

# Town of Brighton Comprehensive Plan Update Final Public Participation Plan

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September 21, 2015

## **SECTION 1 PROJECT OVERVIEW & APPROACH**

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### **Introduction**

The Town of Brighton Comprehensive Plan Update process will identify a clear direction for town's future. This planning initiative provides Brighton with the opportunity to unite the goals, objectives and actions embraced by its residents.

The Town is committed to a participatory process that engages its constituents. This Public Participation Plan (PPP) will provide the framework for a process that establishes a community vision and comprehensive plan for the next ten years.

This Public Participation Plan aims to:

- Identify key project participants and groups to be engaged as part of the process;
- Establish the framework for public outreach to occur throughout the comprehensive planning process;
- Integrate early outreach to stakeholders to serve as the foundation for public engagement;
- Identify preliminary issues and opportunities within the community;
- Establish the goals and objectives of outreach, informed through stakeholder interviews;
- Identify appropriate levels and methods of public engagement;
- Articulate an outreach strategy according to the project schedule that is calibrated to the Town of Brighton's community dynamics.

### **Project Sponsors**

The *Town of Brighton Comprehensive Plan Update* is being administered through the Town of Brighton, with funding provided by the New York State Energy Research and Development Authority's (NYSERDA) Cleaner, Greener Communities (CGC) grant program. The Town of Brighton will provide day-to-day administration of the project, and will work one-on-one with the consultant team.

NYSERDA's CGC grant criteria will provide the framework for Comprehensive Plan development. In particular, the *Town of Brighton Comprehensive Plan Update* must demonstrate the ability to:

- Stimulate market transformation;
- Support sustainable planning and design practices;
- Create regional and community benefit; and
- Reduce carbon emissions.

NYSERDA will serve as technical advisors of the grant, coordinating directly with the project consultants and NYSERDA. NYSERDA will ensure the process and deliverables are in compliance with NYSERDA CGC program requirements.

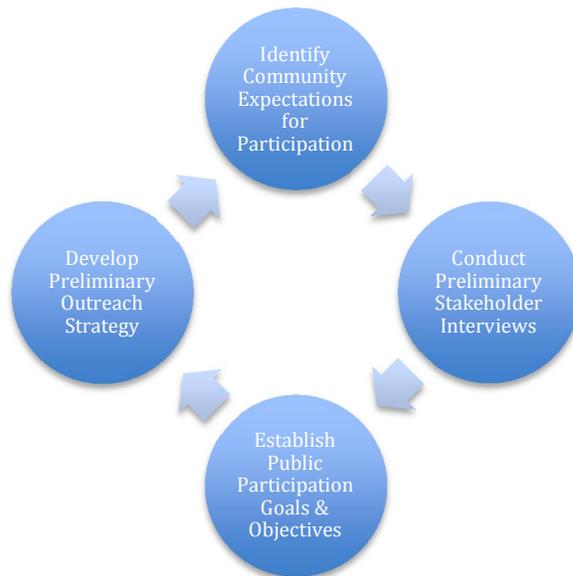
### **Public Engagement Process**

The public engagement process for the Town of Brighton Comprehensive Plan will aim to engage businesses, residents and community stakeholders between July 2015 and throughout the planning process. The process will build and sustain two-way

communication. Communication techniques will be tailored to the community based on local knowledge, and aim to result in a broad based consensus on various elements of the project seeking community input.

This Public Participation Plan intends to describe public involvement and the techniques used to engage businesses, residents and community stakeholders. In addition, this PPP establishes communication goals for the Comprehensive Plan Update progress, and identifies critical points in the process. Finally, the PPP is intended to formalize the commitment of the project sponsors and team to solicit meaningful input and engage and inform the public throughout the process.

**FIGURE 1: PUBLIC PARTICIPATION STRATEGY PROCESS DEVELOPMENT**



## **SECTION 2 KEY PARTICIPANTS**

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### **Town of Brighton**

The Town of Brighton will serve as the project lead, and consists of several departments including the departments of Public Works, Recreation and Parks, Building and Planning, among others. The main point of contact for the Town will be:

Ramsey Boehner  
Town Planner  
Ramsey.boehner@townofbrighton.org

In particular the following groups and interests will be targeted as part of the public participation process.

### **Project Steering Committee**

The project Steering Committee was formed before the project began, and consists of representatives from the Town of Brighton Town Board, Planning Board, and interested citizens whom reside in various neighborhoods within the Town. The project Steering Committee will be responsible for guiding the planning process, reviewing project materials in advance of public meetings, and assisting the project team with logistics. The main point of contact for the project Steering Committee is:

Frank Sciremammano  
Chairperson, Brighton Comprehensive Plan Update Steering Committee  
fes@rochester.rr.com

A complete list of project steering committee members is provided in **Appendix A**.

### **Project Stakeholders**

Project stakeholders include all residents, business owners and property owners in the Town of Brighton. Key project stakeholders, such as chairs of town committees and boards, were identified through interviews with the steering committee early in the planning process. A list developed at the start of the project will be added to as the project evolves and more people are engaged through neighborhood organizations, public meetings, surveys, and focus groups.

### **General Public**

The public will be invited to provide input throughout the comprehensive planning process. Our project team will work closely with the Steering Committee and project stakeholders to identify opportunities to solicit feedback. A total of four public meetings and one public hearing are proposed. Additional meetings may be required. The public will also be engaged through social media, surveys, and focus groups.

## SECTION 3 PUBLIC PARTICIPATION FRAMEWORK

### Introduction

The overarching goal of this Public Participation Plan is to foster a community-driven effort that empowers the citizens of the Town of Brighton to move forward towards a collective community vision. Outreach efforts aim to inform and educate citizens and stakeholders regarding the purpose of planning, encourage equitable participation, and build and maintain momentum in relation to the planning process. Residents and stakeholders will be engaged through a variety of formats that foster broad community discussion regarding the future of the Town of Brighton.

### Outreach Goals

The Public Participation Plan seeks to engage the public and facilitate effective interaction so that the process is inclusive. This Public Participation Plan additionally aims to serve as the foundation for continued communication among project stakeholders, and foster intergovernmental cooperation beyond the extent of this project.

The PPP has been developed with an understanding that there are various levels of public participation. We used the International Association of Public Participation (IAP2) to assess the Town's expectation of the process as it relates to IAP2's Public Participation Spectrum, which is included on the next page.

		IAP2'S PUBLIC PARTICIPATION SPECTRUM				
						
		The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.				
		INCREASING IMPACT ON THE DECISION 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC		We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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On July 16, 2015, the project steering committee reviewed the spectrum and agreed that the Town aims to develop a process that will **involve** and **collaborate** with stakeholders.

This has two important implications for the comprehensive plan public outreach process. First, activities will be developed to ensure that the community's concerns and aspirations are consistently understood and considered. Secondly, the Town will work to partner with the public in each aspect of the planning process, including the development of the comprehensive plan recommendations and findings.

## **SECTION 4 PUBLIC PARTICIPATION STRATEGY**

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The public participation strategy will involve five major components.

### **Steering Committee Meetings**

Steering Committee meetings will be held throughout the planning process. The initial Steering Committee meetings will seek to gain an understanding of the existing conditions, review the Public Participation Plan, and establish project expectations. The Steering Committee will receive and review deliverables prior to meetings, provide comments to the project team during or immediately after the meetings, and discuss next steps of the project.

### **Stakeholder Interviews**

Highland Planning conducted 15 interviews with the Brighton Comprehensive Plan Update Steering Committee members at the onset of the project, between Wednesday, July 29 2015 and Friday, August 14, 2015. The purpose of the interviews was to identify preliminary issues and opportunities and gather feedback regarding project progress. The process helped accumulate contact information for the stakeholder database and identify potential meeting locations.

Each steering committee was asked:

1. What are Brighton's strongest assets?
2. What are its current challenges?
3. When should we hold meetings (time of day/day of week)?
4. Where should we hold meetings?
5. Who should be included in our stakeholder database? Do you maintain any email distribution lists? Do you have a Twitter/Facebook page?
6. Who else should we interview prior to starting the project?
7. Are there any issues the consultant team should be aware of before conducting outreach?

Findings from the preliminary interviews with steering committee members were summarized by the consultant team. This initial list of assets and challenges helped the consultant team to understand the landscape of Brighton, and to design public meeting activities that respond to existing conditions. Public meetings will continue to identify additional assets and challenges.

The meeting locations suggested by the steering committee included Town Hall, Buckland Park Lodge, Brighton High School, the Municipal Center, and MCC. The goal will be to move public meeting to at least three locations throughout the course of the project. Highland Planning will coordinate all public meetings.

### **Communications Plan**

The project communications plan will include six main elements.

#### **Project Branding**

In September 2015, a project name and brand will be proposed for the comprehensive plan. The process to develop the project brand will be developed and presented to the Steering Committee for their input and direction. Barton and Loguidice will develop a brand and logo for the project, which will help stakeholder recognize and differentiate the project.

#### **Press Releases and Email Blasts**

Highland Planning will draft press releases and emails blasts during the course of the project. All press releases and email blasts will be reviewed by the Town of Brighton prior to their release. The proposed schedule includes an announcement for the following key milestones:

1. Introduction and kickoff of the project and first public meeting
2. Second public meeting
3. Third public meeting
4. Fourth public meeting
5. Draft plan review
6. Public hearing

Additional email blasts may share information about outreach at the Farmer's Market, the Brighton Public Schools and the focus groups.

#### **Posters and Information Materials**

Barton and Loguidice will develop a project brand and poster that can be updated for each public meeting. Highland Planning and Town staff will distribute these to all stakeholders. Highland Planning will post this information in prominent locations throughout the Town as determined by Town staff and the project steering committee. .

Our team will prepare educational materials to inform residents about the comprehensive planning process, the project schedule, and to answer frequently asked questions. Educational materials will be updated throughout the study process and will be distributed to residents, or posted in government buildings and other public gathering places, such as the library.

#### **Stakeholder Database**

Highland Planning will develop a stakeholder database with the name, title, agency, address, phone number, and email address of each person or stakeholder that will be included in the stakeholder outreach efforts for this study. The Town of Brighton and Steering Committee members have provided initial information to populate the database, and additional information will be gathered

and added to the database through the outreach process. The current stakeholder database includes 224 names and addresses. Throughout the process, we will seek to reach 1,000 contacts.

### **Social Media**

The project will include scheduled communication posts to keep the public engaged throughout the process. Highland Planning will work with Mary Ann Hussar, Assistant to the Town Supervisor and Communications Coordinator for the Town. We will develop a schedule of Facebook posts to:

- Promote public meetings
- Distribute the survey
- Post “questions of the day”
- Share photographs of chalkboard vision statements (more detail on this activity below, under Public Meeting #1)
- Advertise other scheduled events

The Town’s Facebook page has 618 followers and will be a critical point of communication throughout the project.

### **Project Website**

The project team will work with the Town of Brighton to host project-related materials on a project website. Web information will include, at minimum, information related to the comprehensive planning process, the project schedule, meeting announcements, links to surveys, and photos from events as they take place. The goal for unique website visitors will be 2,500.

### **Public Meetings**

Public meetings will be scheduled during the project to obtain input from the general public. More detailed information about each public meeting is listed below.

#### **Public Meeting #1 (Visioning/Scoping)**

**Late October 2015**

The purpose of this meeting will be to introduce the project, conduct a community preference survey, and seek the public’s input on assets and challenges. We will also conduct activities aimed at defining the town’s identity today and in the future. A draft agenda for public meeting #1 is included as **Appendix B**. The information collected from this meeting will be used to draft a project vision statement and scoping outline for the environmental impact statement. The vision statement will be supported by appropriate goals and objectives that describe how the town will achieve its vision.

#### **Public Meeting #2 (Climate Smart Community)**

**Winter 2016**

The purpose of this meeting will be to review economic and market trends analysis and develop sustainability goals. Vita Nuova will present data related to the Town, including but not limited to the Monroe Avenue and West Henrietta Road retail corridors. The meeting participants will participate in a brainstorming exercise to identify sustainability goals and metrics.

The information gathered at this meeting will be used to finalize the sustainability plan goals, as well as criteria (measures and metrics) for evaluating the

comprehensive plan recommendations in terms of environmental, social and economic cost/benefits.

**Public Meeting #3 (Park Master Plan Focus)**

**Winter 2016**

The purpose of this meeting will be to obtain input on a strategic plan for parks and open space in the Town, as well as connections. Activities for this meeting will be organized by geographic area, and may include Westfall Road Open Space and Buckland Park, Brighton Community Garden, Veterans Memorial, Winter Farmers Market site.

**Public Meeting #4 (Draft Plan and DEIS)**

**Spring 2016**

Public Meeting #4 will review the process to date and present draft plan recommendations and DEIS. Stations will be set up to discuss each topic area and/or plan chapters in greater detail, and to submit comments. The meeting will include a presentation followed by an open house style to discuss each section. This meeting will satisfy the intent of the SEQRA public comment requirements.

**Town Board Meeting**

**Fall 2016**

This meeting will take place at a regularly scheduled Town Board meeting. The purpose of this meeting is to provide a final opportunity for the Brighton Town Board to solicit feedback from the public on the draft Plan and/or provide direct input from elected officials to the Consultant team.

**Surveys**

At least one survey will be developed in September 2015. Outreach efforts may include developing additional surveys targeted to particular populations, such as residents, students, commercial district property owners, or business owners.

Surveys will seek to gain an understanding of key issues and solicit feedback on sustainability goals and conceptual ideas. Our team will utilize an online portal (e.g., Survey Monkey or Textizen) to administer the survey and gather input. The survey(s) will be posted on the Town Facebook page and project website. The goal for survey responses will be 500.

**Focus Group Meetings**

**Winter 2015-2016**

If needed, Highland Planning will schedule and facilitate up to three focus group meetings to gain further information. Most likely, these will be scheduled between the third and fourth public meeting, and will be intended to provide additional information and feedback about strategies and initiatives related to topics such as land use, parks/open space, transportation, or commercial district revitalization strategies. The goal for focus group attendees will be 100.

**Special Outreach Events**

**Farmer's Market Outreach**

**Fall/Winter 2015**

The purpose of outreach at the Farmer's Market will be to conduct outreach to market shoppers, who come from the Town as well as surrounding communities. Proposed activities at the market table include the chalkboard vision photo booth, survey administration, review of Public Meeting #1 summary, stakeholder database signups, and to distribution information about Public Meeting #2.

**Student Outreach**

**Winter 2015-2016**

We will work with students from school districts in the Town of Brighton on a comprehensive planning exercise at an integral point to be determined during the planning process. Highland Planning will contact the school districts and provide them with lesson materials when available.

**Formal Public Comment Period**

**Fall 2016 – Winter 2017**

The formal public comment period for the Draft Comprehensive Plan and DEIS will allow a 60-day review period. Comments will be submitted through the project website or in writing to Ramsey Boehner, Town Planner.

**SECTION 5 PUBLIC OUTREACH SCHEDULE**

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Survey	Mid October, 2015-End of 2015
Public Meeting #1	Early Autumn 2015
Farmer’s Market Outreach	Late Autumn 2015
Public Meeting #2	Winter 2016
Student Outreach	Winter 2016
Public Meeting #3	Winter 2016
Focus Groups (if needed)	Spring 2016
Public Meeting #4 (Draft Plan)	Spring/Summer 2016
Town Board Meeting	Fall 2016
Public Comment Period	Fall 2016-Winter 2017

## **Appendix A: Project Steering Committee**

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#### TOWN BOARD

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**Appendix B: Agenda for Public Meeting #1**

**Town of Brighton  
Public Meeting Agenda/Outline  
October 29, 2015  
4:30-6:00PM and 7:00-8:30PM  
Brighton Town Hall**

- I. Introduction/Meeting Orientation (Auditorium)**
- II. Community Preference Survey (Auditorium)**
- III. Land Use and Community Character Station (Downstairs Meeting Room)**
  - a. What areas of the town are you proud of?
  - b. Commercial: How do we improve our neighborhood centers and commercial corridors?
  - c. Open Space: What areas of the town should be preserved for passive and active recreation and/or nature?
- IV. Chalkboard Vision Portraits (Downstairs Meeting Room)**
  - a. "Today, Brighton is \_\_\_\_\_."
  - b. "In 2025, Brighton will be \_\_\_\_\_."
- V. Cardstorming (Downstairs Meeting Room)**
  - a. Why did you choose to live in Brighton?
  - b. Why do you continue to stay?
- VI. World Café (Downstairs Meeting Room)**
  - a. What is the biggest opportunity Brighton should capitalize on in the next 20 years?
  - b. What is its biggest threat?
- VII. Postcard from the future (Downstairs Meeting Room)**