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**Sent:** Tuesday, March 12, 2024 11:39 AM  
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**Subject:** PUBLIC COMMENT: The Comprehensive Plan process

Having attended the City Council meeting and first listening session on the Comprehensive Plan, many thoughts come to mind about this process. At Monday's Council meeting, one P&Z member asked the Mayor who the Comp Plan is for. He didn't get a clear answer. **The Comp Plan is for the people of the community to hold their elected and appointed officials accountable for implementing the community's vision for its development.** The Mayor should have been able to state that.

The explicit goal of the Planning Department, as directed by the Council, is to mark up the 2014 Plan rather than create a new one. Why? You don't need to make our plan fit an arbitrary format if that doesn't serve our needs. Given the considerable turnover and growth in population over the past decade, why is the old plan a suitable basis for the new plan? **Ketchum is unique and deserves a unique plan.** A basic best practice to keep in mind: Whenever you use the word "and" in a value, you muddy it and make deliverables around it much harder to achieve. The consultant has littered the values in a compound manner that, if adopted, will make this plan as challenging to accomplish as the past one.

While the community survey is statistically valid, it is still biased based on what it asked and what it didn't ask. For example, there were no questions about values around public subsidization of private business via housing subsidies, LOT subsidies, etc. This survey was, in my opinion, biased toward how to accommodate more tourism.

One of the reasons for the failure of the last plan is that **the City has no process or criteria against which to allocate its scarce resources.** Thus, the City is stuck reacting to the issue of the day or accomplishing only what a small number of people who control the Council want to see happen. There is currently no plan to include this in the new Comp Plan. The survey did not even ask about good stewardship of city resources as a core value. Yet clearly, people are dissatisfied with the Administration for its poor planning process (#2 concern in the survey.). We can address this in the new Plan if the Council demands it.

Perhaps this wasn't stated because that is not how the Ketchum government has worked for the past six years. The Comp Plan has been honored in the breach. Where can the public find a report on the City's progress on the 2014 Plan? Why was progress never reported? What is the point if we don't track progress against a plan? **Why does nothing in the plan outline cover how the City will be held accountable for achieving the new plan?**

There was a lot of confusion about public expectations at the Council meeting this week. There were many different interpretations of specific words. What does "variety" of housing mean? Why are people unhappy with regional coordination? What does "sustainable" mean? "Vibrant"? **Given that the council doesn't know the answers to the questions pertinent to the Comp Plan, why not ask the community?** For housing, why not ask residents and businesses what kind of housing, where, how it should be paid for, etc? What kind of occupations should be prioritized for housing? What is the expectation for employers to support workforce housing? We could ask people what aspects of history, arts, and culture they value and what warrants more public investment. Does the 5% for art still make sense? Should it be more or less? What do they like or not like about the LOT? FSVA. VSV. BCHA. Etc. (Community Engagement is supposed to be a core value).

Based on community feedback at the first listening session, the interpretation of the Housing responses appears to be biased to say the consensus is that we need more. That's not really what the results said. It said **people are unhappy with what the City is doing about housing.** It could be that there is not enough, or that it is the wrong format (massive four-story blocks), or in the wrong place (in the retail core),

or for the wrong people (retirees rather than workers). Despite the Mayor's assertion of transparency, few people know the plan for more Bluebirds at the Lift Tower Lodge site, the 6th St parking lot, or the Y parking lot. Why isn't this being shared with the public? These projects will eliminate even more parking in commercial areas while increasing demand for parking. It is also telling that the Housing plan, which will have the most significant impact of any decision about Ketchum, for decades, is being implemented before the new Comprehensive Plan takes effect.

This Comp Plan is supposed to guide us for the next decade. Let's do the work to do it right. The people of Ketchum deserve that.

Thank you,

Perry Boyle  
Ketchum