



# Advisory Committee Meeting

## Plan Outline, Pre-Mortem, Public Workshop

January 17, 2024

6:30pm

York Town Hall

### SUMMARY

**See attached sign in sheet and power point slides. Notes are in the slides**

- 6:30 pm Review Last Meeting and Materials (stakeholder list, profile)
- 6:45 pm Public Workshop Action Items and Assignments
- 7:00 pm Plan Outline (envision plan outline, format, audience, etc.)
- 7:15 pm Pre-Mortem (planning exercise)
- 8:00 pm Next Steps/Action Items

### Meeting Outcomes

1. A stakeholder list that has been reviewed and informed by committee members.
2. The committee is clear on review instructions for the draft Community Profile report.
3. Action items and assignments to prepare for Jan 31 Workshops.
4. Identification of plan purpose, audience, review of draft outline, list of ideas for format, presentation, and tools to ensure plan is used/implemented.
5. Clear guidance on plan development and implementation as per results of the pre-mortem activity.

# TOWN OF YORK COMP PLAN UPDATE

## ADVISORY COMMITTEE MEETING – JANUARY 17, 2024

Name	Affiliation and Contact Information/Email Address/Phone Number		Present (Y)
Scott Hulbert	<a href="mailto:shulburt@yorkny.org">shulburt@yorkny.org</a>	585-368-8293 ZBA	Y
Becky Lewis	<a href="mailto:blewis1980@gmail.com">blewis1980@gmail.com</a>	585-969-0611	Y
Steve Beardsley	<a href="mailto:boebeardsley@yorkcsd.org">boebeardsley@yorkcsd.org</a>	585-721-7969	Y
Molly Cummings	<a href="mailto:molly@truenorthfarmyork.com">molly@truenorthfarmyork.com</a>	585-729-2745	Y
Leslie Hamiltom	<a href="mailto:triplehfarmsny@gmail.com">triplehfarmsny@gmail.com</a>	585-737-2208	Y
Joe Mcllroy	<a href="mailto:jmcilroy@yorkny.org">jmcilroy@yorkny.org</a>	585-738-3207 PB Chair	Y
Davis Nagel	<a href="mailto:dgnagel@rochester.rr.com">dgnagel@rochester.rr.com</a>	585-243-3409	Y
Frank Rose	<a href="mailto:roseftz113@yahoo.com">roseftz113@yahoo.com</a>	585-739-5719 Dep Super	Y
Chris VanGelder	<a href="mailto:evg1126@aol.com">evg1126@aol.com</a>	Absent	No longer on committee
Carl A. Peter	<a href="mailto:yorkcode@yorkny.org">yorkcode@yorkny.org</a>	585-245-2687 Code Enf	Y
Sheila Hess	<a href="mailto:shess@ccenvironment.com">shess@ccenvironment.com</a>	716-560-1768 Planner	Y
Barbara Johnston	<a href="mailto:bjohnston@labellapc.com">bjohnston@labellapc.com</a>	585-295-6636 Planner	Y
Jerry Deming	<a href="mailto:jerry.deming@valleyrailcar.com">jerry.deming@valleyrailcar.com</a>	Town Supervisor	

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# TOWN OF YORK

## ADVISORY COMMITTEE MEETING

JANUARY 17, 2024





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# AGENDA

- 6:30pm - Stakeholders, Survey, Community Profile –
- 6:50pm – Public Workshop
- 7:15pm – Pre-Mortem
- 7:45pm – Plan Outline
- 8:00pm – Next Steps/Actions



# SMART GROWTH PRINCIPLES

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Smart Growth is an approach to community planning and development that integrates Economy, Equity, Environment, and Energy. Including:

- Walkable, bikeable, transit-friendly streetscapes and transportation systems (“Complete Streets”);
  - Compact development in areas appropriate for higher densities, such as downtowns;
  - Infill development in previously developed areas, particularly brownfields;
  - Transit-Oriented Development;
  - Downtown revitalization in municipal centers;
  - Historic preservation and adaptive re-use;
  - Environmental justice;
  - A mix of housing options to accommodate all households, ages, backgrounds and incomes;
  - Green Infrastructure/nature-based stormwater management;
  - Public art;
  - Storm resiliency;
  - Safe, accessible and well-planned public spaces;
  - Inclusive, community-based outreach and engagement in the planning process; and
  - Green buildings, energy efficiency and renewable energy.
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# STAKEHOLDERS

- Residents
- Landowners
- Business Owners
- Community Groups
  - York Towners – Sr. Citizens Group
  - York historical society
- Municipal leaders/Departments
  - Water/sewer/highway
- Fire/Emergency Services
- Non-profits
  - Genesee Valley Conservancy
  - Monestary
- Agencies
  - Genesee Valley Greenway State Park
  - NYSDEC – Rail Trail





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**DRAFT COMMUNITY SURVEY – UPDATED TO  
FINAL SURVEY AT:**

[HTTPS://WWW.SURVEYMONKEY.COM/R/YORKCO  
MMUNITYSURVEY](https://www.surveymonkey.com/r/yorkcommunitysurvey)

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DRAFTED FOR COMMITTEE  
REVIEW – FINAL TO DOS END OF  
FEBRUARY!

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# COMMUNITY PROFILE

- Population Demographics
- Land Use
- Natural Resources
- Agriculture
- Market/Economy/Housing
- Community Resources
- Transportation
- Utilities
- Parks, Trails, Protected Lands
- Historical and Cultural Resources





# PUBLIC WORKSHOP AGENDA

## **Presentation – 6:30-7:00**

1. Welcome and introductions
2. Comp plan update/smart growth principals
3. Planning process, how community can participate
4. Profile highlights

## **Interactive Breakout Sessions – 7:00-7:30**

Vision, Values, and SWOT

## **Open House Format – 7:30 – 8:00**

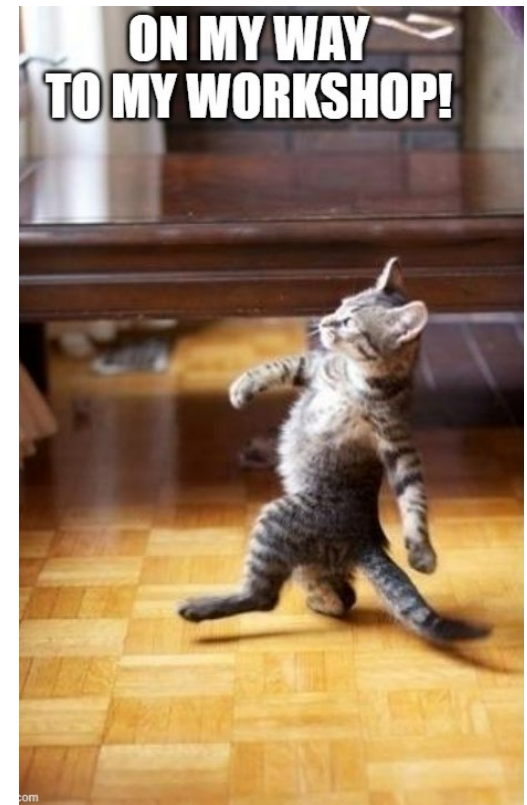
Community profile, priorities, issues, projects via Boards

- a. People and Housing (Barbara)
- b. Natural resources (Sheila)
- c. Parks and Trails (Sheila)
- d. Transportation (Barbara)
- e. Hamlets (Barbara)
- f. Economic Vitality (Barbara)
- g. Agriculture (Barbara)
- h. Energy/Utilities (Sheila)

- Survey?
- Refreshments?
- Door Prizes?

## **Outcome**

1. Community members/participants know about the comp plan update process and how they can get information and participate.
2. A list of ideas and imagery to help inform a Town Vision Statement
3. A list of SWOT's to complete analysis
4. A list of priorities and projects based on topic boards



# Town of York Comprehensive Plan Pre-Mortem

**STEP ONE:** Imagine that this planning process and resulting plan is a complete FAIL. Take a moment to express what failure looks like. Then, list every possible problem you can imagine that could result in failure (10 minutes).

1. No community input
2. Community feels input does not matter
3. Town is not held responsible to implement the plan
4. Plan is not implementable
5. People disagree/argue
6. Not enough diversity in people involved
7. Lack of specifics of how to get to goal, realistic
8. Not able to see progress
9. People lose interest, motivation,
10. Lack of human resources
11. Lack of community capacity, knowledge, training
12. Lack of community leadership



**FAILURE**

# Town of York Comprehensive Plan Pre-Mortem

**STEP TWO:** Rank and choose top 10 problems (showstoppers, most likely to happen, discard any that we have NO control over) 10 minutes.

1. No community input
2. Community feels input does not matter
3. Town is not held responsible to implement the plan
4. Plan is not implementable
5. People disagree/argue destructively
6. Not enough diversity in people involved or providing input
7. Lack of specifics of how to get to goal, realistic
8. Not able to see progress
9. People lose interest, motivation,
10. Lack of community capacity, human resource, knowledge, training, leadership



# Town of York Comprehensive Plan Pre-Mortem

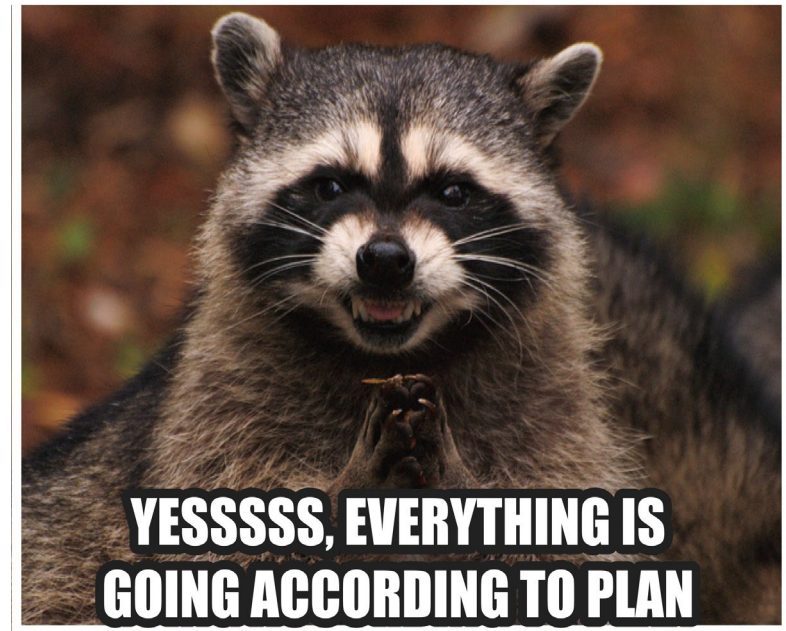
**STEP THREE:** Create solutions! Proactive solutions & back up plans (15 min).

1. Invest in capacity
2. Create an implementation committee or assign clearly to planning board
3. Implement and celebrate completion of aspects of the plan right away to keep interest and resources in place. No matter how small.
4. Clear, meaningful, achievable goals with adaptive management process
5. Creative engagement strategies
6. Keep interactive website in place and/or create a Facebook page
7. Allocate funds to an implementation leader/staff position or annual planning contracts
8. Conduct informational webinars on divisive topics
9. .
10. .
11. **.REVISIT SINCE PUBLIC WORKSHOP**



# THE PLAN

- Audience/beneficiaries
    - Town boards, partner agencies
    - People who implement
    - Residents (benefit)
    - Future residents
    - Plan is an ad for the Town for future residents and businesses
    - Our children (those that stay, those that come back)
    - Other towns/neighboring towns
  - Format/Qualities
    - Highlights w illustrations and maps
    - Key recommendations
    - Digital, website, interactive (?)
    - With the ability to print/download pdf
    - Physical copies at Town, County, School
  - Content/Outline
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# THE PLAN DRAFT OUTLINE FOR DISCUSSION

1. Title page/Acknowledgements
  2. Vision and Executive Summary
    - a) Vision statement
    - b) Brief summary of plan purpose and process
    - c) Key issues
    - d) Goals, objectives
    - e) Implementation overview
  3. TOC
  4. Introduction
    - a) Purpose and process
    - b) Smart growth principles
    - c) Engagement (overview)
    - d) Supporting plans/studies (summary)
    - e) Community profile (summary)
  5. Key Issues and Opportunities
    - a) Natural resource conservation
    - b) Agriculture and economic vitality
    - c) Transportation
    - d) Resiliency and renewable energy
    - e) Community services and capacity
  6. Goals, Objectives
    - a) Goal 1
    - b) Goal 2
    - c) Goal 3
    - d) Goal 4
    - e) Goal 5
  7. Plan into Action (Implementation Strategy)
  8. Implementation Table
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THE WAY TO GET  
STARTED  
IS TO QUIT  
TALKING AND  
BEGIN DOING.

Walt Disney



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# VISIONING ACTIVITY NOTES

York in 10+ years*	A vision for the Comp Plan planning process*
<ol style="list-style-type: none"><li>1. Many visitors come who love to walk the trails</li><li>2. Flourishing, protected agricultural spaces</li><li>3. Wildlife corridors &amp; streams, scenic resources including farmland, worth driving to see.</li><li>4. Protection of a network of natural cover and agriculture BMPs to reverse devastation of insects</li><li>5. Sustainable land use</li><li>6. Safe community to raise a family</li><li>7. York is an eye-opening experience and a destination</li><li>8. Small businesses are supported</li><li>9. Development is viable, planful and prevents York from becoming a suburb</li><li>10. Family members, young and old, stay to live, work and play</li></ol>	<ol style="list-style-type: none"><li>1. We look beyond what we already know from 2006</li><li>2. We aim high, imagine possibilities and expand, identifying what we would like our Town to be.</li><li>3. We create a plan that is connected. Connecting many aspects of people, interests, and opportunities.</li><li>4. Our plan focuses on IMPLEMENTATION</li><li>5. Our process and products build a sense of community, are inclusive, and people feel heard</li><li>6. This plan will not sit on a shelf</li><li>7. Our plan is a strong foundation that lasts for years to come and upon which we can build our community.</li></ol>

\* Story cubes were passed around to prompt answers to the questions indicated.



