

Village of Ballston Spa Community Participation Plan

February 24, 2021

Roles & Responsibilities

Study Advisory Committee (SAC)

- Manage the process.
- Provide input on issues and existing conditions.
- Participate in six Study Advisory Committee meetings related to project implementation.
- Inform others in the Village about the process and ways they can be involved.
- Assist with setting up focus groups and public workshops/outreach events and attend at least one public input session.
- Review and comment on reports, designs, and other documents
- Keep elected officials and municipal officials informed about the planning process.
- Work with the Consultant Team, CDTC staff, and others to complete various volunteer-led tasks.

Consultant Team

- Prepare meeting materials for Study Advisory Committee and public input sessions.
- Prepare draft and final sections of the plan for review.
- Facilitate SAC and public workshops and outreach events (including three focus groups)
- Quick-fire (10-minute) individual stakeholder Q & A phone/Zoom calls (up to 12)

Proposed Schedule

- The proposed project schedule was discussed at the first Project Team meeting (see attached) and will be updated based upon the schedule discussed at Study Advisory Committee meetings, as needed.
- Meetings are anticipated to be virtual as the COVID-19 social distancing time period is not anticipated to be lifted during this project, but this is subject to change. Ideas regarding outreach methods are detailed below.

Publicizing Meetings/Workshops/Surveys

- The following outreach methods will be used, as appropriate:
 - Press Releases
 - Postings for the Village Facebook, Library Facebook pages
 - Village of Ballston Spa Website, CDTC Website, Village and CDTC social media
 - Project Website



- Mailings (TBD based upon Village’s bulk mail schedule and available printing budget)
- Utilize school’s monthly e-newsletter if available.
- Posting flyers at the Village of Ballston Spa Library and other locations such as stores if they have community boards.
- Optional:
 - Print and post signs on municipal property (political sign size with a QR Code). Remove as soon as event is done.
 - Look into the potential to borrow a VMS sign to place in a strategic location in Village to announce meetings (Village Pool?). Remove or shut down as soon as soon as a meeting is done.

Stakeholder Outreach

- Stakeholders beyond the Study Advisory Committee will be invited to participate in the process. In addition, three focus groups will be held virtually and several stakeholder interviews will be conducted. Stakeholders selected for the three focus groups will exclude those stakeholders interviewed as a part of the Economic Development Plan work. However, all stakeholders will be added to distribution list for information on upcoming meetings and information throughout the planning process.
- Possible stakeholders (to be determined by the Study Advisory Committee) include:
 - Village Committees and Boards
 - Saratoga County Historical Society
 - Youth
 - Ballston Spa Area Community Center
 - School District
 - Community Organizations
 - Masons, American Legion, Elks, Lions, VFW, Rotary Club
 - Friends of the Kayaderosseras
 - Ballston Spa House and Garden Club
 - Library Staff or Friends Group
 - Business Community
 - Ballston Spa Business and Professional Association
 - Strolling Village Artisans
 - Saratoga County Prosperity Partnership
 - Saratoga County Chamber of Commerce
 - Saratoga County Veteran’s Business Council
 - Housing and Seniors
 - Doubleday Woods Retirement Homes
 - Ballston Area Senior Citizens, Inc.
 - Saratoga County RPC
 - Focus Group on Zim Smith Trail

- Town of Ballston representatives (to discuss Zim Smith Trail planning)
- Town of Milton representatives (to discuss Zim Smith Trail planning)
- Saratoga County (to discuss Zim Smith Trail planning)
- Others?

Public Input Sessions – (2 public input sessions required – all subject to social distancing requirements during the COVID-19 pandemic)

- 1st Public Input Session (April & May 2021) – consider holding prior to a Concert in the Park, during the Farmers Market, or First Fridays – with an open house format where the Consultant Team will table at the event. This could also include a pop-up bicycle and pedestrian improvements for feedback.
- 2nd Workshop (October 2021) – consider holding as above or at another outdoor festival or event – with an open house format where the Consultant Team will table at the event.
- If the above meetings are not possible in some kind of in-person format, they will be held virtually through an on-line format with opportunities for real-time feedback such as polling, etc.

Virtual Alternatives

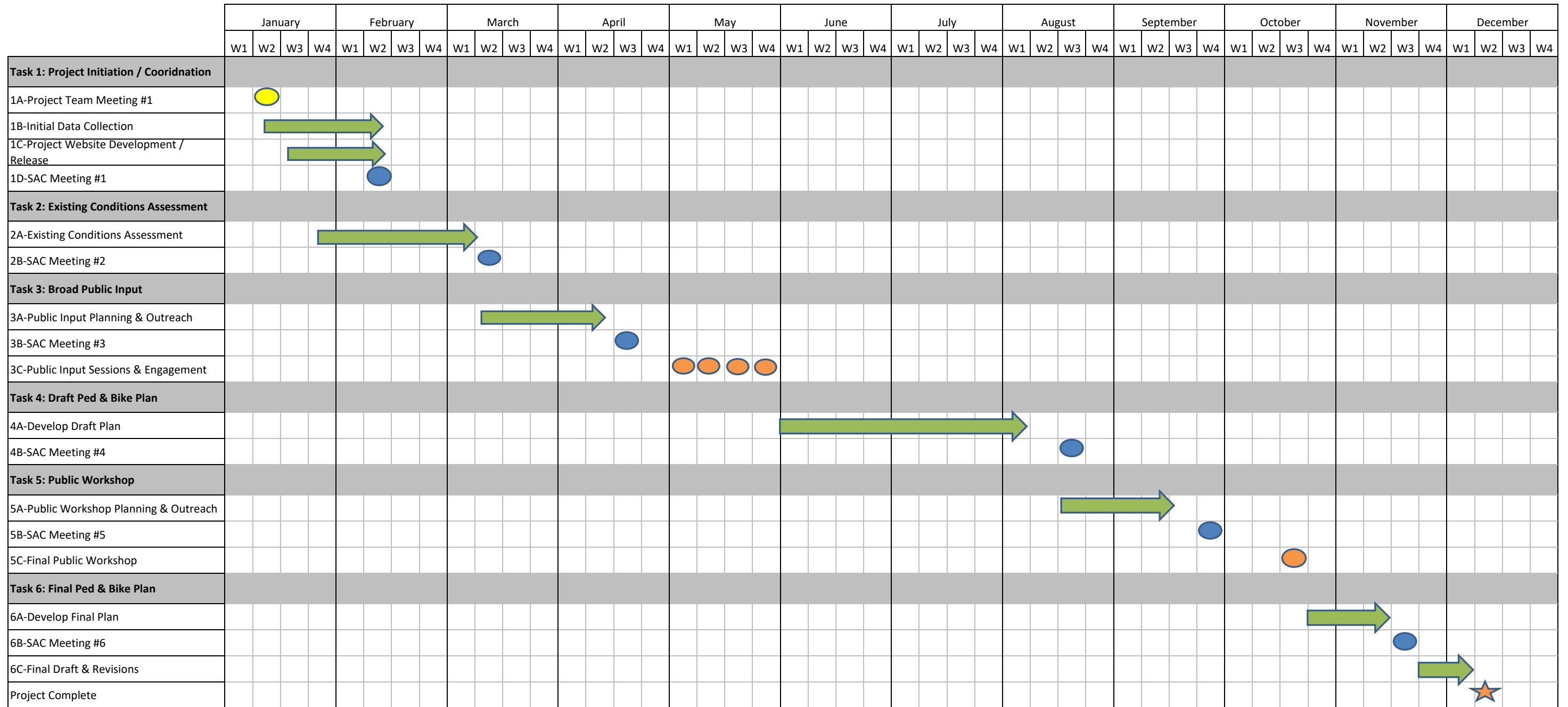
- Survey
 - Link from Village website, project website, Village Facebook page to online survey (SurveyMonkey)
 - A survey will be used later in the project during evaluation of recommendations.
- E-newsletter
- Virtual Village Meeting or Workshop – Consultant Team can provide a project overview, annotate maps during the Workshop based upon feedback received, conduct online polling, and the meeting can be recorded and posted online. Can provide a mini-version of the full public meeting.
- Short PowerPoint Presentation on project topics with narration recorded and posted with an opportunity for public comment sharing through SurveyMonkey.

Ideas for Printed Materials To Be Determined based upon project expense budget plus Village budget permitting as needed

- Village mailing list has 750 addresses.
- Newsletter article if the Village has a planned newsletter mailing.
- CDTC quarterly newsletter (March and June)
- Printed material for distribution (options):
 - Rack cards with QR code to project website on Route 450 Bus – CDTA to distribute

- Business cards with QR code to project website available at businesses and Village Hall.
- Bookmarks with QR code to project website for distribution by the Village of Ballston Spa library
- Estimated cost for materials are as follows based upon a recent quote (depending on quantity):
 - Post cards 4.25 x 6 – approximate cost \$0.12 each
 - Rack cards 3.25 x 8 – approximate cost \$0.15 each
 - Bookmarks 2 x 6 – approximate cost \$0.12 each
 - Flyers size 8.5 x 11 – approximate cost \$0.75 each





● Project Team Meeting - Up to 4

● Study Advisory Committee Meeting - 6

● Public Outreach Meeting / Event

★ Project Complete

