



Route 28 Corridor Visioning Public Participation Plan

PUBLIC PARTICIPATION GOALS

- Develop a common language
- Collect ideas
- Air concerns
- Critique development patterns and alternatives
- Identify preferences

PROJECT INITIATION

The first step of this project is to meet with town officials including staff and local board representatives. The purpose of this meeting is to:

- review the project goals
- agree on communication protocol defined below
- identify issues of concern
- agree on a public process going forward

The outcome of the meeting will build the public participation plan which will serve as a working document throughout the planning process. This group will also meet after each of the planning workshops described below. Detailed protocols for public participation and process are included at the end of this document.

LISTENING SESSIONS

The Commission will facilitate a series of listening sessions to gather comment and input regarding existing and future land use within the study area. The Commission and town will attend no more than six listening



sessions prior to the first workshop, each to last approximately 90 minutes. All invitations and scheduling will be organized by the town. The Commission will prepare a summary of comments received at these sessions and deliver these to the town. Points raised during these sessions will be aggregated and presented to the public at the first workshop.

PLANNING WORKSHOPS

The Commission will lead three public workshops, workshops to be jointly hosted by the Board of Selectmen and the Planning Board. When scheduling these workshops, the Town and Commission will strive to schedule the workshop at least 2-3 weeks before or after the public input meetings held as part of the West Chatham Roadway Design project.

PRE-WORKSHOP INFORMATION GATHERING

In addition to the listening sessions described above, citizens will have the opportunity to contribute their comments to the town via the project website, and it is also anticipated that citizens will be able to express their opinions regarding the corridor through the use of on-line polling (Poll Everywhere or like). This information, together with comments made at the listening sessions, can be reviewed to identify key concerns and issues specific to certain parts of the corridor.

WORKSHOP #1:

The purpose of the first workshop will be to:

- educate participants about existing conditions, development constraints, development potential and density
- obtain participant feedback

The main goal of the session is to develop a consistent understanding of frequently used vocabulary and concepts and a clear sense of what additional development is possible under current zoning. This will include an analysis of the effect of zoning and sewer regulations on the development potential in the study area.



Methods: The first part of the workshop will be a presentation, including illustrations, of build out potential along the corridor. Participants' understanding of key concepts will be reinforced throughout the presentation. The second part of the workshop will be an interactive exercise to solicit participant reactions to the concepts and information presented.

Location: TBD _____

Date & Time: _____

Required noticing date: _____

WORKSHOP #2:

The purpose of the second workshop will be to:

- Present alternatives and options
- Audience feedback on preferences

The second workshop will present visualizations of different areas along the corridor based on alternate land use and zoning concepts. The alternatives will be informed by the comments gathered in the pre-workshop on-line survey, citizen comment and the exercises in the first workshop.

Methods: Participants will be able to indicate their preferences either through electronic polling or participation, thus enabling the conversation to move to a deeper level of understanding as to why certain visualizations were preferred.

Location: TBD _____

Date & Time: _____

Required noticing date: _____

WORKSHOP #3:

The purpose of the third workshop will be to:

- Present a preferred set of visualizations
- Refine alternatives based on participant feedback

Methods: The preferred alternatives will be presented to the large group; and participants asked to provide additional feedback on the



alternatives. The method used to obtain feedback on these alternatives will be established after the second workshop and in consultation with the town.

Location: TBD _____

Date & Time: _____

Required noticing date: _____

PUBLIC MEETINGS

The three workshops, jointly hosted by the Board of Selectmen and the Planning Board, will be open to the public and widely advertised to maximize participation. The Commission will also present the final report to the Board of Selectmen at their regularly scheduled public meetings. Additional meetings with the Board of Selectmen shall be scheduled as needed, either for project updates or for policy direction.

The Commission will provide the Planning Board with three updates as needed throughout the process.

TIMELINE

Event	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Initiation Mtg.												
Workshop 1												
Workshop 2												
Workshop 3												
Final Rpt.												



PROCESS PROTOCOLS

The following protocols are proposed in order to maximize public transparency, participation and satisfaction with the process.

CONTACTS

- *CCC Project Manager:* Phil Dascombe, Senior Community Design Planner (CCC)
- *Town Project Manager:* Jill R. Goldsmith, Town Manager
- *Town Project Coordinator:* Deanna Ruffer, Director of Community Development

MEETING LOGISTICS & NOTICING

- CCC staff will coordinate with town staff to arrange the location, date and time of all workshops and/or meetings associated with the project.
- Town staff will reserve the location for the workshops, listening sessions and post-workshop meetings. Town staff is responsible for coordinating the telecast and video taping of the workshops. Microphones and audio/visual will be provided by the town as needed.
- CCC staff will prepare notices, including flyers and informational postcards, to advertise all scheduled workshops and will provide said notices electronically to the town prior to the required noticing date. Town staff will be responsible for any printing required. The Town will notice other meetings as appropriate.
- Town staff is responsible for noticing workshops and/or meetings consistent with the noticing requirements below. The notification protocol checklist created by the town is as follows:
 - Direct mail notice to property owners/key stakeholders
 - E-mail notices to boards/committees/dept. heads



- E-mail notices to previous attendees or others who have expressed interest in the project
- Public notice ad in the Chronicle (2 weeks in advance)
- Website posting under Community News
- Website posting on Town Meeting Calendar
- Post of bulletin boards at Town Hall, Annex, & Library
- Channel 18 posting/announcement
- Board of Selectmen Public Forum Reminder

PROJECT EMAIL LIST

A project email list will be maintained by the Community Development Department, populated by those who sign up for project updates via the project web site and when signing in at the public workshops. This list will be used to provide periodic updates and to notify people when new materials or FAQ updates are posted on the website.

WEB SITE

The website is intended to be the primary mechanism for distributing project-related information, receiving input and providing a forum for comment from the public. It is anticipated that the town will establish a dedicated website for the project that will act as a portal for project related information. This website may be linked to the website for the West Chatham Roadway Intersection Design project, informing visitors of the existence of this project and providing basic information about the Roadway Intersection Design project. Visitors to the corridor visioning project website portal will also be able to link to a dedicated section of the Commission's website for additional information or functions.

- ***Both Websites:*** Both websites will include a description of the project, an e-mail address for people wishing to make comments (a town email), and announcements.
- ***Town Website:*** The town website will include posted public



comments received on the project, responses to comments in the form of an FAQ and any relevant links to background information (i.e. LCP, prior studies).

- *Commission Website:* The Commission's website will be used to distribute project materials, direct users to electronic polling pages and to display maps, etc.

PUBLIC COMMENT

- *Point of Contact:* All public comments should be directed to the Chatham Community Development Director. Written comments may be submitted by mail, or submitted to a dedicated email address which will be monitored by the Chatham Community Development Director and, at her direction, department staff. A link to this address will be included by the town and the commission on the project websites.
- *Posting Comments:* Any public comments submitted regarding this project will be posted by the town on the town website. CCC staff will forward copies of any written comments received by the CCC to town staff for posting. The town shall forward all emails to the Commission for informational purposes.
- *Response to Questions:* Questions posed by the public will be grouped and responded to by the town through the development of an FAQ piece that will be updated at least every two weeks. On request from the town, the CCC staff will provide any information needed to complete the FAQ. The FAQ will be posted by the town on the website.

PRESENTATION MATERIALS

- *Release of Materials:* Materials prepared by CCC staff for presentation at scheduled workshops will not be distributed in advance of the workshop. CCC staff will distribute workshop materials to the public during the workshop.
- *Posting of Materials:* CCC staff will post workshop materials on the commission project website after each workshop has been completed. CCC staff will provide digital copies of



workshop materials to the town as part of the regular monthly progress reports.

STATUS REPORTING

- *Monthly Reports:* CCC will send regular monthly updates on the project via email, delivered on or about the 15th of the month. The updates will cover the work completed over the last month and the work to be done over the next month.
- *Post-Workshop Meetings with the Town:* The same group of town board representatives and staff that gathered for the project initiation meeting will meet after each workshop. The purpose will be to review the outcomes of the workshop and discuss the structure of the next workshop. This meeting will be scheduled by the town.

MEETINGS POLICY

- To ensure that all comments and issues are vetted publicly and to avoid the appearance of preference for any individual or group, CCC staff will not schedule private meetings with individuals or groups to discuss the project or the presentation materials unless specifically directed to do so by Jill Goldsmith, the Town Manager.