

# TOWN OF TICONDEROGA

## PUBLIC ENGAGEMENT PLAN

JULY 2025

### INTRODUCTION

The public engagement process for the Town of Ticonderoga Comprehensive Plan Update will help the Town understand current issues, gather information from the public, clarify a future vision, goals, and priorities for the future, and inform recommendation and implementation strategies. It is important to the Town that all residents are heard during this process, including residents, business owners, landowners, and others who have a stake in the future of the community. The public engagement plan aims to involve as many community members as possible. To encourage wide participation, a variety of public outreach methods are included in this plan.

### COMPREHENSIVE PLAN UPDATE COMMITTEE

The Comprehensive Plan Update Committee ("the Committee") will act as a steering committee for the comprehensive planning process. The Committee represents a cross-section of the community and will meet on a regular basis throughout the planning process. The Committee will also be responsible for providing comments and feedback on draft reports and other components of the consultant team's work. Committee members act as liaisons to the community at-large and will be responsible for sharing information about the Comprehensive Plan with their neighbors and networks. Members of the Committee will play an important role in ensuring that the Comprehensive Plan is grounded in the values and aspirations of the Town of Ticonderoga community.

A total of **six (6) Committee meetings** have been scheduled throughout the planning process to advance preparation, review, and approval of the Comprehensive Plan and to conduct a variety of community participation events.

### PROJECT WEBSITE

A webpage dedicated to the Comprehensive Plan Update has been added to the Town Website. The page will contain information about the planning process and schedule, Committee members, public engagement meetings, press releases, and a document library. As the Committee develops the Vision Statement, Goals and Objectives/Priorities, the approved drafts will be posted on the website for review by members of the community. The consultant team will coordinate with Supervisor Mark Wright to upload information to the website.

## **STAKEHOLDER INTERVIEWS**

The Committee and consultant team will conduct in-person, virtual, and telephone interviews and/or focus group meetings with key stakeholders to identify issues and opportunities, understand the status of previous/current plans, studies, and initiatives. Recommended stakeholders include members of the Town Planning and Zoning Boards, the Code Enforcement Officer, business owners, homeowners (full- and part-time residents), representatives from local and regional organizations, groups, and clubs, and other as identified by the Committee. Information gathered during these interviews and meetings will inform and contribute to development of the vision, goals, and objectives/priorities of the Comprehensive Plan.

Where feasible, outreach efforts will include school-age residents and the School Board. The Committee and consultant team will discuss opportunities and ideas to engage this population.

The Community Profile and Review of Local and Regional Past Planning Efforts and Ongoing Initiatives will provide insight into what stakeholders will be engaged along with the identification of appropriate topic areas and issues to address with each stakeholder group. The Committee and consultant team will work together to finalize a list of stakeholders and responsibilities for outreach and setting up meetings.

## **PUBLIC WORKSHOPS**

The Committee and consultant team will conduct two (2) Community Workshops for the purposes of informing the public about the findings of the planning process conducted up to the point of the Workshop, present a clear assessment of how Smart Growth policies are integrated into the Town's planning efforts, governmental decisions, and ongoing initiatives, and to solicit public input on existing resources, community character, and future growth. The Workshops are intended to identify Smart Growth solutions to current issues and future growth and will allow the public to offer their insights and perspectives on current issues facing the Town.

### **Workshop 1: Information and Visioning Session**

The first Workshop will be an Informational and Visioning Session, conducted early in the planning process and after the Community Profile is complete. This Workshop will provide opportunities for the public to learn about the overall comprehensive planning process as noted above, review highlights from the draft Community Profile, and offer their insight on the current issues facing the Town as well as their vision for the future. This meeting will include a presentation on the Community Profile followed by facilitated breakout groups to discuss issues, challenges, assets, opportunities, and recommendations and help begin building a Vision for the Town of Ticonderoga.

Public engagement boards may also be used during the meeting to solicit information from attendees, including, but not limited to, identifying local strengths/attributes, challenges/issues, and opportunities/projects, individual vision statements, and additional community context.

The following are initial recommended topics to be addressed during the comprehensive planning process and introduced at the first Workshop. The final list of topics will be confirmed by the Committee.

- Housing
- Pressure from Solar Development
- Infrastructure Projects
- Short-Term Rentals
- Downtown and Waterfront Revitalization

### Workshop 2: Open House

The second Workshop will be conducted once the draft Vision, Goals, Objectives, and Recommendations have been formulated and approved by the Committee and DOS. This will be an open house event to review goals, recommendations, and planning progress to-date. This approach will allow residents and other attendees to drop in as their schedule allows. The Draft Plan, Vision, Goals, Objectives, and Recommendations will be displayed on large format boards for meeting attendees to review and offer their positions, suggestions, concerns, and other feedback. The public input will be used to inform prioritization of the recommendations in the final plan.

## **SURVEYS**

A survey will be issued early in the planning process to identify key issues and engage community members in the planning process. Topics will include those as identified by the Committee as most important. Surveys will be available online via SurveyMonkey with hard copies available at select locations. To ensure a wide reach, the surveys will be promoted via press releases, social media postings, flyers, and information on the Town's website. A direct mailing will be prepared that provides a link to the survey and information on where to obtain a hard copy. The survey results will be summarized in a report to be posted on the Town's webpage.

## **SOCIAL MEDIA**

The Town's social media pages will be used to notify the community about surveys, workshops, and other public outreach events and to provide updates about documents and information compiled during the planning process. The consultant team will coordinate with Mark Wright (Town Supervisor) for posting information to the various pages.

## **MEDIA ADVISORY**

The consultant team will prepare press releases for all public outreach events and share with Mark Wright to be distributed to the Sun Community News and to Town residents.

## **PUBLIC HEARINGS**

The Comprehensive Plan Update Committee must first hold a Public Hearing on the Draft Comprehensive Plan. Upon completion of the Committee Public Hearing, the Draft Plan will be finalized and forwarded to the Town Board. Once the Town Board accepts the Comprehensive Plan as complete, the Board will schedule their Public Hearing, pursuant to

NYS Town Law and formally refer the Comprehensive Plan to the APA and the Essex County Planning Board. The consultant team will assist with each Public Hearing.

### **TOWN BOARD MEETINGS**

Town Board representatives on the Comprehensive Plan Committee will provide regular updates to the Town Board and public at the monthly Town Board meetings. All public outreach and participation efforts will be publicized through the community via online announcements, press releases, posters/flyers, social media, direct mailings, and any other appropriate means.