



*Social
Distancing
Update*

New Visions 2050 Long Range Transportation Plan Public Participation Strategy

Capital District Transportation Committee
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How to get involved in the 2050 Plan



Online at www.cdtcmpo.org/nv2050

Learn more about how long range planning works, take surveys, & sign up for our newsletter & email list to get updates on planning initiatives in the Capital Region & comment opportunities.



In person

When it's safe to do so, invite us to attend your event. Or, coordinate a virtual presentation to your group or community by contacting our community outreach staff.



Become a citizen planner

Participate in CDTC's Citizen Planner training, plan & hold your own New Visions 2050 meeting with your friends, family, or other community in the Capital Region. A "meeting-in-a-box" will be provided to citizen planners with all the tools & information needed to present & collect comments on the New Visions 2050 Plan. Make New Visions your next Zoom Happy Hour activity!



On social media

Follow us on Facebook, Twitter & Instagram to learn about transportation news & when we'll be out in the community.



Request Printed Material

If you don't have digital access & prefer information in paper form, you can make that request by calling the number below. Please allow 3-5 days for CDTC to return your call. In accordance with NYS on Pause, staff is working remotely and limiting office visits.



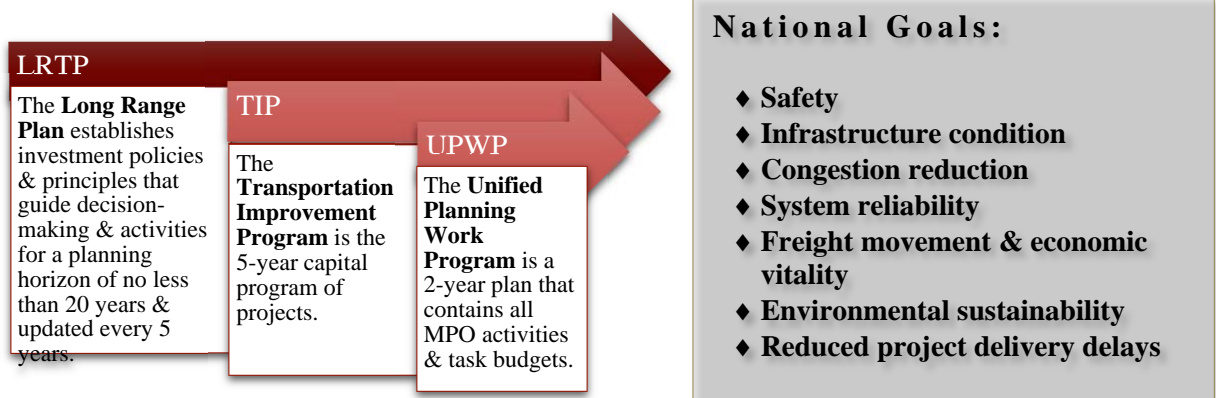
Questions?

Contact our community outreach staff at NewVisions@CDTCMPO.org or (518) 458-2161.

Planning for 2050

Planning the Capital Region’s transportation system for the year 2050 presents vast opportunities and real challenges. How will our region grow and evolve? What type of transportation system will best meet the future needs of our residents and visitors? How do we maintain a high quality of life while expanding access to transportation choices and creating new economic opportunities without increasing congestion? Will new technologies present opportunities, create challenges, or “disrupt” the transportation system? What kinds of projects will we be able to afford?

CDTC seeks to answer these questions and more while developing the New Visions 2050 Plan, which is scheduled for completion in September 2020. CDTC is the Metropolitan Planning Organization (MPO) for the Albany-Schenectady-Troy and Saratoga Springs metropolitan area. CDTC carries out federal requirements for metropolitan planning in accordance with the latest federal transportation legislation, Fixing American’s Surface Transportation (FAST) Act. The policy and provisions of this legislation are still in the process of being carried out by the U.S. Department of Transportation (USDOT) through the regulatory process. Federal regulations require CDTC to produce three major products: (1) long-range transportation plan (LRTP, New Visions); (2) Transportation Improvement Program (TIP); and (3) Unified Planning Work Program (UPWP).



CDTC is responsible for fostering regional cooperation and coordination of planning activities in Albany, Rensselaer, Saratoga (excluding the Town of Moreau and South Glens Falls), and Schenectady counties. This means working not just with municipalities and elected officials, but state and federal agencies and regional organizations, as well as transportation industry experts to make decisions about major transportation infrastructure investments.

How will the public shape the 2050 plan?

Creating a transportation plan that spans decades requires two key things: 1) sound technical work and 2) diverse public input.

This Public Participation Plan ensures the community has a voice in the development of the 2050 Plan by creating opportunities to be informed and engaged throughout the planning process in the way that is convenient and understandable to you. The Participation Plan guides CDTC's outreach efforts, and ultimately maps out how we will successfully achieve public involvement objectives.

New Visions 2050 will be developed in three phases. In the first phase, we'll assemble subcommittees on specific transportation topics consisting of federal, state, regional, and local agencies and organizations, municipal representatives, and transportation industry experts to develop technical "white papers." In the second phase, we'll seek feedback on the major planning and investment strategies compiled from the white papers and summarized in an Executive Summary and present a handful of potential scenarios for the year 2050. In the final and third phase, we'll seek more specific public input on the proposed strategies for achieving the preferred scenario.

CDTC is committed to community outreach that is:

Thorough: Outreach should be comprehensive, providing many options for how a person can get involved.

Inclusive: Everyone is welcome to participate in the 2050 Plan process. We want to make sure participants are as diverse as our wonderful region, therefore, we make a concerted effort to reach traditionally underserved communities.

Creative: We strive to use cutting-edge tools and techniques to reach the public. Being innovative, means we're always focused on improving.

Continuous: Members of the public should be able to participate from the comfort of their own homes or in a community they feel sharing their opinions with, at a time convenient to them. This means using tools that enable 24/7 involvement. We also invite public feedback throughout the planning process.

Public Participation Goal for New Visions 2050



Establish a **thorough, inclusive** process that uses **creative** approaches to offer the public **continuous** opportunities to shape the New Visions 2050 Plan.

Objectives, Strategies & Evaluation Measures

The following objectives and strategies will be used to achieve our public participation goal during development of New Visions 2050. Evaluation measures are also outlined to ensure effectiveness.

Objectives for in-person engagement:

The following objectives address how active we are in reaching people in person, obtaining input, and sharing public opinion with decisions-makers.

Objective #1 – Community Events & Reaching Underserved Communities

Personally engage and obtain input from at least 500 people that are representative of the Region’s population (see the table below). While there can be no in-person engagement until it is safe to do so, New Visions public involvement will be largely virtual and continuous, through September, when the Draft Plan is expected to be finalized. CDTC will conduct its own virtual meetings and webinars as well as present at virtual meetings by request as community outreach staff is available. All meetings and meeting materials will be developed in accordance with our Title VI Plan, Nondiscrimination policies, and Limited English Proficiency Plan.

Category	Regional Rate
Albany County Residents	36.3%
Rensselaer County Residents	19%
Saratoga County Residents	26.2%
Schenectady County Residents	18.5%
Disability	11.7%
Low-income	11%
Zero Vehicle Households	9.7%
Minority	19.3%
Limited English	3%

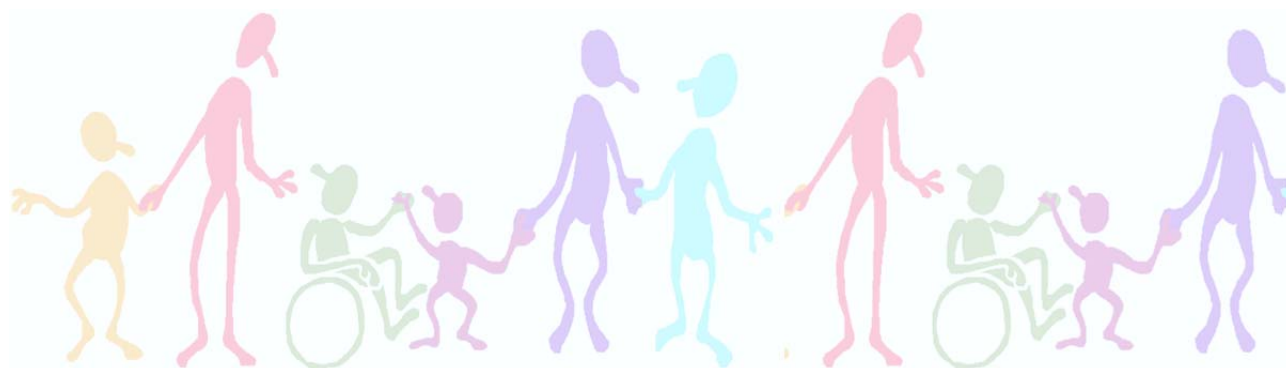
Strategies:

- Partner with organizations we have cultivated relationships with through our Task Forces, Advisory Committees, and Subcommittees to conduct presentations that inform and gather public input.
- Speak with people where they already are by hosting booths at community festivals or public locations, outdoors, as it is safe to do so and opportunities arise.
- Encourage public participation by using an online activity, such as a social media campaign to gather input and increase public awareness of transportation planning.
- Provide essential materials in visually-accessible formats and foreign languages, as needed.

- Work with local government and transportation partners to identify outreach opportunities, particularly to reach underserved groups.
- Develop a youth outreach program to get input from those who will be affected most by the 2050 Plan.
- Reach out to bus riders through a series of *Transit Talks* pop-up meetings in coordination with CDTA, as it is safe to do so.
- Promote the “meeting-in-a-box” materials, which can be downloaded from the CDTC website.
- Encourage event participants to see the results of their input and stay in touch throughout New Visions 2050 development by signing up for the CDTC *InMotion* newsletter.
- Work with the CDTC Equity Task Force to develop strategies for reaching underserved communities and populations with limited internet access.

Evaluation Measures: Funding game results, survey results, meeting attendees, comments and feedback received

What do we mean by an Underserved Community?



Communities that have been traditionally underserved in the transportation planning process include individuals who are low income, minorities, elderly, youth, female heads-of-household with children, and also persons with limited English proficiency, disabilities or without access to a car. Federal law requires that MPOs like CDTC make special efforts to engage these communities.

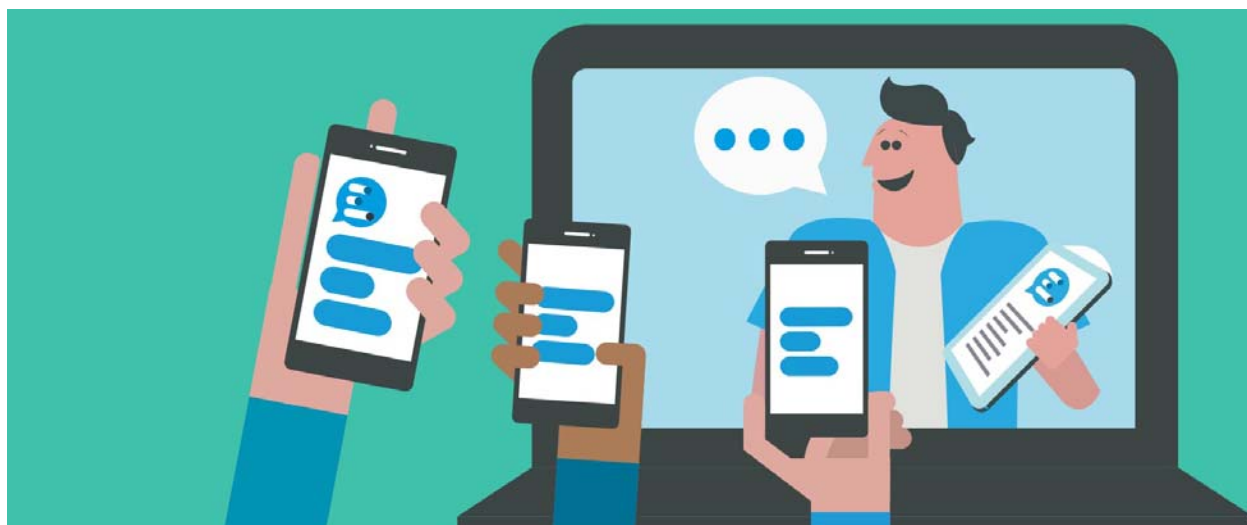
Objective #2 – New Visions 2050 Webinar Series

Launch a New Visions webinar series to raise awareness of the key recommendations and strategies for moving the region and its transportation network forward. CDTC will facilitate several webinars open to the public. Webinars will be recorded and shared to the CDTC YouTube Channel. Live polling and interactive activities will be used to engage participants.

Strategies:

- Create an educational event programming with interesting content that explains New Visions 2050's primary concepts.
- Explore social media advertising to boost webinar participation.
- Provide sufficient event notification.
- Use live polling during the webinar to engage participants and collect feedback.
- Record all webinars and upload to the CDTC YouTube Channel.

Evaluation Measures: Summit Attendance, Comments



Objective #3 – Sharing Public Input with Decision Makers

Supply a continuous stream of New Visions 2050 public input to decision makers by providing quarterly community outreach updates to CDTC's Planning Committee, Policy Board, and various committees and task forces (See pages 13-14 for a list of Policy Board and Planning Committee members and task force participants). Information should be presented in the form of written summaries, oral presentations, and videos/graphics.

Strategies:

- Outreach staff will thoroughly vet ideas and concepts generated through the public comment and participation periods and make changes to draft New Visions 2050 documents as needed.
- Compile community event reports that provide photos, demographic information, and a summary of feedback gathered at outreach events and surveys.
- Create short videos summarizing public sentiment at events to convey diversity of feedback.
- Provide community outreach briefings and consult with federal and state transportation partners overseeing CDTC's work.
- Conduct statistically-valid market research examining public opinion on transportation issues in the CDTC area.

Evaluation Measures: Community Event Reports, Oral Presentations, Videos, Market Research Results

Objective #4 – Use of Plain Language & Visualization in Communication Tools

Ensure that all New Visions 2050 print and electronic materials communicate CDTC’s message in an effective, appealing way by using visuals (photos, illustrations, charts, infographics, etc.) and plain language, as defined by Federal Plain Language Guidelines.

Strategies:

- Use consistent branding, language, and colors to make communication tools immediately recognizable.
- Include how-to-comment information on all materials (email, social media, etc.)
- Send regular outreach updates via email, including CDTC’s newsletter, to community contacts.
- Create printed brochure explaining the New Visions 2050 process
- Create shareable social media graphics to communicate key plan concepts and event/meeting information.
- Feature New Visions 2050 updates in all of CDTC’s outgoing communication with Planning Committee and Policy Board Members, committee and subcommittee participants, and the public.
- Create new online mapping features to place on www.cdtcmpo.org to boost visualization efforts.
- Incorporate innovative technology and interactive elements in community presentations and events.

**What is
Visualization?**

*According to FHWA,
“visualization techniques
are methods used to show
information in clear and
easily understood formats
such as maps, pictures,
or displays.”*

Evaluation Measures: Email Statistics, Analytics for Web Maps, Analytics for Social Media accounts, Checklist for Plain Language

Objectives #5 – Digital Outreach (Website, Social Media & Video)

Provide digital engagement opportunities and transportation planning information through CDTC's website, social media channels, and online videos, achieving:

- An increasing number of unique visitors every week to the New Visions 2050 section of the website,
- Responses to the online funding survey,
- A monthly average of 10 posts focused on New Visions 2050, and
- At least one New Visions 2050 video created and posted to social media.

Strategies:

- Drive traffic to website from social media channels
- Include website address in all materials and presentations and encourage visits.
- Share timely transportation news on social media
- Encourage continuous two-way communication with the public by posting photos from outreach events and stimulating interest in future events.
- Conduct video interviews at New Visions 2050 meetings and events, as well as at locations where people congregate.
- Post video footage online with captions whenever possible to make them ADA-friendly, and disseminate through social media channels.
- Use an online platform to collect input during phases two and three of public outreach.
- Post all final New Visions 2050 documents – Executive Summary, white papers, and other technical reports - to the website no later than 90 days after official adoption by the CDTC Policy Board (estimated for December 3, 2020).

Evaluation Measures: Website Analytics, Social Media Analytics



Facebook: @CapitalDistrictMPO • Twitter: @MPOCDTC •
Instagram: @MPOCDTC • YouTube: Capital District Transportation Committee

Evaluation & Reporting

CDTC will periodically review the effectiveness of these objectives and strategies throughout the implementation of the participation plan and make adjustments, as needed, to ensure our goal is reached.

A comprehensive, appealing and easy-to-understand report will be produced to document public participation for New Visions 2050. The report will present an overview of outreach activities, evaluate the effectiveness of these activities against the objectives outlined in this Public Participation Plan, and summarize public feedback received. Results will be shared with CDTC's Planning Committee, Policy Board, and committees prior to the adoption of New Visions 2050.

Identifying Stakeholders

Achieving the objectives in this Public Participation Plan begins with appropriately identifying audiences with a jurisdictional, direct, or other interest in New Visions 2050. CDTC will develop a comprehensive community stakeholder database to ensure that input is gathered from as many segments of the community as possible. This includes regular coordination with local governments, as well as state and federal agencies.

I don't see my group's name listed here! How can I get in touch with CDTC?



We're always on the lookout to connect with organizations we haven't spoken with before. If you don't see your group's name on here, please let us know so you can get involved in New Visions 2050. Contact us to learn more by email NewVisions@cdtcmpo.org or calling (518) 458-2161.

New Visions 2050 Subcommittees

To assist with the development of the technical white paper, CDTC staff has established subcommittees made up of federal, state, and local government representatives, regional organizations, and transportation and industry experts. The purpose of the subcommittees is to help ensure a process that is technically sound, enjoys broad public and expert support, and results in the creation of a far-sighted, innovative, and feasible transportation plan that can guide regional transportation investments for the years to come.

The subcommittees will review all draft white papers and technical documentation and provide feedback.

- Bicycle & Pedestrian
- Freight
- Regional Operations & Safety
- Mobility Management
- Complete Streets
- Regional Transportation Coordinating Committee

Our stakeholder database will be updated throughout the public involvement process, and at a minimum will include the following entities.

A “**stakeholder**” refers to “a person with an interest or concern in something.”

Oxford English Dictionary

CDTC Governance

Policy Board
Planning Committee

Advisory Committees

Freight
Regional Operations & Safety
Regional Transportation Coordination
Equity
Complete Streets
Bicycle & Pedestrian
Capital District Clean Communities

Working Groups & Task Forces

ADA
Smart Communities

Local Governments

Albany County, City Governments & Town Governments
Rensselaer County, City Governments & Town Governments
Saratoga County, City Governments & Town Governments
Schenectady County, City Governments & Town Governments

Health Organizations

Albany County Department of Health
Schenectady County Department of Health

State & Federal Agencies

Federal Highway Administration
Federal Transit Administration
NYS Department of Transportation
NYS Energy Research & Development Authority
NYS Department of Environmental Conservation
NYS Office of Parks, Recreation & History Preservation
NYS Department of State
NYS Department of Health
Governor’s Traffic Safety Committee

Community & Service Organizations

NY Bicycling Coalition
Albany Bicycle Coalition
Schenectady County Environmental Advisory Council
Capital Roots

Business & Tourism Associations

Center for Economic Growth

Policy Board Members

Albany County: Daniel P. McCoy, Albany County Executive
Albany County: Andrew Joyce, Chair, Albany County Legislature
Albany City: Kathy M. Sheehan, Mayor
Albany County Airport Authority: Philip F. Calderone, Esq.
Albany Port District Commission: Patrick K. Jordan, Esq.
Capital District Regional Planning Commission: James D. Shaughnessy
Capital District Transportation Authority: Carm Basile, CEO
Colonie Town: Paula A. Mahan, Supervisor
Cohoes City: Christopher M. Briggs, Mayor
Federal Highway Administration: Richard J. Marquis
Federal Transit Administration Region-2: Stephen Goodman, Regional Admin.
Mechanicville City: Dennis M. Baker, Mayor
NYS Department of Transportation Region-1: Patrick Barnes, Regional Director

Planning Committee Members

Brad Birge, City of Saratoga Springs
Ross Farrell, Capital District Transportation Authority
Steve Feeney, Schenectady County, Vice-Chair
Mark Castiglione, Capital District Regional Planning Commission
Michael V. Franchini, Capital District Transportation Committee, Secretary
Steve Iachetta, Albany International Airport Authority, Chair
Andrew Kreshnik, City of Troy
Joseph LaCivita, Town of Colonie
Richard J. Marquis, Federal Highway Administration
Randy Milano, City of Albany
Charles Moore, City of Rensselaer
Lisa Ramundo, Albany County
Robert Rice, New York State Department of Transportation – Region 1
Tom Richardson, City of Mechanicville
Michael Sheehan, New York state Department of Environmental Conservation

New York State Thruway Authority: Joseph Stahl, Acting Director
Princeton Town: Louis Esposito, Supervisor
Rensselaer City: Richard Mooney, Mayor
Rensselaer County: Steven McLaughlin, Chair, Rensselaer County Executive
Rensselaer County: Michael E. Stammel, Chair, Rensselaer County Legislature
Saratoga County: Kevin Tollisen, Chair, Saratoga County Board of Supervisors
Saratoga County: Thomas C. Werner
Saratoga Springs: Meg Kelly, Mayor
Schenectady City: Gary McCarthy, Mayor
Schenectady County: Anthony Jasenski, Sr., Chair, Schenectady County Legislature
Schenectady County: Joe Landry
Stillwater Town: Edward Kinowski, Supervisor
Troy City: Patrick Madden, Mayor
Watervliet City: Michael P. Manning, Mayor

As of December 2019

Mark J. Spain, City of Watervliet
Joseph Stahl, New York State Thruway Authority
Michael valentine, Saratoga County
Tony Vasil, Albany Port District Commission
Chris Wallin, City of Schenectady
TBD, City of Cohoes
TBD, Rensselaer County

Town & Village Reps

Peter Comenzo, Rotterdam
Paul Reuss, Menands
Nadine Fuda, Schodack
John Scavo, Clifton Park
Jaime O'Neill, Malta
Adam Yagelski, East Greenbush
Rob Leslie, Bethlehem
Laura Robertson, Niskayuna
Donald Csaposs, Guilderland
Andrew Kohout, Scotia

As of November 2019

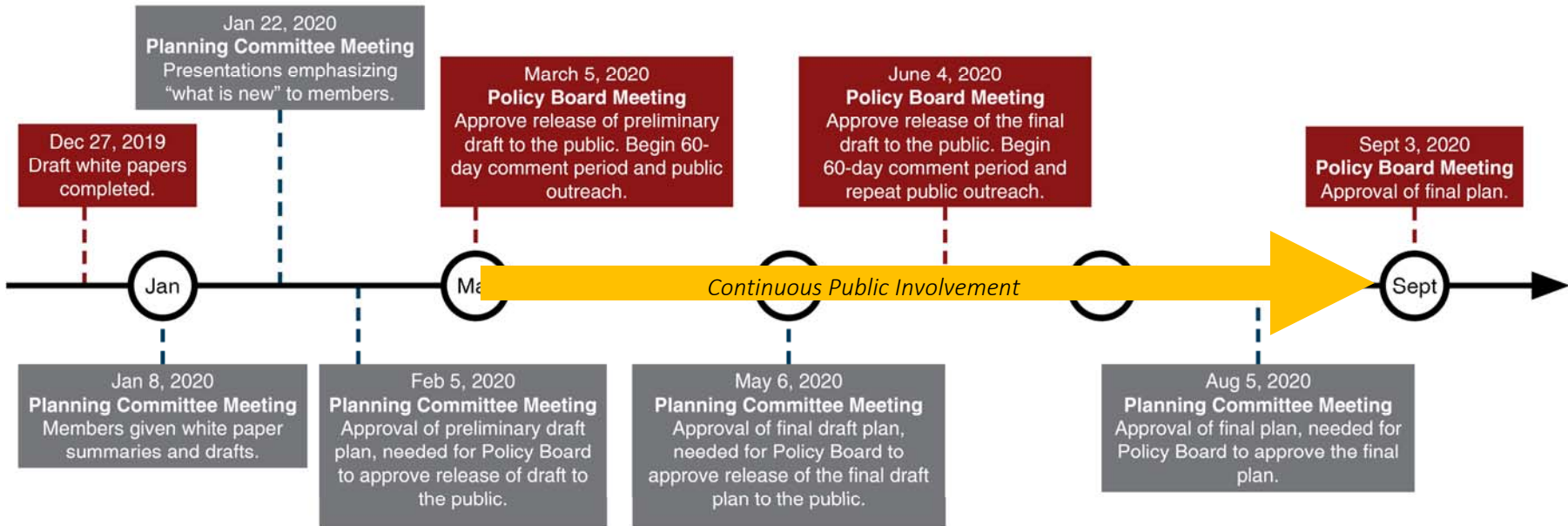
Public Participation Requirements

This Public Participation Plan meets all requirements for public involvement, as outlined in federal law (23 CFR 450.316 and 23 CFR 450.322). The plan is also consistent with CDTC's organizational Public Participation Plan.

Public Participation Plan Notification & Comment Period

CDTC posted its Public Participation Policy to its website. The Plan was adopted by the Policy Board on September 3, 2015.

Regional Transportation Plan Update Schedule:



Schedule of Public Participation Activities



Capital District Transportation Committee
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