



# Partnerships in Community Planning

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# Thank you for joining us!



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# Supporting Rural Economies while Preserving Sense of Place



**Embracing & preserving community values** while growing due to tourism and industry.



**Economic growth** coupled with preserving what they already have.



**Execute best managements in planning with partnerships** and finding political will to execute best management practices takes partnerships.

# Identifying Best Practices for Preserving Character of Rural Communities



## **Establishing Protected Areas**

Designate specific regions as protected areas or heritage sites.



## **Integrating Preservation into Development Plans**

Integrate preservation goals into broader development strategies.



## **Implementing Sustainable Tourism Practices**

Encourage sustainable tourism to help manage the impact of visitors on rural landscapes. .



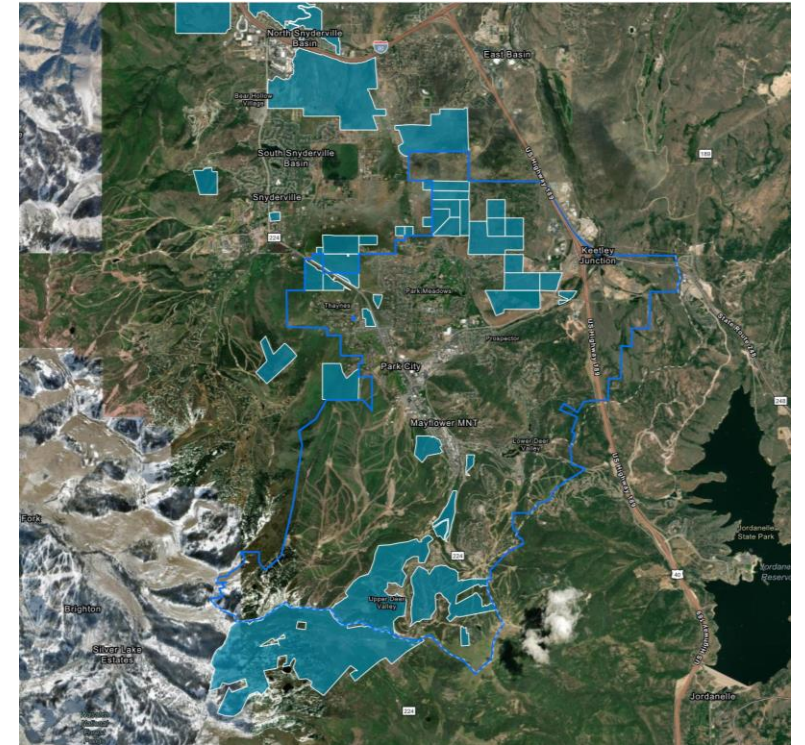
## **Establishing Visitor Use Management Plans**

for high-use recreation areas

# Establishing Protected Areas

## Build a Coalition for Conservation

- Proactively plan for development pressures
- Back by data
- Inform by community values
- Vet with engaged stakeholders
- Prioritize while being flexible
- Empower local actors



Source: Park City Municipal Corporation, Conservation Easements

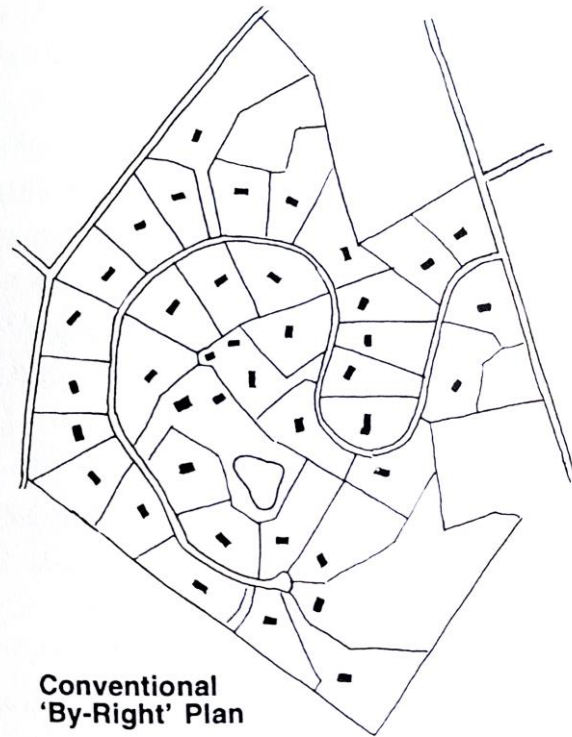
# Integrating Preservation into Development Plans

## **Preserving Existing Character within New Developments**

- Design guidelines
- WUI guidelines
- Community education - stakeholder engagement, open-houses, one-on-one interviews
- Open space vs. cluster guidelines



# Integrating Preservation into Development Plans



**Conventional  
'By-Right' Plan**

- 38 units
- 3+ acre lots
- No open space
- No rural character



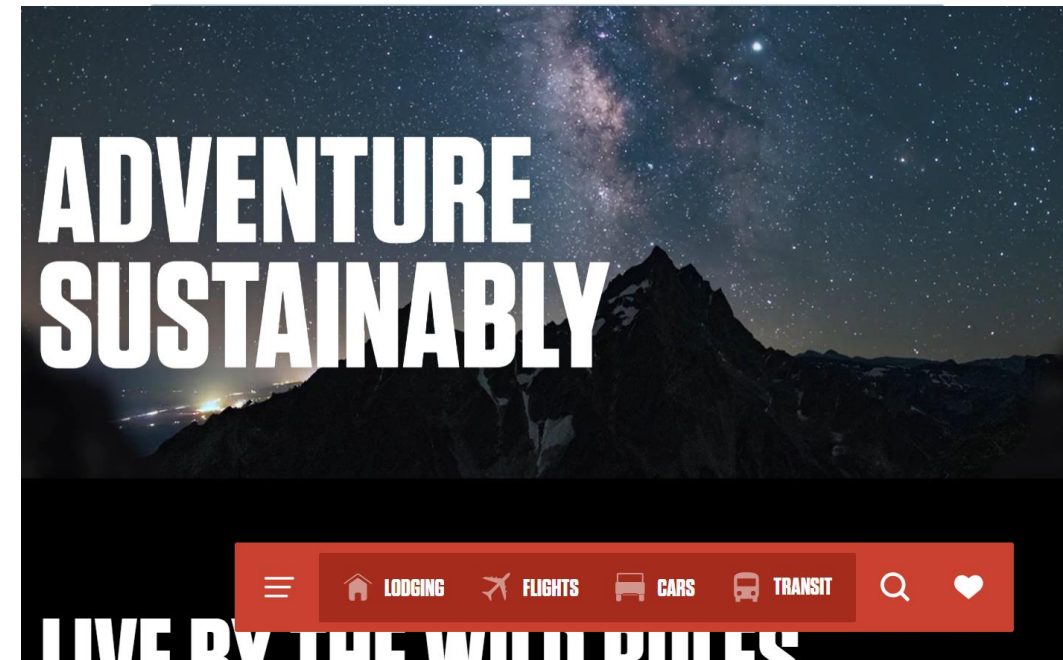
**Alternative  
Open Space Plan**

- 46 units
- 26 one acre lots
- 16-unit village
- 4 units on three farms
- 68% open space
- preserves rural character and working farmland

# Implementing Sustainable Tourism Plans

## Consistent Communication and Resources for Safe and User-Friendly Experiences

- Coordinate with agencies and non-profits on ambassador program
- Develop coordinated and consistent materials to convey stewardship and safety information. Link to tourism and chamber platforms.
- Coordinate distribution of materials at user touchpoints (e.g., visitor centers, lodging, dining, retail, reservation and tourism websites).
- Create waste management plans that engage local businesses and residents.
- Coordinate and align resources for emergency management.
- Invest in signage and wayfinding



<http://visitjacksonhole.com>



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Get Some Selfie Control

<http://visitjacksonhole.com>

# Establishing Visitor Use Management Plans

## Management of High-Use Areas

- Coordinate with Federal/State agencies
- Identify strategy to mitigate impacts of heavy tourism in specific locations
- Communicate strategy with partners
- Update wayfinding and communication to align with strategy
- Data monitoring

### **United States Forest Service Approach to Sustainable Recreation**

USFS utilizes a “3-E” approach when planning for sustainable recreation. This method acknowledges the integrated relationship between engineering, education, and enforcement for a safe and successful recreation system.



# Communication is Key

## Communication early and often

Critical that right people are invited and included as different tiers of stakeholders engage differently with different mindsets, knowledge, plans, etc.



## Help community execute their vision

Creating buy-in; empowering the group to accomplish their vision.



## Promoting Local Involvement

Better to have too many opportunities than too few. Opportunities to create ownership and buy-in.



## Supporting Regional Coordination

Protect and support the people living and working in these communities.



## Helping communities that don't have other resources

On-call contracts; Consultants; Larger Regional Groups