



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
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 prioritized.

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 agricultural design;
- Promote economic independence 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 state the following:

- Teton County's wildlife and scenic resources are a local, national treasure, and the community recognizes a stewardship responsibility for these products.
- Teton County is to remain first and a resort second. Social diversity is a defining characteristic of the community and sufficient diversity is seen as important to retain the character of the community.
- Residential, commercial, and industrial high density and commercial development will not be permitted to dominate the landscape or assesses of available housing opportunities for permanent residents.
- The intent... is to create conditions for a sustainable master planned community that preserves the natural beauty, historical character of Jackson, and the economic and recreational opportunities of Teton County by its components of the master plan.
- As a community grounded in values of individualism, fairness and hospitality, the intent... is to provide opportunity for individuals to own property and to have the right to use and develop their property. Local elected officials will be amenable with discriminatory decision making power to protect public health, safety and welfare.

What Else Does the Plan Say is Important?
Other parts of the plan also support the following topics are important as part of the community's overall vision:

- Balance between resort and community development, including a mix of residential and business systems;
- Community life (schools, parks, neighborhoods);
- Historic preservation;
- Sustainable resources and
- Development that achieves fiscal balance.

Visit the project website www.jacksonetonplan.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.jacksonetonplan.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 marking on 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)

ings was to review materials from the “Working Vision” exercise and the Mapping and Visual Preference exercise, which was conducted at the second community workshop. Participants were asked to agree or disagree with the following statements, which expanded upon from the previous workshop:

Community “Working” Vision

- Stewardship of Natural, Scenic, and Environmentally Sensitive Areas
- Meet Our Region's Workforce Housing Needs
- Comprehensive, Integrated Transportation Strategy
- Manage Growth Responsibly
- Jackson as "Heart of the Region"
- A Diverse and Balanced Community

The mapping exercise was designed to allow participants to comment about community character, land use, and buildout numbers for both the town and unincorporated Teton County. Comments on these worksheets were collected and analyzed and used as the basis for the development of the Plan's Themes and Policies . This successful exercise engaged more than 100 citizens in the planning process.

Task #4—Land Use and Refined Policies

In January 2008, the Planning Team continued to refine community values and priorities and how they related to the Vision and Guiding Principles. An updated version of the Existing Conditions was released along with a working draft of the Community Vision and Guiding Principles document. A third round of community workshops were held to review these documents and to participate in an interactive keypad polling exercise in which participants were asked to answer a series of questions about the four following community scenarios:

Community Vision

Draft Vision and Guiding Principles

Community "Working" Vision

Introduction

The Community Vision and Guiding Principles were prepared by the planning team as "a working draft", to be evaluated by the community over the coming year. They will ultimately serve as the basis for preparation and evaluation of alternative scenarios and recommendations for Town Council and the community. The community will be invited to provide input on the vision and the 1994 Plan, and the community input the planning team received from events earlier this fall (Old Bills Run, community workshop, website comments, Town Council, County Commissioners, and Planning Commission meetings). We will continue to refine this vision as the planning process moves forward.

I Agree!

Please write a short explanation if you support this vision.

Working Vision:

A vision is a statement of the kind of place that our citizens and leaders want the community to be in the future.

Our vision is that Jackson and Teton County will have a land use pattern that preserves and balances our region's natural environment, livability, and sense of community. By directing development to well-defined contiguous areas, growth can be more easily accommodated. By protecting natural resources, these resources can be better protected; and public facilities and services can be delivered more effectively. With a finite supply of land, our community should provide for the region's growth in a long-term, sustainable manner that balances growth, conservation, and community well-being.

Themes and Guiding Principles:

Six overarching themes have been identified to guide the development of the updated comprehensive plan. They include:

1. Stewardship of Natural, Scenic, and Environmentally Sensitive Areas
2. Mixed Use Commercial and Residential Needs
3. Complete, Integrative Transportation System
4. Manage Growth Responsibly
5. Just and Sustainable "Quality of Life"
6. A Green and Balanced Community

A series of guiding principles follows each theme, providing direction on the range of topics that fall under each. The guiding principles highlight the region's strengths, as well as those areas where a shift in policy direction will be needed to achieve the community's vision. The guiding principles will be refined as the community's input is received, and will serve as the foundation for the creation of more detailed goals and policies during subsequent phases of the plan update process.

I Disagree!

Please write a short explanation if you do not support this vision.

 What is the preferred development character for different parts of town?

Town of Jackson Character Areas



-  Coordinate Commercial/Mixed Use
-  Culvert Commercial
-  Crown Residential
-  Town Residential

What are the potential commercial character types?

| | |
|---|---|
|  |  |
|  |  |
|  |  |
|  |  |

What are the potential residential character types?

| | |
|---|---|
|  |  |
|  |  |

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.

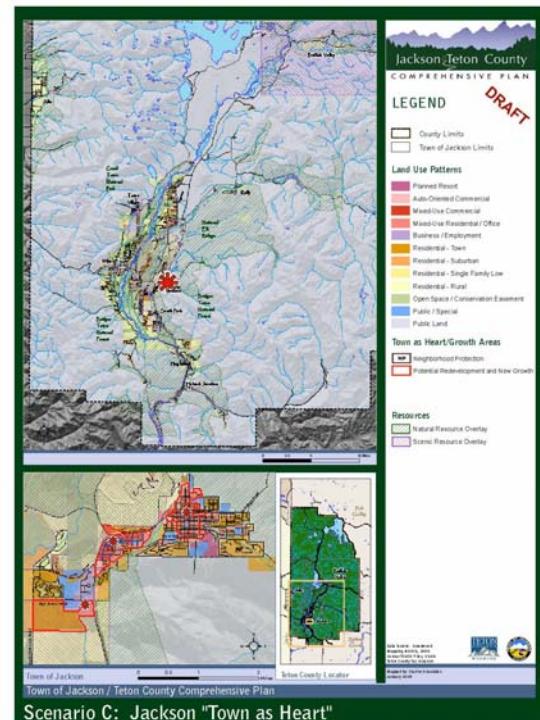
Approximately 200 people participated in this successful exercise. The results of the entire survey are attached in Appendix D.

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 advertisement for the Jackson-Teton County Comprehensive Plan features a logo for the "Jackson-Teton County COMPREHENSIVE PLAN" with a mountain range graphic. Text on the right reads: "The Town of Jackson and Teton County are updating the Comprehensive Plan. Help plan for our future!" Below this is a banner: "Land Use Scenarios are Ready for Review and Comments". A large purple oval contains the text "Public Meeting" and "January 30, 2008 - 6:00 to 8:00 p.m. At St. John's Episcopal Church, Fellowship Hall 168 N. Glenwood, Jackson". Below the oval are five small circular images showing various scenes: a mountain, a group of people, a landscape, people at a table, and a town street. To the right, under "What to Expect at the Meeting", is a list of bullet points: "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.", and "The town and county will provide snacks and beverages." Under "Agenda", the schedule is listed: "6:00 - Open house and sign in", "6:15 - Presentation, key-pad feedback", and "7:45 - Discussion, if time permits". At the bottom, it says "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