

## **Appendix A:**

# **Raquette River Corridor Revitalization Strategy Public Participation Plan**

**Purpose:** The Technical Assistance Center (TAC) at SUNY Plattsburgh and the Raquette River Corridor Project (RRCP) Executive Committee have developed the following Public Participation Plan to:

- Generate a broad understanding of waterfront issues, including prior planning studies
- Identify a community visioning process aimed at soliciting public input on local issues and needs
- Build consensus for the future of the RRCP among corridor communities
- Encourage the contribution of ideas/strategies to be considered for the river corridor
- Develop an overall strategy for the steps needed to advance the consensus on a inter-municipal plan to revitalize the river
- Collect input regarding the completeness and accuracy of the strategic plan.

The public participation plan identifies a variety of forums and outreach mechanisms to engage all interested persons in the development of the RRCP's Strategic Plan.

TAC/RRCP will solicit the support of the community at every stage - from developing a vision to planning for and implementing corridor improvements. Success will depend upon building and sustaining local support for the corridor project and its strategic plan.

Community participation will be generally designed to:

- Foster an appreciation of local and regional assets and issues along the river corridor
- Introduce local leaders and community residents to the waterfront planning process
- Generate a community consensus about the vision for the future of the river corridor, and
- Develop a strategy to address the community's most critical corridor issues.

### **Elements**

- Corridor Revitalization Strategy Advisory Committee Meetings and Workshops
- Community Visioning Workshops
- Additional Methods To Collect Community Input
- Consultation With Partners
- Ongoing Consultation with NYSDOS
- Public Hearings – Implementing the Vision

## **Partners**

### **Key Contacts (Project Team)**

John Kopp – RRCP Executive Committee, Tupper Lake Chamber of Commerce, 518-572-6984, [jonkopp@tupperlakeinfo.com](mailto:jonkopp@tupperlakeinfo.com)

Mary Jane Watson – RRCP Executive Committee, Town of Colton, 315-262-2617, [mjwatson@townofcolton.com](mailto:mjwatson@townofcolton.com)

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### **Identified Agencies and Other Public Groups**

- Representatives of the RRCP Executive Committee
- Officials from 14 municipalities along the corridor
- County Tourism Organizations: St. Lawrence County Chamber of Commerce, Franklin County Tourism, Adirondack Regional Tourism Council, others
- Adirondack Park Agency
- Northern Forest Canoe Trail
- Adirondack North Country Association (ANCA)
- Local and regional Planning Boards
- Tourism-related businesses and associations
- Regional recreation and trail groups, including the Adirondack Mountain Club, St. Lawrence County Snowmobile Association, others
- Heritage areas/historic preservation organizations: public and private.
- Environmental organizations: public and nonprofit
- Appropriate New York State agencies, including Department of State, DEC, others

### **RRCP Advisory Committee**

The Town, and the RRCP shall establish a Corridor Revitalization Strategy Advisory Committee (CRSAC) to oversee preparation of the river corridor's strategic plan in cooperation with TAC. The CRSAC is the primary group guiding the preparation of the corridor's strategic plan. The CRSAC will articulate local issues, review and accept products from the consultant, and sponsor public outreach efforts.

### **Membership:**

#### **Raquette River Corridor Revitalization Strategy Advisory Committee**

Everett Basford, Village of Massena

Louise Bixby, Raquette River Corridor Project

Kim DesChamp, Village of Potsdam, Office of Planning & Development

Steve Erman, Adirondack Park Agency

Joann Ferris, Coordinator, Raquette River Corridor Project

Bob Gibson, Town of Long Lake Recreation Dept.

Fred Hanss, Village of Potsdam, Office of Planning & Development

Grace Hawley, Raquette River Corridor Project

Sue Herne, Akwesasne Museum

Jon Kopp, Raquette River Corridor Project, Tupper Lake Chamber

Betsy Lowe, The Wild Center, Tupper Lake

Ron Montesi, New York State DEC, Region 5

Elen Nesbitt, St. Lawrence County Chamber of Commerce

Sharon O'Brien, Adirondack North Country Association (ANCA)

Mike Prescott, Northern Forest Canoe Trail

Jamie Savage, SUNY-ESF Ranger School

Bill and Lynn Swafford, Raquette River Corridor Project

Thomas Skutnik, Brookfield Power Corp.

Zoe Smith, WCS

Jennifer Tavares, Potsdam Chamber of Commerce

John Tenbusch, St. Lawrence County Planning Office

Mary Jane Watson, Raquette River Corridor Project

John Wood, NYSOPRHP Higley Flow

Arlene and Edwin Wright, Adirondack Mountain Club

The CRSAC shall be representative of community waterfront interests, including, but not limited to: representatives of the Raquette River Corridor Project Executive Committee, an unincorporated civic organization comprised of representatives of the 14 municipalities along the corridor; county tourism organizations, the Department of State, and the APA.

**Schedule:** Monthly meetings

**Public Participation:** Meetings will be open to the public. Meeting minutes will be posted on the RRCP website and made available to local media.

**Notification:** Meeting schedule will be posted on the RRCP website and advertised in local media. Members will be notified through an e-mail listserv.

### **Community Visioning Process**

TAC/RRCP will use a “bottom-up” planning approach created with community participation, in keeping with the corridor project’s mission statement.

A “Vision Framework” will be formulated to guide comprehensive planning at all levels. The vision statement expresses a conceptual goal for the future and suggests guidelines to community members collaborating in the enterprise which direct their actions toward a shared and complimentary mission

The Project Team’s approach for pulling together information about the river corridor will be to use the SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats. Strengths and Weaknesses are evaluated within the project, while Opportunities and Threats are considered as external factors.

**Participants:** All members of the public, including interest groups identified above and individuals, neighborhood associations, other community groups.

### **Schedule**

#### **Community Visioning Workshops (3)**

Given the broad geography of the river corridor, TAC and the Corridor Revitalization Strategy Advisory Committee will conduct three public Community Visioning Workshops in communities throughout the corridor to accommodate the greatest number of stakeholders. These workshops will be designed to help participants reveal the ways in which they use and value their river corridor, and to identify important issues and opportunities and potential obstacles to revitalization efforts. These meetings will be held in Months 5-6 of the project.

This information will be used to develop an initial vision for the river corridor. This vision will be refined by the Corridor Revitalization Strategy Advisory Committee, with input from relevant stakeholders.

TAC and the Corridor Revitalization Strategy Advisory Committee will in Month 7-8:

- Review the results of the first public workshops
- Discuss long-term goals for land and water uses in the corridor
- Identify short and long-term projects and other actions necessary to establish a Blueway Trail and revitalize the corridor, including proposed local laws, other public and private sector actions, and
- Determine the financial resources required to implement the revitalization strategies.

The results of these sessions will be provided to the public, all identified stakeholders, as well as those who attended any of the visioning workshops, for further input and comment.

**Notification**

- Announcements on local community websites, including the RRCP website.
- Press releases to local print media including the Watertown Daily Times, Plattsburgh Press-Republican, Malone Telegram, Adirondack Daily Enterprise, Courier Observer, others.
- Notices to local radio outlets
- Direct mail and e-mail.

Minutes of both series of public meetings will be available on the RRCP website. Opportunities will be made available for additional public input.

**Description of Media Outreach:**

To build consensus and strong community support and begin to establish the partnerships that will be so important to success, TAC/CRSAC will:

- Publicize early successes to highlight evidence of progress and build momentum and support
- Use press and media relations to inform the community of the vision and update them on the progress of revitalization efforts
- Use and promote the RRCP website so the community may stay current on the planning and revitalization efforts and provide feedback.

**Ongoing Consultation with NYSDOS**

Regular ongoing formal and informal communication will be conducted between the project sponsor, funders and consultant for monitoring and smooth flow of all planning tasks related to the river corridor strategic plan and related documents. By contract, the NYS DOS must approve many products of this planning process, including the Public Participation Plan, Corridor Area Boundary/Blueway Trail, Inventory and Analysis, Draft and Final Corridor/Blueway Trail Issues, Opportunities, Vision and Strategies Report and Measurable Results Form.

**Notification:** E-mail among participants

**Schedule:** Regular progress reports. By contract, TAC/RRCP will submit semi-annual reports to the Department of State, including the extent of work accomplished, any problems encountered, and any assistance needed.