

APPENDIX D

PUBLIC PARTICIPATION PLAN

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TOWN OF CHESTERFIELD COMPREHENSIVE PLAN

Public Engagement Plan
April 2022





Town of Chesterfield

Smart Growth Comprehensive Plan Update

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This document was prepared with funding provided by the New York State Department of State under Title 11 of the Environmental Protection Fund.

INTRODUCTION

Background

The Town of Chesterfield has relied on its current Comprehensive Plan since its inception in 1977, officially published in 1979. This plan has served as a foundational document guiding the community over the decades.

The new Smart Growth Comprehensive Plan will aim to define the town's vision for the future. This document will encapsulate a comprehensive framework comprising goals, objectives, principles, and policies. It will be designed to address both immediate concerns and long-term aspirations for the enhancement and sustainable development of the community.

Projected over a 10 to 15-year horizon, this plan will offer valuable guidance to the town's leaders, government entities, community organizations, local businesses, and residents. By aligning with the evolving needs of Chesterfield, it seeks to ensure that the community's interests are safeguarded and its potential maximized.

Key benefits of this endeavor include:

- Establishing a structured process for identifying community resources, long-term needs, and shared objectives.
- Facilitating the development of consensus within the community.
- Providing a comprehensive blueprint to inform future governmental actions and initiatives.
- Protect the Town's health and natural environment
- Bolster the Town's economic strength, social diversity, and resiliency to climate changes

While this effort is an update to the current Comprehensive Plan, given the length of time that has passed and the changes that have occurred in the community since the adoption of the Plan. This effort will be a completely new planning process beginning with examining the Town's existing conditions and future needs.

The planning process is being guided by a ten-member Comprehensive Plan Committee (CPC) chosen by the Chesterfield Town Board. The planning process will include a robust public engagement component to gather input from residents, visitors, business owners, property owners, and other stakeholders in the community.

Consultant Team

MJ Engineering and Land Surveying, P.C. (MJ) has been selected to work with the Town and CPC to facilitate the planning process. CLA Site and E.M. Pemrick & Company will be assisting MJ through this Smart Growth Comprehensive Plan effort. The consultant team will facilitate Committee and public meetings, provide support to the Town and Committee, prepare materials, perform necessary analyses, and lead the public engagement effort.

Public Engagement Plan and Process

The planning process will be a consensus-driven effort. The planning process will include a robust public engagement component to gather input from residents, visitors, business owners, property owners, and other stakeholders in the community, including under-represented groups.

This Public Engagement Plan for the Comprehensive Plan has been established to identify opportunities to gather information from members of the public and stakeholders about the project. Input received is critical to making informed decisions, which is supported by the Town residents.

This plan has been developed to establish a communication channel between the public, the Town, applicable regulatory agencies, and the Project Team throughout the duration of the study. This plan aims to achieve this communication by sharing information with the public regarding the planning process, and by providing a variety of occasions for the public to provide input.

Scope of Work

This effort involves the following work task

Comprehensive Plan Update Scope	
Task	Description
1	Project Initiation & Management
2	Community Profile and Existing Conditions Analysis
3	Public Engagement
4	Vision and Guiding Principles
5	Technical Investigation Items
6	Draft Comprehensive Plan
7	Prepare Final Comprehensive Plan
8	Support Plan Adoption Process

PUBLIC ENGAGEMENT OVERVIEW & SCHEDULE

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The Public Engagement Plan for the project includes a variety of outreach and engagement activities designed to inform the public and gather input. An emphasis will be made on reaching traditionally under-represented groups. The following community participation activities are included in this effort:

- Key Stakeholder Group Meetings
- Project Website / Social Media Outreach
- Public Survey
- 3 Public Workshops (3rd event will be the Committee Public Hearing)
- Monthly Town Board and Committee updates

A preliminary schedule for each of these outreach activities is outlined below.

Outreach Activity	Date
Project Website / Social Media Outreach	Ongoing
Community Survey	Spring/Summer
Key Stakeholder Group Meetings	Spring/Summer
Public Workshops (3)	April 30, 2024, Summer 2024, Fall 2024
Town Board and Committee updates	At Key Milestones
Town Board Public Hearing	TBD

OPPORTUNITIES FOR PUBLIC ENGAGEMENT

An engagement strategy has been established to keep the public informed about the process and to notify the public of opportunities to participate. The intent is to reach all interested stakeholders using a variety of outreach methods. Each engagement activity will have its own publicity strategy.

Digital media is a preferred method of sharing and gathering information by many that may not have the ability or time to attend public workshops. Digital outreach includes the use of a website and digital media to share project information with the public and notify the public of opportunities to participate.

A variety of methods will be utilized to engage and inform the public about the process and gather input. Opportunities for public engagement include:

- Project Website
- Social Media
- Online Community Survey
- Key Stakeholder Group Meetings
- Public Workshops (3)
- Town Board Updates
- Public Hearing

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Website

MJ will develop and manage a project website (<https://www.planchesterfield.com/>) throughout the duration of the project. The website will include project updates, materials, as well as a feedback form to keep the public engaged and informed. A link to the project website will be placed on the Towns website (<https://chesterfieldny.com/>). The project website and social media venues will be used to provide updates throughout the process and share materials.

The website will also include a comment form to allow the public to share their thoughts throughout the project. This is just one of several ways of gathering community input throughout the process. The intent is to maximize opportunities for public input. Materials available on the website may include, but not be limited to the following:

- Project background
- Upcoming Engagement Opportunities
- Surveys
- Meeting materials
- Related or Past Planning Materials

The website is located at the following link: www.planchesterfield.com

Social Media

The Town will utilize its social media outlets, such as Facebook, to advertise public engagement activities.

Community Survey

Date: Spring/Summer 2024

Purpose: The purpose of the Community Survey is to gather feedback on the community's vision and goals for the Town. It is anticipated this survey would be opened for public input at Public Workshop #1.

Platform: The electronic survey will be developed through SurveyMonkey and will be shared on the project website and the Town of Chesterfield website. In addition, hard copy survey cards will be available at key locations throughout the Town to raise awareness of the survey. The community survey can also be publicized in a variety of ways including, but not limited to, survey cards, the Town's Facebook pages, flyers at local attractions or events, etc.

Publicity:

- Posting to project website

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- Posting to Town website
- Town email distribution
- Flyer for Town and Committee to distribute and post to relevant social media platforms
- Survey Cards to be available at key locations throughout the Town
- Press Release

Key Stakeholder Group Meetings

Date: Spring/Summer 2024

Purpose: Community participation begins with an understanding of the needs of stakeholders within Chesterfield. The Project Team will work with the CPC to organize meetings with key stakeholders, including property owners, business owners and neighborhood groups. The Project Team will organize meetings (virtual or in person as appropriate) and/or telephone interviews. To the extent possible, stakeholder group meetings will be coordinated with other scheduled public engagement activities. After these meetings and interviews are conducted, findings will be summarized, reviewed, and discussed with the CPC. The intent is to have smaller group meetings with key individuals that possess certain knowledge or expertise of a topic. Ultimately, these conversations are anticipated to help shape the recommendations identified in the comprehensive plan update.

Examples of potential stakeholder groups include:

- Local businesses
- Agricultural & Forest
- Sustainability, Open Space and Recreation Groups
- Police, Fire and Emergency Services
- Community Organizations (religious institutions, non-profit, library, historical society, citizen groups, etc.)
- Local and Regional Government Partners
- Educational Institutions

Platform: (TBD). Stakeholder Group Meetings may be in-person or web-based depending on which format will maximize participation.

Publicity:

- Invitations will be made to those whose experience with a specific issue warrants a targeted discussion. Invitees will be determined in consultation with the CPC and may include Town Staff, landowners, school districts, citizen groups, etc.

Public Workshops

Three (3) public meetings will be scheduled during the process. These three meetings will include one public open house and planning session, an interactive public workshop to share preliminary recommendations and ideas, and one committee public hearing.

Public Open House & Planning Workshop #1

Date: April 30, 2024, from 6 – 8 PM

Purpose: The purpose of ‘Public Open House & Planning Workshop #1’ will be to introduce the Comprehensive Plan Update to the public and to gather community input on issues, opportunities, and the vision for the future of the community. The workshop will include a brief presentation introducing the project in the beginning of the session. The remainder of this engagement event will be an open house style workshop where the public can participate in interactive activity stations at their own pace and provide input.

Platform: The Public Open House & Planning Workshop #1 will be an in person event at the Elks Lodge, 1 Elks St, Keeseville, NY 12944.

Publicity:

- Posting of materials including:
 - Press release to local media outlet
 - Posting of flyers to social media outlets, local community organizations
 - Posting to Town and project website
 - Flyer distributed to Town

Public Workshop #2

Date: TBD Summer 2024

Purpose: The purpose of the second Public Workshop will be to present the draft vision and goals for the Comprehensive Plan Update. The workshop will include an opportunity for the public to provide feedback on this information. The workshop will include a brief presentation and an interactive community discussion. The session will also serve as a forum for participants to identify any further opportunities and challenges in Chesterfield.

Platform: (TBD). The public workshop is anticipated to be in-person.

Publicity:

- Posting of materials including:
 - Press release to local media outlets including print media
 - Posting of flyers to social media outlets, local community organizations
 - Posting to Town and project website
 - Town email distribution
 - Flyer distributed to Town

Public Workshop #3

Date: TBD Fall 2024

Purpose: The third and final public engagement activity for this effort will be to present the Draft Comprehensive Plan to the public. The workshop will include an opportunity for the public to provide feedback on the plan and serve as the required Committee Public Hearing per Town Law §272-A.

Platform: (TBD). The public workshop is anticipated be in-person.

Publicity:

- Posting of materials including:
 - Press release to local media outlets including print media
 - Posting of flyers to social media outlets, local community organizations
 - Posting to Town and project website
 - Town email distribution
 - Flyer distributed to Town

Town Board Updates

Town board updates are proposed at key milestones during the process to keep the Town Board informed and gather feedback.

Town Board Public Hearing

A public hearing will be required for this effort in accordance with Town Law §272-A and include the following:

- Comprehensive Plan be made available for review by the Town Board and the public prior to the Town Board Public Hearing
- Town Board Public Hearing on the Comprehensive Plan