

Memorandum

TO: Tompkins County Joint Safety Action Plan Project Team

FROM: Cambridge Systematics

DATE: February 23, 2024

RE: Tompkins County Joint Safety Action Plan Task 3: Engagement Plan

Introduction

Tompkins County is situated in the central part of New York State, in the Finger Lakes region. Ithaca is a prominent city within the county known for being home to Cornell University and Ithaca College, contributing to a vibrant academic and cultural atmosphere. Tompkins County places importance on community engagement and involvement. Local initiatives and organizations work towards creating a sense of community and addressing social and environmental issues. The county is often associated with progressive values and a commitment to sustainability. It has been a hub for discussions on environmental conservation and social justice. The population is diverse, including a mix of students, academics, professionals, and long-time residents. The demographic composition contributes to a dynamic and inclusive community.

The Project Team's approach to community engagement will be designed, in coordination with the Title VI/Environmental Justice Assessment, to fit the diverse population across Tompkins County and reach community members to solicit input. We understand that this region varies widely from urban to rural and that community members' transportation mode choices and vehicle accessibility will vary widely. For example, Collegetown, Cornell Heights Historic District, and Dryden have higher zero-car household populations, while senior populations are concentrated in Fall Creek, Downtown Ithaca, Trumansburg, and Groton.

Engagement Goals & Objectives

Public engagement is imperative to identifying community issues and concerns, addressing them in the final safety action plan, and building community support for the proposed plan. The goals of an Engagement Plan are as follows:

- Promote an ongoing public partnership between the project team, municipal project partners, and the residents of the project area.
- To have early, frequent, and continuous consultation with the public by committing to public notification of the affected parties and providing opportunities for citizen input in the identification of solutions.
- Assist in building public support for, and agreement on, the project goals.

- Identify, early in the process, any potential “fatal flaws” that would prevent the advancement of the project or its ability to adequately address the identified problem(s) and impacts associated with each potential solution.

Meeting Descriptions

The community engagement strategy involves four different types of meetings that will be spread across the study's timeline. The project partners from each municipality will provide the project team with necessary contact lists for the municipality and stakeholder meetings. The project partners for the county plan will also oversee reserving meeting spaces for in-person meetings.

One-on-One Meetings

There will be ten one-on-one meetings held virtually with municipalities throughout the County to solicit feedback from municipal staff regarding known safety issues and any pre-identified potential safety projects in each municipality, as well as potential common themes or patterns across jurisdictions. These meetings are anticipated to take place from March to April 2024 and to last no more than 1 hour in length. Below is a list of the jurisdictions within Tompkins County that will be asked to participate.

City of Ithaca	Village of Dryden
Town of Ithaca	Town of Lansing
Village of Cayuga Heights	Village of Lansing
Town of Caroline	Town of Newfield
Town of Danby	Tompkins County
Town of Dryden	

Multijurisdictional Meetings

There will be three multijurisdictional meetings held virtually to complement the one-on-one meetings, focusing on general project updates, and providing information that is applicable across the municipalities, to increase efficiency and minimize overlapping work. These meetings are anticipated to last no more than 1 hour in length and are scheduled to be held in May 2024, October 2024, and March 2025.

Advisory Group Meetings

There will be two advisory group meetings held in person to engage key stakeholders outside of the municipal representatives throughout the study. These may include, but are not limited to, Ithaca-Tompkins County Transportation Council (ITCTC), NYSDOT Region 3, Cornell University, Ithaca College, Tompkins Cortland Community College, Tompkins Consolidated Area Transit (TCAT), and local law enforcement agencies. These agencies will be invited to join and participate in meetings to inform the project partners of the study's status and gain feedback on concerns and recommendations from their unique perspectives. These meetings are anticipated to last no more than 2 hours in length and are scheduled to be held in August 2024 and January 2025.

Public Meetings

There will be seven public meetings held with a specific purpose, each with an interactive format to engage attendees. Four of the public meetings will be held in person. Virtual aspects and online feedback will also be utilized to supplement these meetings and provide options for those who cannot attend, including maps with survey options and comment forms housed with key deliverables and data. The remaining public meetings will be virtual.

The first set of public meetings will focus on learning from community members about their travel choices and perceived safety issues, via three in-person meetings and one virtual meeting; the second round will utilize one in-person and one virtual meeting to review preliminary recommendations; and the third round will present the draft final plan in a virtual meeting. Our team has employed the full range of virtual and in-person engagement, including in Tompkins County, and we will work with the municipalities and Advisory Group to determine the optimal equitable outreach structure for this study.

Public Meeting #1 Feedback from Community – July 2024 (in-person)

Public Meeting #2 Feedback from Community – July 2024 (in-person)

Public Meeting #3 Feedback from Community – July 2024 (in-person)

Public Meeting #4 Feedback from Community – July 2024 (virtual)

Public Meeting #5 Preliminary Recommendations Review – December 2024 (in-person)

Public Meeting #6 Preliminary Recommendations Review – December 2024 (virtual)

Public Meeting #7 Draft Final Plan – April 2025 (virtual)

Digital Engagement

A major source for outreach will be the project website. This resource will allow community members to access project updates and provide feedback at any point during the study.

Website Development & Social Media

To facilitate a high level of public engagement, the project team will develop a project website and create content that will play a major role in the public engagement process. The content will be published on a standalone website (SafeStreetsTompkins) created by the project team and linked on the project partner's websites. The project website will serve as an information repository for the public: providing status updates on plan development and findings; highlighting upcoming public and stakeholder engagement opportunities; and sharing relevant safety information, data, and resources. The website will be mobile-friendly, reader accessible, and leverage project and client branding. The website may also link to the safety data dashboard. The webpage will link to Google Translate where the webpage can be translated into many different languages. Additional communication channels will encompass outreach through Ithaca and Tompkins County's social media platforms, newsletters, and securing media coverage in the local press via press releases.

Crowdsourcing Map

The project team will create an internet-based mapping tool utilizing platforms such as ArcGIS Online, WikiMapping, or a similar platform that will be housed within the project website. This tool will encourage community members to pinpoint areas where they perceive travel as unsafe, encounter obstacles or barriers, and provide comments. These comments will play a crucial role in identifying locations for improvements and recommendations.

Timeline

To stay on target, the following timeline will need to be followed strictly.

#	Activity	Responsible	Start	End
1	Develop Basic Engagement Plan	SS	16-Jan	09-Feb

2	Schedule Municipality Meetings	CS/SS	17-Jan	29-Feb
3	Virtual One-on-One Municipality Meetings (11)	CS/SS	15-Feb	30-Apr
	Meeting Materials Preparation	SS	15-Feb	15-Mar
	Meeting Attendance	CS/SS	01-Apr	30-Apr
4	Virtual Multijurisdictional Meeting #1	CS/SS	01-May	31-May
	Meeting Materials Preparation	SS	01-May	15-May
	Meeting Attendance	CS/SS	16-May	31-May
5	Virtual Multijurisdictional Meeting #2	CS/SS	01-Oct	31-Oct
	Meeting Materials Preparation	SS	01-Oct	15-Oct
	Meeting Attendance	CS/SS	16-Oct	31-Oct
6	Virtual Multijurisdictional Meeting #3	CS/SS	01-Mar	30-Mar
	Meeting Materials Preparation	SS	01-Mar	15-Mar
	Meeting Attendance	CS/SS	16-Mar	30-Mar
7	In-person Advisory Group Meeting #1	CS/SS/P4P	01-Aug	30-Aug
	Meeting Materials Preparation	SS	01-Aug	15-Aug
	Meeting Attendance	CS/SS/P4P	16-Aug	30-Aug
8	In-person Advisory Group Meeting #2	CS/SS/P4P	02-Jan	31-Jan
	Meeting Materials Preparation	SS	02-Jan	15-Jan
	Meeting Attendance	CS/SS/P4P	16-Jan	31-Jan
9	Virtual Public Meeting #1	CS/SS/P4P	01-Jul	31-Jul
	Meeting Materials Preparation	SS/P4P	01-Jul	15-Jul
	Meeting Attendance	CS/SS/P4P	16-Jul	31-Jul
10	Virtual Public Meeting #2	CS/SS/P4P	01-Jul	31-Jul
	Meeting Materials Preparation	SS/P4P	01-Jul	15-Jul
	Meeting Attendance	CS/SS/P4P	16-Jul	31-Jul
11	Virtual Public Meeting #3	CS/SS/P4P	01-Jul	31-Jul
	Meeting Materials Preparation	SS/P4P	01-Jul	15-Jul
	Meeting Attendance	CS/SS/P4P	16-Jul	31-Jul
12	In-person Public Meeting #1	CS/SS/P4P	01-Jul	31-Jul
	Meeting Materials Preparation	SS/P4P	01-Jul	15-Jul
	Meeting Attendance	CS/SS/P4P	16-Jul	31-Jul
13	Virtual Public Meeting #4	CS/SS/P4P	01-Dec	23-Dec
	Meeting Materials Preparation	SS/P4P	01-Dec	15-Dec
	Meeting Attendance	CS/SS/P4P	16-Dec	23-Dec

14	In-person Public Meeting #2	CS/SS/P4P	01-Dec	23-Dec
	Meeting Materials Preparation	SS/P4P	01-Dec	15-Dec
	Meeting Attendance	CS/SS/P4P	16-Dec	23-Dec
15	Virtual Public Meeting #5	CS/SS/P4P	01-Apr	30-Apr
	Meeting Materials Preparation	SS/P4P	01-Apr	15-Apr
	Meeting Attendance	CS/SS/P4P	16-Apr	30-Apr
16	Develop Website	CS/SS	01-Mar	30-Apr

SS- Sam Schwartz

CS- Cambridge Systematics

P4P- Planning 4 Places