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Appendix A: Comprehensive Plan Steering Committee

Appendix B: Project Schedule (subject to change)



RIVER  STREET
PLANNING & DEVELOPMENT





1. Introduction

Background

The Town of East Greenbush (Town) has initiated an update to the Town's Comprehensive Plan, first adopted in 1993 and last updated in 2006. In addition to the Comprehensive Plan update, the Town is also updating its Comprehensive Zoning Law and the Western East Greenbush Generic Environmental Impact Statement, last updated in 2009.

The Comprehensive Plan will provide a guide for long-range planning for the growth of the community while protecting its natural, cultural, and economic resources.

The planning process will involve leaders from the Town including municipal officials, Planning and Zoning Board members, community organizations and residents in visioning sessions to help the community identify major challenges and opportunities.

The process will include research to evaluate present circumstances and future potential; establishment of goals and policies; and the development of a comprehensive plan. The plan will be a comprehensive document with background information and findings, a plan vision, land use patterns to be achieved by the plan implementation, goals and recommendations, and an implementation program.

A Comprehensive Plan Steering Committee (CPSC) has been established to guide the comprehensive planning process. The CPSC includes a broad range of stakeholders including residents, property owners, and business

owners from the Town. For a complete list of CPSC members and affiliations, see Appendix A.

Project Team

MJ Engineering and Land Surveying, P.C. (MJ) has been selected to work with the Town and CPSC to facilitate the planning process. Joining MJ's team of professionals is River Street Planning and Development (River Street) and Environmental Design & Research, Landscape Architecture, Engineering, & Environmental Services, D.P.C. (EDR).

Community Outreach Process and Plan

A community outreach process and plan provides an opportunity to gather information from members of the public and stakeholders about the study area. Input received is critical to making informed decisions about the future of the Town.

This community outreach process and plan has been developed to establish a communication channel between the public, the Town, the CPSC, applicable regulatory agencies, and the Project Team throughout the planning process. This plan aims to achieve this communication channel by sharing information with the public regarding the planning process, and by providing occasions for the public to provide input regarding potential issues, concerns, and opportunities.

2. Scope of Work

Project Scope

This effort involves the following work tasks:

- CPSC Meetings
- Community Profile and Environmental Inventory





- Existing Plans Review and Community Leaders Meetings
- Public Involvement
 - Key stakeholder interviews
 - Public workshops
 - Online survey
 - Web/Social Media Outreach
 - Monthly Town Board and Committee Updates
- Development of Plan Vision and Goals
- Draft of Comprehensive Plan
- Final Draft of Comprehensive Plan
- Comprehensive Zoning Law Map and Text Amendments
- General Environmental Impact Statement Update
- Draft Subdivision Regulation Amendments

Upon a Final Draft comprehensive plan being accepted by the CPSC, the Town Board will have the opportunity to adopt the comprehensive plan.

The comprehensive plan will be developed and the subsequent adoption process will be in accordance with the following:

- Town Law §272-a Town Comprehensive Plan
- State Environmental Quality Review Act and its implementing regulations, 6 NYCRR Part 617

3. Community Participation

Community participation for this effort includes a variety of outreach and engagement activities designed to inform the public and gather input to guide the update. The following community participation activities are included in this effort:

- Key Stakeholder Outreach
- Public Meetings/Workshops
- Public Survey
- Digital Outreach
- Monthly Town Board and Committee updates
- Other Community Activities

Additionally, public notice procedures and information repositories are also discussed.

Stakeholder Outreach

Community participation begins with an understanding of the needs of stakeholders within the Town. The Project Team will work with the CPSC to organize meetings with key stakeholders, including property owners, business owners and neighborhood groups. The CPSC will provide the list of stakeholders to the Project Team. Fulfilling this outreach will allow the CPSC and the Project Team to know about potential plans underway, needs, and opportunities for the Town

As these meetings are organized and conducted, findings will be summarized, reviewed, and discussed with the CPSC. Ultimately, these conversations are anticipated to help shape the recommendations identified in the comprehensive plan.

Public Meetings/Workshops

It is critical to have robust community engagement to identify a shared vision for the future for East Greenbush and gather support for comprehensive plan recommendations. In addition to direct stakeholder outreach to be conducted by the Town staff, there will be three (3) opportunities to learn about the project, share ideas, provide input on recommendations through public meetings and/or workshops.





Each public meeting is set to occur at key milestones of the project schedule.

The format for each of the public meetings will be determined cooperatively with the CPSC. Each meeting will be organized to maximize public involvement. Public meeting formats may include:

- A traditional public meeting with a formal presentation followed by a question and answer period;
- An interactive public workshop with a brief presentation followed by small group break-out sessions;
- An open house-style engagement event with facilitated stations;
- Or a combination of formats that best meets the engagement needs of the public for this effort.

The Project Team will work with the CPSC to identify an appropriate meeting location for each meeting. Meeting participants will have the opportunity to weigh in about issues and opportunities identified.

Digital Outreach

Digital outreach includes use of a website and digital media to share project information with the public and notify the public of opportunities to participate in the process. The intent is to reach all interested stakeholders using a variety of outreach methods. Digital media is a preferred method of sharing and gathering information by many.

Website

The project will have dedicated page on the Town website and will include a variety of materials to keep the public informed of the study progress. Materials available on the

website may include, but not be limited to the following:

- An inventory of applicable plans, studies, and policies
- Meeting presentations, handouts, and summaries
- Mapping

The website is located at the following link:

www.eastgreenbush.org/departments/planning-zoning/2018-comprehensive-plan-update

There is also an email address dedicated to the comprehensive planning process that allows the public to submit comments and ideas at any time throughout the process.

The project email is as follows:

CompPlanUpdate@eastgreenbush.org

Social Media

The Town will utilize its social media outlets, Twitter and Facebook, to advertise public engagement activities. The hashtag #EGComprehensivePlan will be utilized across social media outlets to help promote events and to collect photos as part of a Photo Survey of community member's favorite places in East Greenbush.

The Town will also use other digital public information platforms available, such as the Town's newsletter distribution list and Nixle, the Town's emergency and community notifications system.

Other Town Activities

In addition to formal flyers and announcements, materials may also be distributed at existing community events like





farmers markets and festivals. These may also be opportunities to gather unique public input. At these events, the CPSC can serve as project ambassadors to engage with their neighbors.

Public Notice Procedures

Public notice and meeting materials will be prepared by the Project Team and provided to the Town at least two (2) weeks in advance of public meetings. The Town will be responsible for distributing those materials to CPSC members.

Meeting announcements will be the responsibility of the Town and are suggested to be posted on the project website as well as in local news outlets, per the Town's discretion and as per the Town's meeting noticing requirements.

Information Repositories

Information about this project will be available on the project website and at the East Greenbush Town Hall.

The website is located at the following link:
www.eastgreenbush.org/departments/planning-zoning/2018-comprehensive-plan-update

The East Greenbush Town Hall is located at:
225 Columbia Turnpike
Rensselaer, NY 12144

Contact

The following information provides contact information for the Town of East Greenbush.

Town of East Greenbush

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4. Schedule

Appendix B identifies a tentative project schedule. Please note that this schedule is based upon an assumed review time by involved agencies and is approximate. If review times exceed the assumed task duration, the schedule will be adjusted accordingly. Revised schedules, as needed, will be provided on a regular basis to the CPSC and members of the public.

