

CITY OF ROCHESTER, NY

VACUUM OIL-SOUTH GENESEE RIVER – STEP 3 BOA COMMUNITY INVOLVEMENT PLAN

This document was completed for the City of Rochester and the New York State Department of State using funds provided by the New York State Brownfield Opportunity Program.

Purpose of the Plan

The Community Involvement Plan (CIP) is intended to coordinate public participation efforts between multiple entities involved in the Vacuum Oil brownfield planning and remediation process. In addition to the Step 3 Brownfield Opportunity Area (BOA) plan (inclusive of GEIS), the City of Rochester has received funding through the NYS Department of Environmental Conservation Brownfield Cleanup Program (BCP) to remediate a portion of the former Vacuum Oil Refinery. Private developer, DHD Ventures, is also participating in the BCP program to redevelop 5 & 15 Flint Street. The DOS and DEC each have specific requirements for citizen engagement that must be fulfilled during BOA and BCP processes and programs.

This Community Involvement Plan (CIP) satisfies NYS Department of State BOA requirements, attempts to coordinate with other processes to reduce redundancy and meeting fatigue, and – most importantly - encourages the public to be actively engaged and involved throughout the process. The CIP outlines specific meetings to coordinate efforts among the state agencies, the City of Rochester, DHD Ventures, Bergmann Associates and subconsultants, the general public, and the PLEX Neighborhood Association.

Members of the PLEX Neighborhood association leadership were actively involved in steps 1 and 2 of the BOA program and are continuing to partner with the City and State agencies through Step 3. That partnership was formalized through a BOA-funded civic engagement contract with the City of Rochester. Each component of this CIP identifies specific tasks where PLEX can provide outreach support in connection with its civic engagement contractual responsibilities.

Recognizing the complexities of multiple processes, programs and stakeholders, this CIP will be a *guide* to establishing different approaches for coordination among agencies and involving the community. It is not meant to be a checklist of required actions. Some elements of the plan may change as the planning process unfolds. Other opportunities for public engagement not identified in this plan may be identified and utilized as the dialogue between the City, consultant team and community continues throughout the process. This CIP is consistent with the Department of State Work Plan and Bergmann Associates' agreement with the City of Rochester. The CIP does not include tasks related to the development of GIS data and other non-public participation services.

1) Elements of the Plan:

- City Staff Meetings
- DHD Meetings
- State Agency Meetings

- Project Advisory Committee Meetings
- Public Information Meetings
- Monthly PLEX Meetings
- Project Stakeholder Meetings
- Website Support
- SEQR Public Hearing and Comment Period

2) BOA Project Team:

The primary contacts for the project team and their contact information is listed below:

City	Mark Gregor, mgregor@cityofrochester.gov Dorraine Kirkmire, Kirkmired@cityofrochester.gov, 585-428-6698 Vicki Brawn, vbrawn@cityofrochester.gov
Department of State	Chris Bauer, christopher.bauer@dos.ny.gov
Bergmann Associates	Kimberly Baptiste, kbaptiste@bergmannpc.com, 585.232.5135 ext. 323 Andy Raus, araus@bergmannpc.com, 585.232.5135 ext. 495 Jane Nicholson-Dourdas, jdourdas@bergmannpc.com, 315-422-5200 ext. 764
PLEX Neighborhood Association	Dorian Hall (PLEX BOA Coordinator) dhall008@yahoo.com

3) Community Contact List:

- Bergmann Associates, in consultation with the City and PLEX, will prepare, update, and maintain a community contacts list that includes the names, addresses, telephone numbers, and/or email addresses of individuals and organizations that have an interest in becoming involved with the City's revitalization efforts.
- The list will to be used on a regular basis, by the BOA project team, to notify stakeholders of upcoming outreach opportunities and meeting dates.

4) Notifications

- Bergmann Associates will utilize MailChimp™ to send project updates and meeting announcements to its established Community Contact List. The public will be encouraged to forward these updates to friends and other members of the community interested in the City's revitalization efforts.
- The City plans to establish a Civic Engagement services agreement with PLEX which will provide a mechanism for enhanced community notification. Under the terms of this agreement PLEX will assist with notification efforts.

5) Community Participation Schedule

- See Attachment A for a general schedule of community outreach tasks. Specific dates will be determined as project progresses.

1. City Staff Meetings

a) Purpose:

- The purpose of the City staff meetings is to present and discuss the current status of the BOA & BCP projects with internal project team members.
- For the purposes of this project, City of Rochester staff will provide direct guidance on this project and will have the greatest contact with and oversight of the consultants.

b) Membership:

- This group is composed of select City staff representing various internal departments. Consultants may be invited to participate in these staff meetings.

c) Public Participation:

- Meetings are not open to the public for attendance.

d) Notification:

- E-mail from City of Rochester staff or Bergmann Associates.

e) Schedule:

- Meetings to be held on an as-needed basis.

2. DHD Status Meetings

a) Purpose:

- The purpose of the meetings with City staff and DHD are to discuss the current status of the BOA & BCP projects to ensure efforts are being coordinated to the extent possible.

b) Membership:

- This group is composed of City staff representing various internal departments, representatives from DHD and the BOA Project Team.

c) Public Participation:

- Meetings are not open to the public for attendance.

d) Notification:

- E-mail from City of Rochester staff.

e) Schedule:

- Meetings to be held monthly or on an as-needed basis.

3. State Agency Meetings

a) Purpose:

- The purpose of these meetings are to discuss the current status of both the BOA & BCP projects with the Department of Environmental Conservation (DEC) and Department of State (DOS) to ensure the requirements of both programs are being fulfilled and efforts are being coordinated where possible.

b) Membership:

- This group is composed of City staff representing various internal departments, representatives from the DOS and DEC, and the BOA Project Team.

c) Public Participation:

- Meetings are not open to the public for attendance.

d) Notification:

- E-mail coordination.

e) Schedule:

- Meetings will be held quarterly or on an as-needed basis.

PLEX CIVIC ENGAGEMENT TASKS

1. PLEX representatives will periodically participate in State Agency meetings.

4. Project Advisory Committee Meetings

a) Purpose:

- The Project Advisory Committee (PAC) is charged with providing feedback and guidance for the overall revitalization vision and recommendations. The purpose of PAC meetings are to present, discuss, and receive feedback on project specifics, as well as to discuss and resolve comments resulting from review of project documents, advisory agency review, and coordination with other agencies.

b) Membership:

- This group is composed of key stakeholders, community members, and agency staff. The list of membership was prepared by the City of Rochester, with DOS, PLEX and Bergmann Associates providing feedback and recommendations.
- Attachment B includes a list of the committee's members and their contact information.

c) Public Participation:

- Meetings may be open to the public for attendance. However, in the interest of ensuring productive meetings, comments or participation from the public in meeting proceedings are at the discretion of the PAC.

d) Notification:

- E-mail from City of Rochester staff or Bergmann Associates.

e) Schedule:

- Meetings will be held in coordination with significant project milestones. Please refer to Attachment A, Project Schedule, for anticipated Project Advisory Committee meeting dates. Specific project dates will be determined based on the overall project schedule.
- Approximately 6-8 meetings are anticipated to be scheduled over the course of the project.

PLEX CIVIC ENGAGEMENT TASKS

1. PLEX will be represented on the PAC .

5. Public Information Meetings

a) Purpose:

- The purpose of these meetings is to educate and inform the public on project milestones and updates relating to the BOA and BCP projects. These meetings will help provide information and solicit feedback from area residents concerning proposed projects and pre-development activities.

b) Format:

- Large, open-forum meetings will have broad invitation to a central location and will be widely advertised.
- Small, grass-roots meetings will involve the BOA Team attending either the regular meeting or a special meeting of an existing group (e.g., church group, block group, merchants group, school committee, etc.). PLEX will be responsible for identifying potentially interested groups, reaching out to the group, and setting up the meetings.
- For both formats, the BOA Team will provide the program.
- For both formats, Bergmann will prepare sign-in sheets, presentation materials, handouts of meeting materials, and copies of presentation materials.

c) Public Participation:

- Meetings are open to the public for attendance.

d) Notification:

- E-mail from City of Rochester staff or Bergmann Associates.
- MailChimp.
- PLEX correspondence through handouts, bulletins, flyers, and social media.

e) Schedule:

- Two to 3 large-format public information meetings will be held over the course of the project. Specific project dates will be determined based on the overall project schedule, based on BOA milestones.
- As many small-format meetings will be conducted as is requested through PLEX.

PLEX CIVIC ENGAGEMENT TASKS

1. Secure meeting space and oversee logistics of space coordination, including meeting refreshments.
2. Prepare and print meeting flyers to advertise meetings.
3. Door to door distribution of meeting announcements to maximize meeting participation.
4. Coordination with local businesses and organizations to assist with meeting outreach.
5. On-site coordination assistance on day of a meeting.

6. Monthly PLEX Meetings

a) Purpose:

- The BOA Project Team will regularly join the PLEX Neighborhood Association meetings to discuss the current status of both the BOA & BCP projects specific to the neighborhood.
- The intent of regular attendance at PLEX meetings is to assist in project understanding and to ensure dissemination of information is accurate and up-to-date.

b) Membership:

- PLEX meeting membership is determined based on whether the meeting is an Executive Committee meeting or a regular neighborhood meeting.

c) Public Participation:

- Meetings are open to the public for attendance.

d) Notification:

- The PLEX Neighborhood Association handles notification.

e) Schedule:

- A representative from the BOA Project Team will attend the monthly PLEX meetings throughout the course of the BOA planning process. Schedule of meetings to be provided by PLEX.

PLEX CIVIC ENGAGEMENT TASKS

1. PLEX will coordinate with City staff on meeting times and items for discussion.

7. Project Stakeholder Meetings

a) Purpose:

- The purpose of small-scale stakeholder meetings is obtain information from significant stakeholders (e.g., land owners, tenants, park advocates, seniors, etc) within the community in an effort to gain insight into a specific subject matter or to better understand a particular geographic area. It is envisioned that stakeholder meetings will include telephone interviews, one-on-one meetings, and small group sessions.

b) Membership:

- Stakeholder meetings will be held with liaisons of PLEX, area institutions, local businesses, major property owners and community/volunteer organizations. Additional Stakeholder Meetings may be held with other groups or individuals as identified over the course of the planning process.

c) Public Participation:

- Meetings are not open to the public for attendance.

d) Notification:

- E-mail or letter from City of Rochester staff, Bergmann Associates or PLEX.

e) Schedule:

- To be determined.

PLEX CIVIC ENGAGEMENT TASKS

1. PLEX will assist the BOA Project Team with identifying stakeholders and stakeholder groups.
2. PLEX may participate in stakeholder meetings.
3. PLEX will review materials and share information with community stakeholders.

8. Website Support

a) Purpose:

- The City BOA website will be kept current and available. NYSDEC and PLEX will also be maintaining websites for public information on various aspects of the activities underway in the PLEX neighborhood.

b) Membership:

- n/a

c) Public Participation:

- The websites will be open to the public and available 24/7.

d) Notification:

- n/a

e) Schedule:

- The websites will be updated as new content becomes available.

PLEX CIVIC ENGAGEMENT TASKS

1. PLEX will maintain a website for public information on Civic Engagement activities. The website will include links to the City and State websites for the purpose of connecting the public with technical information.

9. SEQRA - Public Hearing and Comment Period

a) Purpose:

- The purpose of this hearing is to fulfill the City and State's public review and public hearing requirements of the State Environmental Quality Review Act (SEQRA) process and City Environmental Review Ordinance. The hearing provides an opportunity for the public to comment on the contents of the BOA Plan, including environmental impacts and mitigation activities. There is a comment period during which the hearing is held. During that comment period, written comments may be submitted.

b) Format:

- The hearing is conducted by the Rochester Environmental Commission and is open to the public. A presentation by the BOA Team will be provided, followed by the formal acceptance of comments. A record of the proceedings is maintained.

c) Public Participation:

- Meetings open to the public for attendance.

d) Notification:

- A public notice is issued by the City of Rochester staff. State law requires that the notice be published in the newspaper. The notice will also be sent out by postal mail and email. PLEX will distribute additional notices.

e) Schedule:

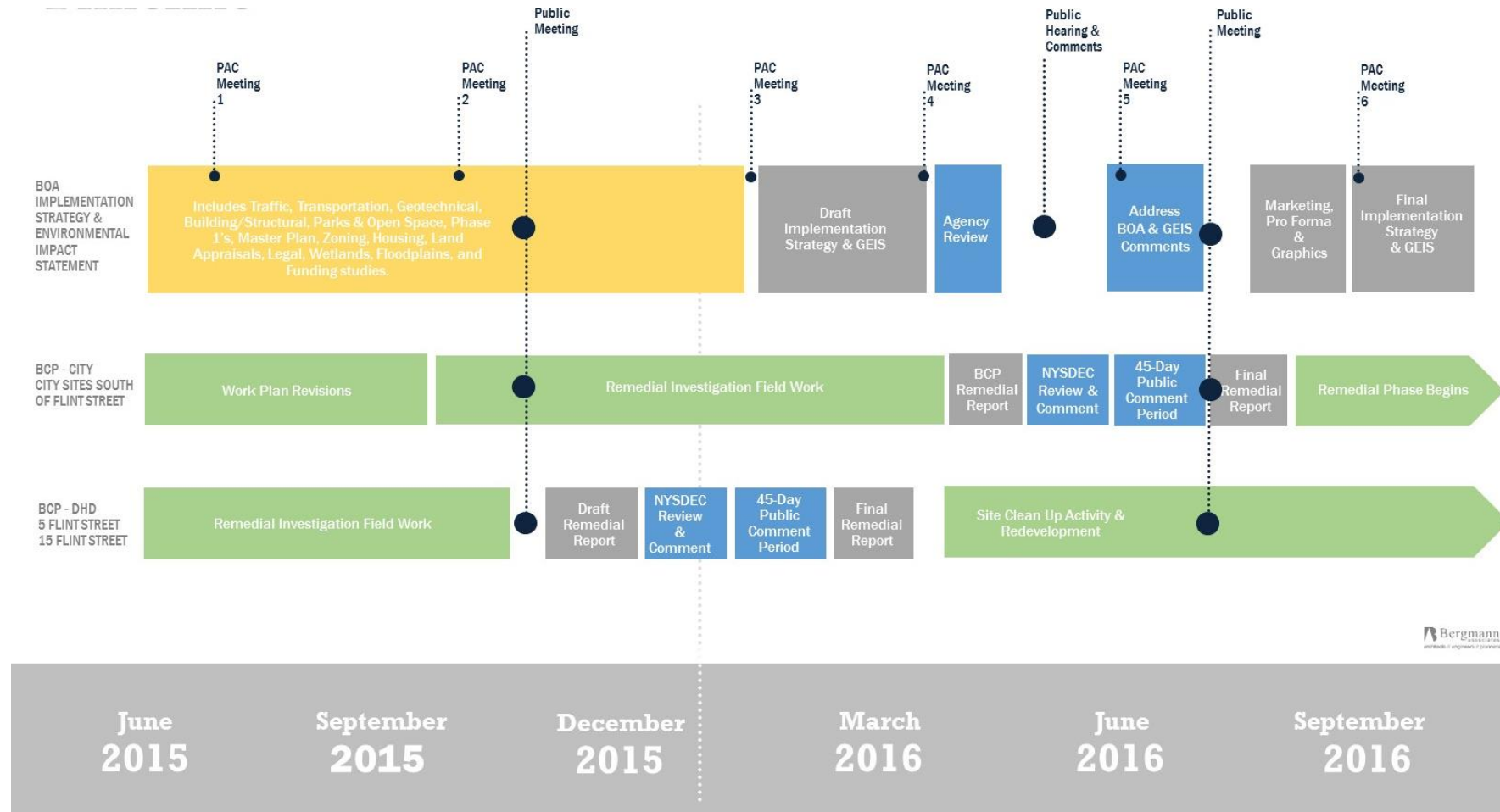
- Public comment periods and hearing dates will meet all requirements set forth in SEQRA. These dates will be determined and finalized as the plan progresses. Tentative dates have been noted on the Proposed Project Schedule (Attachment A).

PLEX CIVIC ENGAGEMENT TASKS

1. Door to door distribution of hearing notice to maximize meeting participation.
2. Website posting of hearing notice.
3. On-site coordination assistance during the hearing.

Attachment A: Proposed Project Schedule

Below is a tentative project schedule highlighting key milestones. The overall project schedule, as well as targeted meeting dates, should be considered flexible and are subject to change.



Attachment B: Project Advisory Committee Membership

TITLE	ADDRESS 1	ADDRESS 2	CITY
DIRECTOR OF COMMUNITY RELATIONS	NYS CANAL CORPORATION	200 SOUTHERN BLVD	ALBANY NY 12209
CHAIR	SOUTHWEST PLANNING COMMITTEE	112 GREGORY HILL ROAD	ROCHESTER NY 14620
PLEX	PO BOX 24858		ROCHESTER NY 14624
PLEX	PO BOX 24858		ROCHESTER NY 14624
RESIDENT	969 SOUTH PLYMOUTH AVE		ROCHESTER NY 14608
SECTOR 4 CDC	89 GENESEE STREET, FIRST FLOOR		ROCHESTER NY 14611
SOUTHWEST NSC	CITY OF ROCHESTER	923 GENESEE STREET	ROCHESTER NY 14611
UNIVERSITY OF ROCHESTER/FACILITIES	PO BOX 270345	271 EAST RIVER ROAD RM 218	ROCHESTER NY 14627-0345
UNIVERSITY OF ROCHESTER			
EXXONMOBIL	ENVIRONMENTAL SERVICES	38 VARICK STREET	BROOKLYN NY 11222-3817
DHD VENTURES	620 PARK AVENUE	SUITE 185	ROCHESTER NY 14607
DIRECTOR OF PROGRAMS & INNOVATION	FOODLINK	1999 MT READ BLVD	ROCHESTER NY 14615
MONROE COUNTY	DEPT OF PLANNING & DEVELOPMENT	50 WEST MAIN STREET - 8100	ROCHESTER NY 14614
GENESEE/FINGER LAKES	REGIONAL PLANNING COUNCIL	50 WEST MAIN STREET - 8107	ROCHESTER NY 14614
BOA PROGRAM COORDINATOR	NYS DEPT OF STATE	65 COURT STREET - SUITE 208	BUFFALO NY 14202
DIVISION OF ENVIRONMENTAL			
REMEDIATION	NYSDEC REGION 8	6274 EAST AVON LIMA ROAD	AVON NY 14414-9519
CITY OF ROCHESTER	NBD/PLANNING & ZONING	30 CHURCH STREET - RM 125B	ROCHESTER NY 14614
CITY OF ROCHESTER	NBD/BUSINESS & HOUSING DEV	30 CHURCH STREET - RM 005A	ROCHESTER NY 14614
CANFIELD & TACK	925 EXCHANGE STREET		ROCHESTER NY 14608
TURN KEY OPERATIONS	950 EXCHANGE STREET		ROCHESTER NY 14608
SOUTHWEST COMMON COUNCIL	296 MELROSE STREET		ROCHESTER NY 14619
UNIVERSITY OF ROCHESTER MEDICAL			
CENTER	COMMUNITY OUTREACH & ENGAGEMENT	601 ELMWOOD AVE, BOX EHSC	ROCHESTER NY 14642
CITY OF ROCHESTER	30 CHURCH STREET - ROOM 300B		ROCHESTER NY 14614
	LATIMER FUNERAL HOME	983 S PLYMOUTH AVENUE	ROCHESTER NY 14608