



## SUMMARY OF CITIZEN OUTREACH EFFORTS TO DATE

Through March 2003

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### COMMUNICATION EFFORTS

#### *County Publications/Communications:*

- **FY 2002 Progress Report** – Comp Plan mail-in card insert and Community Conversation articles with locations, dates, and times of the meetings. This was mailed October 5, 2002 to approximately 23,000 deliverable addresses. 500 copies were placed in County offices and another 635 were e-mailed to the FYI subscriber list.
- **FYI citizen newsletter** – 6,000 printed copies are sent to subscribers and newsstands and 635 to email subscribers. Comp Plan articles and supplements were included in 4 separate editions:
  - August/September (front page article w/CPT photo)
  - October/November (4 page supplement)
  - December/January (front page article Steering Committee).
  - Feb/March 2003 Issue (w/CPT photo)
- **County News for Neighborhoods** – 569 e-mail subscribers: 4 e-mails were sent out as meeting reminders.
- **Neighborhood Connections mailings** – 2 mailings included information to be used for neighborhood newsletters and flyers informing citizens of the Comp Plan process and Community Conversations.
- **JCC TV48 Bulletin Board announcements** – Provided information on the Comp Plan and Listening Stations.
- **Kick-off news conference** – Videotaped and shown on JCC TV48 October 10 - November 12 for a total of 78 showings.
- **Ship's Log employee newsletter** – article in November/December and the February/March issue.
- **All-staff e-mail to all County employees** – Sent on February 19, 2003 to 500 people on all-staff e-mail distribution list.
- **Video production** – Comprehensive Plan summary at Community Conversations; citizens interviewed on camera for a Q & A with county staff; airs April/May 2003.

#### *Newspapers:*

- **8 Paid Ads:**
  - Virginia Gazette – Circulation 17,000 through mail & newsstands – Oct. 26 & 30; Nov. 2 & 6; March 5 & 8.
  - Daily Press – Thursday Williamsburg circulation is 15,000 through mail & newsstands – October 3; March 6.
  - FYI Citizen Update monthly ads – Virginia Gazette – September & October.
- **6 news releases** sent and printed in Virginia Gazette and Daily Press including articles and calendars.
- **Clip out, mail-in comment card** printed in the Virginia Gazette – 11/13/2002.
- **Conference with Amy Johnson** of the Virginia Gazette on 2/24/03; resulting in the publication of 5 articles in the Gazette, (3/5/03, 3/22/03, 4/5/03, 4/12/03).
- **Public Hearing advertisements**
  - Land Use Application deadlines
    - VA Gazette Paid Ads
      - 1/15-16/03, 1/29/03
  - Community Conversations
    - Virginia Gazette – 10/26/02, 10/30/02; 11/2/02, 11/6/02, 3/5/03 & 3/8/03.
    - Daily Press – 10/ 3/02, 3/6/03.
  - Steering Committee-
    - Daily Press Public Agenda Ads
      - 11/13-15/02, 11/18/02, 11/21/02, 11/23-25/02, 11/29-30/02, 12/1/02, 12/5-9/02, 12/11-13/02
    - VA Gazette Paid Ads
      - 12/7/02, 12/14/02, 1/25/03, 2/8/03, 3/1/03, 3/15/03, 3/29/03, 4/12/03
- **3 Virginia Gazette Op-Ed pieces:**
  - Joe Poole – 10/5/02
  - Jeff Barra – 11/2/02
  - Joe McCleary – 03/5/03

*Cable Television:*

- **Weather Channel scrolling text for Community Conversations** – Approximately 17,000 subscribers in the County and 136,000 on the Peninsula – Aired October 17 through November 14 on the 8's/12 times daily for a total of 336 showings.
- **BOS and PC meeting announcements**, by Sandy Wanner and Marvin Sowers, aired on JCC TV48 – September, October & November.
- **2003 Comprehensive Plan Youth Forum** – Taped 11/8/02 at the Community Video Center. Host, John Horne. Moderators, Jeff Barra and Howard Mason. Began airing on JCC TV48 November 21. Featured 6 members of the County's Youth Advisory Council detailing their visions of James City County's future.

*Radio:*

- **WXEZ-FM 94.1** – Gospel Station – Radio spot aired 3 times daily for 3 days – October 31, November 1, and November 4. The station has an audience of 162,500 listeners and most are affluent African-American professionals.

*Other:*

- **Church bulletin announcements** sent to 75 houses of worship.
- **Speaking Engagements** – Staff and members of the CPT spoke to more than 10 community organizations, including the following: Williamsburg Land Conservancy, Ruritan Club, Code Compliance/Contractors' Meeting, Local Democratic Party, International Affairs Discussion Group, Williamsburg Landing, PTA Council, Mooretown Road Neighborhood Association, and Our Savior's Lutheran Church. In addition, CPT members made numerous contacts to other community organizations and distributed Comp Plan information.
- **Information Posters** displayed at prominent locations throughout JCC:
  - JCC Library, Williamsburg Library, JCC Soccer Complex, JCC/Williamsburg REC Center
- **Listening Stations** appeared at:
  - JCC Library, Building C Board Room, Williamsburg Library, Lafayette High School, JCW Community Center, Human Services Building, Commissioner of Revenue Office, various neighborhood events and meetings.
- **Residence Mailing** to
  - 300 random County residents on February 25, 2003.
- **Visit to Lafayette High School Government Class** – Bob Jacobsen conversed with 23 students from Mr. Haileys 1<sup>st</sup> Block Class on March 13, 2003.

## **CITIZEN INPUT OPPORTUNITIES**

- **Special Comp Plan e-mail address** where citizens can electronically mail in a comment – [compplan@james-city.va.us](mailto:compplan@james-city.va.us)

- **Comp Plan Hotline** phone number where citizens can record a phone comment – 253-6877
- **Interactive Comp Plan website** on [www.iccEgov.com](http://www.iccEgov.com) where citizens can leave comments.
- **Mail-in comment card** featured in Oct/Nov FYI.
- **Other mail-in comment cards** distributed at Listening Station events, speaking engagements, and elsewhere.
- **Listening Station comments**
- **Virtual Listening Stations** available at 3 of the Community Conversations
- **6 Community Conversations** –Clara Byrd Baker Elementary School 11/6/2002; James River Elementary School 11/7/2002; Toano Middle School 11/13/2003; James City/Williamsburg Community Center 11/14/2002; Mt. Gilead Baptist Church 3/6/2003 and Lafayette High School 3/10/2003.

#### **PARTICIPATION STATISTICS TO DATE**

- **2001 Citizen Survey** – 1,204 citizens polled in a representative survey with a margin of error at +/- 2.9%
- **140 participants at Community Conversations**
- **46 Listening Station comments**
- **10 mail-in cards returned**
- **12 e-mails**
- **3 phone calls**