

Appendix L—Public Outreach Summary

Broad-based community participation is essential to ensure public understanding of and political support for the Comprehensive Plan. One of the Planning Team's primary objectives throughout this process was to engage citizens, stakeholders, technical advisors, and elected and appointed officials in order to ensure that the document accurately reflects the community vision. In addition, it is critical that the public understands the tools that will be used to implement the plan. Key components of the successful public process included:

- *Transparency*—ensuring the process was open and inclusionary;
- *Informative*—the plan built on an understanding of community concerns and the public process served to educate the community about choices and implications;
- *Aligning expectations*—Ensuring all participants' opinions were heard;
- *Engaging and innovative*—the process was interactive and fun; and
- *Focusing on the outcome*—the team stuck to a schedule that was focused on the end result.

Multi Layered Approach

A combination of many different types of events and information were conducted, including:

- Town Council, Teton County Commissioners joint and individual workshops;
- Town and County Planning Commission joint and individual workshops;
- A Stakeholder Advisory Group;
- A Technical Advisory Group;
- Evening meetings and workshops for the general public held in sub-areas of the town and county;
- Non-meeting approaches such as website, project promotional materials, and piggy-backing on to community events;
- Community surveys; and
- Media press release and articles

Targeted Outreach

The initial step of the process began with a series of interviews between the Planning Team and a diverse group of individuals, each representing different interests in the community. These interviews provided insight on historical planning efforts, community values, and development trends and patterns. As a result of this coordinated effort, the Planning Team provided local elected officials with a recommendation regarding community groups to be included on a *Stakeholder Advisory Group (STAG)*, and a *Technical Advisory Group (TAG)*.

The purpose of the STAG was to assist the Planning Team and to act as a sounding board for ideas and concepts before presenting to the public. This group of community leaders represented various fields including agriculture, schools, housing, real estate, historic preservation, wildlife and open space conservation, commerce, etc.

The purpose of the TAG was to assist the Planning Team with technical expertise. The assembled team included local, state, and federal agencies such as transportation, parks and recreation, housing, and health and safety.



Help Refine the Plan's Vision
Jackson Teton County
As part of this plan update, the town and county will be updating the 1994 Vision Statement.

Please fill out a comment form and tell us:
 • What topics are still relevant today;
 • What topics are missing and should be added; and
 • Which topics should be our priorities?

What Does the 1994 Plan Vision Statement Say?
 "It is the vision of the citizens, planners and elected officials, who have all contributed to this plan, to guide and manage change and development to:
 • Support and promote a diverse social and economic population that includes a resident work force;
 • Preserve the traditions and character of the Rocky Mountain West and Wyoming, including ranching and through architectural design;
 • Promote economic sustenance that does not depend on population growth;
 • Set aside, for generations to come, scenic vistas and wildlife habitat;
 • Maintain and enhance environmental quality, including air and water quality;
 • Maintain outdoor recreation and adventure opportunities; and
 • Offer a spectrum of housing types, especially for resident workers."

The 1994 Plan Guiding Principles
 In addition to the Vision, the 1994 Plan contained guiding principles that read the following:
 • Teton County's wildlife and scenic resources are a focal point and natural heritage, and the community recognizes a responsibility for their protection;
 • Teton County is a community that is a resort second. Social diversity is a defining characteristic of the community, and officials recognize a need to expand to retain that characteristic in the future. High and residential and commercial development will not be permitted to eliminate the community's character of efficient housing opportunities for permanent residents;
 • The intent is to create conditions for a sustainable resort-based economy that reflects the unique small town, Western lifestyle character of Jackson, and the historic responsibility of Teton County as key components of the resort experience;
 • As a community grounded in values of individualism, freedom and integrity, the intent is to provide property owners and local businesses with as much flexibility as possible in the use and development of their property. Local elected officials will be an integral part of the decision-making process to protect public health, safety and welfare."

What Else Does the Plan Say is Important?
 Other parts of the plan also suggest the following topics are important as part of the community's overall vision:
 • Balance between resort and community development;
 • Efficient and multi-modal transportation system;
 • Community life (schools, parks, neighborhoods);
 • Historic preservation;
 • Sustainable economy; and
 • Development that achieves fiscal balance."

Visit the project website
www.jacksontetonplan.com
 For ongoing information on the plan update

Broad-Based Education and Outreach

Promotional Materials

The planning team prepared promotional materials such as bookmarks, posters, and fliers to advertise meetings and access to web materials.

The Planning Team “piggy-backed” the community’s most attended event, Old Bill’s Fun Run, and displaying posters, promotional materials, and opportunities for the public to comment.

Public Workshops/Open Houses

The Town/County hosted a series of meetings, throughout the county, that provided opportunities for local residents to focus on those issues and topics most directly relevant to their area.

These workshops were well-publicized and were designed to give citizens the opportunity to participate in hands-on planning by reviewing materials, asking questions, raising concerns, and making suggestions directly to the Planning Team.

Dedicated Project Website

A dedicated project website provided up-to-date materials throughout the planning process. The website provided information about schedules and events, and contained all work products for the public to download and review. It also provided another forum for comments through email, forms, and questionnaires.

Community Surveys

To ensure participation from residents who were not able to attend meetings, two surveys were conducted to gain insight from the public on community issues. The results provided strong guidance to the Planning Team in preparing the updated Comprehensive Plan.

Newsletters and Local Media

The planning team provided regular project updates for the local media including letters and columns, meeting notices in the *Jackson Hole News and Guide*, *Jackson Hole Daily*, and *Planet Jackson Hole Weekly* newspapers.

Leadership Meetings

Joint Town Council and Board of County Commissioner Study Sessions

A joint town and county decision-making process was an important concept for the success of the plan. Throughout the planning process, the Town Council and Teton County Commissioners met to ensure that their guidance was coordinated with the Planning Team. The elected officials are ultimately responsible for adopting and implementing the Plan, so having these parties understand the issues, and “weigh-in” on the choices was critical to the Plan’s adoption and long term success.

Joint Planning Commission Study Sessions

The Town Planning and Zoning Commission and County Planning Commissions also met jointly on several occasions to provide coordinated input, which is reflected in the final plan.

Public Outreach Action Plan

The following is a summary of the six public participation tasks that the Planning Team implemented throughout the planning process.

Task #1—Start-Up/Public Participation Strategy

A key strategy of the Planning Team was to provide numerous opportunities for public participation throughout the planning process. The Comprehensive Plan Update kicked off the process in September 2007 with a booth at Old Bill’s Fun Run. Planning staff passed out information about the comprehensive plan including the website (www.jacksonetetonplan.com) where citizens could educate themselves about comprehensive planning in Teton County, schedule of upcoming events, and documents to review. Planning staff also gathered public comment about community issues at this event. Another purpose of the booth was to create awareness of the community project and to encourage participation at the first community workshop.

Public Participation Objectives

The public participation strategy ensured diverse representation and meaningful involvement throughout the Comprehensive Plan Update. The following objectives were considered:

1. Broad-Based Support: Build broad-based and diverse support for plan directions by providing information and seeking input,
2. Cost-Effectiveness: Use techniques that are cost effective ways to provide opportunities for a lot of people to share their ideas,
3. Informational/Educational: Provide information and educate the community to aid in decision-making,
4. Technical Accuracy: Seek specific technical input from other departments, agencies, professionals.
5. Community Capacity: Build community-capacity or on-going support to implement the plan and participate in on-going planning and volunteerism, and
6. Legal Requirements: Meet statutory and local requirements.

Task #2—Issues and Inventory

In late September 2007, the Planning Team met for the first time with the STAG, TAG, Planning Commissions, and Elected Officials. The purpose of these meetings was to outline the roles and responsibilities of each group, to discuss the proposed schedule, and to review the guiding principles and vision of the 1994 Plan. A similar presentation was given at the first community workshop where participants were asked if the guiding principles and vision of the 1994 Plan were applicable today. Overwhelmingly, the community felt that most of these themes were valid today. This clear direction from the community assisted the Planning Team with updating the 1994 Plan rather than making a complete rewrite.

This task also included the release of the Plan and Policy Summary (Appendix A), the 1994 Comprehensive Plan Analysis (Appendix B), and Existing Condition Snapshot (Appendix C). These documents provided background information on past planning efforts and reviewed current development trends in the community.

Task #3—Community Vision, Goals, and Policies

The next round of planning meetings took place in November 2007 with the STAG, Planning Commissions, and Elected Officials. The purpose of the meet-

PUBLIC OUTREACH SUMMARY

JULY 2007

Initial Presentation of Timeline to the Elected Officials and Planning Commission by the Consulting Team

SEPTEMBER 2007

Initial Interviews with Community Leaders

Old Bill's Fun Run – Kick Off

Release of Plan and Policy Summary (Appendix A)

Stakeholder Advisory Group #1

Technical Advisory Group #1

Community Open House and Workshop #1

Joint Information Meeting

Joint Planning Commission Meeting

OCTOBER 2007

Release of 1994 Comprehensive Plan Analysis and Existing Conditions Snapshot (Appendices B & C)

NOVEMBER 2007

Stakeholder Advisory Group #2

Community Open House and Workshop—Mapping Exercise #2

Joint Information Meeting

Joint Planning Commission Meeting

JANUARY 2008

Release of Comprehensive Plan Update—Community Vision and Guiding Principles

Stakeholder Advisory Group #3

Technical Advisory Group #2

Public Workshop—Presentation of Scenarios and Key Pad Polling Exercise #3 (Appendix D)

Joint Information Meeting

Release of Existing Conditions Snapshot Update

FEBRUARY 2008

On-Line Survey Available in English and Spanish

University of Wyoming Phone and Mail Survey

MARCH 2008

Release of Online Survey Results (Appendix E)

Scenario A: Wildlife / Conservation Focus

This scenario maximizes wildlife protection and resource conservation over other values using the most current wildlife maps and NRO mapping available from Conservation Alliance and the Science School. It limits growth in resource areas and transfers density from these areas into the Town of Jackson.

Scenario B: Compact Centers and Housing Focus

This scenario will establish new or enhance existing centers around the county and in the Town of Jackson for workforce housing and geographically-based community services in a compact development pattern (to create "places" with a social aspect including schools, shopping, and community facilities). The goal is managed growth that limits sprawl in rural areas and enhances open space and conservation outside centers.

Scenario C: Jackson "Town as Heart" Focus

This scenario focuses on Town of Jackson as heart of the valley with less focus on other county centers. In town, targeted redevelopment and focused preservation could occur, and new centers, such as the area surrounding the "Y" intersection, could emerge as new mixed-use areas of town.

Scenario D: Limited Growth Focus

This scenario limits growth in the region to that which is legally achievable. For example all zoning options in the county are eliminated and zoning is restricted to 1/35 in rural areas. In town, bonus zoning options are eliminated to reduce potential buildout.

Approximately 200 people participated in this successful exercise. The results of the entire survey are attached in *Appendix D*.

To gain further insight on the opinions of the community, two additional surveys were conducted. First, an online questionnaire was published on the comprehensive plan website. Approximately 900 people responded to the questions that were similar to the keypad polling exercise. The results of the online survey can be found in *Appendix E*. The second survey used a scientifically random sample. The survey was administered by the Wyoming Survey and Analysis Center. Five hundred eighty-four (584) responses were collected by phone and mail. The complete results are compiled in WYSAC Technical Report No. SRC-805 (*Appendix F*).

The main conclusion from these surveys was that partici-



The Town of Jackson and Teton County
are updating the Comprehensive Plan.
Help plan for our future!

Land Use Scenarios are Ready for Review and Comments

Public Meeting

January 30, 2008 - 6:00 to 8:00 p.m.
At St. John's Episcopal Church, Fellowship Hall
168 N. Glenwood, Jackson



What to Expect at the Meeting

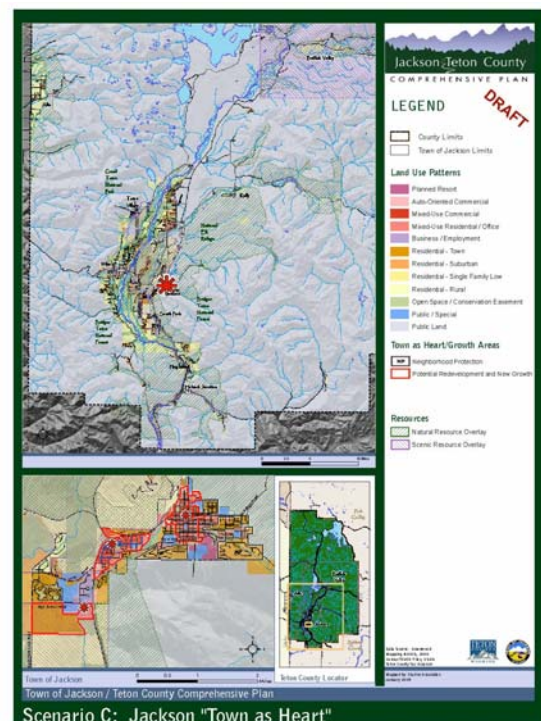
- Review revised Vision and Guiding Principles and new land use scenarios.
- Hear a presentation about scenarios and give individual feedback with an electronic key-pad polling system.
- Share your opinions and knowledge in an open forum.
- The town and county will provide snacks and beverages.

Agenda

6:00 - Open house and sign in
6:15 - Presentation, key-pad feedback
7:45 - Discussion, if time permits

For more information:

www.jacksontetonplan.com



pants supported limiting growth in the county and allowing additional density in town and county nodes. A comprehensive review of the surveys validated and confirmed that the community supported managed and controlled growth in these targeted areas in order to protect our most valuable asset—wildlife and natural resources. A complete summary of all survey results can be found in Appendix G.

Task #5—Implementation Strategies and Action Plan

The Planning Team conducted the next round of meetings in May 2008. The Town sponsored a Planning and Design Charette to discuss neighborhood character. The County conducted a similar workshop to review a preliminary draft of the County Land Use Map and Preferred Land Use Plan. Following the meetings, the Planning Team met with the STAG, TAG, and elected officials to share information that was gained from the two workshops.

In June 2008, the first draft of the Themes and Policies was released to the public. Also, the Traffic Demand Model was made available (Appendix H).

An extensive outreach program was undertaken by the Planning Team during the summer of 2008. County planners conducted six meetings in the county including: Alta, Buffalo Valley, Hoback, South Park, North of Town, and Westbank. Town planners presented at four neighborhood meetings including the Senior Center, Center for the Arts, Fair Building, and the Middle School. The town also held several open houses before work and during the lunch hour for the public to drop in to discuss the Plan update. At the conclusion of a 90 day public comment period, more than XXX responses were collected. These responses were shared with the elected officials at a Joint Information Meeting in September 2008.

During the Fall of 2008, two joint Town Council/ Planning Commission meetings were held to discuss the drafting of a future land use map for the Town of Jackson. The County Planning Commission and Board of Commission met several times to discuss the preferred land use pattern for unincorporated parts of the county. Information from these meetings was synthesized by the Planning Team to assist with preparing the Future Land Use Plan.

Task #6—Draft Plan and Adoption

After months of diligent work by the Planning Team, the first draft of the Plan Update was released on April 13, 2009. Another series of neighborhood meetings was held throughout the town and county to answer questions about the plan. The Planning Team compiled a comprehensive list of issues in preparation for the public hearings. To be completed...

MAY 2008
Release of County Land Use Map, Preferred Land Use Plan, and UW Survey Results (Appendix F)
Stakeholder Advisory Group #4
Technical Advisory Group #3
Jackson Planning and Design Charette #4
Community Workshop—Preferred Plan and Policy Direction #5
Joint Information Meeting
Release of First Draft Themes and Policies Document
JUNE-AUGUST 2008
Release of Travel Demand Modeling (Appendix H)
Four Neighborhood Meetings in the Town of Jackson
Six Community Meetings in the County
Public Comment Period on Themes and Policies
Joint Information Meeting
SEPTEMBER 2008
Joint Information Meeting
OCTOBER 2008
Joint Town Council and Planning Commission Meeting
Stakeholder Advisory Group #5
NOVEMBER 2008
Stakeholder Advisory Group #6

JANUARY—APRIL 2009
Complete Comp Plan Update Revisions by the Planning Team
One on One Meeting with TAG and STAG
Full Release of Comp Plan Update
JUNE 2009
JULY 2009