

Black Creek Watershed Management Plan

Community Outreach Plan

Final Draft – Approved by Project Advisory Committee September 21, 2009



Note: This is a FINAL DRAFT of the Black Creek Watershed Community Outreach Plan. It incorporates comments provided by Committee members during the period of August 24 – Sept. 21.

The contents of the final draft are now subject to New York State Department of State Division of Coastal Resources approval.

~Acknowledgements~

Portions of this document have been adapted from the Public Participation Plan for the Old Saratoga Waterfront Revitalization Project.

Community Outreach Plan

Prepared for the Black Creek Project Advisory Committee

Purpose

Public participation is a key element of any successful watershed management plan.

This Community Outreach Plan is intended to help clarify the methods by which the public will be informed of and engaged in the Black Creek Watershed Intermunicipal Planning Project. It is intended to clarify and define the variety of forums and outreach mechanisms that will be used to engage interested stakeholders in the development of a watershed management plan for the Black Creek watershed. The Community Outreach Plan is a guide to involving stakeholders in the intermunicipal planning process; it is not a checklist of required actions. Some elements of this Plan may prove unnecessary or inappropriate as the planning process unfolds. Other opportunities for public engagement not identified in this Plan may be developed. Amendment of this Community Outreach Plan may be required to include development of any identified outreach materials (such as press releases, presentation materials, or other informative documents), as deemed necessary or prudent by project partners.

Community Outreach Plan Components:

- I. Regular Project Advisory Committee Meetings
- II. Project Website
- III. Identified Agencies/Other Interest Groups
- IV. Consultations, Discussions and Reporting
- V. Special Stakeholder Focus Groups, Meetings and Key Contact Interviews
- VI. Public Information Meetings

Key Contacts:

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Chair of the Black Creek Watershed Project Advisory Committee
[to be identified at future meetings]

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Project Advisory Committee Members

The following lists include volunteers who have expressed interest in participating in the Black Creek and Oatka Creek Intermunicipal Planning Projects. Membership is subject to changes and additions. A more comprehensive list of relevant contacts – including federal, state and local officials and other relevant project stakeholders within either watershed – is maintained by G/FLRPC.

Black Creek Watershed Project Advisory Committee Members

NAME	AFFILIATION	TELEPHONE	EMAIL
1. Rochelle Bell	Monroe County Planning and Dev.	753-2034	rbell@monroecounty.gov
2. Ray Cipriano, Ph.D.	Town of Bethany Planning Board	219-4947	ramon@rochester.rr.com
3. Peggy Grayson	Town of Stafford	344-2580	pgrayson@co.genesee.ny.us
4. Bob Kiley	Monroe County SWCD	473-2120	robert.kiley@ny.nacdnet.net
5. Tom Ryther	Black Creek Watershed Committee	546-1719	tomryther@earthlink.net
6. Judy Spring	Genesee County SWCD	343-2362	jspring.geneseeconsed@yahoo.com
7. Larry VerWeire	Black Creek Watershed Committee	704-4450	LJVerWeire@hotmail.com

Other Project Advisory Members Assisting Both Black Creek and Oatka Creek Projects

NAME	AFFILIATION	TELEPHONE (585)	EMAIL
1. John Hovanesian	RC&D Council Coordinator USDA NRCS	589-5320	john.hovanesian@ny.usda.gov
2. Alan Mack	Manager, Caledonia Fish Hatchery	538-6300	admack@gw.dec.state.ny.us
3. Caroline Myers	Executive Director, Monroe County SWCD	473-2120	caroline.myers@ny.nacdnet.net
4. Gay Mills	Genesee Land Trust	256-2130	gmills@geneseeandtrust.org
5. Kathy Blachowski	Genesee Land Trust	256-2130	steward@geneseeandtrust.org
6. George Squires	Genesee County SWCD	343-2362	george.squires@ny.nacdnet.net
7. Felipe A. Oltremari	Genesee Co. Department of Planning	344-2580	foltremari@co.genesee.ny.us

A wide variety of professionals and agency officials have been informed of this project and have either offered their tacit support for the project or requested to be made aware of project developments at appropriate junctures. The names and contact information for these individuals is maintained on the Key Contact List, which is available from the project manager upon request.

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Black Creek Watershed Municipalities

Towns:

Genesee County

- Batavia
- Bergen
- Bethany
- Byron
- Elba
- LeRoy
- Stafford

Monroe County

- Chili
- Ogden
- Riga
- Sweden
- Wheatland

Orleans County

- Clarendon

Wyoming County

- Middlebury

Villages:

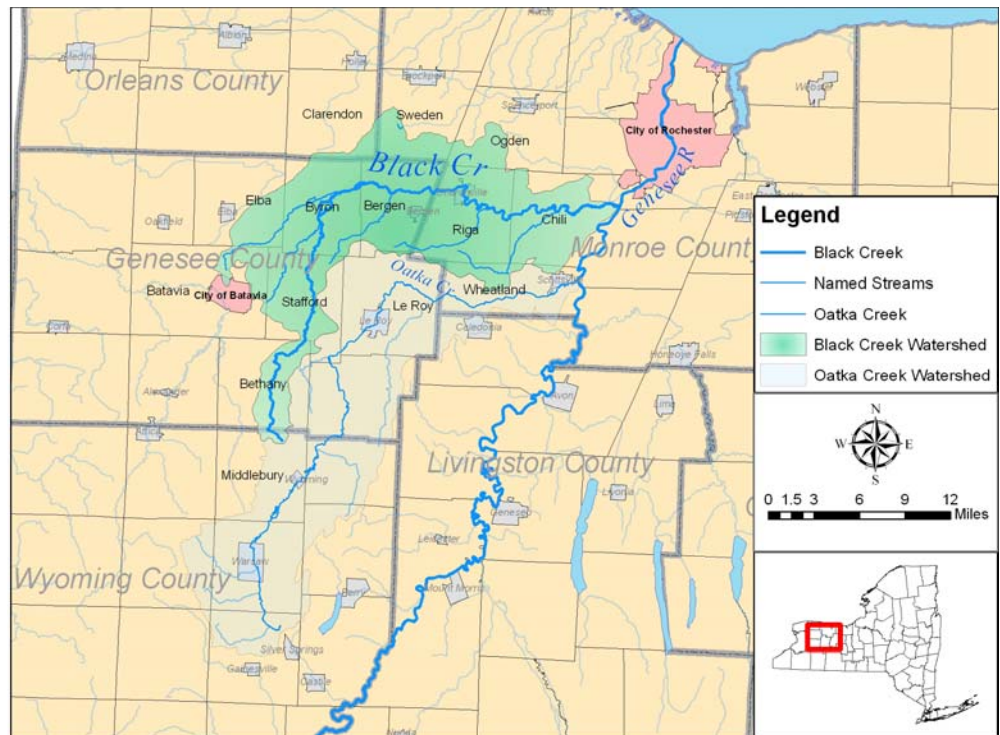
Genesee County

- Bergen

Monroe County

- Churchville

Overview of the Black Creek Watershed



The watershed also includes a small portion of the Village of Scottsville as well as portions of the City of Batavia. In the case of the City of Batavia, surface water within the area identified as the Black Creek Watershed may drain into other adjacent watersheds due to hydro-engineering.

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I. REGULAR PROJECT ADVISORY COMMITTEE MEETINGS

Purpose: Regular Project Advisory Committee meetings are held in order to advise the participating stakeholders on the elements and content of the plan and any other related documents. The Project Advisory Committee is the primary group guiding the preparation of the watershed management plan.

Membership: Membership of the Project Advisory Committee includes those individuals as identified by G/FLRPC with assistance from key partners. All prospective members must receive final approval of the New York State Department of State (NYSDOS).

Public Participation: All Project Advisory Committee meetings are considered to be open meetings. Committees may permit public participation and may provide rules for participants to follow if it chooses to.

Notification: Notification of Project Advisory Committee Meetings will occur through e-mail or other agreed-upon method. Notification should be initiated by the project manager or other identified G/FLRPC staff, as identified by the project manager. Meeting announcements may also be posted by Project Advisory Committee Members on other applicable websites.

Schedule/Location: Project Advisory Committee meetings will be scheduled as needed to monitor progress and review interim and final documents. A draft schedule of meetings can be created to act as a guide and to assist with scheduling. Meetings should be held in locations throughout the watershed area in order to encourage participation from a variety of stakeholders. All reasonable efforts will be made by the committees to ensure that the meeting facility is accessible to the physically handicapped.

Format: When possible, meetings for the Black Creek and Oatka Creek Project Advisory Committees will be scheduled at the same time and place. Whenever possible, subjects applicable to both projects will be addressed simultaneously with members of each Project Advisory Committee (or their designees) present. Separate Project Advisory Committee meetings for either watershed may be held before or after these meetings, as necessary.

At any point in time, Project Advisory Committees may request that a separate or additional meeting be scheduled to address issues specific to their watershed planning project.

The Committee Chair, Project Advisory Committee members, and other meeting participants should strive to employ procedures such as Roberts Rules of Order when conducting and participating in meetings. Meeting minutes should be

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taken at each meeting by a designee and approved at the following meeting. An agenda will be made and distributed prior to each meeting. All meeting materials will be posted in an accessible location, such as the project website, in a timely manner. The designated Project Advisory Committee Chairperson should preside over meetings, with G/FLRPC acting as staff to the Project Advisory Committee.

Chairperson: Once approval has been given to this Community Outreach Plan by the Project Advisory Committee, it will select a Chairperson. The selection of the chairperson may take place by a simple nomination and vote. The role of the Project Advisory Committee Chairperson will be to assist G/FLRPC and other staff in the control and direction of Project Advisory Committee meeting proceedings. The Chairperson will carry the authority to keep order, propose agenda items, maintain progress in line with the agenda, and request clarification from G/FLRPC regarding any and all associated project tasks or products.

II. Project Website

Purpose: A project website – <http://gflrpc.org/blackcoatka.htm> – will be established for the purpose of posting project materials (meeting agendas, summaries, report drafts, etc.). The format and content of the project website will be determined by the project manager with input from the Project Advisory Committee and NYSDOS.

III. IDENTIFIED AGENCIES/OTHER INTEREST GROUPS

Purpose: Local, State, Federal and other public and private agencies and interest groups will be identified and encouraged to participate in the watershed planning process. The purpose of engaging these groups is to ensure that there is a broad understanding and awareness of the project and its goals. Further, the purpose is to solicit diverse input from affected stakeholders as well as professionals knowledgeable in their various fields of interest or specialization.

Membership: Agencies and other interest groups will be identified by G/FLRPC, the Project Advisory Committee, NYSDOS and other appropriate entities.

Public Participation: A draft “Key Contact” list has been developed for this project with direct input from project partners. It is presently maintained by the project manager and can be made available for review upon request. Individuals on this list will be invited to participate in project planning and development at key intervals throughout various phases of the project (review of drafts, public meetings, etc.). Individuals who have offered their tacit support to the project but requested to not be included on the Project Advisory Committee are listed on this Key Contact List.

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Key Contact List Includes stakeholders such as:

1. Municipalities
2. Municipal conservation advisory boards
3. County or municipal farming and agriculture committees
4. County legislative bodies
5. County planning and economic development offices
6. Tourism organizations
7. Regional recreation and trail groups
8. Environmental organizations: public and nonprofit
9. Regional and state agencies (GTC, DEC, DOT, etc.)
10. Academic Institutions and their representatives

Notification: E-Mail or other means, as necessary

IV. CONSULTATIONS, DISCUSSIONS AND REPORTING

Purpose: The purpose of consultations, discussions and reporting is to encourage regular formal and informal communication between the project sponsor, project manager, funders and any consultant(s) that may be selected through a Request for Proposal process. This is to ensure open and effective communication between all project partners and to promote a clear understanding of all project tasks related to the project.

Participants: G/FLRPC, NYSDOS, Project Advisory Committees, the Town of Wheatland and any selected third-party consultant(s) will be the participating members of any necessary consultation, discussion or reporting procedures.

Notification: E-mail or telephone among applicable participants

Schedule: Consultation, discussion or reporting procedures will take place throughout the planning process as necessary.

Format: Telephone conference calls or face to face meetings will be the general format for necessary consultation, discussion or reporting procedures. In some cases, a written summary of the meeting may be created and posted if necessary.

V. SPECIAL STAKEHOLDER FOCUS GROUPS, MEETINGS AND KEY CONTACT INTERVIEWS

Purpose: As the various stages of the project progress, G/FLRPC or the Project Advisory Committee may find it advantageous or necessary to obtain input and feedback from individuals or groups of stakeholders regarding particular elements of the

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plan or project components. Examples of stakeholders include (but are not limited to): property owners, business owners, farmers, local highway superintendents, local code enforcement officers, etc. Input obtained will be shared with the Project Advisory Committee members; Project Advisory Committee members may also assist in the development of any such meeting.

Participants: Varies

Notification: Web sites, notices in local newspapers or similar publications [which may include publications such as: Rochester Democrat and Chronicle, Batavia Daily News, local Penny Saver publications, agency newsletters/websites and other publications identified by the Project Advisory Committee]; direct mail if necessary, e-mail

Schedule: Throughout the planning process as necessary to ensure broad community involvement and awareness.

Format: Varies. A written summary of the meetings or interviews may be created and posted if necessary.

VI. PUBLIC INFORMATION MEETINGS

Purpose: A minimum of two Public Information Meetings will be held in order to obtain input from the public regarding the elements and content of the project documents. Record of any input obtained will be made publicly available through meeting notes and/or appendices that are integrated into final reports. Recommendations provided by the public will be integrated into project products as deemed necessary and appropriate by the project manager and Project Advisory Committee.

Participants: All members of the public, including interest groups identified in the Key Contact List, as well as any additional individuals, neighborhood associations, or other community groups as identified by the project manager, Project Advisory Committee or NYSDOS will be invited to participate.

Notification: In advance of each public meeting, the Project Advisory Committee will consider and agree upon the methods that will be employed in order to inform the public of the date, time, location and purpose of upcoming Public Information Meetings. These methods may include (but are not necessarily limited to) press releases, radio advertisements, bulletins on cable TV public access channels, public notices in newspapers and agency newsletters [which may include publications such as: Rochester Democrat and Chronicle, Batavia Daily News, local Penny Saver publications, agency newsletters/websites and other publications identified by the Project Advisory Committee], websites, flyers, direct mail if necessary,

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and e-mail..

Schedule: At a minimum, two Public Information Meetings will be held in order to review the draft characterization report(s) and the Draft Watershed Management Plan(s) at the appropriate junctures in the project.

Format: The format of each Public Information Meeting is to be determined with consultation from the Project Advisory Committees and NYSDOS. A written record of meeting proceedings will be created and made publicly available.