

# **APPENDIX A**

## Public Participation Plan

# **TOWN OF POUGHKEEPSIE COMPREHENSIVE PLAN UPDATE**

## **PUBLIC OUTREACH AND ENGAGEMENT PLAN**

**3-9-20**

*This project has been funded, in part, by the Climate Smart Community Grant Program, Title 15 of the Environmental Protection Fund through the New York State Department of Environmental Conservation; and by a grant from the Hudson River Valley Greenway.*

The following Public Outreach and Engagement Plan<sup>1</sup> (“POEP”) provides a detailed description of the participatory planning process and meetings that will be used to encourage participation by the public and stakeholders in the preparation of a plan update to the Town of Poughkeepsie 2007 Comprehensive Plan, which will also include a Sustainability Element as part of its goal to become a Certified Climate Smart Community. The Town of Poughkeepsie is a large, unincorporated area located in Dutchess County, NY, and encompasses approximately eight (8) miles of the Hudson River shoreline. Given the size of the community both in terms of its geography and number of residents, the POEP must include effective methods to solicit public comment from a wide audience on the plan update.

The overarching goal is to provide the Town with a Plan Update that will guide its future growth for the next 10 years to be resilient, vibrant and sustainable, allowing the Town to realize its full economic potential, and balancing economic development with open/green space preservation. The Town of Poughkeepsie already has a robust participation framework in place to guide development of the Plan Update, and that framework is described and incorporated into this Outreach and Engagement Plan. The below describes that framework, as well as the public participation process going forward.

#### **A. Background of the Outreach Process to Date**

The Town of Poughkeepsie is updating its 2007 Comprehensive Plan to identify, and direct action toward, a Town-wide Vision and updated goals for the community in 2020. The Town of Poughkeepsie created a Comprehensive Plan Review Committee (“CPRC”) to oversee the process. The CPRC consists of 9 members, including members of the Town Board, Planning Board, ZBA, Historic Preservation Commission, Recreation Committee and citizen members. The CPRC is assisted by the Poughkeepsie Department of Planning staff which facilitate meetings and assist in ensuring the CPRC has the information and resources necessary for its discussions and deliberations.

##### **1. Town Website**

The Town of Poughkeepsie has dedicated a webpage to provide the public with access to meeting minutes and various map and document products that have been and are being prepared as part of the comprehensive planning process. The website is accessed here:

*<https://www.townofpoughkeepsie.com/planning/cprc/index.html>*

##### **2. Preliminary CPRC Meetings**

The Town of Poughkeepsie Comprehensive Plan Review Committee (CPRC) has been meeting for more than a year as part of the update process. The CPRC has solicited significant input and interviewed numerous stakeholders in the community, including members of the local fire districts, School District Superintendents, various Town government department heads, regional environmental organizations, and others as set forth in the meeting notes that are available on the Town Comprehensive Plan Review webpage.

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<sup>1</sup> Also referred to as “community engagement plan” in the Work Plan for the Climate Smart Communities Program.

<i>Preliminary CPRC Meetings</i>	
<i>2018 CPRC Meeting Dates</i>	<i>2019 CPRC Meeting Dates</i>
4-25-18	1-23-19
6-27-18	2-27-19
7-25-18	3-27-19
8-22-18	4-24-19
10-24-18	5-22-19
11-28-18	6-26-19
	7-31-19
	9-25-19 (Kickoff Meeting with Planning Consultant)

### **3. Preliminary CPRC Workshops- Identification of Issues**

In addition to the above CPRC meetings, the CPRC held a series of three workshops at locations throughout the Town to gauge how residents and stakeholders perceive existing strengths and weaknesses within the Town. These workshops were held on September 26, 2018, October 9, 2018, and October 11, 2019, and asked participants two basic questions<sup>2</sup>:

- What do you like about living or working in the Town of Poughkeepsie; What is working, and what should be protected or enhanced?
- What problems/concerns should be addressed through the Plan? What can be done to improve life in the Town of Poughkeepsie?

In summary, residents and stakeholders appreciate that certain areas within the Town are walkable, and that the Town has many cultural assets such as historic sites and colleges which offer activities and programming for residents and their families. Participants also noted the importance of the farmland and open space within the community, and events such as farmers markets that bring fresh local food into the community.

Participants were concerned about the future of development within the Town. Residents and stakeholders want to see the vacant and underutilized buildings and properties scattered throughout Town be redeveloped before development occurs on open spaces or “greenfield” land. Preservation of existing open spaces and historic resources are important to the character of the community and participants voiced this at the workshops. In addition, aligning the Town job and housing market with economic market demand and ensuring the Town is headed toward a sustainable future are important concerns of workshop participants.

### **4. Consultant Selection**

Subsequent to the above CPRC workshops, the Town of Poughkeepsie CPRC received funding to complete the Comprehensive Plan Update with Sustainability Elements through the Department of Environmental Conservation’s Climate Smart Community Grant Program and from the Hudson River Valley Greenway. The Comprehensive Plan Update will consider how to balance the three “Es” of sustainability: Environment, Economy and Equity, and will importantly engage with Town of Poughkeepsie residents and stakeholders to solicit input on ways to achieve this balance. In September

<sup>2</sup> <https://www.townofpoughkeepsie.com/planning/cprc/index.html>

2019, the Town of Poughkeepsie Town Board approved the CPRC’s selection of Nelson, Pope & Voorhis, LLC, to further assist the CPRC in its functions, oversee the public participation process on behalf of the CPRC, and to prepare the Plan Update. This Public Outreach and Engagement Plan specifically addresses the public participation efforts to solicit additional input, develop the Plan Update, and the role that NP&V will play in overseeing and facilitating public outreach.

## **B. Public Outreach and Community Engagement Plan**

The following summarizes the approach that will be utilized in order to engage the public and stakeholders during the comprehensive planning process.

### **1. Town Website**

The Town of Poughkeepsie will continue to dedicate a webpage to provide the public with access to meeting minutes and various map and document products that have been and are being prepared as part of the comprehensive planning process – the webpage will be operational for the length of the comprehensive planning process. The website shall be accessed here:

<https://www.townofpoughkeepsie.com/planning/cprc/index.html>

#### *Sustainability Links*

In order to begin to educate the public about sustainability before the workshops, NP&V will provide the Town with a series of links to resources regarding sustainability, sustainable practices and greenway planning. These will be added to the CPRC webpage in the beginning of the process. Links include but are not limited to: the U.S. EPA Sustainability website (<https://www.epa.gov/sustainability>); the NY Climate Smart Communities page (<https://climatesmart.ny.gov/>); the Dutchess County Compact (<https://hudsongreenway.ny.gov/system/files/documents/2018/05/dutchess-compact-2004-2014.pdf>); The NYSDEC Renewable Energy page (<https://www.dec.ny.gov/energy/40899.html>); and other useful links.

### **2. CPRC Meetings**

As stated previously, the CPRC is made up of nine members appointed by the Poughkeepsie Town Board. The CPRC will continue to meet approximately once a month during the duration of the process on their regularly scheduled 4<sup>th</sup> Wednesday of each month at 5 pm. Each meeting includes an agenda which shall be posted on the Town website in advance of each meeting.

Consistent with New York State Law, the CPRC meetings are open to the public, and the CPRC allows public comment at the beginning or end of every meeting. In addition, the Planning Department Staff and Planning Consultant will be present at meetings to facilitate the meeting agenda.

The role of the CPRC is to act as the primary decision-making body for the Comprehensive Plan Update process and to provide direction to the research and outcomes of the document. The CPRC, in coordination with the Planning Department Staff and Planning Consultant, will advise on preferred public engagement techniques, workshop dates and locations that are best suited for the public and stakeholders. The CPRC will also assist in preparing a list of stakeholders that will be contacted during the public outreach and engagement process.

It is anticipated that the plan will be drafted by June 2020 and that the Town Board will adopt the Plan by December 2020.

The CPRC and Planning Consultant have programmed **eight (8) committee meetings** (in addition to a Kickoff meeting) prior to recommending the draft Plan to the Town Board. The below outlines tentative dates and meeting topics:

September 24, 2019

Kick-off meeting for introductions, review of the work plan and schedule.

October 25, 2019

Review of draft Community Outreach Plan and preparation for visioning workshops.

December 7, 2019

Table and short survey at Town of Poughkeepsie Holiday Festival.

December 11, 2019

Review outcomes from Holiday Festival and existing conditions maps.

January 22, 2020

Expand discussion to recommendations for the Plan.

February 26, 2020

Continue recommendations discussion and preparation for visioning workshop, disseminate the survey.

March 25, 2020

Review existing conditions report, discuss recommendations, goals and objectives. Prepare for visioning workshop.

April 22, 2020

Review outcomes of visioning workshop. Prepare for sustainability and plan concept workshops, continue recommendation discussion.

May 27, 2020

Review and comment on plan draft. Prepare for sustainability and plan concept workshop.

June 24, 2020

Review outcomes of sustainability and plan concepts workshops. Review draft plan and prepare for CPRC public hearing to Town Board and Public.

It is expected that the CPRC will execute the following outreach initiatives:

- Online Survey (See Section 4)
- Two public workshops focused on visioning
- Two public workshops focused on sustainability and plan concepts
- One public hearing to solicit public comment on the draft Plan

In addition, the CPRC will identify and engage stakeholders through direct and indirect outreach such as through personal telephone calls and emails, and through indirect media outreach. Potential

participants will be identified and a contact list maintained during the project: private businesses and business associations, residents and home owner organizations, neighborhood associations, educational facilities and organizations, transportation agencies, religious organizations, civic and non-profit organizations, social clubs, environmental groups, cultural & higher educational institutions, community groups, and governmental agencies and departments. For a full list of stakeholders, please see Appendix A.

### 3. Email Blasts and Notice Postings

Working with the CPRC and Planning Department Staff, NP&V will create a list of contact persons (Appendix A) with email addresses that will receive notification of the online survey, public workshops, public meetings and hearings, it is anticipated that these contact persons will then forward these notifications to their networks.

Flyers and business cards with workshop dates and/or QR codes linked to online resources such as the CPRC website and online survey will be posted at strategic locations throughout the Town including the Boardman Road Branch Library, Town Hall, Senior Center and select recreation areas and other facilities deemed appropriate by the CPRC. The workshop will also be noticed through similar media outlets as the online survey listed in part 4 below.

A press release will also be prepared and shared with the Poughkeepsie Journal and local radio stations (e.g., WPDH).

### 4. Online Survey

The CPRC will oversee the creation of an online survey which will be administered to Town residents and stakeholders. The online survey is intended to expand the public's access to the comprehensive planning process and provide its input electronically. The online survey is especially geared toward those members of the public which may find it difficult to attend public meetings as a result of employment and/or other commitments. A survey can be accessed 24 hours, 7 days a week, and provides flexibility in providing responses and will be held open from approximately March to May 2020. The CPRC will work with the Planning Consultant and Planning Department Staff to develop the survey:

- **Demographics.** Questions will likely include broad demographic questions to get a snapshot of the respondents, where they live, how long they have lived in the Town, etc.
- **Questions.** The CPRC will determine the types of questions to ask and will seek input on those planning issues that the CPRC believes require public input.
- **Additional outreach.** Participants will be asked to provide their email address to be able to create a contact list for email blasts for future public meetings.
- **Survey availability.** The survey will be made available at the Town Comprehensive Plan Review webpage. It will also be shared through flyers and business cards with QR code links, and at public workshops.
- **Notice of survey.** The CPRC will determine the method of advertising the survey's availability and timeframe for responses. The CPRC will consider methods to maximize notification including posting flyers and notices with agencies and at locations including but not limited to:
  - Posting notice in the Poughkeepsie Journal
  - Cable Channel

- Posting notice on a Town-sponsored Facebook page, if available
- An email blast to key organizations
- Email distribution through the Town of Poughkeepsie government email delivery system.
- Posting flyers at key community facilities including the New Hamburg train station, the library, Senior Center, Town Hall and businesses through the Town.
- Other methods of advertising
- **Results.** The results of the survey will be summarized and posted on the Town website and will serve as input to the drafting of the Plan Update.

## **5. Public Workshops**

Four (4) public workshops will be held open to the general public and will target participation by a wide cross-section of the community. There will be a minimum of four (4) public workshops encompassing three (3) general topics: Town Vision and Goals, Town Centers and Plan Concepts.

### ***Advanced Publicity***

Workshops will be publicized in advance to the Town of Poughkeepsie community through press releases, television and radio announcements, individual mailings and email blasts. Identified stakeholders (Appendix A) will receive direct invitation by email-blast. Notice about the workshops will be posted on the Comprehensive Plan Update Committee website. Flyers with workshop dates and QR codes linking to online resources will also be posted at strategic locations throughout the Town. Reminders will be emailed to all stakeholders approximately one week prior to the workshop.

### ***Workshop Format***

Each workshop will begin with an introduction to the Comprehensive Plan Update process, including project updates and other background information necessary to create context for the workshop. Public input will then be gathered through a variety of methods such as facilitated discussions, breakout sessions on specific topics, dot voting and comment boards. Handouts will be prepared for each workshop which outlines the agenda, and questions to consider in preparation for discussion. Future meeting dates and times will be advertised as well.

Attendance lists will be maintained, and the consultant team will prepare written notes to capture the essential findings and summarize the participants input. Photographs and presentation materials will also be used as part of the workshop record. All notes and summary findings will be posted on the Comprehensive Plan Review webpage.

### **Workshop 1 & 2 – A Vision for the Town of Poughkeepsie**

#### ***Proposed for April 2020***

Workshop 1 & 2 will be held at two different locations, focused around the same topics, to ensure accessibility for Town residents and stakeholders. The workshops will be arranged so that a series of workstations are made available for participants to circulate around the room and provide their input at each workstation. The benefit of this arrangement is that participants can provide direct input at each workstation, and no one person can monopolize discussions. In addition, workstations tend to be less intimidating to those persons who may be reserved and hesitant to provide their input.

Work-station topics are proposed to include:

- Feedback on draft vision and goals for the Town
- Assets and Issues for the Town
- Feedback on recreation areas
- Development preferences
- Identification of Town Centers
- Transportation assets and issues in Town including accessibility for persons with special needs

#### Workshop 3 – Town Centers & Strategic Sites

*Proposed for May/June 2020*

The 2007 Comprehensive Plan laid out a plan for Town Centers where walkable neighborhoods should be encouraged in order to preserve open space elsewhere in the Town. Since that time, new strategic sites have been identified for potential infill development. Workshop 2 is intended to gather feedback from residents and stakeholders regarding the current Town Centers and strategic sites in Town.

Questions to explore include:

- Is current Town Center development living up to the expectation?
- Are existing Town Centers appropriately located?
- Should new Town Centers be encouraged? Do strategic sites have the potential to become Town Centers?
- What land uses and design principles are important to residents and stakeholders for future Town Centers/strategic site development?

This workshop will likely be held as a design charette at stations which will focus on issues and opportunities identified throughout the Comprehensive Planning Process and from previous workshops.

#### Workshop 4-Poughkeepsie into the Future (Plan Concepts)

*Proposed for May/June 2020*

The Planning consultants will present a summary of Existing Conditions and introduce the concept of the three E's of sustainability: environment economy and equity. Draft Plan topic areas and their major corresponding goals and objectives will be introduced and discussed in greater depth at individual workshop stations. These plan topic areas will likely include:

- Open Space and Natural Resources
- Brownfields and Infill Development
- Complete Streets and Transportation
- Historic & Cultural Preservation
- Strategic Sites

## **6. Public Hearing on Draft Comprehensive Plan Update**

As required by Section 272-a of the New York State Town Law, when a comprehensive plan is overseen by a Committee, the Committee is required to hold a public hearing on the draft Plan. Consistent with NYS Town Law, the CPRC will hold a public hearing to present the draft Comprehensive Plan Update and solicit public comment. Notes of the public comments will be made available on the Comprehensive Plan Review webpage.

## **7. Public Hearing on Draft Comprehensive Plan Update**

As required by Section 272-a of the New York State Town Law, subsequent to the draft Comprehensive Plan Update being forward by the CPRC to the Town Board for its consideration, the Town Board shall hold a public hearing on the draft Plan at which time members of the public may comment on the document. A stenographer will be present to record any public comments made at the Town Board public hearing, in order for the Town Board to assess the comments and make any revisions to the Comprehensive Plan Update it determines is required.

**APPENDIX A**

**TOWN OF POUGHKEEPSIE STAKEHOLDERS**

<u>Stakeholder/Organization</u>	<u>Contact Person</u>	<u>Contact Info</u>
<b>Economic Development</b>		
Arlington Business District		<a href="mailto:LegacyrpB@aol.com">LegacyrpB@aol.com</a>
Dutchess County Chamber of Commerce		(845) 454-1700 office@drcoc.org
Think Dutchess		
<b>Educational Institutions &amp; Large Employers</b>		
Vassar College	John Bradley	<a href="mailto:jcbradley@vassar.edu">jcbradley@vassar.edu</a> (845) 437-7308
Marist College	Dr. Melissa Gaeke	<a href="mailto:Melissa.gaeke@marist.edu">Melissa.gaeke@marist.edu</a> 845- 575-3000 x 2914
Dutchess Community College	Sara Alpert	(845) 431-8969 <a href="mailto:sara.alpert@sunydutchess.edu">sara.alpert@sunydutchess.edu</a>
<b>Superintendents of School Districts:</b>		
Spackenkill School District		
<b>Religious Groups &amp; Local Nonprofits</b>		
Arts Mid-Hudson	Linda Marsten-Reid	lmr@artsmidhudson.org
<b>Town Committees</b>		
Climate Smart Task Force	Susan Karnes Hecht	climatesmart@townofpoughkeepsie-ny.gov
Conservation Advisory Council	Pam Kingsley	
Historic Preservation Committee	Yvonne Laube	ylaub73@gmail.com
Recreation Committee	Ann Shershin	
<b>Town Services</b>		
Poughkeepsie Public Library District	Tom Lawrence	tlawrence@poklib.org
Poughkeepsie Senior Center/ Recreation Department		senior center: (845) 462-0265 Recreation Department: 845-485-3628 rec@townofpoughkeepsie-ny.gov
<b>Regional Stakeholders</b>		
Cornell Cooperative Extension	Michelle Gluck	mg822@cornell.edu
Dutchess County Planning Department		plandev@dutchessny.gov
Riverkeeper		
Hudson River Estuary Program		
Scenic Hudson	Jeff Anzevino/ Nava Tabak	<a href="mailto:janzevino@scenichudson.org">janzevino@scenichudson.org</a> /ntabak@scenichudson.org
Dutchess County Tourism	Mary Kay Vrba	mkv@dutchesstourism.org