

Community Participation Plan

Bull's Head Brownfield Opportunity Area (BOA) | City of Rochester, NY
Step 2 Nomination Study



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1.0 Purpose of the Plan

Overview

The Bull's Head BOA Step 2 Revitalization Plan is a significant project for the City of Rochester's southwest neighborhoods. While the Bull's Head BOA includes a number of brownfield properties and underutilized sites, it is also composed of a broad mix of land uses, historic structures, and institutions that represent assets on which the BOA planning process can capitalize. The BOA planning process will build on the initial BOA Step 1 Pre-Nomination Study, define and refine strategic sites and/or strategic areas, and develop a revitalization plan that will result in financial incentives to spur neighborhood renewal.

This Community Participation Plan (CPP) details the strategy to engage community members and stakeholders in the BOA planning process. The CPP is designed to be a living document which will evolve as project and community conditions change.

CPP Objectives

The CPP has the following objectives:

- Detail several methods to engage a full range of stakeholders in the community, including residents, property and business owners, developers, institutions and key community organizations.
- Detail methods of engagement to ensure effective communication, learning opportunities, and information gathering throughout the planning process.
- Detail methods to communicate the importance of community participation and how public input impacts the planning process and future decision making.
- Detail methods to ensure the planning process is transparent, and access to planning documents and project-related information is available to everyone.

Community Engagement Process

The community engagement process will establish two-way communications between the project team and stakeholders to determine the redevelopment potential of the BOA. Communication engagement techniques will be tailored to the project based on local knowledge and should result in broad-based consensus on various elements of the revitalization plan. This Plan also formalizes the commitment of the project sponsors and team to solicit meaningful input and engage the public throughout the process.

While the Plan is intended to provide a framework for community engagement, it is also intended to be a dynamic strategy. This Plan is developed with the flexibility to evolve over the course of the project as the effectiveness of various tools and techniques are evaluated and modified to better suit the project and broader community.

The Plan's approach incorporates the following four steps to ensure a quality public engagement process:

- **Community Needs and Expectations:** Early in the process, the project team will identify key stakeholders and community leaders who represent the broader community.
- **Objectives:** The objectives established in this Plan will enable the project team to target outreach efforts accordingly. The objectives were developed based on the goals of the BOA planning process. They aim to outline the community's role and provide a clear understanding of what will be achieved.
- **Tools & Outreach Strategies:** The tools and outreach strategies identified in this Plan have been chosen based on the team's understanding of the community's expectation for involvement. The distinction between tools and outreach strategies is whether they should be used to inform, consult with, involve, collaborate with or empower the public. The engagement and outreach techniques are described in Chapter 5 of this Plan.
- **Plan Design & Monitoring:** Finally, this Plan is designed based on the goals of the revitalization plan, and will include techniques to support the CPP objectives. Techniques will additionally aim to engage and inform the public and key stakeholders in a manner appropriate for the project. This Plan will be flexible enough to respond to project level and community changes as the study progresses.

2.0 Roles and Responsibilities

City of Rochester

Rick Rynski | Rick.Rynski@CityofRochester.Gov | (585) 428-6932

The City of Rochester is the project lead responsible for project administration, direction, and oversight. The City is responsible for coordination with the NYS Department of State, NYS Department of Environmental Conservation, other local, regional, and state agencies, and the sub consultants (Fisher Associates, Highland Planning, et al.).

NYS Department of State

Chris Bauer | Christopher.Bauer@DOS.NY.Gov | (716) 847-7114

The NYS Department of State (NYSDOS) is the project sponsor. Funding for this study and all of the related materials is provided by the NYSDOS through the Brownfield Opportunity Area Program. The NYSDOS will assist the project team throughout the BOA process to meet the objectives of the BOA program as outlined in project work plan which is consistent with the NYSDOS BOA Program Guidance for Applicants document.

Fisher Associates

Frank Armento | FArmento@FisherAssoc.com | (716) 858-1234

Fisher Associates is the primary sub consultant to the City of Rochester and is responsible for project execution and the creation of project deliverables. This includes providing planning, engagement, design, and technical expertise throughout the BOA process. Fisher Associates has teamed with other consulting firms to assist throughout the BOA process, including Highland Planning, HR&A Advisors, Ravi Engineering, and CJS Architects.

Highland Planning

Tanya Zwahlen | Tanya@Highland-Planning.com | (585) 315-1834

Highland Planning is part of the Fisher Associates team and is responsible for providing community participation expertise. Staff from Highland Planning will assist with the planning, coordination, preparation, and facilitation of several public meetings.

19th Ward Community Association

John DeMott | jnj_demott@juno.com | (585) 313-2559

The 19th Ward Community Association is assisting the City of Rochester with community outreach and engagement at the neighborhood level. 19th Ward is responsible for establishing community awareness, compiling a stakeholder database, publicizing and/or coordinating neighborhood meetings, maintaining the project document repository, and assisting with gathering feedback during public engagement.

3.0 Project Advisory Committee

The Project Advisory Committee (PAC) includes representation from local municipal departments, state planning agencies, community-based organizations, non-for-profit organizations, property owners, and local businesses. The PAC is responsible for overseeing the progress of the project, providing guidance for project tasks and deliverables, and providing feedback to the project team.

Project Advisory Committee Contact List

Name	Mailing Address	Phone/Email
Rick Rynski (Project Manager) <i>City of Rochester</i>	30 Church Street, Rm 005A Rochester, NY 14614-1290	(585) 428-6932 rick.rynski@cityofrochester.gov
Chris Bauer <i>NYS Department of State</i>	95 Perry Street Buffalo, NY 14203	(716) 847-7114 christopher.bauer@dos.ny.gov
Frank Armento <i>Fisher Associates</i>	135 Calkins Rd, Suite A Rochester, NY 14623	(716) 858-1234 farmento@fisherassoc.com
John DeMott <i>19th Ward Community Association</i>	216 Thurston Road Rochester, NY 14619	(585) 313-2559 jnj_demott@juno.com
Christopher Buitrago <i>19th Ward Community Association</i>	211 Penhurst Street Rochester, NY 14619	(585) 328-6571 cstroud77@gmail.com
David Hawkes <i>City of Rochester</i>	923 Genesee Street Rochester, NY 14611	(585) 428-7632 hawkesd@cityofrochester.gov
Deputy Chief Scott Peters <i>Rochester Police Department</i>	185 Exchange Street Rochester, NY 14614	(585) 428-1118 scott.peters@city-rochester.gov
Dawn Noto <i>Susan B. Anthony Neighborhood Association</i>	42 Madison Street Rochester, NY 14608	(585) 313-0995 dnoto1872@gmail.com
John Lightfoot <i>Changing of the Scenes (COTS) Neighborhood Association</i>	52 Dr. Samuel McCree Way Rochester, NY 14608	(585) 464-9007 cotsna@gmail.com
Bill Washington <i>Neighborhood United</i>	135 Silver Street Rochester, NY 14611	(585) 966-9707 Bill.washington@abm.com
Kathy McGuire <i>Unity Health Systems</i>	89 Genesee St. Rochester, NY 14611	(585) 585-368-3099 kathy.mcguire@rochesterregional.org
Gillian Conde <i>DePaul Properties</i>	150 Mt. Hope Ave. Rochester, NY 14620	(585) 777-3599 GConde@depaul.org

4.0 Project Stakeholders

Project stakeholders are people and groups that are impacted by the environmental, economic, or social impacts of brownfields, and therefore have an interest in neighborhood redevelopment. The table below provides an overview of the different types of stakeholders, their role in the BOA process, and the engagement method that is proposed.

	PROJECT ROLE	ENGAGEMENT METHOD
Residents & Visitors	Provide understanding of issues and opportunities associated with redevelopment and quality-of-life in the community.	Door-to-door engagement, neighborhood meetings, public meetings, surveys
Neighborhood Organizations 19 th Ward Neighborhood Association Changing of the Scenes Neighbors United Unity Health System Susan B. Anthony neighborhood	Provide understanding of issues and opportunities associated with redevelopment, quality-of-life in the community, and previous neighborhood planning efforts	PAC meetings, direct engagement, neighborhood meetings, public meetings, surveys
Environmental Groups Seedfolk City Farm Rochester People's Climate Coalition M.K. Gandhi Institute for Nonviolence SweetBeez, Inc	Provide input on environmental issues of local neighborhood interest and larger environmental issues of concern to the community.	Direct engagement, neighborhood meetings, public meetings, surveys
Businesses and Merchant Associations	Provide understanding of the economic climate, issues, priorities, and opportunities associated with redevelopment	Door-to-door engagement, neighborhood meetings, public meetings, surveys
Local, Regional, and State Departments/Agencies Monroe County Department of Transportation NYS Department of Environmental Conservation Genesee Transportation Council	Provide understanding of available data, funding opportunities, and other relevant local or regional strategies that relate to the project	PAC meetings, direct engagement, surveys
Property Owners	Provide general project insight and reduce potential for incompatible land uses resulting from the project	Door-to-door engagement, neighborhood meetings, public meetings, surveys
Private Developers	Identify redevelopment and investment interests of shovel-ready properties located within the project area	Direct engagement, public meetings, surveys

5.0 Meetings & Outreach

Project Advisory Committee Meetings

The PAC is responsible for overseeing the progress of the project, providing guidance for project tasks and deliverables, and providing feedback to the project team. The PAC meetings provide the opportunity for the members to review, discuss, and provide feedback on the project. Through the PAC's guidance and feedback, the project team will ensure the planning process meets the goals and objectives of the Revitalization Plan.

Participation

PAC membership includes representation from local municipal departments, state planning agencies, community-based organizations, non-for-profit organizations, property owners, and local businesses. Meetings are intended for members of the PAC, but may be attended by the public at the discretion of the PAC.

Notification

Notification of the date, time, and agenda for each PAC meeting will be provided by Rick Rynski of the City of Rochester. Both email and postal mail meeting notifications may be utilized for outreach purposes.

Meetings

The BOA project includes eight (8) PAC meetings to be held at key points/milestones during the project. Approximate dates for each PAC meeting are included in the project schedule found in Section 6.0 of this CPP.

Documentation

Documentation of each PAC meeting will be the responsibility of Fisher Associates. Documentation provided will be in the form of meeting minutes and will be made publicly available on the project website and at the project document repository approximately two (2) weeks after the completion of the meeting.

Public Meeting #1 | BOA Overview and Inventory

The goal of the first public meeting is to communicate the intent and scope of both the Bull's Head BOA Revitalization Plan and the Subarea Plan. The meeting will include an overview of the BOA program and project, previous planning initiatives and community outreach, a summary of the existing conditions inventory, and the opportunity for the public to provide initial feedback on the BOA's opportunities and constraints and ask questions about the planning process.

Objectives

Bull's Head BOA Revitalization Plan:

1. Describe the overall BOA's intent, scope, and objectives
2. Provide a background on previous planning initiatives and community outreach
3. Present the existing conditions inventory of the overall study area
4. Seek initial public feedback on BOA opportunities and constraints

Subarea Plan:

1. Describe the intent, scope, and objectives of the Subarea Plan
2. Present the existing conditions inventory of the subarea study area
3. Seek initial public feedback on the inventory related to the scope of the Subarea Plan

Format

The meeting will include a presentation by the project team, a question and answer period, one-on-one interactive discussions to obtain feedback on the BOA's opportunities and constraints, and opportunities for meeting participants to provide written feedback.

Participation

Public Meeting #1 can be attended by any member of the public.

Notification

Notification of the public meeting will be provided by the City of Rochester. The city will notify members of the stakeholder database and the general public of upcoming meetings through emails, press releases, content for the project website, and social media posts.

Documentation

Documentation of the public meeting will be the responsibility of Fisher Associates. Documentation provided will be in the form of meeting minutes. Meeting minutes will include a summary of the presentation given by the project team, the comments/questions and feedback received, and the responses given from the project team. Meeting minutes and all meeting material used during the public meeting will be made publicly available on the project website and at the project document repository approximately two (2) weeks after the completion of the meeting.

Public Meeting #2 | Visioning Workshop

The second public meeting will advance both the Bull's Head BOA Revitalization Plan and the Subarea Plan. The goal for the Bull's Head BOA Revitalization Plan is to seek public input to develop a vision statement, goals, and objectives that guide the exploration of alternative approaches to revitalization. The goal for the Subarea Plan is to seek public input on the draft Subarea Plan. It is anticipated that two separate meetings will be held to accomplish goals for the overall BOA and subarea.

Objectives

Bull's Head BOA Revitalization Plan:

1. Present an overview of the BOA project to-date, including completed tasks and the public feedback received
2. Present the analysis of the study area (opportunities and constraints) and initial identification of strategic sites
3. Seek public feedback on the analysis and strategic sites

Subarea Plan:

1. Present the draft Subarea Plan
2. Seek public feedback on the draft Subarea Plan

Format

The meetings will include a short presentation, time for questions and answers, one-on-one interactive discussions, and opportunities for meeting participants to provide written feedback. The visioning exercise will include card storming activities and other interactive engagement methods.

Participation

Public Meeting #2 can be attended by any member of the public.

Notification

Notification of the date, time, and agenda for each public meeting will be provided by the City of Rochester. The city will notify members of the stakeholder database and the general public of upcoming meetings through emails, press releases, content for the project website, and social media posts.

Documentation

Documentation of the public meeting will be the responsibility of Fisher Associates. Documentation provided will be in the form of meeting minutes. Meeting minutes will include a summary of the presentation given by the project team, the comments/questions received, and the responses given from the project team. Meeting minutes and all meeting material used during the public meeting will be made publicly available on the project website and at the project document repository approximately two (2) weeks after the completion of the meeting.

Public Meeting #3 | Draft Revitalization Strategy

The goal of the third public meeting will be to present and obtain feedback on the draft findings and recommendations. The feedback obtained will be incorporated into the draft Revitalization Plan for the City and the NYS Department of State's review.

Objectives

Bull's Head BOA Revitalization Plan:

1. Present an overview of the BOA project to-date, including completed tasks and the public feedback received
2. Present the details of strategic sites identified
3. Present the draft findings and recommendations for the BOA study area and strategic sites
4. Seek public feedback on the draft findings and recommendations

Subarea Plan:

The Subarea Plan will be finalized before Public Meeting #3. The plan will be presented on the city's project webpage and at the project documentation repository.

Format

The meeting will be an open house format with several visual aids. The meeting will also include a short presentation, time for questions and answers, one-on-one interactive discussions, and opportunities for meeting participants to provide written feedback.

Participation

Public Meeting #3 can be attended by any member of the public.

Notification

Notification of the date, time, and agenda for each public meeting will be provided by the City of Rochester. The city will notify members of the stakeholder database and the general public of upcoming meetings through emails, press releases, content for the project website, and social media posts.

Documentation

Documentation of the public meeting will be the responsibility of Fisher Associates. Documentation provided will be in the form of meeting minutes. Meeting minutes will include a summary of the presentation given by the project team, the comments/questions received, and the responses given from the project team. Meeting minutes and all meeting material used during the public meeting will be made publicly available on the project website and at the project document repository approximately two (2) weeks after the completion of the meeting.

Neighborhood Meetings

To further assist in communicating the goals and intent of the project and gather feedback from stakeholders within and surrounding the study area, members of the project team will coordinate and attend local neighborhood meetings and events. During these meetings and events, members of the project team will discuss the current status of the project, obtain feedback, and communicate future public engagement opportunities and project deliverables.

Participation

Any of the neighborhood meetings and events attended by the project team can also be attended by any neighborhood stakeholder.

Notification

The 19th Ward Community Association will advertise the meeting and encourage participation from stakeholders.

Documentation

Documentation of the neighborhood meetings and events will be the responsibility of 19th Ward Community Association. Documentation provided will be in the form of meeting minutes. Meeting minutes and all meeting material presented by the project team will be made publicly available on the project website and at the project document repository approximately two (2) weeks after the completion of the meeting.

Other Outreach Tools

Several different tools will be employed to organize information, document input, and evaluate the stakeholder and public participation process. Additional outreach tools are described briefly in the following sections.

Stakeholder Database

A stakeholder database will be developed and maintained that includes the name, title, agency, address, phone number, and email address of each stakeholder that will be included in the stakeholder outreach efforts for this study. The City of Rochester and/or the 19th Ward will provide initial information to populate the database, and additional information will be gathered through the outreach process. The database will track the involvement of each member, categorize stakeholders by their participation level (i.e. vested agency participant, public meeting attendee), and summarize their input on the study.

Surveys

Outreach efforts may additionally include developing surveys, targeted to residents, property owners, or business owners. Surveys may seek to gain an understanding of developer interests, identify key issues and opportunities associated with the project, or identify desired development patterns. The project team may use an online portal (e.g., Survey Monkey) to administer the survey and gather input.

Website

The project team will provide the City of Rochester with project-related materials to host on its website. Web information will include, at minimum, information related to the BOA program, meeting announcements, links to surveys, and the project schedule.

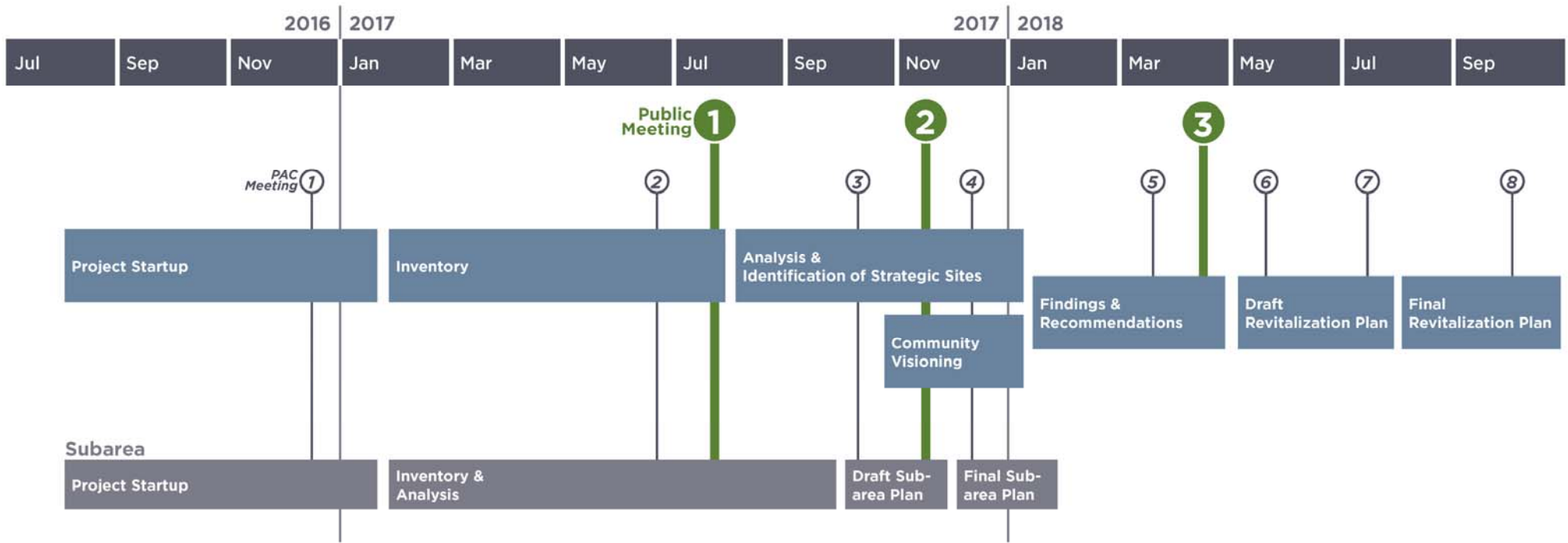
Project Document Repository

Project-related materials will be made available in hardcopy format for public review at the project document repository. The repository is in close proximity to the BOA, located at the Arnett Branch Public Library, 310 Arnett Blvd., Rochester, NY 14619.

Social Media

The project team will provide the City of Rochester with content for social media accounts. The project team will also send materials to neighborhood organizations for distribution to their members and email lists.

6.0 Project Schedule



* Public Meeting #2: It is anticipated that two separate meetings will be held to accomplish objectives for the overall BOA and subarea.