



Hastings-On-Hudson

Comprehensive Plan Update & Local Waterfront Revitalization Plan

DRAFT Public Engagement Plan
January 2023



VILLAGE OF HASTINGS-ON-HUDSON

Comprehensive Plan Update and Local Waterfront Revitalization Plan (LWRP)

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INTRODUCTION

Background

The Village of Hastings-on-Hudson has initiated an update to their Comprehensive Plan as well as the development of a Local Waterfront Revitalization Plan (LWRP). The Village intends to undertake and complete the two plans simultaneously and in parallel for both plans to benefit from maximum resident engagement and participation, as well as to ensure that the plans align.

The Comprehensive Plan was first drafted in 2011. The update to this plan will provide a guide for long-range planning for the growth of the community while protecting its natural, cultural, and economic resources.

A Local Waterfront Revitalization Plan was previously drafted by the Village in 2007 but was not formally adopted. An LWRP is a comprehensive land and water use program that expresses a long-term vision for the future of the waterfront. An LWRP also provides the means to achieve that vision through the identification of regulations and recommendations that will guide future development and infrastructure improvements within the waterfront area. An LWRP is also a regulatory tool that allows a local community to refine the explanations for Statewide coastal policies.

A Comprehensive Plan Update and LWRP Committee has been appointed by the Board of Trustees to guide the planning process. The planning process will involve stakeholders from the Village including municipal officials, Village Trustees, community organizations, businesses and residents to help the community identify challenges and opportunities.

The Comprehensive Plan Update and LWRP are being prepared with funding provided by the New York State Department of State under Title 11 of the Environmental Protection Fund.

Consultant Team

MJ Engineering and Land Surveying, P.C. (MJ) has been selected to work with the Village and CPU & LWRP Committee to facilitate the planning process. Adropogon Associates, E.M. Pemrick & Company, and Shumaker Engineering will be assisting MJ through this effort. The consultant team will facilitate Committee and public meetings, provide support to the Village and Committee, prepare materials, perform necessary analyses, and lead the public engagement effort.

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Public Engagement Plan



Public Engagement Plan and Process

The planning process will be a consensus-driven effort. The planning process will include a robust public engagement component to gather input from residents, visitors, business owners, property owners, and other stakeholders in the community, including under-represented and non-English speaking groups.

This Public Engagement Plan for the project has been established to identify opportunities to gather information from members of the public and stakeholders about the study. Input received is critical to making informed decisions, which are supported by the Village residents.

This plan has been developed to establish a communication channel between the public, the Village, applicable regulatory agencies, and the Project Team throughout the duration of the study. This plan aims to achieve this communication by sharing information with the public regarding the planning process, and by providing a variety of occasions for the public to provide input.

Scope of Work

This effort involves the following work tasks:

Comprehensive Plan Update Scope	
Task	Description
1	Comp Plan Public Meetings
2	Community Outreach & Participation
3	Data Collection
4	Data Analysis
5	Goals & Objectives
6	Strategies
7	Develop Comprehensive Plan
8	Committee Updates
9	SEQRA

LWRP Scope	
Task	Description
1	Section I: WRA
2	Section II: Inventory & Analysis
3	1st Public Meeting
4	Section III: LWRP Policies
5	Section IV: Proposed Land/Water Projects
6	2nd Public Meeting
7	Section V: Implementation Techniques
8	Section VI: Federal/State Action
9	Section VII: Local Commitment/Consultation
10	Draft LWRP
11	3rd Public Meeting
12	Final LWRP
13	MWBE Reporting
14	Status Reports
15	Final Project Summary Report

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PUBLIC ENGAGEMENT OVERVIEW & SCHEDULE

The Public Engagement Plan for the project includes a variety of outreach and engagement activities designed to inform the public and gather input. An emphasis will be made to reach traditionally under-represented groups and non-English speakers. The following community participation activities are included in this effort:

- Project Website / Social Media Outreach
- Community Survey
- Key Stakeholder Group Meetings
- Public Workshops (4)
- Pop-up Events (3)

A preliminary schedule for each of these outreach activities is outlined below.

Outreach Activity	Date
Project Website / Social Media Outreach	Ongoing
Community Survey	January 2023
Key Stakeholder Group Meetings	February 2023
Public Workshops (4) (Fourth Public Workshop to serve as Committee Public Hearing)	January 2023, Spring 2023, Summer 2023, Fall 2023
Pop-up Events (up to 3)	At Key Milestones
Village Board Updates (up to 4)	At Key Milestones
Public Hearings (3)	At Key Milestones
Village Board Public Hearing	TBD

OPPORTUNITIES FOR PUBLIC ENGAGEMENT

While the Comprehensive Plan Update and Local Waterfront Revitalization Plan are two distinct planning processes, engagement activities will be held concurrently to maximize public participation.

An engagement strategy has been established to keep the public informed about the process and to notify the public of opportunities to participate. The intent is to reach all interested stakeholders using a variety of outreach methods. Each engagement activity will have its own publicity strategy and will include materials in both English and Spanish.

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Digital media is a preferred method of sharing and gathering information by many that may not have the ability or time to attend public workshops. Digital outreach includes the use of a website and digital media to share project information with the public and notify the public of opportunities to participate.

A variety of methods will be utilized to engage and inform the public about the process and gather input. Opportunities for public engagement include:

- Project Website
- Social Media
- Online Community Survey
- Key Stakeholder Group Meetings
- Public Workshops (4)
- Pop-up Events (up to 3)
- Village Board Updates and Presentations (4)
- Public Hearings (3)

Website

MJ will develop and manage a project website throughout the duration of the project. The website will include project updates, materials, as well as a feedback form to keep the public engaged and informed. A link to the project website will be placed on the Village's website (<https://www.hastingsgov.org/>). The project website and social media venues will be used to provide updates throughout the process and share materials.

The website will also include a comment form to allow the public to share their thoughts throughout the project. This is just one of several ways of gathering community input throughout 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. Materials available on the website may include, but not be limited to the following:

- Project background
- Upcoming Engagement Opportunities
- Surveys
- Meeting materials

The website is located at the following link: www.PlanHastings.org

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Social Media

The Village will utilize its social media outlets, such as Twitter and Facebook, to advertise public engagement activities.

Community Survey

Date: TBD January 2023

Purpose: The purpose of the Community Survey is to gather feedback on the community's vision and goals for the Village and waterfront. It is anticipated this survey would be opened for public input at Public Workshop #1.

Platform: The electronic survey will be developed through SurveyMonkey and will be shared on the project website and the Village of Hastings-on-Hudson website. The survey will be available in both English and Spanish. In addition, hard copy survey cards will be available at key locations throughout the Village to raise awareness of the survey. Hardcopies of the survey may also be made available if necessary.

Publicity:

- Posting to project website
- Posting to Village website
- Village email distribution
- Flyer for Village and Committee to distribute and post to social media
- Survey Cards to be available at key locations throughout the Village
- Press Release

Key Stakeholder Group Meetings

Date: TBD February 2023

Purpose: Community participation begins with an understanding of the needs of stakeholders within the Village. The Project Team will work with the CPU & LWRP Committee to organize meetings with key stakeholders, including property owners, business owners and neighborhood groups. The Project Team will organize meetings (virtual or in person as appropriate) and/or telephone interviews. To the extent possible, stakeholder meetings will be coordinated with other scheduled public engagement activities. After these meetings and interviews are conducted, findings will be summarized, reviewed, and discussed with the CPU & LWRP Committee. Ultimately, these conversations are anticipated to help shape the recommendations identified in the comprehensive plan update and LWRP.

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Examples of potential stakeholders include:

- Local and Regional Government Partners
- Police, Fire and Emergency Services
- Sustainability, Open Space and Recreation Groups
- Community Organizations (religious institutions, library, historical society, citizen groups, etc)
- Local businesses
- Educational Institutions
- Village Planning, Zoning and Public Works

Platform: (TBD). Stakeholder Group Meetings may be in-person or web-based depending on the required safety protocols.

Publicity:

- Invitations will be made to those whose experience with a specific issue warrants a targeted discussion. Invitees will be determined in consultation with the CPU & LWRP Committee and may include Village Staff, landowners, school districts, citizen groups, etc.

Public Workshops

Four (4) public workshops will be scheduled at key milestones during the process. These workshops will include a visioning session, an interactive workshop to share goals and strategies, an interactive public workshop to share preliminary recommendations and ideas, and one committee public hearing on the complete draft plan. The purpose of the meetings is to provide information to the community and gather feedback to inform the development of each plan.

Public Workshop #1

Date: TBD January 2023

Purpose: The purpose of the first Public Workshop will be to introduce the Comprehensive Plan Update and LWRP project to the public. The workshop will include a brief presentation and an overview of the purpose, scope, and schedule of the project. The workshop will also present the existing conditions mapping and include a visioning session to gather public input.

Platform: The public workshop may be in-person, web-based or a combination.

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Publicity:

- Posting of materials including:
 - Press release to local media outlets including print media, cable, and radio
 - Posting of flyers to social media outlets, local community organizations
 - Posting to Village and project website
 - Village email distribution
 - Flyer distributed to Village

Public Workshop #2

Date: TBD Spring 2023

Purpose: The purpose of the second Public Workshop will be to gather community input on the goals and strategies for the Comp Plan Update and LWRP. The workshop will include a brief presentation and an interactive community discussion. The session will also serve as a forum for participants to identify opportunities and challenges to further inform the process.

Platform: (TBD). The public workshop may be in-person, web-based or a combination.

Publicity:

- Posting of materials including:
 - Press release to local media outlets including print media, cable, and radio
 - Posting of flyers (in both English and Spanish language) to social media outlets, local community organizations
 - Posting to Village and project website
 - Village email distribution
 - Flyer distributed to Village

Public Workshop #3

Date: TBD Summer 2023

Purpose: The third public workshop will present the preliminary recommendations for the Comprehensive Plan Update. The workshop will also present the preliminary LWRP projects. The workshop will include an opportunity for the public to provide feedback on these recommendations and projects.

Platform: (TBD). The public workshop may be in-person, web-based or a combination.

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Publicity:

- Posting of materials including:
 - Press release to local media outlets including print media, cable, and radio
 - Posting of flyers (in both English and Spanish language) to social media outlets, local community organizations
 - Posting to Village and project website
 - Village email distribution
 - Flyer distributed to Village

Public Workshop #4

Date: TBD Fall 2023

Purpose: The final public engagement activity for this effort will be combined with a Committee Public Hearing to present the Draft Comprehensive Plan Update to the public. The workshop will include an opportunity for the public to provide feedback on the plan.

Platform: (TBD). The public workshop may be in-person, web-based or a combination.

Publicity:

- Posting of materials including:
 - Press release to local media outlets including print media, cable, and radio
 - Posting of flyers (in both English and Spanish language) to social media outlets, local community organizations
 - Posting to Village and project website
 - Village email distribution
 - Flyer distributed to Village

Pop-up Events

Up to three (3) pop-up events will occur at popular locations in the community during the project. A pop-up event is typically facilitated by the project team and/or CPU & LWRP Committee ambassadors. Pop-up events are quick, easy, unannounced ways to capture input from people where they live, work, conduct business, and recreate. Pop-ups are placed at key locations such as at community events, the local farmers

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market, coffee shop, gas station or public park. At these events, the project team would provide an overview of the project, promote any ongoing community surveys, while creating another opportunity to capture input from pedestrians passing through the area. A pop-up event may also piggy-back on a larger community event or public engagement event that is already scheduled.

Village Board Updates

Up to four (4) Village board updates are proposed at key milestones during the process to keep the Village Board informed and gather feedback.

Public Hearings

Three (3) public hearings will be required for this effort and include the following:

- Committee Public Hearing on the Comprehensive Plan (to be held concurrently with Public Workshop #4)
- Village Board Public Hearing on the Comprehensive Plan Update
- Village Board Public Hearing on the LWRP

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