooks were made available by calling or visiting the Planning Department, at several distribution points in City Hall, at all City libraries, and at all City Fire Stations. Several Chesapeake civic leagues also helped to distribute the workbooks. The Planning Department mailed 807 workbooks upon request.

Phase One Community Input Meetings

The Planning Department hosted six community meetings throughout the City. Notices for these meetings were published in the Virginia Pilot four times for the first round of five meetings and twice for the sixth meeting. The Virginia Pilot also published two feature articles on the Comprehensive Plan project that included the date, time, and location of the meetings. The workbooks also included a calendar of community meeting dates.

The initial five meetings were held at the following locations:

April 15, 2002 6:30-8:30 PM South Norfolk Community Center	April 22, 2002 6:30-8:30 PM Central Library
April, 18 2002 6:30-8:30 PM Rivercrest Community Center	April, 29 2002 6:30-8:30 PM Russell Memorial Library
May 6, 2002 6:30-8:30 PM Major Hillard Library	

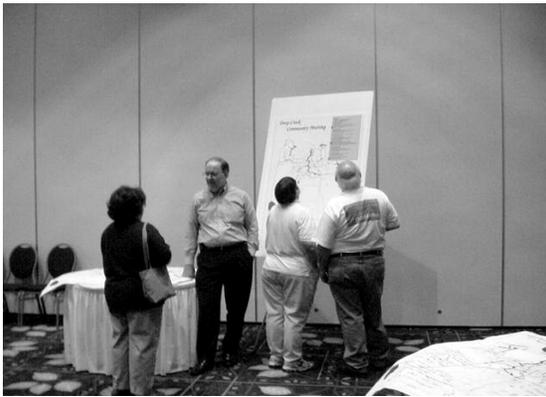
All of the initial five meetings followed the same format. After a presentation by staff regarding the project and process, citizens participated in small group exercises. During the first exercise, citizens were led through a SWOT analysis where they were asked to identify what they saw as their community's (S)trengths, (W)eaknesses, (O)pportunities and (T)hreats. The citizens were then asked to think about the city as a whole. The following questions were asked: "What do you see as the critical issues facing Chesapeake?" and "What do you see as the future possibilities?" City staff mapped responses. After the exercises, the results of each group were presented to the rest of the people in attendance.



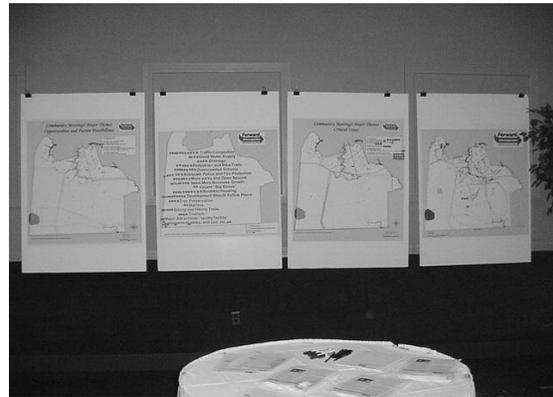
Brent Nielson and Tim Howlett prepare citizens in Western Branch for their group exercises.

The sixth meeting was held on June 15, 2002, at the Chesapeake Conference Center. This meeting had "community fair" format. The purpose of this meeting was to provide an opportunity for the public to see the responses received from the previous meetings and to help prioritize and refine the information. There was a display for each of the five meetings that included a map and newsletters describing the input received at that meeting. Citizens who attended took a "table tour" to view what citizens had said at each of the five meetings. After the tour, citizens were directed to a sixth display that contained a newsletter and maps depicting the major themes of comments that seemed to appear repeatedly in the data. A blank map was also available for citizens to add to the themes if their issues had not been identified.

Citizens were given seven (7) “votes” on what major theme or issue was most important to them. Citizens were given the latitude to vote for seven different themes, place all votes one theme, or some other combination. Through this exercise, citizen priorities could be identified.



Brent Nielson assists a citizen with questions at the Major Hillard table.

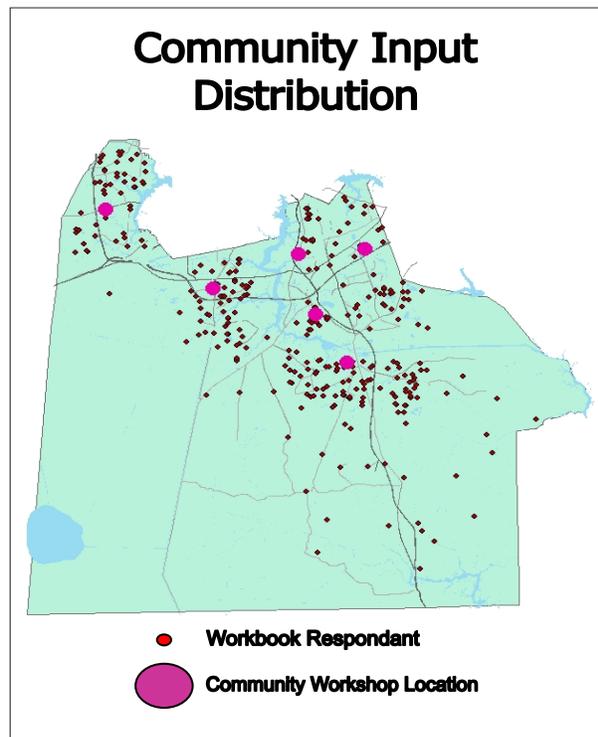


Maps of major themes where citizens placed their “votes.”

Response

The response rate was fairly low given the outreach efforts used by the Planning Department. A total of 103 citizens attended the five initial meetings, with attendance ranging from 11 to 39. Thirty-four (34) citizens attended the sixth meeting at the Conference Center. The total number of workbooks received by the May 20 deadline was 402.

Although the response was low, feedback came from all areas of the City resulting in an even distribution of responses. The map at the right illustrates the location of citizens who completed a workbook as well as the locations of the community workshops.



Phase Two Community Input Process

The objective of Phase Two of the Comprehensive Plan update process is to select a preferred development scenario, or pattern, around which the Comprehensive Plan, Land Use Plan, and Master Transportation Plan will be developed. Thus, the Phase Two community input activities were targeted at gathering community preferences toward the different alternatives under consideration. The Phase Two community input process was composed of two elements; an education element, and a vehicle for comment.

Educational Element

In order to encourage comments and input from citizens on the alternatives, it was important to provide an opportunity for the public to learn about the alternatives under consideration. A series of activities were created to provide opportunities to learn about the alternatives.

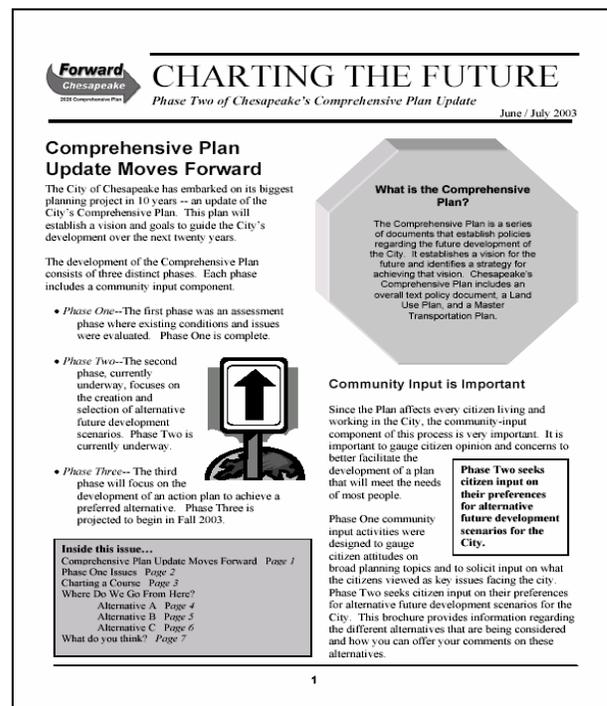
Charting the Future Brochure

An informational brochure entitled "Charting the Future" was developed to help disseminate a variety of different types of information. The brochure provided an overview of the Plan's purpose and process as well as a listing of upcoming information meetings. The brochure also contained the Plan's Vision Statement and an overview of each of the three plan alternatives under review. A survey was also included in the brochure.

Copies of the brochure were made available at all Chesapeake public libraries, the Chamber of Commerce, and through the Planning Department. Copies were also mailed to all persons who had requested to be included in a notification list for Comprehensive Plan activities. Email notices of the brochure's availability were sent to all persons on the electronic notification list. A copy of the brochure may be found in Appendix A of this document.

Web Site

The Planning Department's web page was updated to include information about the Plan alternatives. Visitors to the site could see the upcoming meeting schedule as well as view maps of the alternatives in more detail.



"Charting the Future" brochure

Chesapeake Reports Video

A 30 minute public information video, "Chesapeake Reports", was produced by the Department of Public Communications to review the Plan alternatives. The video was aired over a two week period from July 6th through 18th, 2003.

Community Meetings

The Planning Department hosted three public information meetings throughout the City. Notices for these meetings were published twice in the Virginian Pilot, in addition to feature articles announcing the meetings. The meeting times were also included in the Charting the Future Brochure, on the City's web site, and at all Listening Stations.

The public information meetings were held at the following locations:

Hickory Elementary School
July 8, 2003
6:30-8:30 PM

B.M. Williams Primary School
July 10, 2003
6:30-8:30 PM

Western Branch Primary School
July 15, 2003
6:30-8:30 PM

Average attendance at each of the public information meetings was 25 persons.

All of the meetings followed the same format. After a presentation by staff on the project's status and an overview of the alternatives, citizens were invited to visit individual maps of each alternative and ask questions.



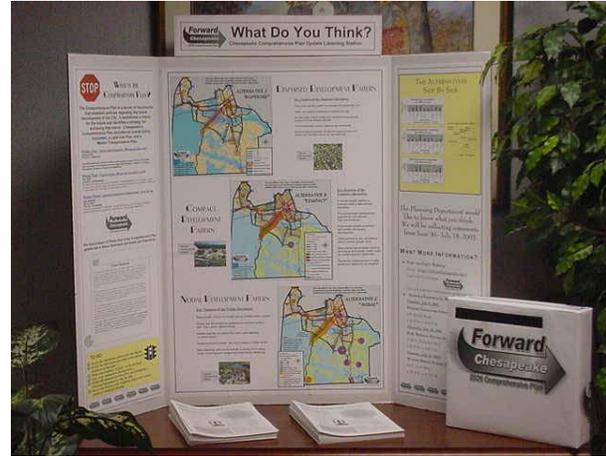
Citizens listen to the staff presentation.



Citizens get to talk one on one with staff about the alternatives.

Listening Stations

A free standing standard display providing information on the Plan Alternatives was created and placed at various locations throughout the City. The display, referred to as a "Listening Station," had maps of each alternative, graphs and charts illustrating the differences between the alternatives, and overview information of the Comprehensive Plan update process. The community meeting schedule was also displayed. Each station contained a supply of the "Charting the Future" brochures that could be picked up and shared and a survey response box.



A Listening Station.

The Listening Stations were set up at all public libraries (six total), at the Chesapeake Office of the Hampton Roads Chamber of Commerce, in the main lobby of City Hall, and in the Planning Department. A mobile Listening Station was also set up at each community information meeting.

Miscellaneous Media Coverage

The media covered the public comment period on several occasions. The Virginian Pilot ran articles on both July 7 and July 9. The Clipper ran an article with full color maps on July 13, 2003. WHRO Channel 15 covered the effort on July 7 while WTKR Channel 3 ran several reports throughout the day on July 14. WHRV, the local affiliate of National Public Radio (NPR), had an on air discussion during the morning commute of July 7, 2003.

Public Comment Opportunities

Public comments were collected through either a survey, or through open comments submitted either as a part of a survey or submitted separately. A standard survey was developed and distributed through the "Charting the Future" brochure and as an on-line link to the City's web site. A student survey was also distributed to the twelfth grade Government classes of the Chesapeake Public School system.

150 surveys were received on line and 56 surveys were received either by mail or through the Listening Stations for a total of 206 surveys. 1059 surveys were received from the Government students.

The Charting the Future Survey

For each of a list of 12 issues, respondents were asked to rank the Alternatives from 1 to 3, 1 being best and 3 being least, in terms of how well the alternative addressed the issue. The issues were directly derived from the Comprehensive Plan's Vision Statement that was developed by the Plan Advisory Team during Phase One of the Comprehensive Plan update process.

Phase Three Community Input Process

The objective of Phase Three of the Comprehensive Plan update process is to develop a set of policies and implementation strategies as well as a new land use plan and transportation plan based on the preferred development alternative selected in Phase Two. To ensure meaningful community participation in this process, the Phase Three community input process consisted of two components: an educational element as well as vehicles for comment.

Educational Element

In order to encourage comments and input from citizens on the alternatives, it was important to provide an opportunity for the public to learn about the plan revisions under consideration. A series of activities were created to provide opportunities to learn about the draft plans.

Chesapeake Comprehensive Plan Educational Videos

A twenty minute public information video titled, "Forward Chesapeake Comprehensive Plan Update," was produced by the Department of Public Communications. The video was aired at the following times on the City's public access cable channel 48 between July 3 and August 2, 2004.

COMPREHENSIVE PLAN UPDATE AIRINGS:

Sat., 7/3	2:30 PM, 7:00 PM
Sun., 7/4	11:30 AM, 4:30 PM, 10:00 PM
Mon., 7/5	1:00 PM
Tues., 7/6	9:30 AM, 8:00 PM
Wed., 7/7	12:30 PM, 11:00 PM
Thurs., 7/8	10:00 AM, 5:30 PM
Fri., 7/9	11:30 AM, 7:00 PM
Sat., 7/10	4:30 PM
Thurs., 7/15	5:30 PM, 9:00 PM
Fri., 7/16	11:00 AM, 2:00 PM
Thurs., 7/22	5:30 PM, 9:00 PM
Fri., 7/23	11:00 AM, 2:00 PM
Sat., 7/24	2:30 PM, 7:00 PM
Thurs., 7/29	5:30 PM, 9:00 PM
Fri., 7/30	11:00 AM, 2:00 PM
Sat., 7/31	2:30 PM, 7:00 PM
Sun., 8/1	11:00 AM, 4:00 PM, 10:00 PM
Mon., 8/2	12:30 PM

Public Communications also produced a six minute public information video on the Phase Three Comprehensive Plan revision process on behalf of the Planning Department. Planning staff played this video in a continuous loop at all community meetings.

Web Site

The Planning Department's web page was updated to include information about the draft plans. Visitors to the site can see a schedule for upcoming meetings as well as download draft plan documents.

Listening Stations

A free-standing standard display providing information on the draft Plan was created and placed at various locations throughout the City. The display, referred to as a "Listening Station," had information about the draft Plan, graphics, and a meeting schedule. The Listening Stations were set up at all public libraries, except the Indian River Library which is under renovation, at the Chesapeake Office of the Hampton Roads Chamber of Commerce, in the main lobby at City Hall, and in the lobby of the Planning Department.

Community Meetings

The Planning Department hosted five public information meetings throughout the City between July 19 and August 2, 2004. Notices for these meetings were published twice in the Virginian-Pilot, in addition to a feature article announcing the meeting. The meeting times were also included on the City's web site and all the Listening Stations. The public information meetings were held at the following locations:

July 19th Monday 4-7 PM

TCC, 1428 Cedar Road, Conference Room #2057

July 21st Wednesday 4-7 PM

Southeastern Elementary School, 1853 S. Battlefield Blvd.

July 26th Monday 4-7 PM

HRPDC, 723 Woodlake Drive

July 28th Wednesday 4-7 PM

Western Branch Primary School, 4122 Terry Drive

August 2, Monday 4-7 PM

Major Hilliard Library, 824 Old George Washington Hwy., North

Average attendance at each of the public information meetings was 30 persons. All of the meetings followed the same format. After watching an information video describing the Plan revision process and meeting format, citizens were invited to visit individual maps which graphically displayed the existing land use plan, the new draft land use plan, existing and proposed transportation plans, franchise area maps, trails plan, as well as artistic renderings of the Poindexter Street Corridor plan. City staff stood by ready to assist with citizen inquiries.



City staff assists with inquiries from citizens at the citizen information meeting at Tidewater Community College.

Planning staff also developed several information hand-outs for citizens to take with them that describe the Plan, the citizen input process, as well as answers to frequently asked questions.

Miscellaneous Media Coverage

The media covered the public comment period on several occasions. The Virginian-Pilot ran an article on July 17, 2004. WHRV, the local affiliate of National Public Radio (NPR), featured the comprehensive plan revision process on its "Vantage Point" talk show on August 16, 2004.

Public Comment Opportunities

Public input on the draft plan was gathered during a series of citizen information meetings, from the City's website, and from listening stations located at each City library except Indian River (under renovation), City Hall and the Chamber of Commerce. The City received written comments from 36 citizens during the public input period.

All of the comments are assembled and summarized in this report and will be distributed with the Plan Advisory Team, City Council, and Planning Commission. The Plan Advisory Team is charged with debating the different points of view and will develop a consensus plan for the Planning Commission's consideration. The Plan Advisory Team will use the comments to make adjustments to the draft plan and will provide a recommendation to the Planning Commission. The Planning Commission will then hold a public hearing. Citizens will be able to provide additional comment at the formal public hearing. The Planning Commission will then provide a recommendation to the City Council. After the Planning Commission hearing, City Council will hold a public hearing prior to adopting a new comprehensive plan, before they take action on the plan. Citizens are given opportunities to address the Planning Commission and City Council at these hearings. Public hearings will begin in the fall of 2004.