



PUBLIC ENGAGEMENT PLAN  
2020 Comprehensive Plan Update  
1/16/2019

# PUBLIC ENGAGEMENT PLAN

2020 Comprehensive Plan Update

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# PUBLIC ENGAGEMENT PLAN

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## 1) OVERVIEW

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### PURPOSE AND OBJECTIVES OF OUTREACH

As prescribed by New York State Town Law, all Town Land Use regulations and all Capital Projects shall be in accordance with the Comprehensive Plan. As such, it is necessary to update the plan from time to time to ensure that our Town Code, planning documents, fiscal planning documents, and capital projects reflect the current needs and demands of the community.

Citizen participation is the most crucial component of completing a document that best identifies the goals and vision for the community. When citizens are engaged, it offers us the greatest opportunity to create a plan that will be implemented over time, and it will create a plan that will garner consistent support. This outreach plan will describe how the Town seeks to engage citizens and stakeholders throughout the Comprehensive Plan process.

### OBJECTIVES OF OUTREACH:

- Engage citizens and stakeholders at every step of the planning process and as early as possible.
- Request and receive feedback from stakeholders to understand goals and vision for the future.
- Work with community groups and HOAs to engage in the process.
- Establish a framework for outreach to occur.
- Identify appropriate methods of outreach.
- Schedule outreach efforts based upon the proposed planning process

### VALUES OF PUBLIC ENGAGEMENT:

- Actively listen to the comments, conversation and complaints.
- Understand that all people and their opinions have value.
- Be as flexibly and friendly as possible to the schedule of others.
- Make the process enjoyable, exciting and open.

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## 2) STRATEGIC MANAGEMENT

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### COMPREHENSIVE PLAN PROJECT TEAM

This Project Team will be tasked with managing the process of updating the comprehensive plan. It will be made up with elected officials, stakeholders and residents and will meet monthly.

- Town Board Member/s
- CIC Chairperson
- Planning Board Member
- Environmental Conservation Board Member
- Zoning Board of Appeals Member
- Town Planner
- Citizen Representatives from Planning Regions (7)
- Commerce Representative
- City of Canandaigua Representative

### CITIZENS IMPLEMENTATION COMMITTEE

The goal of the CIC is to discuss the update and take goals to the next level using expertise from each member and assigning individual project teams to work on the goals deemed to be the most important from the Comprehensive Plan. As the CIC will be the group largely tasked with ensuring the implementation of the Comprehensive Plan Update, they will be closely involved with the process of preparing the Update.

## 3) PLANNING AREA

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Seven planning regions were chosen based partly on Election District, Zoning District, Character of Development and Location. Through creating these areas, our goal is to better facilitate involvement by ensuring that all areas of the Town are equitably represented, to create more opportunities for input, and to hold smaller meetings that allow for more involvement and fun rather than lecturing.

Throughout the course of the planning process there will be at least 2 meetings within each area. The first meeting will be an introduction to the comprehensive planning process. Our focus will be on reviewing and validating or critiquing an existing conditions analysis. A SWOT analysis will be done with

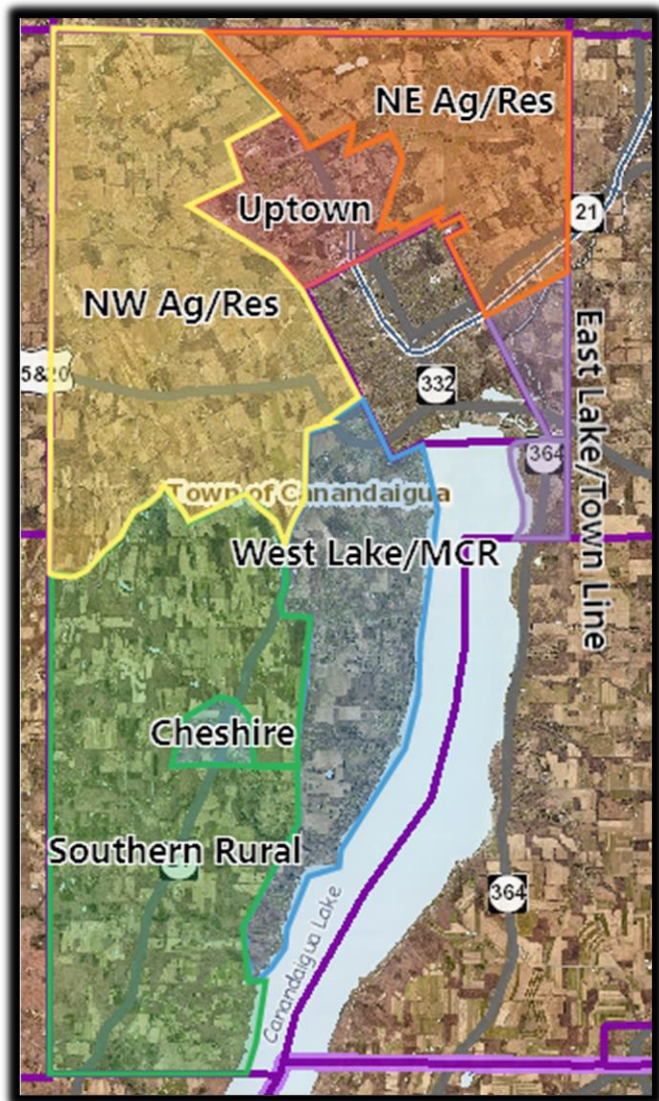
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the assistance of attendees, and exercises focusing on creating a vision and goals for the community.

The second meeting will provide a preliminary report back to each planning area to plan with the cumulative results of all meetings and input. Our goal will be to explore the report, critique the draft vision statement, review the goals, and prioritize potential action steps.

Additionally, the Comprehensive Plan Project Team will have a member from each planning area so that each region has constant representation throughout the process. By having members from each within the Team, we hope to make certain that pre-existing community issues are well known and that these members can act as a liaison and enhance communication during the process.



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## 4) TOWN-WIDE OUTREACH

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The success of this plan will depend on the ability to gain input and support from the community. As such, the Comp Plan Team will put tremendous focus on engaging the Canandaigua community.

There will be numerous Opinion-Editorials within the local papers to keep the Update within the public eye. It is also important to use various media outlets to reach our different demographics. In an effort to use different media, we may also try to utilize radio and video/multimedia campaigns.

Below is a sample list of groups we will attempt to meet with. The list is not comprehensive and more groups will be added throughout the process:

- 1) Kiwanis / Lions / Rotary
- 2) Neighborhood Associations
- 3) Cheshire Community Action Team
- 4) FLCC, Canandaigua Academy Students, Canandaigua School District and PTA
- 5) Chamber of Commerce
- 6) Stakeholders identified during Concept Mapping
- 7) Fire Departments
- 8) Recreation Leagues and Greater Canandaigua Civic Center
- 9) Neighboring Municipalities
- 10) Canandaigua Lake Watershed Council, Finger Lakes Land Trust and other Environmental protection groups.
- 11) Thompson Hospital

Additionally, we will hold meetings open to the public at large to discuss issues affecting the entire town. These meetings will be held in each of the planning areas and at variable times to encourage greater participation. Although meetings will be held in specific planning areas, all residents or stakeholders will be encouraged to attend. Goals of those meetings will be as previously stated within section 3.

For those that cannot attend these meetings or wish to provide input anonymously, there will be a web-based survey available to obtain feedback and priorities. Additionally, the survey will allow greater exposition of thoughts and issues. This survey should be available around the time of the first meeting.

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The Development Office will also maintain an email list of people interested in following the process. Prior to events and document releases, this list will be notified. Our goal is to make this process as friendly as possible to residents, so we will actively reach out to interested parties.

One interesting strategy that has been used in the past, is to ask residents to submit photographs of their favorite locations or images within the Town. It could be architecture, nature, people, or viewsheds, but it serves an important role. Doing this at the first level is an attempt to gain attractive and illustrative photos to use in the plan. At the second level, this engages people to the plan; it gets people thinking about the people or community surrounding them. Additionally, young people love Instagram. Using photos as media may help us reach an important demographic when planning for the future.

## PLAN ADOPTION

The Plan will require at least one public hearing before the Town Board prior to adoption. It is expected that the Plan will also be heard before the Planning Board, Zoning Board, and Environmental Conservation Board before a decision by the Town Board. The Comprehensive Plan Project Team will be responsible for preparing materials and presenting to the Boards. The Town hopes to have the Update prepared for potential adoption by early Summer 2020.

## 5) COMMUNICATIONS

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The Town of Canandaigua Development Office will be the primary contact and source of information.

Eric A. Cooper Planner <a href="mailto:ECOoper@townofcanandaigua.org">ECOoper@townofcanandaigua.org</a> 585-394-1120 x 2254	Michelle Rowlinson Development Office Clerk <a href="mailto:MRowlinson@townofcanandaigua.org">MRowlinson@townofcanandaigua.org</a> 585-394-1120 x2230
Sarah Reynolds Planning Aide <a href="mailto:SReynolds@townofcanandaigua.org">SReynolds@townofcanandaigua.org</a> 585-394-1120 x2232	Doug Finch Town Manager <a href="mailto:DFinch@townofcanandaigua.org">DFinch@townofcanandaigua.org</a> 585-394-1120 x2234

All public meeting dates and locations will be posted on the Town's Facebook [<https://www.facebook.com/townofcanandaigua/>].

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There will be also be a dedicated section on the Town’s Website specifically for the Comprehensive Plan Update

[\[http://www.townofcanandaigua.org/page.asp?id=196&name=Comp%20Plan%20Update\]](http://www.townofcanandaigua.org/page.asp?id=196&name=Comp%20Plan%20Update)

## 6) SCHEDULE

