

AGENDA

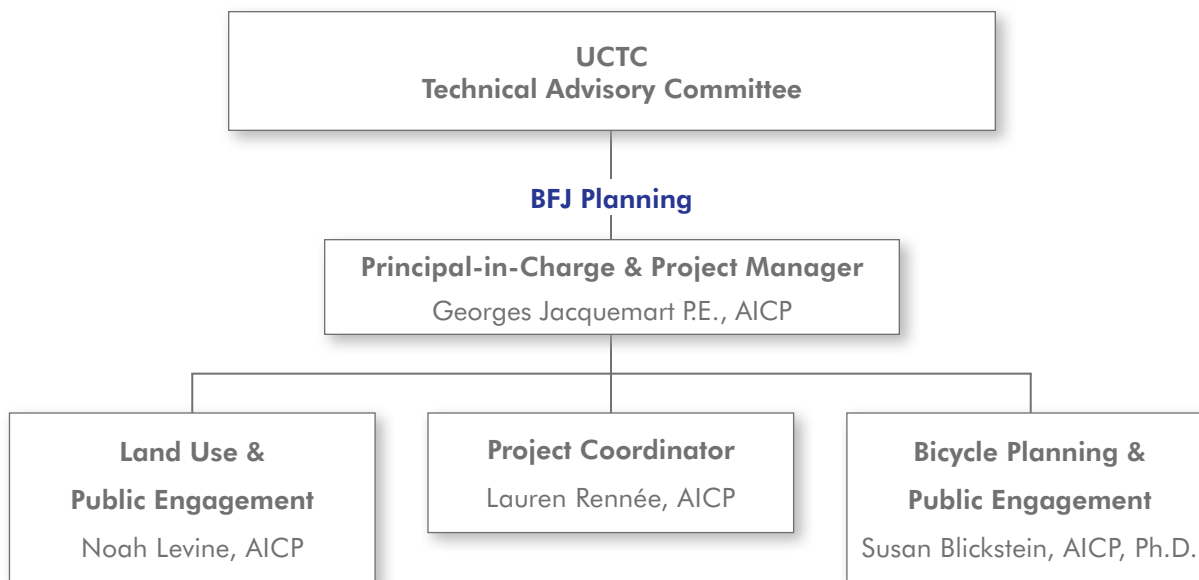
Route 9W Corridor Management Plan Town of Marlborough, NY

Technical Advisory Committee Kick-off Meeting
March 30, 2017, 10:00 AM – 12:00 PM

- 1. BFJ Team and TAC Member Introductions**
- 2. Project Approach, Schedule, and Deliverables**
- 3. Public Engagement Plan**
- 4. Existing Studies and Data Requests**
- 5. Next Steps**

Town of Marlborough Route 9W Corridor Management Plan
BFJ Team Organization Chart and Contact Information

Team Organizational Chart



Team Contact Information

Name	Firm	Title	Email	Phone
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Town of Marlborough Route 9W Corridor Management Plan Contact List

Technical Advisory Committee Members

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John Alonge	Town of Marlborough	Highway Dept. Deputy Superintendent	highway1650@marlboroughny.us
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Howard Baker	Town of Marlborough	Town Councilman	hbaker@marlboroughny.us
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David Barton	Town of Lloyd	Director of Building and Zoning Enforcement	dbarton@townoflloyd.com
Peter Brooks	Town of Lloyd	Planning Board Member	psblloyd@gmail.com

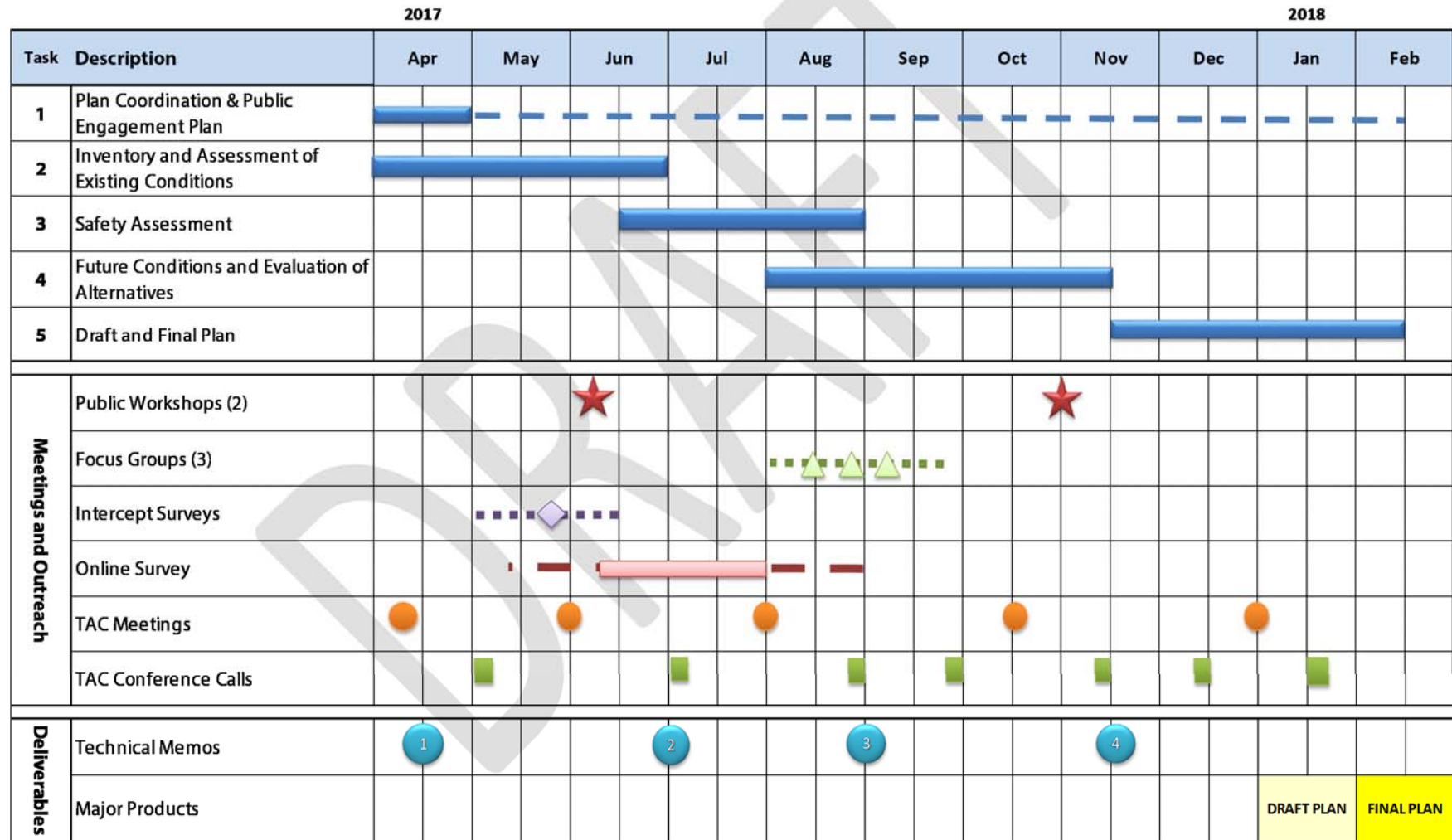
Ulster County Transportation Council Staff

Name	Title	Email
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WORK FLOW CHART & SCHEDULE

Town of Marlborough Route 9W Corridor Management Plan (CMP)



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PUBLIC ENGAGEMENT PLAN

Town of Marlborough Route 9W Corridor Management Plan (CMP)

The BFJ Planning team, proposes the following public engagement program which is explained in detail on the following pages:

- Two (2) public workshops
- Three (3) focus group meetings
- community online survey
- Intercept surveys (1 day)
- Additional public outreach:
 - Project website
 - Press releases
 - Stakeholder list
 - Social media
 - Flyers

Public Workshops

We describe below our approach for the timing format for both workshops. BFJ Planning will produce a short report after each, which memorializes the input and summarizes key insights.

Public Workshop #1: The objective of this first workshop, likely to be scheduled in early June (before the summer break), is to explain the study background and process, introduce the consultant team and identify issues and concerns from stakeholders. We propose to begin with a brief presentation outlining the overall project, explaining its purpose and presenting the initial goals. After a short break, we will conduct a brief town hall-style meeting, where people can share their goals and concerns for the CMP. Comments would be written down on a large pad, and at the end of the workshop, participants would be invited to place “dots” on those goals and ideas that they felt were most important to them. We have found that this exercise – while not a scientific survey – is helpful in indicating quickly and clearly the preferences of workshop participants.

Public Workshop #2: The objective of this first workshop, likely to be scheduled in the fall (after the summer break), will be to present key improvement alternatives that arose from the various public outreach elements and the existing condition analysis. Following the presentation, participants will engage in an one of a variety of interactive activities such as: roundtable discussions for participants to explore specific topics in smaller groups; open house stations where participants would visit “stations,” staffed by team members to explore the various alternatives and ask questions; or a town hall style meeting.

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Focus Groups

In addition to the workshops described above, the BFJ team will conduct up to three (3) focus group meetings. The focus groups, which will be held between the first and second public meeting will provide an opportunity for special interest or key stakeholder groups (i.e. wineries, business owners, residents and school representatives, bicycle groups and volunteer groups) to discuss specific topics of concern. The BFJ team would select potential stakeholder groups to target, in coordination with the TAC. While these meetings are envisioned as small working group sessions, they could be open to the public. The meetings will also encourage stakeholders to be involved in the planning process, which will foster support for recommendations that come out of the Study. BFJ Planning will produce a short report that memorializes the input after each meeting.

Community Online Survey

A survey will be prepared and hosted via Survey Monkey. It will include questions about transportation, safety, pedestrian and bicycle conditions, and land use issues for the corridor, as well as wishes and wants for the future. The survey will be announced at the first public workshop and published shortly thereafter. After approximately one month, the BFJ project team will tabulate the survey results and prioritize individual items based on the input received. Survey results will be shared with the TAC at one of the group's meetings.

Special Intercept Survey

The team proposes to undertake special intercept surveys, which would occur on one day at one or more public gathering places such as a local supermarket. We would ask local residents about their perceptions of corridor issues. Flyers with information regarding the on-line survey and upcoming workshops would also be distributed to encourage continued engagement.

Publicity

To adequately publicize the workshops and ensure a strong level of participation from the community, we will employ a variety of strategies, in addition to standard press releases, as detailed below.

Project Website

We will either develop a standalone website for the project or provide materials for a site, which will be hosted by on the Ulster County Planning Department website. The website would include information on meetings and public workshops, as well as draft Plan components and other materials as approved by the TAC. The website section will also provide a mechanism for members of the public to submit comments or questions. If BFJ Planning develops the site, a link will be provided which can be placed on both the Ulster County Planning Department's website (most likely within the "active studies" page) and the Town of Marlborough homepage.

Press Releases Distributed to local news outlets

We will work with the TAC and UCTC to publicize all public workshops and other major events on the Town of Marlborough's website and in local media, potentially including, the Hudson Valley Times, the Daily Freeman, Times Herald-Record (Recordonline.com), and News 12 Hudson Valley.

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Stakeholder List and Email Alerts

We can work with the TAC to compile an email list of stakeholders and participants in the Route 9W CMP process. The email list would include residents, elected officials, community organizations, regional groups, relevant State agencies, business owners, property owners, developers and realtors. This list would be beneficial to the overall outreach effort as we reach out to individual stakeholders and work to publicize major public events. In addition, the list should include property owners and companies on the corridor – particularly property management companies who can disseminate information to their building tenants, thereby reaching those people who work in Marlborough but may live elsewhere.

Social Media

BFJ will work with UCTC to provide material for Facebook updates and Twitter posts if desired. It is anticipated that these posts will largely be to notify the public about upcoming public engagement.

Flyers

In preparation for public workshops, we will prepare a series of flyers to be posted at key public locations. Flyers will also be distributed as PDF files to members of the TAC for distribution to their professional and social networks.

Town of Marlborough Route 9W Corridor Management Plan

Previous Plans & Studies and Data Requests

Previous Plans and Studies

- Town of Marlborough Safe Routes to School Action Plan, 2016
- UCTC Year 2040 Long Range Transportation Plan, 2015-2020
- Marlboro Hamlet Area Transportation Plan, 2008
- Ulster County Non-Motorized Transportation Plan, 2008

On-going Plans and Studies

- Town of Marlborough Comprehensive Plan Update

Data Requests

- Vehicular, bicycle, and pedestrian crash data
- Recent traffic counts (turning movement, ATR, classification)
- Map of Central Hudson Gas and Electric natural gas pipeline
- Building footprint GIS data
- Recent development proposals and traffic impact studies

Please see meeting notes for complete list of data requests