



Mobility 2050

Improving the Way Your Community Moves

Public and Stakeholder Outreach Campaign Plan

For

ULSTER COUNTY TRANSPORTATION COUNCIL
LONG RANGE TRANSPORTATION PLAN

October 2024



ULSTER COUNTY TRANSPORTATION COUNCIL

DRAFT

Public and Stakeholder Outreach Campaign Plan

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I. INTRODUCTION

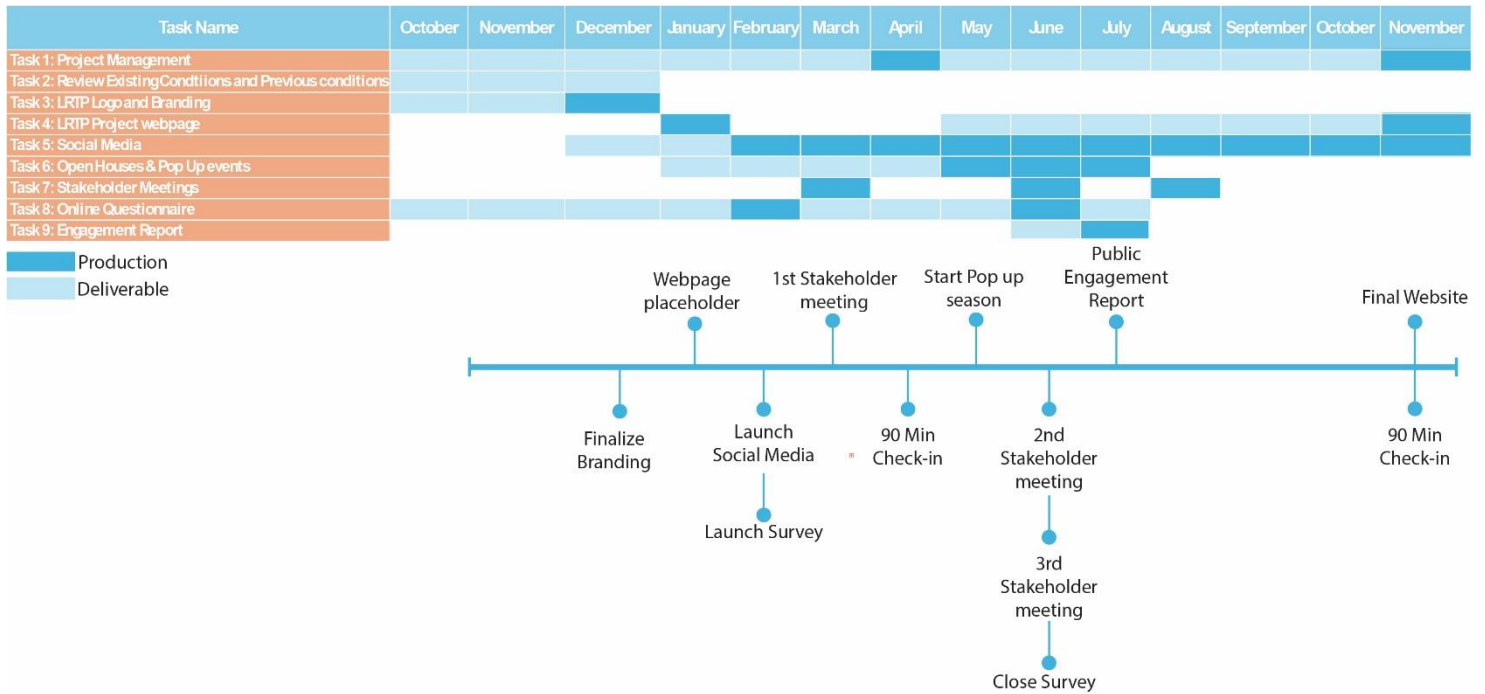
Project Context

Ulster County (UCTC) is updating its Long Range Transportation Plan for 2050. The Long Range Transportation Plan (LRTP) typically spans a 20-year planning horizon and serves as a strategic vision document, guiding project prioritization in alignment with programmatic transportation goals. Transportation plans are developed at the National, Regional, and Unit levels for Federal Land Management Agencies (FLMA's). The LRTP incorporates financial elements that demonstrate the feasibility of implementing the proposed transportation plan, identifies available public and private resources, and suggests additional financing strategies for essential projects and programs.

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Public and Stakeholder Outreach Campaign Plan Overview

This Public and Stakeholder Outreach Campaign Plan outlines how the project team will inform and seek input from the communities, stakeholders, municipal members, and the traveling public during the project process. Methods of outreach include stakeholder interviews, pop up events/open house, project website, social media, fact sheets, e-bulletins, and other forms of outreach, as appropriate. The engagement strategy is designed to be a transparent and open process. Public opinion and comments will be documented and considered in the development of LRTP recommendations. Meetings will be held virtually or in-person, as appropriate. This is a living document and will be regularly revisited and refined throughout the project as outreach needs evolve. The public engagement process is designed to be flexible. The project team has tailored the outreach methods in this to be specific for use during the development of the LRTP.



II. GOALS

The outreach objective is to inform the public about the LRTP, encourage participation, and make available the planning documents for public review and comment. The PIP has been developed to support public engagement in accordance with the following guiding principles:

Accessibility

The public will receive sufficient notice of public meetings, which are held at a convenient time, place or on a virtual platform, and are accessible to all. This includes complying with the American with Disabilities Act of 1990. The public is given time to review plan-related materials in advance of meetings. Up-to-date project information is shared on the Study website in an accessible format.

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Inclusiveness

The public will receive equitable access to all aspects of the Long Range Transportation Plan process. The project team will be inclusive in its practices, distributing information via a variety of channels and venues, and delivered in clear and simple lay language to the extent possible. The project team will identify and partner with select individuals and organizations from diverse communities to facilitate greater interactions and outreach to the public. This includes providing language assistance and translated public notices to limited English proficient (LEP) populations and affirmative identification and engagement with communities that have been traditionally underrepresented.

Responsiveness

Public questions and inquiries will be answered in a professional, considerate, and timely manner. The project team will respond appropriately to the express needs of interested individuals or groups for whom participation is challenging. We will create an on-going channel of communication between the public and the LRTP through online and in-person engagement and incorporate feedback into the Long Range Transportation Plan

Transparency

The project planning process will be clear and understandable to the public. The project team will establish an open and honest dialogue with the public and share pertinent information that informs project decisions and direction. In addition, technical information and regulatory procedures will be explained clearly to help the public understand the planning, regulatory and Plan development processes.

Communication

Project information, updates and news will be consistently communicated with the public through the LRTP's website, e-communications, newsletters, and local media outlets. Materials will be translated to assist LEP individuals and ADA accessible formats will be utilized. Results of public engagement activities and how feedback was considered in the project will also be shared.

VI. COMMUNITY ENGAGEMENT EVENTS

Technical Advisory Committee

The project team will work with Ulster County Transportation Council to develop a Technical Advisory Committee (TAC) to receive stakeholder input and feedback and to help guide the overall planning process. The TAC will consist of representatives from Ulster County's member municipalities, neighborhood groups, business entities, transit agencies, and other interested parties. The project team will make concerted efforts to engage and encourage historically underrepresented community members to participate in the TAC. Ulster County will work with its current advisory group to create a subcommittee that will inform the project.

Stakeholder Interviews

Stakeholder interviews seek to understand the respective interests, goals, issues, and desired outcomes of the Long Range Transportation Plan. A summary of interview issues will be prepared after the interviews take place, and the results will be part of the final report. It is anticipated that up to four (4) interviews will

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be planned and hosted. Concerted efforts will be made to ensure that interviews will include individuals representing historically underrepresented communities. The project team will host these meetings virtually. The TAC will provide guidance and direction to the teams work effort.

The project team will coordinate with key stakeholders and community influencers to attend interviews. These key stakeholders can include neighborhood associations, community-based organizations, elected officials, special interest groups, accessibility advocates, active transportation advocates, developers, transit riders and others.

Pop Up Events

The project team will plan and attend in-person pop up events. Many of the events will be pre-planned community events and festivals that the study team will have a booth at with the goal of supporting, informing, and engaging local constituents. Community locations such as grocery stores, farmers markets, barber shops, churches, libraries, YMCAs, social enterprises, etc. might also serve as potential pop-up event locations. The project team will attend up to four (4) pop up events to promote the Long Range Transportation Plan and push the online survey.

VII. OTHER ENGAGEMENT TOOLS AND TECHNIQUES

Branding

The project team has created a design color palette, fonts, and logo for the Long Range Transportation Plan to be used on various print and electronic materials:



Website

The project team will work with UCTC to create an interactive website for the LRTP on their existing UCTC webpage. The website provides opportunities for the public to submit comments about transportation improvements and issues on an interactive map, survey, learn about the LRTP, view, and download a project fact sheet, sign up for updates about the LRTP, and get information about how to communicate with the project team. The website will act as an information hub throughout the project and be updated continuously. The final LRTP will also live on this webpage as a digital copy. Embedded translation tools will provide site accessibility in other languages.

Survey

The project team will create an online survey and questionnaire that will live on the website and be shared widely throughout the community. The survey will be used to conduct budgeting exercises, priority setting and gauge the level of familiarity the community has with the LRTP. The survey will be a tool used at pop

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ups while out in the community. The survey will open in February and close in late August, survey results will then be analyzed and incorporated into the engagement report.

Social Media

The project team will create digital “Social Media Cards” to share with Ulster County’s social media network. Announcements, updates, and information will be posted to these platforms approximately two (2) times per month. The digital social media cards will keep the public apprised of current activities, important outreach events, and other relevant news. At a minimum, original social media content will be posted in both English and Spanish.

Graphics Support

The project team will create simple infographics for the public that are aligned with LRTP branding and communicate technical information in a public-friendly manner. When appropriate, graphic illustrations will be used to clarify or replace technical language. Infographics will be crafted to be culturally sensitive and inclusive.

IX. EVALUATION OF PUBLIC INVOLVEMENT EFFECTIVENESS

The project team will periodically evaluate the effectiveness of the project’s public involvement and engagement efforts. The project team will track, where possible, and assess levels of overall public participation, the engagement of traditionally underrepresented groups, and public engagement metrics such as the number of comments received, and the degree of misinformation or public confusion about LRTP objectives or process. In particular, the project team will review and adjust engagement efforts at the midway point or the study development to optimize feedback from diverse populations.

Project Team

The table below provides the current list of key project team members and their contact information. This will be updated as needed throughout the life of the project.

Name	Organization	Title/Role	Email
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