

**Project Description:**

The update is an opportunity to assess Crozet’s progress in achieving the goals set in the Master Plan adopted in 2004. As a Development Area in the county’s land use plan, Crozet is expected to continue to provide a place for growth to occur outside of the designated Rural Areas as part of the County’s overall growth management policy. Now at the five-year mark, as was specified by the Board of Supervisors at the time of plan adoption, it is time to determine how well the goals have been achieved and what may or may not have developed as envisioned given the experience of four plus years of the plan in action. The update is an opportunity to revisit and revise issues of concern from all perspectives.

**Work Product for this Project:**

The work product for this project is a revision to the Crozet Master Plan based on specific focus areas in the form of a Comprehensive Plan Amendment for adoption by the Board of Supervisors

**Specific Focus Areas:**

The Master Plan revision will concentrate on major areas /issues of concern identified through the following processes. To date, the Board of Supervisors and Planning Commission have indicated several areas which should be included for study. Using the methodology below, additional areas for study will be determined.

**Project Methodology:**

Staff and the community will complete several preliminary analyses to measure change and identify any new trends, which will include:

- An assessment of progress to date of the objectives and implementation strategies of the Master Plan. What has and has not been accomplished as envisioned?
- Data collection based on mutually agreed upon data sources and methodology
- Background research regarding existing conditions in the Crozet community
- A mutually agreed upon questionnaire, developed by the CCAC and staff, to get feedback from the Crozet community and others such as County staff who use the master plan. *(The CCAC and staff will identify what they would like the questionnaire to ask about in relation to the master plan.)*

Based on the results of the various research and analysis tasks listed above, staff and the community will identify major areas/issues of concern that need to be considered as part of the revision process, creating the specific focus areas for the update, with ample public meeting and other involvement opportunities.

The identified focus areas will be reviewed and affirmed with the Planning Commission and the Board of Supervisors for their input and comments, before proceeding with the Master Plan update, which will include:

- Strategies will be developed for responding to the identified focus areas using a variety of public engagement approaches to make sure the community input is broad and inclusive
- Appropriate revisions to the plan will be drafted based on the developed strategies and public input will be used to develop/comment on these strategies.

**Level of Public Participation:**

*Public Collaboration* – Collaborating with members of the public in some or all aspects of decisions, including the development of alternatives and the identification of a preferred solution.

We will look to stakeholders for direct advice and innovation in formulating solutions and incorporate their recommendations into the decisions to the maximum extent possible, using the Crozet Community Advisory Council (CCAC) to fulfill a major portion of this stakeholder role.

**Public Participation Goals:**

- Provide educational opportunities for Crozet residents regarding general planning processes and the existing Crozet Master Plan
- Gather public feedback about community desires for the revision of the Crozet Master Plan
- Establish realistic expectations about the process and timeline for completion of the revision
- Provide transparent process for how public input is used in developing alternative and strategies
- Disseminate community input to ultimate decision makers for their consideration
- Keep public informed about any revisions to the updated Master Plan as it moves through the review process

**Role of the Crozet Community Advisory Council**

As the Board of Supervisors' appointed Advisory Council for implementation of the Crozet Master Plan, the CCAC will play a critical role in advising on and assisting with the revision process, including the public participation elements. Because of significant community interest in the revision, the CCAC will invite citizens who are interested in a more in-depth role in the revision beyond the public meetings that will be held to attend CCAC meetings where the master plan revision is an agenda item and to participate in those discussions.

County staff will work with the CCAC to design all elements of the public engagement process and to regularly discuss the effectiveness of community involvement. The CCAC has also formed a number of subgroups focused on different topic areas, and members of those subgroups will be responsible for researching and providing insights on those topics as the plan revision process continues and for serving as community liaisons regarding those issues.

As with all Comprehensive Plan amendments, the Planning Commission will provide the overall guidance and decision-making on the master plan revision process, and the Board of Supervisors will have the ultimate authority for approval.

**Other Stakeholders:**

- Downtown Crozet Association
- Crozet Community Association
- Crozet residents
- Crozet organizations
- Crozet businesses
- Crozet school communities

**Schedule of Public Participation Activities:**

*Publicity/Outreach Tools will include:*

- Citizen planning academy opportunities, refresher sessions on the existing Master Plan

- Public meetings/open houses/other forums will be scheduled as appropriate to provide ample community comment on and involvement in the master plan revision process
- Dedicated website with public comment opportunity
- Frequently Asked Questions list
- Press release schedule to coincide with project milestones
- Notice to the community when public discussions/decisions are occurring

**Roles and Responsibilities:**

**Staff** – work with the community to prepare revisions to the Master Plan to present to the Planning Commission and Board of Supervisors for their approval, ensure the effectiveness of the public participation process, provide review and recommendations to the ultimate decision makers in accordance with established county policies and plans, keep community informed about progress of the revisions through the legal review process, record and honor public input, communicate how public input has shaped decisions about the study, present final recommendations to the Planning Commission and the Board of Supervisors

**Crozet Community Advisory Committee** – The CCAC will play a critical role in advising on and assisting with the revision process, including the public participation elements. County staff will work with the CCAC to design all elements of the public engagement process and to regularly discuss the effectiveness of community involvement. The CCAC has also formed a number of subgroups focused on different topic areas, and members of those subgroups will be responsible for researching and providing insights on those topics as the plan revision process continues and for serving as community liaisons regarding those issues.

**Planning Commission** – The Planning Commission directs updates to the Comprehensive Plan, and will be expected to manage this update in their legally prescribed role. The Commission has affirmed the public participation plan for the Master Plan update, and will conduct its required public process, including work sessions and a public hearing, on the draft master plan revisions, resulting in a recommendation to the Board of Supervisors

**Board of Supervisors** – The Board of Supervisors has the final decision making authority for approving all updates to the Comprehensive Plan. The Board of Supervisors will conduct their required public process, including work sessions and a public hearing, on the draft master plan revisions, with the opportunity to adopt the amended master plan

**The Feedback Loop:**

The public participation plan will ensure dissemination of public input to decision makers and back to the public at large to demonstrate how comments and concerns have been recorded and understood and accurately communicated. It will also show the public how their input has been translated and how it influenced the outcome of the project. Examples of the feedback loop include:

- The Crozet Master Plan website will be kept up to date on all meetings and other events
- All comments generated at public meetings will be recorded and available for review on the county website and will be available for decision-makers during their review
- Major revisions to the project will be communicated to the community prior to being presented to the Planning Commission and/or Board of Supervisors
- All public meetings will be posted to the website and open to the public for their attendance
- The Crozet Amail list will be used to keep interested citizens up to date
- Press releases and other materials will be sent out as appropriate to keep the community informed about the progress of the project

**Evaluation:**

We will use evaluation as an ongoing tool to assess and improve the public participation plan as the project moves forward, including the following strategies:

- Informal feedback
- Questionnaires/surveys
- End of project evaluation to see if goals are met