

TOWN OF JACKSON AND TETON COUNTY PUBLIC ENGAGEMENT PROCESS REPORT



HOUSING LAND DEVELOPMENT REGULATIONS,
HOUSING RULES AND REGULATIONS, TOWN ZONING, PARKING STUDY,
AND NATURAL RESOURCE LAND DEVELOPMENT REGULATIONS UPDATES

PREPARED BY



PROCESS SUMMARY

To gather feedback and identify the major community issues related to town zoning, parking, housing land development regulations (LDRs), housing rules and regulations, and natural resource LDRs, Town of Jackson and Teton County staff conducted a thorough public engagement process from May 20, 2017 through June 5, 2017. Four parallel engagement avenues were utilized during this time to best capture the diversity of thoughts, opinions, perspectives that exist among the variety of people who live and work in the area:

- a community meeting and discussion in Spanish,
- a community meeting and discussion in English,
- a community open house, and
- an online survey.

Jackson staff undertook a thorough and comprehensive recruitment effort. The outreach strategy involved engaging key stakeholders and extending personal invitations to different sectors of the community. Over 300 flyers were handed out at grocery stores and other events. Below is the public outreach timeline.

Date	Time	Where	What
16-May	12PM	Snow King	Rotary outreach lunch
22-May	11AM	Tetons 2020/Community Foundation	Outreach to conservation leaders
	4PM-6PM	Albertsons	Hand out flyers
23-May	11AM-2PM	Whole Grocer	Hand out flyers
	4PM-6PM	Luckys	Hand out flyers
24-May	8:30AM	Aspens	Outreach at Realtor's meeting
	4PM-6PM	Smiths	Hand out flyers
25-May	9AM-11AM	Pearl St. Bagels	Survey, hand out flyers
	11AM-2PM	Town Hall	Office hours
26-May	Memorial Day weekend	Elkfest/Old West Days (tentative)	Flyer drop off
30-May	3PM-5:30PM	Rec Center	Survey, hand out flyers
	12PM	Snow King	Rotary outreach lunch
31-May	11AM-2PM	Town Hall	Survey, hand out flyers
1-Jun	7:30AM	E-Leaven	Business over breakfast

SPANISH PUBLIC MEETING AND DISCUSSION

The Town of Jackson and Teton County have a large Latino population. In the past, this portion of the population has generally not been asked to engage when it comes to City issues, so staff worked with influencers within the Latino community to call and personally recruit people to attend this meeting. Staff held a community meeting with a native Spanish-speaking facilitator on Tuesday, May 30 from 5:30 PM to 8:30 PM and 17 people showed up. While no demographic information was formally collected, an informal survey of those in the room revealed the following information:

- The biggest priority is accessible, affordable, and well-maintained housing.
- Everyone rented a home.
- This was the first time most had been to a community meeting organized by the Town and County.
- Almost everyone worked in the service industry.
- All participants want to remain engaged and be as helpful as possible, particularly since the rest of the community is doing their part, as well.
- They want to develop a solid working relationship with Town and County staff.
- The best way to continue to engage the Latino community is to hold community meetings.
- The best way to contact the Latino community for future engagement is through community influencers and organizations such as the Jackson Library and the Latino Resource Center.

ENGLISH PUBLIC MEETING AND DISCUSSION

In the past, Town and County staff have held open houses to gather community feedback on planning projects. These meetings have been successful in gathering feedback, but did not encourage conversation between community members. To identify community issues while also laying the foundation for community discussions, staff held a public meeting on Thursday, June 1 from 5:30 to 8:30 PM at the Center for the Arts. Participants were recruited via the following methods:

- Housing Jackson Facebook page
- Town of Jackson Facebook page
- Teton County Facebook page
- JacksonTetonPlan.com
- Email notifications
- Flyers at local businesses and gathering areas
- Community influencers
- Word of mouth
- Tables at community events

In total, about 75 people attended the community meeting. Participants were asked a few demographic questions to gauge which recruitment methods were more effective and to learn a bit more about the participants. The results of these questions are below.

How did you hear about tonight's meeting? Select all that apply.		
Answer Options	Response Percent	Response Count
I saw a flyer	9.1%	7
I heard about it from a friend or colleague	39.5%	30
I learned about it at another meeting	18.4%	4
I heard about it from someone at a booth or table	3.6%	3
I saw the announcement on Facebook	6.6%	5
Other	33.4%	17
answered question		76

How would you like to be notified of updates to these projects in the future? Select all that apply.		
Answer Options	Response Percent	Response Count
Newspaper ads	19.3%	28
Flyers	2.7%	4
Updates to JacksonTetonPlan.com	9.7%	14
Email updates	39.3%	57
Facebook updates on the Town, County, and Housing JH pages?	11.7%	17
Twitter updates	3.5%	5
Through friends and colleagues	7.6%	11
Through other meetings	6.2%	9
I do not plan to continue to engage	0%	0
Other (please specify)	0%	0
answered question		145

Which of tonight's topics do you think is MOST important for the Town and County to address? (Select one).		
Answer Options	Response Percent	Response Count
Parking in residential and/or commercial areas outside of downtown	2.6%	2
Town commercial corridor and neighborhood character	23.4%	18
Requirements to build housing as part of any new development	44.2%	34
Qualification and restriction criteria for deed-restricted housing	7.8%	6
Wildlife and water quality protections	13.0%	19
None of the above	9.1%	7
answered question		77

What issue or issues did you come to discuss tonight? (Choose as many as apply).

Answer Options	Response Percent	Response Count
Parking in residential and/or commercial areas outside of downtown	17.9%	40
Town commercial corridor and neighborhood character	19.3%	43
Requirements to build housing as part of any new development	21.5%	48
Qualification and restriction criteria for deed-restricted housing	21.1%	47
Wildlife and water quality protections	17.9%	40
None of the above	2.2	5
answered question		223

How often do you participate in meetings like this about Town and County policies, rules, and regulations?

Answer Options	Response Percent	
This is my first time.	11.3%	
I have been to one or more meetings like this.	40.9%	
I go to many meetings.	43.7%	
I never miss a meeting!	1.4%	
Other	2.8%	
answered question		71

How long have you lived full-time in the Jackson community? Full-time means at least 10 months a year. (Select one)

Response Count	Answer Options	Response Percent	Response Count
8	16 years or more.	50.7%	36
29	5 to 15 years.	29.6%	21
31	I live in the community part-time.	1.4%	1
1	I live in Victor, Driggs, Alpine, Etc.	7.0%	5
2	Other (please specify)	11.3%	8
answered question			71

What is your yearly household income?		
Answer Options	Response Percent	Response Count
\$0 - \$45,000	9.1%	6
\$46,000 - \$75,000	12.1%	8
\$76,000 - \$110,000	21.2%	14
\$111,000 - \$140,000	19.7%	13
\$141,000 or more	37.9%	25
<i>answered question</i>		66

OPEN HOUSE

In conjunction with the public meeting, staff hosted an open house to accommodate those community members who were not able to attend a three-hour meeting in the evening. The open house was from 12 to 8 PM in lobby of the Center for the Arts, and roughly 75 people attended. They offered their opinions on the same topics through a set of activities that were similar to those conducted at the public meeting, and the project managers for each topic helped guide participants through the activities to ensure that the feedback was impactful. The public meeting and the open house were advertised together, so the same recruitment methods listed above are what was used to reach the community.

ONLINE ENGAGEMENT

To accommodate those not able to make it to an in-person meeting, staff drafted an online survey that asked questions regarding the same five project topics. This survey was available online from May 22 through June 5 at www.surveymonkey.com/r/Engage2017Jackson. Participants were recruited through the following methods:

- Housing Jackson Facebook page
- Town of Jackson Facebook page
- Teton County Facebook page
- JacksonTetonPlan.com
- Email notifications
- Community influencers
- Word of mouth
- Tables at community events

Participants were asked a few demographic questions to gauge which recruitment methods were more effective and to learn a bit more about the participants. The results of these questions are below.

How often do you participate in surveys like this about Town and County policies, rules, and regulations?

Answer Options	Response Percent	Response Count
This is my first time.	43.8%	96
I have completed a few before this.	43.4%	95
I have completed many.	8.2%	18
I never miss one!	2.3%	5
Other (please specify)	2.3%	5
answered question		219
skipped question		10

How would you like to be notified of updates to these projects in the future? Select all that apply.

Answer Options	Response Percent	Response Count
Newspaper ads	47.6%	100
Flyers	12.9%	27
Updates to JacksonTetonPlan.com	22.9%	48
Email updates	51.9%	109
Facebook updates on the Town, County, and Housing JH pages?	47.1%	99
Twitter updates	4.3%	9
Through friends and colleagues	21.9%	46
Through other meetings	7.6%	16
I do not plan to continue to engage	2.4%	5
Other (please specify)	2.9%	6
answered question		210
skipped question		19

How would you like to be notified of updates to these projects in the future? Select all that apply.

Answer Options	Response Percent	Response Count
Newspaper ads	47.6%	100
Flyers	12.9%	27
Updates to JacksonTetonPlan.com	22.9%	48
Email updates	51.9%	109
Facebook updates on the Town, County, and Housing JH pages?	47.1%	99
Twitter updates	4.3%	9
Through friends and colleagues	21.9%	46
Through other meetings	7.6%	16
I do not plan to continue to engage	2.4%	5
Other (please specify)	2.9%	6
answered question		210
skipped question		19

Where do you live?

Answer Options	Response Percent	Response Count
In Jackson, east of Willow Street	20.5%	45
In Jackson, between Willow Street and Karns Meadow	14.1%	31
In Jackson, west of Karns Meadow	19.1%	42
Alta	0.5%	1
Elsewhere in Teton County, WY	39.1%	86
Victor, Driggs, Alpine, or another neighboring community	1.4%	3
Other (please specify)	5.5%	12
<i>answered question</i>		220
<i>skipped question</i>		9

Where is your primary place of work?

Answer Options	Response Percent	Response Count
Downtown Jackson	47.7%	105
Outside of downtown, in Jackson	22.7%	50
Alta	0.0%	0
Elsewhere in Teton County, WY	10.9%	24
Retired	11.8%	26
Other (please specify)	6.8%	15
<i>answered question</i>		220
<i>skipped question</i>		9

How old are you?

Answer Options	Response Percent	Response Count
0 - 20	0.0%	0
21 - 35	26.1%	58
36 - 50	35.6%	79
51 - 65	25.7%	57
66 or older	12.6%	28
<i>answered question</i>		222
<i>skipped question</i>		7

How long have you lived full-time (at least 10 months a year) in the community?

Answer Options	Response Percent	Response Count
15 or more years	51.4%	113
5 - 15 years	31.4%	69
0 to 5 years	10.9%	24
I live in the community part-time (less than 10 months a year)	1.4%	3
Other (please specify)	5.0%	11
answered question		220
skipped question		9

What is your yearly household income?

Answer Options	Response Percent	Response Count
\$0 - \$45,000	14.9%	33
\$46,000 - \$75,000	15.8%	35
\$76,000 - \$110,000	23.5%	52
\$111,000 - \$140,000	10.9%	24
\$141,000 or more	19.5%	43
I would prefer not to answer	15.4%	34
answered question		221
skipped question		8

KEY THEMES

TOWN ZONING

Across all events and engagement processes, these are the key themes that arose:

- Increase density in East Jackson, particularly for residential units, including micro units, tiny homes, and ADUs
- Increase density in all of Jackson
- Increase density south of Jackson Hole High School
- Do not increase density anywhere
- Increase height restrictions to accommodate 3- or 4-story buildings
- Do not increase density in neighborhoods
- Focus some effort of the northern entrance to Jackson to add more housing and make it more welcoming
- Build more employment-based rental apartments and condos
- Improve design requirements to maintain small-town, western feel

- Focus on creating a community that is safe for pedestrians and bikes and that facilitates transit
- Do not allow more commercial building, especially hotels
- Do not allow exceptions or variations from current policies and requirements

PARKING

Across all events and engagement processes, these are the key themes that arose:

- Parking is not a huge problem in most of the residential areas, except during the winter.
- Park and Ride parking is limited.
- There should be paid parking downtown. This could include permits or stickers for residents so they do not have to pay.
- Underground parking lots are a good idea.
- Add another floor to the parking at Home Ranch.
- Winter parking should be dictated by a parking permit program, or modeled after how big cities do street sweeping (alternating sides that must be clear certain days and times of the week.)
- There should be on-street parking in the winter in some capacity. Alternate-side parking in winter would allow for plowing and parking.
- Public streets should not be used as free storage for trailers, RVs, etc.
- The transportation system, parking, and roadways should all be designed to encourage alternative methods of transportation such as biking, walking, and using public transportation.
- Building more parking structures would increase available parking substantially.
- Parking regulations should increase pedestrian safety by removing parking spaces near crosswalks and adding lights at crosswalks. This would improve visibility of pedestrians/

HOUSING LAND DEVELOPMENT REGULATIONS

Across all events and engagement processes, these are the key themes that arose:

- Outside influences set the market price, and local wages do not have the capacity to reach that level.
- Zoning does not allow for higher-density housing, which would help to provide more workforce housing.
- ADUs need to be an option for homeowners to increase density and provide workforce housing.
- The cost of land and real estate is too high and prices many average people out of the market.
- Make the same housing resources and services available and in Spanish.
- Height restrictions need to be increased to allow for a few three- or four-story buildings in appropriate parts of town, like some of the commercial districts.

- Density needs to be increased to accommodate the workforce, but some of the community is vocal in their disdain for multi-family dwellings.
- Businesses need to contribute to workforce housing by paying a living wage or helping to provide housing. It would be a good idea to have employers pay into an employee housing program rather than have their employees live in certain areas, which can raise issues if they change jobs.
- Short-term rentals have greatly altered the traditional rental market so that it is more expensive and unattainable for lots of workers.
- Employers, developers, and the public sector all have a role to play in increasing workforce housing options.
- The solution to the issue of lack of workforce housing will require a diversity of housing types to meet the needs of temporary, seasonal, part-time, and full-time employees. This will have to include ownership and rental options, as well as multi-resident units, multi-family dwellings, and single-family homes.
- Rentals may be a better solution than ownership for workforce housing.
- Developers should not be permitted to opt out of housing requirements. Perspectives differ on whether cash-in-lieu payments are acceptable.
- Certain employees do need to be closer to their jobs due to their urgent nature, but it is a tough and subjective line to draw of who is “important” and who is “unimportant.” Any criteria that favor certain professions or criteria defining a valuable community member will cause tension.
- Allow Latinos to live in dignity in homes that are properly maintained by the landlord.
- Use incentives to encourage second homeowners, year-round homeowners, and developers to be a part of the solution.
- Some residents do not support the idea of housing provided by the government that uses tax-payer funds.
- Allow the free market to drive housing. It can do a better job than government.
- Make things more affordable and accessible regardless of immigration and employment status.
- Protect renters’ rights, particularly when it comes to employee housing.
- Accommodate families in workforce housing through building design, green spaces, etc.

HOUSING RULES AND REGULATIONS

Across all events and engagement processes, these are the key themes that arose:

- One or two adults should be working a certain number of hours per week to qualify for deed-restricted housing. There is not agreement about how many hours they should have to work; stated preferences were between 20 to 40 per person or 60 between two.
- There should be severe restrictions regarding people who live in deed-restricted housing but own property elsewhere. The farther away the property, the better chance they should have for qualifying but some time limits may be warranted.

- Households should have to requalify for housing at pre-defined intervals between 2 and 5 years or if their financial status changes.
- Qualified households should spend between 10 and 50 percent of their wages on rent and all fees for their homes, and not more than 20 to 60 percent.
- People should have to live in their residence 6 to 12 months out of the year to continue to qualify. Vacations should be allowed, but extended absences should not, with the possible exception of seasonal workers who may need to work somewhere else for 1 or 2 months to make ends meet.
- Owners of affordable units should be able to rent them out either to roommates or under certain circumstances that should likely have to be approved beforehand such as a family emergency. Residents of deed-restricted housing should not be able to “get rich” off short-term rental of their units.
- There is concern in the community that deed-restricted housing is abused and that the residents of some units have sufficient assets to live elsewhere but choose not to do so because they are getting such a good deal.
- Some members of the community do not believe that the Town or County government should provide deed-restricted housing.
- Market-driven solutions may be a better approach to providing housing than government intervention.
- If prioritization is required, job-based criteria could be used, but it would be difficult to know where to draw the line. Emergency responders, teachers, and healthcare workers could be prioritized.
- Deed-restricted units should be well-built so they last, and fixtures should be between low- and high-end.
- Units should sell for higher than their initial sale price. This increase could be determined by CPI, cost of living, a set percentage, or market rate.

NATURAL RESOURCE LAND DEVELOPMENT REGULATIONS

Across all events and engagement processes, these are the key themes that arose:

- Most of the scales used in the discussion exercise did not show a large difference of opinion. The clearest preferences were indicated regarding who should perform environmental analyses.
- More people are in favor of protections on large rural parcels being site-specific.
- More people are in favor of natural resource protections on large rural parcels to be certain rather than flexible.
- There is no clear preference regarding protections being site-specific or countywide in County subdivisions.
- More people lean toward natural resource protections being certain in County subdivisions.
- People greatly preferred a qualified consultant to conduct the environmental analysis on County subdivisions and rural parcels, followed by Town/County staff and individuals.

- There is no clear preference regarding protections being site-specific or countywide for Town residential areas.
- There is no clear preference regarding protections being flexible or certain in Town residential areas.
- Most people indicated a preference that Town/County staff perform the environmental analysis in Town residential areas, followed by a qualified consultant and individuals.
- More people indicated a preference that downtown protections should be based on a countywide analysis.
- More people indicated a preference that downtown protections should be certain.
- More people indicated a preference that Town/County staff should perform the environmental analysis for downtown, followed by a qualified consultant and individuals.
- The Snow King Master Plan needs to be updated.
- There is support for protections of limited buffers around waterbodies.
- Some residents have the impression that the rules and regulations apply differently to developers than to “regular people.”
- More careful and expansive environmental assessments may be more important on larger projects in dense areas than other types of projects in other places. The rules do not have to be the same for all projects everywhere.
- Protections should be applied to the entire County, with site-specific analysis needed to ensure balance of uses and values.
- There are too many regulations, which impedes development. Regulations should be rolled back.
- Natural resource protection is an important value and is a critical part of Jackson’s identity. It should be prioritized.
- Development in the natural resource overlay should be prohibited.

NEXT STEPS

The feedback from this summary, as well as the project-specific summaries will be used to inform technical reviews of each project in identifying a list of key issues. Jackson and Teton County elected officials will review the list of results at a public meeting in June or July. After the issues have been finalized, they will be incorporated into an alternatives analysis process, which will include public engagement. To stay involved, visit www.JacksonTetonPlan.com and sign up for the emails updates.