

# Town of Webster



## Smart Growth Comprehensive Plan Update

### Community Participation Plan

April 2025



# Introduction

**The Community Participation Plan (CPP) will serve as a guide for engagement activities over the course of the planning process in order to foster diverse, meaningful, public engagement throughout the planning process.**

## Components of the CPP

The planning process will include the following engagement strategies:

1. Comprehensive Plan Committee (CPC) Meetings
2. Stakeholder Interviews
3. Public Events
4. Online Engagement

## Overview

The Town of Webster is updating their Comprehensive Plan to create a strategic vision for sustainable community growth. This plan, developed in accordance with New York State Law, will establish clear objectives for the community's future development while protecting its natural and cultural resources. The plan emphasizes smart growth principles including mixed-use development, diverse housing options, sustainable infrastructure,

distinctive community character, improved mobility, and climate resilience. Through extensive community collaboration, the plan aims to create walkable neighborhoods, promote clean energy, enhance public spaces, and foster social diversity while ensuring development aligns with both local needs and broader regional planning efforts.

## Purpose

The public outreach efforts throughout the planning process will help to ensure that the Plan reflects the Town's values and vision for the future by engaging residents and stakeholders in an inviting atmosphere that encourages input from the full spectrum of residents and stakeholders. The consultant team intends to gather feedback on all draft deliverables and related materials in an objective and intuitive format that does not require technical know-how. The Comprehensive Plan Committee, Town Staff, and local stakeholders will all provide guidance for the planning process in addition to public participation.



**THE CPP IS NOT A CHECKLIST, RATHER, A GUIDING FRAMEWORK THAT MAY BE ADAPTED AS THE PLAN UPDATE PROCESS UNFOLDS.**

# Project Participants

## Consultant Team

To facilitate the public outreach process, the consultant team plans to organize the dates of meetings and events, develop presentation materials, create advertising materials, facilitate meetings and events, and provide summaries and results of engagement activities. The consultant team will oversee all engagement activities, however members of the Comprehensive Plan Committee or Town staff may carry out further work beyond the purview of this project. The following are key points of contact for the consultant team and their roles:

| ORGANIZATION             | NAME           | ROLE                      | CONTACT INFORMATION                              |
|--------------------------|----------------|---------------------------|--------------------------------------------------|
| CED                      | Molly Gaudioso | Project Manager           | molly.gaudioso@collierseng.com<br>(585) 498-7971 |
| CED                      | Katie Darcy    | Assistant Project Manager | katie.darcy@collierseng.com<br>(585) 498-2242    |
| Prospect Hill Consulting | Michael Kane   | Mapping & Environmental   | mkane@prospecthill.co<br>(716) 277-5555          |
| Town of Webster          | Josh Artuso    | Project Manager (Town)    | jartuso@websterny.gov                            |
| Town of Webster          | Erika Corsi    | Project Assistant         | ecorsi@websterny.gov                             |

## Comprehensive Plan Committee

A Comprehensive Plan Committee was formed at the onset of the project made up of local stakeholders, business owners, Town Staff and other local individuals with vested interest in this project. The primary role of the Committee will be to guide the planning process, review all deliverables, and provide essential feedback on all draft materials. Additionally, the Committee will help to identify key issues and opportunities that will serve to inform the project. Members of the committee are

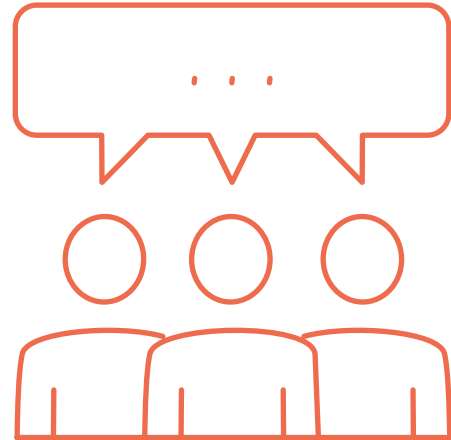
- » Tony Casciani, Planning Board
- » Greg Chambery, Community Member
- » Matt Chatfield, Community Member
- » Mike Dumunico, Conservation Board
- » Bill Horeth, Community Member
- » Barry Howard, Webster Chamber of Commerce
- » Charlie Johnson, Community Member
- » Brian Neenan, Webster Central School District
- » Jamie Newtown, Community Member
- » Michael Short, Zoning Board
- » Anna Taylor, Webster Friends of Webster Trails
- » Ben Wisniewski, Webster Friends of Webster Trails
- » Jennifer Wright, Town Board

# Project Participants (cont.)

as follows:

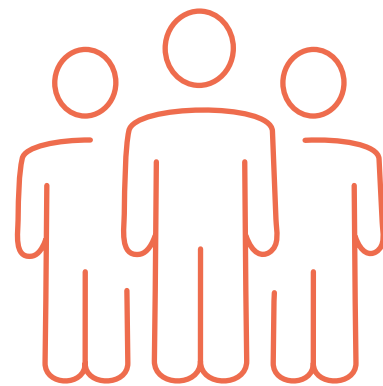
## Project Stakeholders

The Town and consultant team will identify key stakeholders to engage throughout the planning process to gain insight into the issues and opportunities associated with this project. The individuals or groups chosen may include, but are not limited to, members of the business community, local developers, and other entities that have an involved role in the outcomes of this process. These stakeholders will be interviewed one-on-one or in small groups in order for the consultant team to obtain an in-depth understanding of the local context, opinions, and opportunities associated with the future of development in the Town of Webster.



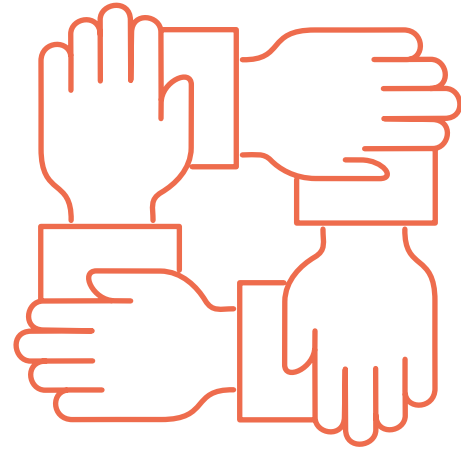
## The Public

The public will be engaged throughout the project process to ensure the local concerns, thoughts, and ideas of residents are reflected throughout each component of the planning process. The first outreach efforts will be held early on in the process to: 1) inform the public of the project; and 2) allow residents and stakeholders to share key issues and opportunities within the Town they'd like to see addressed. Additional outreach efforts will be held throughout the planning process to provide the public with an opportunity to review draft materials and ensure that their vision for the future of the Town of Webster is reflected in the updated plan.



# Engagement Process

**An effective engagement strategy is essential for achieving the following objectives: 1) keeping the community informed throughout the planning process; and 2) providing a variety of public input opportunities at critical points in the planning process.**



This outreach strategy aims to foster ongoing communication with residents, property owners, community leaders, advocacy groups, stakeholders, and local government officials via in-person and/or virtual meetings, online engagement tools, and traditional local broadcasting methods.

Various strategies will be used to ensure two-way communication is sustained throughout the entirety of the project regarding the desired outcomes of the Smart Growth Comprehensive Plan, which will shape the identity of the Town of Webster for the next 10-15 years. By presenting a comprehensive strategy for communication and outreach, the Town can ensure a coordinated approach that not only increases public awareness of the comprehensive plan update, but also

supports diverse, meaningful engagement and participation opportunities throughout the process.

This Community Participation Plan (CPP) will identify the critical points in the project process during which it is important to communicate progress and solicit feedback before moving forward with the planning process. The development of this CPP will direct the efforts of the consultant team to providing meaningful public engagement opportunities while understanding the need for flexibility of the timing and format of public input to best serve the planning process as it evolves over the project timeline. The information and outcomes expected from undertaking the engagement strategies outlined in this document are presented on the following pages.

# Project Management Meetings

**Regular meetings to review project progress, status, and discuss work products with Town staff and the New York State Department of State (DOS).**

## Participation

Attendees include key Town, DOS, and consultant team personnel (see table on Page 2). Additional representatives from Colliers Engineering & Design (CED), subconsultants, the Town, or DOS may also be invited to participate where necessary and appropriate to address specific topics of discussion. These meetings are not open to the public.

## Format

Project management meetings will primarily be held virtually, but may be held in-person as deemed necessary.

## Schedule

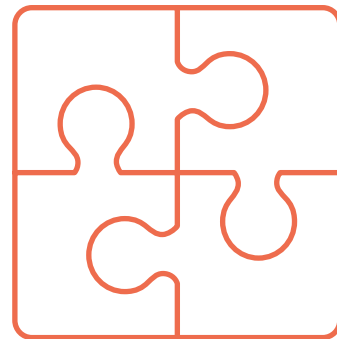
Project management meetings will be held monthly for the duration of the planning process.

## Expected Outcomes

- » Consultant team receives guidance on Plan update and development.
- » Town staff reviews and feedback on draft materials.
- » Coordination of engagement efforts.

## Roles & Responsibilities

- » Consultant team will prepare meeting agendas.
- » Town Staff will provide input and guidance for the planning process.
- » DOS will provide guidance and input on process and DOS requirements.



# Comprehensive Plan Committee (CPC) Meetings

**Meetings held approximately every other month to provide updates on the planning process, discuss community needs and desires, and review draft Plan components with CPC members.**

## Participation

The Comprehensive Plan Committee membership is listed on Page 2. Additional representatives from CED, project subconsultants, Town Administration, Stakeholders, or other Town Departments may also be invited to participate depending on the topic of discussion.

## Format

Committee meetings will primarily be held in-person, at the Town Board Meeting Room, at 1002 Ridge Road, Webster, NY 14580.

## Notification

Committee members will receive notification for all meetings from CED or Town Staff at least two weeks in advance of the meeting date.

## Schedule

It is expected that seven committee meetings will be held from January 2025 through February 2026. Additional meetings may be scheduled as needed.

## Expected Outcomes

- » Consultant team receives input on community desires, needs & concerns within the Town.
- » Committee discussion and feedback on draft materials.

## Roles & Responsibilities

- » Consultant team will prepare meeting agendas and any required presentation materials.
- » Committee will review draft materials as presented and provide input and guidance for the planning process.



# Stakeholder Interviews

**Communication and collaboration with stakeholders will help identify needs and opportunities, expand awareness of the project, and inform the vision and goals of the Plan.**

## Participation

Stakeholder groups may include relevant agencies, community groups, business associations, neighborhood association, Town staff/departments, and other relevant entities. The consultant team will participate in up to six (6) meetings, which may be held with single groups or combined. Town Staff may host additional meetings as desired. A list of stakeholders identified by group may be provided by the Town upon request.

## Format

The format of stakeholder outreach will vary based on the size and preference of the group. In some cases it may make sense to engage multiple stakeholder groups at one time depending on topic area and interest. Meetings may be held in person, via telephone, or video conference and may include, but are not limited to, the following formats: One-on-one Interviews; Small Group or Focus Group Meetings; and Virtual Office Hours.

## Notification

The consultant team will reach out to representatives from a variety of stakeholder groups.

## Schedule

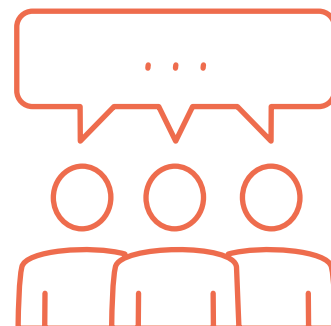
Stakeholder Meetings will begin in early 2025 and will occur over the duration of the planning process on an as-needed basis.

## Expected Outcomes

- » Consultant team receives input on community vision and goals.
- » Stakeholders inform consultant team of key issues, concerns, and opportunities.

## Roles & Responsibilities

- » Consultant team will schedule and facilitate interviews / meetings.
- » Town staff will assist in identifying stakeholders.
- » Stakeholders will provide input.



# Public Events



**Public events are designed to facilitate the largest level of engagement throughout the process. This will help verify that the Plan updates are reflective of the community's priorities and goals. The approach to each event will be tailored to the project needs at that time.**

## Participation

All members of the public are invited to attend and participate in these events. The consultant team will be the lead coordinator and facilitator of events; however, it is anticipated Town Staff and CPC members will also attend and participate. The consultant team will prepare all necessary presentation, facilitation, and engagement materials for each workshop. All meetings will be located at venues with ADA accessibility and accessible by multiple modes of transportation. Meeting materials can be translated upon request.

## Format

The consultant team will facilitate two (2) Public Workshops and one (1) public hearing. Each workshop will incorporate innovative approaches and non-traditional meeting formats to foster a collaborative,

enjoyable, and engaging environment. This may include open houses with interactive boards, brainstorming activities, and breakout groups. Meeting materials will be posted on the project website following all events.

## Notification

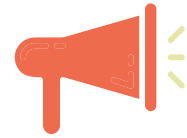
Public events will be widely advertised through various outlets, including the project website and social media channels.

## Schedule

Public Workshops will be advertised at least three weeks ahead of time using the media and communication channels identified by the consultant team and Town Staff.

- » **Public Kick Off Meeting:** The first workshop will act as a public kick-off for the project and provide an introduction to the project, planning process and timeline, and smart growth principles as they relate to land use regulations. This workshop will give community members the opportunity to be involved in the project from the beginning and encourage them to stay engaged throughout the entire process. The first online engagement tool will launch at this time. Engagement activities will include the following topics: project introduction, summary of information gathered to date, brainstorming sessions, and a survey to inform community preferences and priorities.

# Public Events (cont.)



- » **Public Open House.** The public open house will occur towards the end of the project when the updated Plan has been drafted. Members of the public will have the chance to review the draft documents, explore sections in detail, and provide direct feedback to the consultant team. Following the Open House, a Public Hearing will be held by the Comprehensive Plan Committee, as required by NYS Law.
- » **Public Hearings.** Once edits have been made based on the results of the Public Open House and Committee Public Hearing, a Public Hearing will be held by the Town Board. The Town Board will vote to formally adopt the Plan following this (or a subsequent) Public Hearing.

## Expected Outcomes

- » Inform community about the project and the planning process.
- » Educate community about zoning, land use regulations, and smart growth principles.
- » Build consensus and understanding across the community for proposed Plan elements.

## Roles & Responsibilities

- » Consultant team will create meeting advertisements and promotional materials.
- » Consultant team will create presentation materials and input mechanisms.
- » Consultant team, Town staff, and committee members will assist in facilitating discussions with attendees as necessary.

- » Consultant team will record and summarize all input for distribution.

## Additional Engagement

In addition to public workshops, the consultant team anticipates holding three (3) pop-up events. These pop ups are intended to facilitate seamless opportunities for community members to get involved and make their voice heard in the planning process. The pop-ups will be held at existing events within the project area to be determined through conversation with the Town and CPC members. Examples of pop up locations include the Firemans Carnival, Summer Celebration, Community Arts Day, Sandbar Park, or the Arboretum.

## Additional Outreach

*To ensure comprehensive community engagement, special consideration will be given to reaching vulnerable and underrepresented populations, particularly school-aged children and senior citizens. For school-aged children, the team will work with the school district to facilitate classroom visits, making the material accessible and age-appropriate. Senior citizens will be engaged through coordination with Webster's 55+ Activities and Services program at the Webster Recreation Center, such as the "Talk on Tuesdays" series, or the Lunch Bunch program. All meetings and events will be held in ADA-accessible locations with proper accommodations for those with mobility challenges. Digital materials can be provided in hard-copy format upon request. Outreach to additional populations will occur as needed.*

# Project Website

**An online resource for all project information, including project documents, public event schedules, contact forms, and other materials.**

## Participation

The website will be publicly accessible through a custom website domain to be determined based on discussion with Town Staff.

## Format

The website will serve as a platform for both informing and collaborating with the public and fostering two-way communication. Community members will be able to access to up-to-date project information and documents, public event advertisements, schedules, and summaries, surveys and virtual engagement tools, and a project-specific email that can be used to submit questions and comments directly to the consultant team.

The consultant will create the project website and develop content for posting throughout the planning process.

## Website Domain

Consistent with Town colors and branding, the website URL will be **Webster2024.com**

## Schedule

The website will go live in early 2025 and will be continually updated with new content throughout the duration of the project.

## Expected Outcomes

- » Public awareness and support of the project.
- » Continual input mechanism for members of the public.
- » Access to surveys and other online tools.
- » Digital access to project documents and associated materials.

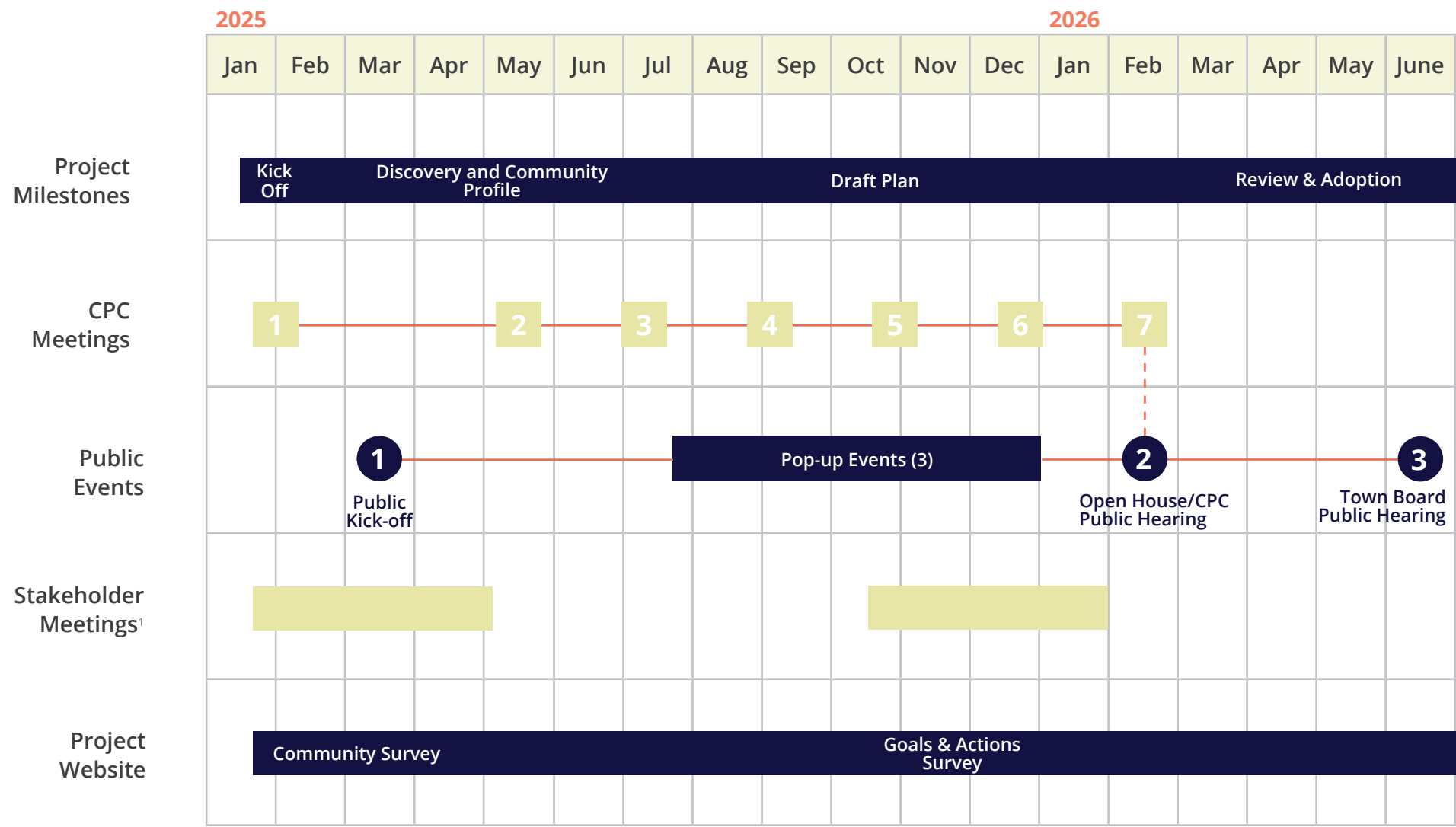
## Roles & Responsibilities

- » Consultant team will develop website and update with new content on a regular basis or as needed.
- » Town staff to review materials and approve content for website.

### Online Engagement Tools

*Either before or after each workshop, an online tool, such as a survey or forum, will be launched. This increases participation by allowing the public to tap into the process as it fits their schedule, rather than a one-time event. Tools will be accessible via the website and open for 2-4 weeks. The consultant team will create and manage each tool and provide a summary of results upon closing.*

# Engagement Schedule



<sup>1</sup> Stakeholder and focus group meetings will be coordinated as appropriate based on the input desired.