

OSWEGO CANAL CORRIDOR BOA

APPENDIX A: PUBLIC OUTREACH STRATEGY

NOVEMBER 2019

Oswego County, NY

Canal Corridor Brownfield Opportunity Area

Public Outreach Strategy

Purpose of the Plan

The NYS BOA Program helps participants establish revitalization strategies focused on returning dormant and blighted areas into productive communities of economic growth and development. Through the NYS BOA Program, the Oswego community prepared an in-depth nomination study with a thorough description and analysis, including an economic and market trends analysis, existing conditions, assets, opportunities and reuse potential of strategic brownfield sites that are catalysts for revitalization. The Nomination (Step 2) consists of Sections 1-3; and the Implementation Strategy (Step 3) includes Sections 4 -5 and in total comprise the BOA plan.

Recognizing the complexities of multiple processes, programs and stakeholders, this CIP will be a *guide* to establishing different approaches for coordination among agencies and involving the community. It is not meant to be a checklist of required actions. Some elements of the plan may change as the planning process unfolds. Other opportunities for public engagement not identified in this plan may be identified and utilized as the dialogue between the City, consultant team and community continues throughout the process. This POS is consistent with the Department of State BOA requirements and Bergmann Associates' agreement with the County of Oswego.

Elements of the Public Outreach Strategy

1. Project Team Meetings
2. Project Advisory Committee Meetings (PAC)
3. State Agency Meetings
4. Public Meetings and Workshops

Project Team

The primary contacts for the project team and their contact information is listed below:

County	Karen Noyes, Knoyes@oswegoCounty.com , 315.349.8292
Department of State	Julie Sweet (Julie.Sweet@dos.ny.gov)
Bergmann Associates	Kimberly Baptiste, kbaptiste@bergmannpc.com , 585.498.7770 Andy Raus, araus@bergmannpc.com , 585.498.7883

Community Contact List

- Bergmann Associates, in consultation with the County, will prepare, update, and maintain a community contacts list that includes the names, addresses, telephone numbers, and/or email addresses of individuals and organizations that have an interest in becoming involved with the County's planning efforts.
- The list will to be used on a regular basis by the project team, to notify stakeholders of upcoming outreach opportunities and meeting dates.
- Bergmann Associates will utilize MailChimp™ to send project updates and meeting announcements to its established Community Contact List. The public will be encouraged to forward these updates to friends and other members of the community interested in the County's planning efforts.

Meeting Documentation

- Bergmann Associates and their sub-consultants will be responsible for meeting preparation and facilitation, including the development of all meeting materials for distribution, including but not limited to agendas, sign-in sheets, PowerPoint presentations, boards and other activities identified to fulfill the needs of the meeting.
- Bergmann will prepare a summary following each meeting and event. The summary will document the presentation and discussion, and include any relevant photos and graphics used at the meeting. The final summary will be distributed to the County, Advisory Committee, and other involved stakeholders.

Community Participation Schedule

- Specific dates will be determined as project progresses.

1. Project Team Meetings

a) Purpose:

- The purpose of the Project Team meetings is to present and discuss the current status of the project with internal project team members.
- The Project Team will provide guidance and feedback of project deliverables, review draft documents, and assist with the coordination of community engagement activities.
- For the purposes of this project, City of Oswego staff will have the greatest contact with and oversight of the consultants.

b) Membership:

- This group is composed of select staff representing various internal departments and key stakeholders including the City of Oswego and Oswego County.

c) Notification:

- Project Team members will receive notification for all upcoming meetings from Oswego County, the City of Oswego or Bergmann.

d) Schedule:

- Meetings to be held on an as-needed basis.

2. Project Advisory Committee Meetings (PAC)

a) Purpose:

- The Project Advisory Committee (PAC) is comprised of stakeholders that bring varying perspectives and experiences in the community. The PAC is charged with providing feedback and guidance for the overall vision and recommendations. The purpose of PAC meetings are to present, discuss, and receive feedback on project specifics, as well as to discuss and resolve comments resulting from review of project documents, advisory agency review, and coordination with other agencies.

b) Membership:

- This group is composed of key stakeholders, community members, and agency staff. The list of membership was prepared by the City of Oswego.
- Attachment B includes a list of the committee's members.

c) Notification:

- PAC members will receive notification for all upcoming meetings from Oswego County, the City of Oswego or Bergmann.

d) Schedule:

- Meetings will be held approximately every 6-8 weeks in coordination with significant project milestones. Please refer to Attachment A, Project Schedule, for the timing of Project Advisory Committee meeting dates. Specific project dates will be determined based on the overall project schedule.

3. State Agency Meetings

a) Purpose:

- The purpose of these meetings are to discuss the current status of the BOA project with the Department of Environmental Conservation (DEC) and Department of State (DOS) to ensure the requirements of both programs are being fulfilled and efforts are being coordinated where possible.

b) Membership:

- This group is composed of City and County staff representing various internal departments, representatives from the DOS and DEC, and the BOA Project Team.

c) Public Participation:

- Meetings are not open to the public for attendance.

d) Notification:

- Individuals and groups will receive notification for these meetings from Oswego County, the City of Oswego or Bergmann.

e) Schedule:

- Meetings will be held on an as-needed basis.

7. Public Meetings and Workshops

a) Purpose:

The purpose of these meetings is to educate and inform the public on project milestones and updates relating to the Brownfield Opportunity Area (BOA). These meetings will help provide information and solicit feedback from area residents concerning design alternatives to reduce traffic, improve walking and bicycling conditions, and provide safe and convenient access to public transportation.

b) Format:

- The project team will facilitate public events over the course of the project as needed.
- Each meeting will utilize innovative approaches and non-traditional meeting formats to encourage participation in an engaging and interactive setting.

c) Public Participation:

- Meetings are open to the public for attendance.

d) Notification:

- Large, open-forum meetings will have broad invitation to a central location and will be widely advertised.
- E-mail from County or City of Oswego staff or Bergmann Associates.
- MailChimp.
- Correspondence through handouts, bulletins, flyers, and social media.
- Local media outlets

e) Schedule:

- Specific project dates will be determined based on the overall project schedule and milestones.

Attachment B: Project Advisory Committee Membership

Name	Organization	Title
Mitch Fields	SUNY Oswego	Associate VP for Facilities Services
Pam Caraccioli	SUNY Oswego	Deputy to the President for External Partnerships and Economic Development
Karen Noyes	Oswego County/City of Oswego Planning Board	Associate Planner
Austin Wheelock	Operation Oswego County	Economic Development Specialist
Amy Birdsall	City of Oswego	Planning and Zoning Director / Tree Advisory Board Chair
Tom Kells	City of Oswego	DPW Commissioner
Charlie Searor	City of Oswego	Police Department Lieutenant / Traffic
Justin Rudgick	City of Oswego	Community Development Office Director
Bob Johnson	City of Oswego	Engineering Technician
Nate Emmons	City of Oswego	3 rd Ward Councilor/ Business Owner/Resident on W. Bridge Street
Pat McLaughlin	City of Oswego	2 nd Ward Councilor
Zelko Kirincich	Port of Oswego Authority	Executive Director and CEO
Greg Mills	Chamber of Commerce / Ride Oswego County	Executive Director
Julie Bednar	NYS Department of Transportation	Region 3 Planning and Program Manager
Jeff Coakley	Oswego Health	VP of Communications and Government Affairs
Steve Phillips	SOLO / ORA / ZBA	SOLO Founder, Oswego Renaissance Association, ZBA Member
Steve Koegel	Centro	Director of Marketing and Communications