

PUBLIC ENGAGEMENT PLAN

TOWN OF CLARKSON

HAFNER PARK PLANNING

4/10/2024



DRAFT

Image via "Bay Street" on Google Maps

Town of Clarkson—Hafner Park Planning

PURPOSE

- Project Background
- Goals for Public Engagement
- Level of Influence

MANAGEMENT

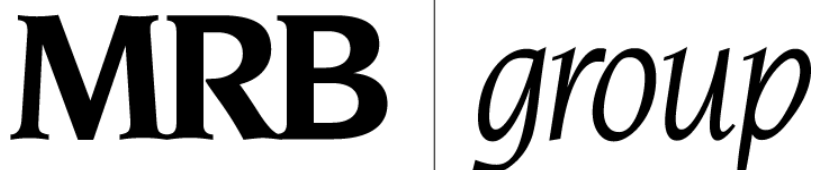
STAKEHOLDERS

METHODS

SCHEDULE of PUBLIC ENGAGEMENT



TOWN OF CLARKSON
MONROE COUNTY, NEW YORK



**New York State
Parks, Recreation and
Historic Preservation**

This project is funded in part by a grant from the NYS Office of Parks, Recreation and Historic Preservation through Title 9 of the Environmental Protection Act of 1993 (Hafner Park Planning, EPF Grant #236814)

PURPOSE

PROJECT BACKGROUND

In 2022, the Town of Clarkson completed a rewrite of its Comprehensive Plan and refreshed the community's vision for the future. As part of the new Plan, the Town established an objective to explore opportunities for community interaction, recreational uses, and parkland. This was supported in the planning process by survey responses and a SWOT analysis illustrating support for new park opportunities.

While the Town actively encouraged community participating during the Comprehensive Planning process, the park planning process requires a similar commitment to community engagement to ensure a design that will meet the needs of current and future residents and visitors. The Town is seeking to create a visionary plan for Hafner Park which sits at the heart of the Town and will be a centerpiece of the Town's future. Ensuring that this park is utilized to the fullest requires significant engagement from potential users.

This Public Engagement Plan is representative of the Town's commitment to maximizing community input, and, in developing this Engagement Plan, MRB Group conducted interviews with the Town to identify the best times and locations for meetings, contact information for key stakeholder groups, and issues of likely importance.

GOALS for PUBLIC ENGAGEMENT

In developing this design, the process must generate:

- Community Goodwill and Buy-In
- Public Confidence in Local Government
- Excitement and Enthusiasm Among the Community
- Success for Subsequent Planning Efforts

LEVEL of INFLUENCE

In an effort to collaborate with the public in seeking their time and opinions, the Team promises to engage the general public in all key activities and decisions and to incorporate their input to the maximum extent possible. However, the team understands that consensus will not always be attainable in the face of conflicting opinions. The team promises to navigate those decisions rationally and transparently.

MANAGEMENT

DEVELOPMENT TEAM

The Development Team is largely responsible for overseeing the project and ensuring that all deliverables are provided. They are:

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Town of Clarkson Supervisor
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STAKEHOLDERS

A list of stakeholders will be generated with the assistance of the Town and through research by MRB Group. Stakeholders are generally those representing a membership organization who currently use or in the future may use Hafner Park. This could be groups like youth soccer leagues or home owners associations. Stakeholder input will be directly sought in the planning process. This list will be developed early in the process and will be appended to this document.

METHODS

DIRECT MAIL

Direct mail is an effective way to reach an audience but can be expensive. MRB will work with the Town to identify the best methods to reach our audience which may be through water bills, trash collection, or other existing government service operating door to door. These mailers will include project information and direct recipients to the public survey, public forum, or website if one is to be utilized.

COMMUNICATION LISTS

MRB Group likes to have a direct list of contacts so that, anytime there is the opportunity to provide input, the team can reach directly out to interested residents and stakeholders. If the Town already maintains a listserv or previous projects created a communication list, MRB would like to utilize that. An added bonus is that this list may be used by the Town for future planning efforts.

WEBSITE

In efforts to be transparent and to inform the public, few tools are better than a dedicated webpage. The Town will explore creating a page on the existing website to host project documents and opportunities for engagement.

PUBLIC SURVEY

MRB Group will design and publish a survey to gather key demographic information and community desires for the park. It will focus on existing utilization, evaluations, and desired improvements. MRB will ask respondents for contact information to add them to communication lists for later phases.

PUBLIC FORUM

After meeting with the Town and reviewing existing documents to better understand the project, MRB will lead a public forum to host residents for in depth conversations about their goals for this park. This early meeting will focus on understanding park usage and evaluating potential improvements.

DESIGN CHARETTE

Charettes are design oriented engagements where the public is presented with early concept design and allowed the opportunity to put pen to paper and modifying the design to create proper building sizing, design requirements, uses, and other elements. MRB expects to present a few concepts and allow participants to critically evaluate.

STAKEHOLDER MEETINGS

A key task is to ensure that people who will be most impacted by this project are included in its development. The team will identify key people or groups such as local sport leagues, neighborhood associations, and other stakeholders identified by the Town to ensure that their input is heard.

SOCIAL MEDIA

MRB will work with the Town to identify communications managers and assets, and, at appropriate points in the process, provide them critical information to share with the public and obtain feedback.

METHODS

EVENT POP-UP

Public events occurring throughout the year—sometimes even at Hafner Park—are excellent opportunities to engage with area residents. Good Neighbor Days at Hafner Park in August is a perfect opportunity. The project team will set up a table with visuals, handouts, a brief questionnaire, and a contact list sign-up.

NEWSPAPERS AND LOCAL MEDIA

The Town will explore options to have flyers or notifications within the West Side News delivery. Additionally, at strategic times in advance of critical public meetings or information releases, the team can provide news releases to local news organizations.

NEWSLETTER

The Town of Clarkson distributes a periodic newsletter. This newsletter will be utilized during the course of this project to inform recipients of project development and to notify them of opportunities to provide input.



SCHEDULE of PUBLIC ENGAGEMENT

Some methods are not shown on schedule but will be added based on consultation with the Town.

