

# Hamlet of Greigsville Transportation Safety & Access Improvement Plan

# Public Participation Plan

TOWN OF YORK, NEW YORK



**GENESSEE TRANSPORTATION COUNCIL**

*The Metropolitan Planning Organization for the Genesee-Finger Lakes Region*

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## Objective

The Town of York and Livingston County are seeking to develop a strategy for addressing existing and potential (based on proposed development issues) transportation safety and access improvement concerns including a recreational trail connection in the Hamlet of Greigsville centered around the intersection of New York State (NYS) Routes 36 and 63, and the historic Little Italy settlement.

The objective of the Public Participation Plan (PPP) for the Hamlet of Greigsville Transportation Safety and Access Improvement Plan (the Plan) is to ensure that sufficient opportunities are provided for affected stakeholders to provide input on issues affecting the Hamlet, associated needs, and recommendations to improve transportation's contribution to economic development and quality of life.

Ultimately, the success of the Plan will be determined by its ability to fully consider and reflect the needs, wants, and desires of the community so that a balance can be struck between the myriad of interests (sometimes competing) regarding the future of the Hamlet of Greigsville. Robust input from the community will result in an enhanced understanding of the Hamlet, better ideas on how to improve safety and access for people and freight, and support for the recommendations that are included in the final version of the Plan.

The Plan is being guided by a Steering Committee consisting of representatives from the Town of York, private property owners, York Central School District, Livingston County Planning Department, Livingston County Sheriff's Office, Genesee Transportation Council (GTC), and New York State Department of Transportation. The PPP was presented to, reviewed by, and approved by the Steering Committee.

The PPP meets and exceeds all of the applicable components of the GTC *Public Participation Plan* ("Baseline Requirements and Standards" and "Unified Planning Work Program – Funded Projects"), as GTC is providing the majority of funding for the Plan.

The following describes the key elements of the PPP and the means for implementing it to ensure its objectives are met.

## Public Meetings

The primary means for members of the public to provide input and interact directly with the consultant team and members of the Steering Committee will occur during two public meetings. Both public meetings will be held in accordance with all provisions of the New York State Open Meetings Law (Public Officers Law, Article 7).

The first public meeting will occur as part of the development of the inventory of existing and planned conditions and needs within the Hamlet of Greigsville and the second public meeting will be held to solicit input on draft strategies, projects, and programs to improve safety and access.

### *Location and Time*

Both public meetings will be held at the York Central School District campus at 2578 Genesee Street (an Americans with Disabilities Act-accessible location).

Both public meetings will begin at 7 p.m. and conclude at 9 p.m., which will allow individuals whose jobs follow typical first-shift work hours (i.e., starting times of 7 a.m. to 9 a.m. and ending times of 4 p.m. to 6 p.m.) to participate in the meetings. There is no indication that a significant number of affected stakeholders work second- or third-shift jobs and would be unable to attend the public meetings if they are so inclined.

### *Format*

Both public meetings will be conducted in an “open house” style, including a presentation near the entrance that will be run on a continuous loop on a large screen for the duration of the meeting. The presentation will provide relevant information and set the stage for what input is being requested at that respective stage of the Plan process. There will be stations with more detailed information on various elements of the Plan with consultant team members present to discuss the Plan and receive customized input from public meeting attendees.

### *Announcement*

The consultant team will prepare an announcement of the date, time, location, and purpose of both public meetings for posting and distribution (electronically and hard copy) in the locations mentioned in the “Public Postings and Announcements” section under “Community Awareness” below at least one week in advance of the meetings. The announcement will also include contact information for the Livingston County Planning Department project manager and consultant team project manager.

### *Reasonable Accommodation*

Reasonable accommodations will be made for any person needing assistance (e.g., visually-impaired persons, non-English speaking individuals, etc.) provided that the request is made to the consultant team, Town of York, Livingston County Planning Department, or GTC at least 48 hours prior to meeting.

### *Documentation*

Comments received at the public meetings will be summarized by the consultant team within two weeks of the meeting. These summaries will be provided to the Steering Committee for discussion at the Steering Committee meeting immediately following each public meeting. These minutes will also be included in the final Plan document.

### Community Awareness

To garner public support for its recommendations, there needs to be an awareness among the community that the Plan is being developed, its purpose, its process, why public input is important, and how affected stakeholders can provide their thoughts and comments.

The PPP proposes that the three methods listed below be used to create community awareness and gain support for the recommendations of the Plan. All three methods are cost-effective and would be used to promote: the first public meeting, the second public meeting, and the completion of the Plan.

The consultant team will develop the language for all written materials, which will be comprised of meeting announcements and press releases, for review by the Livingston County project manager and be available to participate in interviews and discussions with the media at the discretion of the Steering Committee. The language used by the consultant team and Steering Committee in all written materials, correspondence, interviews, and conversations with the public will be straightforward and jargon-free.

### *Public Postings and Announcements*

This constitutes the traditional means for distributing materials for review and comment. For the Plan this would include:

- Physical posting of announcements in conspicuous places at the York Town Hall, businesses and other private establishments in the Hamlet that attract visitors, and the Livingston County Government Center;
- Emailing announcements and other materials using existing distribution lists;
- Virtual posting of announcements and other materials on the Town of York and Livingston County Planning Department websites, as well as notice of their availability via the GTC Twitter account (@GTCMPO) and associated feed on the GTC website; and
- Providing announcements to York Central School District students and faculty with instruction to the former to provide to their parent(s) or legal guardian.

### *Earned Media*

In addition to using locations and websites (including social media) owned by Steering Committee members, gaining publicity for the Plan by utilizing existing relationships with and enhancing outreach to local media are key means for creating awareness.

Press releases that describe the Plan and the process used to develop it in greater detail than the mechanical language of the announcements and include quotes from Steering Committee members can obtain the interest of a journalist. These releases can also be used in newsletters that are distributed by Steering Committee members. Providing advance copies of the public meeting presentations and draft materials (when applicable) along with direct contact to journalists and reporters can also make for an attractive story or feature.

Media outlets to be provided press releases and offers of advance copies of public meeting presentations and draft materials (when applicable) include:

- *Livingston County News* (print)
- *Genesee Sun* (print)
- *Pennysaver* (print)

- *Democrat & Chronicle* (print)
- WROC Channel 8/CBS affiliate (television)
- WHEC Channel 10/NBC affiliate (television)
- WHAM Channel 13/ABC affiliate (television)
- WUHF Channel 31/Fox affiliate (television)
- WYSL/1040 AM (radio)
- WBTA/1490 AM and 100.1 FM (radio)
- WXXI/1370 AM (radio)

### *Direct Outreach*

To create a PPP that is as comprehensive as possible, “Public Postings and Announcements” and “Earned Media” need to be supplemented with direct outreach to groups that have a significant stake in the project or represent persons that are not traditionally well-represented in the transportation planning process.

Direct outreach entails customized notice of commencement of the Plan (i.e., their or their group’s name), an offer to meet about it at a location that is convenient to them, and a personalized notice of public meeting announcements that acknowledges and reminds them that their input is very important to the success of the Plan.

Those stakeholders identified by the Steering Committee to receive direct outreach about the Plan include: 1.) York Central School District students (focus groups have been approved by the administration and will be conducted); 2.) emergency medical services (proposed recommendations will be provided to them directly to ensure emergency vehicles can access properties in the Hamlet post-implementation); and 3.) property owners with key parcels at the intersection (up to four property owners not represented on the Steering Committee will be interviewed individually).

### Conclusion

The PPP is a roadmap for effectively engaging affected stakeholders by offering meaningful venues for them to provide their input on the Plan. It is recognized that issues may arise during the development of the Plan that may require some modifications to the PPP and its elements. However, the PPP as presented will be followed to the greatest extent possible to ensure an open, transparent process for the public to be involved in improving transportation safety and access in the Hamlet of Greigsville.