Metro Rail Expansion Project
Project No. 34LZ1725

Public Participation and Agency Coordination Plan

November 2018
1. Introduction ................................................................................................................................. 1
   1.1 BACKGROUND .................................................................................................................... 1
   1.2 PRELIMINARY STAKEHOLDER INTERVIEWS ................................................................. 2

2. Agency Coordination Plan ........................................................................................................ 3

3. Environmental Review Process ............................................................................................. 5

4. Project Team ............................................................................................................................. 7

5. Groups and Committees .......................................................................................................... 8
   5.1 STEERING COMMITTEE .................................................................................................... 8
   5.2 TECHNICAL ADVISORY COMMITTEE .............................................................................. 8
   5.3 STAKEHOLDER ADVISORY COMMITTEE ......................................................................... 8
   5.4 UNIVERSITY AT BUFFALO WORKING GROUP .................................................................... 9

6. Project Stakeholders ................................................................................................................ 10

7. Key Messages and Materials .................................................................................................. 12
   7.1 OUTREACH MATERIALS AND COLLATERAL ............................................................... 12

8. Traditional Engagement .......................................................................................................... 14
   8.1 PUBLIC MEETINGS ........................................................................................................ 14
   8.2 PUBLIC HEARINGS ........................................................................................................ 14
   8.3 OPEN HOUSES ................................................................................................................ 14
   8.4 WORKSHOPS .................................................................................................................. 15
   8.5 MUNICIPAL BOARD MEETINGS ..................................................................................... 15
   8.6 INTERVIEWS .................................................................................................................. 15
   8.7 SURVEYS ........................................................................................................................ 15
   8.8 NEWSLETTERS AND SOCIAL MEDIA ........................................................................... 15
   8.9 PUBLIC INPUT LOG ......................................................................................................... 16

9. Go-to-them Engagement ......................................................................................................... 17
   9.1 POP UP EVENTS ............................................................................................................. 17
   9.2 DOOR-TO-DOOR ENGAGEMENT ................................................................................... 18
   9.3 POSTCARD MAILINGS ................................................................................................... 18
   9.4 WALKING TOURS ........................................................................................................... 18

10. Project Schedule and Outreach Activities ............................................................................. 19
   10.1 ALTERNATIVE REFINEMENT ........................................................................................ 19
   10.2 SCOPING ........................................................................................................................ 19
   10.3 DRAFT ENVIRONMENTAL IMPACT STATEMENT ...................................................... 20
   10.4 FINAL ENVIRONMENTAL IMPACT STATEMENT ....................................................... 21
1. Introduction

The Niagara Frontier Transportation Authority (NFTA) is planning an extension of the Buffalo light rail system (Metro Rail) through the Town of Amherst, New York. The Niagara Frontier Transportation Authority, as the Metro Rail owner and operator, is initiating the environmental review process for the Metro Rail Expansion Project. As part of this process, NFTA recognizes that a successful project requires input from a broad array of stakeholders. This Public Participation and Agency Coordination Plan (PPACP) defines key stakeholders, engagement tools, and outlines a meeting schedule to engage a wide variety of stakeholders throughout the study process. The PPACP formalizes the commitment of NFTA to solicit meaningful input and engage the public throughout the project.

The PPACP is designed to be a living document with purposeful flexibility. It may evolve over the course of the project as the effectiveness of tools and techniques is evaluated. If necessary, the plan will be modified to better suit the project and broader community.

1.1 Background

This project to assess the environmental effects of a light rail extension into the Northtowns (northern suburbs of the City of Buffalo) is the culmination of decades of community conversations, planning projects and state and local investment. When the Metro Rail was first proposed for the Greater Buffalo-Niagara Region, the system was envisioned as connecting Downtown Buffalo with the University at Buffalo North Campus. As this project progressed, however, costs grew and Buffalo, like many other cities with an economy focused on heavy industry, experienced a contraction in population. These and other factors halted plans for expansion of the light rail system.

Today, Buffalo is no longer experiencing a prolonged population decline, and technological improvements have reduced costs that had stalled efforts to expand high quality public transit throughout the community in the past. After a drop from a peak in the early 1990s, Metro Rail ridership has stabilized as well, and re-urbanization coupled with the coming of age of a less automobile-oriented generation, has encouraged local, state and federal officials to again embrace the light rail expansion that was once promised to residents of the Greater Buffalo-Niagara region.

An update to NFTA’s Strategic Assessment gave priority to the task of expanding the Metro Rail system through the Northtowns to the University at Buffalo North Campus. NFTA initiated an Alternatives Analysis (AA) to determine the best means of linking key activity centers in Downtown
Buffalo with education and employment opportunities in the Towns of Amherst and Tonawanda via high-quality transit service. The AA narrowed a long list of 36 Tier 1 options (including different routes and modes of transit like bus and Bus Rapid Transit) down to 15 Tier 2 options. Of those 15 options, just 7 were deemed worthy of deeper evaluation and these Tier 3 screenings resulted in the recommendation of a LPA by NFTA in January of 2017.

With the establishment of an LPA, the Greater Buffalo-Niagara Regional Transportation Council (GBNRTC) kicked-off a Transit-Oriented Development (TOD) study to bring current riders, community members, businesses, developers, and local officials together to shape growth and the built environment around station areas and along the transit corridor.

NFTA and the project team is now embarking on a refinement and environmental review of the LPA. While construction of the extension is slated for completion in 2030, the current effort will identify and help address many of the environmental effects that the light rail system could have for the Towns of Amherst and Tonawanda as well as other surrounding communities.

1.2 PRELIMINARY STAKEHOLDER INTERVIEWS

To gain agency and stakeholder perspectives, eight interviews were held with community leaders to inform the creation of this plan. The purpose of preliminary stakeholder interviews is to gain an understanding of how stakeholders are likely to perceive the project and what the likely issues will be. Input from these preliminary stakeholder interviews was incorporated into the PPACP.
2. Agency Coordination Plan

The Niagara Frontier Transportation Authority, as the Metro Rail owner and operator, will serve as the lead agency for the State Environmental Quality Review Act (SEQRA) process. NFTA intends to apply for federal funding for the project. As a result, the environmental review process will also be prepared in accordance with the FTA regulations that implement the National Environmental Policy Act of 1969 (NEPA).

In an effort to facilitate an open exchange of information and help reduce impacts on the community and the environment as a result of this project, agency coordination will be on-going throughout the environmental review process for the EIS. Agencies can be designated either a Cooperating Agency or a Participating Agency according to Title 40 CFR 1508.5 depending on whether they have legal jurisdiction and special expertise with regard to the environmental impacts of the project (Cooperating Agency) or merely an interest in the project (Participating Agency). The following local, state, regional, tribal, and federal agencies would have a keen interest as a Participating Agency in the project due to their regulatory oversight and potential requirements for permitting:

**Federal**
- U.S. Environmental Protection Agency
- U.S. Army Corps of Engineers
- U.S. Department of Housing and Urban Development
- Federal Transit Administration (FTA)
- Federal Emergency Management Agency (FEMA)
- Federal Highway Administration (FHWA), New York Division

**State**
- NYS Department of Environmental Conservation
- NYS Department of Transportation
- NYS Office of Parks, Recreation, and Historic Preservation
- NYS Department of State
- NYS Empire State Development
- NYS Office of Emergency Management
- State University of New York
Regional
- Niagara County
- Erie County
- Greater Buffalo-Niagara Regional Transportation Council

Local
- City of Buffalo
- Town of Amherst
- Town of Tonawanda
- Village of Williamsville
- Village of Kenmore

Should an agency accept a designation of Cooperating or Participating Agency, that acceptance in no way signals approval or support of the project.
3. Environmental Review Process

The purpose of the environmental review process is to promote informed decision-making by considering the potential environmental and social impacts of the Project. NFTA will engage federal, state, and local agencies with a defined interest in the Project, as well as the public that could potentially be affected by the Project. NFTA’s Plan will encourage participation between government officials, agencies, private businesses, and citizens.

NFTA, as the Designated Lead Agency, is preparing an Environmental Impact Statement for the Metro Rail Expansion Project in accordance with the requirements of the State Environmental Quality Review Act (17 NYCRR [New York Codes, Rules and Regulations] Part 15). The project is classified as a State Environmental Quality Review Act (SEQRA) Type I action, indicating that it has the potential for significant environmental impacts or substantial controversy on environmental grounds that should be evaluated, and an EIS shall be prepared.

The EIS is also being prepared in accordance with the Council on Environmental Quality’s regulations for implementing the procedural provisions of the National Environmental Policy Act (NEPA) (40 CFR §1500-1508 and the Federal Highway Administration (FHWA)/Federal Transit Administration (FTA) Environmental Impact and Related Procedures; Final Rule (23 CFR §771). While the project does not include a federal action at this time, NFTA may seek federal funding in the future and enter the FTA’s Capital Investment Grant program. As such, the SEQRA environmental findings could be used to prepare and make a NEPA-level environmental determination.

The environmental review process involves the following major steps:

- Scoping
- Draft Environmental Impact Statement (DEIS)
- Final Environmental Impact Statement (FEIS)
- Statement of Findings (SOF)

Scoping is the first step in the environmental review process under SEQRA. It normally involves a 30-45 day scoping period to obtain comments, including both public and agency scoping meetings. Scoping provides an early and open process for the public and agencies to provide input on the scope, or range, of issues to be addressed in the EIS and identify the potentially significant issues related to the proposed action. The input NFTA receives during scoping will help to identify the appropriate alternatives and the depth and breadth of environmental analysis to be completed. The input received will also serve to identify and eliminate from detailed study the issues that are not significant or have been covered by prior studies. For a more detailed timeline of scoping and screening activities, see section 10.
In the next step, NFTA will prepare a DEIS document following scoping to more fully assess the Project and disclose potential impacts. The DEIS will:

- Identify the Purpose and Need for the Project
- Describe the Project and alternatives considered
- Evaluate the affected environment and potential environmental impacts of the Project
- Enable decision-makers to identify the solution that best meets the Project Purpose and Need
- Provide the public and agencies opportunities to review and comment on the Project.

For a more detailed timeline of DEIS activities, see section 10.

In order to complete the environmental review process, a FEIS will be prepared by NFTA. The FEIS will respond to comments received on the DEIS. In this phase, NFTA will prepare a Statement of Findings that summarizes the environmental process, the range of identified environmental impacts, the alternatives considered, and the mitigation measures committed to by the lead agency to minimize and avoid adverse impacts. For a more detailed timeline of FEIS activities, section 10.
4. Project Team

The project team consists of the Executive Project Team, the Project Management Team, the Steering Committee for the project, and the project consultants (WSP Team). The main contacts for NFTA and the consultant team will be:

**NFTA Project Manager**

Rachel Maloney | Rachel_Maloney@nfta.com | (716) 855-7499

**WSP Team Project Manager**

Scot Sibert | Scot.Sibert@wsp.com | (704) 962-4962

**WSP Team Outreach Lead**

Christopher Dunne | christopher@highland-planning.com | (585) 752-5806
5. Groups and Committees

5.1 STEERING COMMITTEE

A Steering Committee consisting of internal staff from NFTA and GBNRTC will provide oversight and guidance for the project. The committee will meet at regular intervals throughout the duration of the project. It is anticipated that up to ten steering committee meeting will be held.

5.2 TECHNICAL ADVISORY COMMITTEE

A Technical Advisory Committee (TAC) consisting of NFTA staff, key stakeholders, and municipal entities (there may be other state, county, or regional stakeholders that are invited to this group). The Technical Advisory Committee will review project materials and provide feedback and guidance for the Steering Committee and project team. It is anticipated that up to ten TAC meetings will be held.

TAC members include:

- NFTA staff
- Metro Rail: Business Center and Rail Operations
- UB – Campus Planning and Administration
- NYSDOT – Region 5
- GBNRTC staff
- FTA – TBD
- Erie County – Planning & Economic Development Division and Highways Division
- Empire State Development - TBD
- Town of Tonawanda – Department of Engineering
- Town of Amherst – Department of Planning
- City of Buffalo – Office of Strategic Planning

5.3 STAKEHOLDER ADVISORY COMMITTEE

The Stakeholder Advisory Committee (SAC) includes representatives from a variety of community and stakeholder groups, including developers and real estate professionals, businesses, property owners, not-for-profits, housing and transportation agencies, community and economic development agencies, academic institutions, etc. The SAC will review project materials and provide feedback and
guidance to the Steering Committee and project team. It is anticipated that up to six SAC meeting will be held.

5.4 UNIVERSITY AT BUFFALO WORKING GROUP

The University at Buffalo (UB) Working Group includes faculty, student representatives, planning staff and NFTA staff. The UB Working Group will review project materials and provide feedback related to the project. Potential meeting topics include alignment concerns, station locations and design, pedestrian access across tracks and near stations, NEPA evaluation measures and mitigation measures (relating to, but not limited to: noise and vibration, parking, pedestrian access, safety), and internal vehicular operations. It is anticipated that up to six UB Working Group meeting will be held.
6. Project Stakeholders

The project team has identified a preliminary list of key stakeholders to engage throughout the project. Key stakeholders include NFTA customers, operators and staff, municipal representatives, property and business owners, and members of various advocacy groups with a vested interest in the project. The list will be modified as additional stakeholders are identified throughout the project. The table below gives an overview of the different types of stakeholders.

While the inclusion of these stakeholders in the process is not legally required, the input and potential support they can provide will be critical to the Project. Each formal organization listed will be contacted and should they wish to participate in the Project, the name, phone number and email address of a contact person at the organization will be identified. While all interested stakeholders will be emailed with updates and information on upcoming Project events, the Project Team will also seek to collaborate with stakeholders who can help promote events, provide venues for events or otherwise expand the reach of the Project.

<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community organizations</td>
<td>Allenhurst Apartments</td>
</tr>
<tr>
<td></td>
<td>Amherst Senior Services</td>
</tr>
<tr>
<td></td>
<td>Audubon Homeowners Association</td>
</tr>
<tr>
<td></td>
<td>Current NFTA riders</td>
</tr>
<tr>
<td></td>
<td>Eggertsville Community Organization</td>
</tr>
<tr>
<td></td>
<td>Eggertsville, North Bailey and Ellicott Creek Fire Districts</td>
</tr>
<tr>
<td></td>
<td>Hartford Estates Homeowners</td>
</tr>
<tr>
<td></td>
<td>Holy Name Society</td>
</tr>
<tr>
<td></td>
<td>Imagine Amherst committee members</td>
</tr>
<tr>
<td></td>
<td>Kenilworth and Brighton Fire Districts</td>
</tr>
<tr>
<td></td>
<td>Parkside Village Community Group</td>
</tr>
<tr>
<td></td>
<td>Sweet Home School District</td>
</tr>
<tr>
<td></td>
<td>TOD participants</td>
</tr>
<tr>
<td></td>
<td>Tonawanda Tomorrow participants</td>
</tr>
<tr>
<td></td>
<td>University Heights Collaborative</td>
</tr>
<tr>
<td></td>
<td>Weinberg Campus (Retirement living)</td>
</tr>
<tr>
<td></td>
<td>Williamsville School District</td>
</tr>
<tr>
<td></td>
<td>Willow Ridge Civic Association</td>
</tr>
<tr>
<td>Advocacy groups</td>
<td>UB students</td>
</tr>
<tr>
<td></td>
<td>Western New York Independent Living (WNYIL)</td>
</tr>
<tr>
<td></td>
<td>Center for Self Advocacy</td>
</tr>
<tr>
<td></td>
<td>Citizens for Regional Transit</td>
</tr>
<tr>
<td></td>
<td>GOBike</td>
</tr>
<tr>
<td></td>
<td>EJ organizations (TBD)</td>
</tr>
<tr>
<td>Category</td>
<td>Examples</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Businesses and Business Organizations</td>
<td>Amherst Chamber of Commerce</td>
</tr>
<tr>
<td></td>
<td>BNMC</td>
</tr>
<tr>
<td></td>
<td>Bocce Pizza</td>
</tr>
<tr>
<td></td>
<td>Buffalo Niagara Association of Relators</td>
</tr>
<tr>
<td></td>
<td>Buffalo Niagara Partnership</td>
</tr>
<tr>
<td></td>
<td>Feel Rite Fresh Market (Amherst)</td>
</tr>
<tr>
<td></td>
<td>KenTon Chamber</td>
</tr>
<tr>
<td></td>
<td>Tops</td>
</tr>
<tr>
<td></td>
<td>US Itek</td>
</tr>
<tr>
<td></td>
<td>Wegmans</td>
</tr>
<tr>
<td></td>
<td>Whole Foods</td>
</tr>
<tr>
<td>Higher Education</td>
<td>Bryant &amp; Stratton College</td>
</tr>
<tr>
<td></td>
<td>Buffalo State College</td>
</tr>
<tr>
<td></td>
<td>Canisius College</td>
</tr>
<tr>
<td></td>
<td>D’Youville College</td>
</tr>
<tr>
<td></td>
<td>Daemen College</td>
</tr>
<tr>
<td></td>
<td>Erie Community College</td>
</tr>
<tr>
<td></td>
<td>Medaille College</td>
</tr>
<tr>
<td></td>
<td>Trocaire College</td>
</tr>
<tr>
<td></td>
<td>University at Buffalo</td>
</tr>
<tr>
<td>Real Estate and Development Companies</td>
<td>Amherst IDA</td>
</tr>
<tr>
<td></td>
<td>Benderson Development Co. LLC</td>
</tr>
<tr>
<td></td>
<td>Bevilacqua &amp; Associates Developer</td>
</tr>
<tr>
<td></td>
<td>CBRE Group</td>
</tr>
<tr>
<td></td>
<td>DF Fusion</td>
</tr>
<tr>
<td></td>
<td>Ellicott Development Co.</td>
</tr>
<tr>
<td></td>
<td>Iskalo Development Corp.</td>
</tr>
<tr>
<td></td>
<td>LPCiminelli</td>
</tr>
<tr>
<td></td>
<td>McGuire Development Co.</td>
</tr>
<tr>
<td></td>
<td>Savarino Companies</td>
</tr>
<tr>
<td></td>
<td>Schneider Architectural Services, PC</td>
</tr>
<tr>
<td></td>
<td>Uniland Development Co.</td>
</tr>
<tr>
<td></td>
<td>WS Development</td>
</tr>
</tbody>
</table>
7. Key Messages and Materials

Public input is far more likely to improve a project when participants are fully informed and have a strong grasp of the costs, benefits and trade-offs involved. To that end, this portion of the Public Participation Plan lays out key points that must be communicated to the public to ensure members of the community can participate in discussions around the light rail extension with a full understanding of the facts.

• Economic Development Goals
  – Link key activity and employment centers with efficient and high-quality transit service such as UB campuses, Buffalo Niagara Medical Campus and developments in Amherst and Buffalo
  – Spur transit-oriented development throughout the corridor, and redevelopment of key commercial areas such as Boulevard Mall and Northtown Plaza
  – Improve business recruitment in the area by making the Amherst-Buffalo Corridor more attractive to employers through the promotion of a world-class transit system to move workers

• Community Development Goals
  – Help stabilize property values where they are falling and where they are already stable, help them increase
  – Give neighborhoods relief from parking overflow generated by major employers like the Buffalo Niagara Medical Campus and events like Buffalo Sabre home games
  – Better serve transit-dependent populations such as seniors and job-seekers with low incomes

• Environmental Goals
  – Serve increased travel demand generated by development in Amherst and Buffalo without increasing vehicle miles traveled (VMT) and the associated cost to the environment
  – Help meet sustainability goals written into regional, state and local planning documents like the Town of Amherst’s Comprehensive Plan

7.1 OUTREACH MATERIALS AND COLLATERAL

While engagement activities may require a variety of materials, informational materials will be developed that can be used throughout the project. These include:

• Project maps (full size and handouts)
• Project brochure/overview
• FAQs document addressing issues raised by stakeholders, including but not limited to:
  - Project goals
  - Economic impact of project
  - Cost
  - Public safety concerns
  - Property values
  - Traffic and safety issues
  - Disruption from construction
  - Other environmental impacts
  - A changing technological landscape with more mobility options and the potential for autonomous/automated vehicles

• Other posters and handouts explaining technical elements depending on the stage of the project including but not limited to:
  - Station renderings
  - Surface alignment options
  - Traffic Analysis and Mitigation
  - Environmental Impacts and Mitigation
  - ROW impacts

• iPads for use with community surveys and/or project website access.
8. Traditional Engagement

8.1 PUBLIC MEETINGS

NFTA will host up to six (6) public meetings throughout the course of the project. The purpose of public meetings is to inform the public of the project and solicit feedback regarding challenges and solutions of the Project. There are several community organizations located along the corridor, and specifically the Eggertsville Community Organization has been active in this Project from the start. Up to six public meetings will be held at locations to be determined across Buffalo, Amherst, and Tonawanda. Potential venues for public meetings include:

- Curtis Park United Presbyterian Church
- First Trinity Lutheran Church
- DFK Pavilion
- Kenilworth Fire Hall
- Rotary Club of Kenmore lunches at Jovi’s
- Windemere Boulevard Elementary School
- Ben Franklin Elementary School
- Sweet Home Middle School
- Inception Buffalo
- Amherst Fire Hall
- Audubon Community Center

8.2 PUBLIC HEARINGS

NFTA will hold two public hearings (one located near the southern terminus and one near the northern terminus) The locations will be determined during the course of the project. The purpose of the public hearings is to provide an opportunity for members of the public to comment on the Environmental Impact Statement. Comments will be recorded via a court transcriber. Comments received from NFTA after closure of the DEIS comment period will be summarized.

8.3 OPEN HOUSES

The project team will hold up to four open houses at various stages of the Project. Open houses allow members of the community to drop-in at their convenience, view materials, and speak with staff/members of the technical team about the Project. These would be set up in an accessible
community space, such as retirement centers and senior housing, over the span of about 2 to 4 hours. Open houses held early in the project will include a presentation.

8.4 WORKSHOPS

Workshops will provide an extended working session to coordinate with other stakeholders and community members on solutions for the project. Workshops will focus on design and operating characteristics for a light rail system, design elements of stations, and environmental impacts and mitigation measures. The charrette format could be adopted for focus groups for individuals from a specific interest group (i.e. developers) or open workshops where various interests are all at a single workshop. Up to six workshop will be held, as needed.

8.5 MUNICIPAL BOARD MEETINGS

The project team will attend up to four selected municipal meetings, such as Town Board, Common Council, and working committee meetings, as determined throughout the course of the project. WSP may be asked to speak at a community meeting or at municipal committee/board meetings about the project. There are several community organizations located along the corridor, and specifically the Eggertsville Community Organization has been active in this Project. The Towns of Amherst and Tonawanda have several working committees (i.e. Traffic & Safety Committee, Complete Streets Committee).

8.6 INTERVIEWS

In addition to the committees, meetings, and open houses, there are times where a simple one-on-one meeting or interview with a specific stakeholder is needed. Up to 12 one-on-one meetings/interviews will be held with key stakeholders, as needed.

8.7 SURVEYS

Surveys will be conducted to inform people about the Project as well as collect information from them. The likely format will be an online survey tool, such as Survey Monkey or MetroQuest. The survey could be disseminated by handing out information cards with the web address to passengers aboard Metro Bus and Rail and Stampede, at various community gatherings, large businesses, on UB Campus, etc.

8.8 NEWSLETTERS AND SOCIAL MEDIA

Newsletters will also be developed, as needed, to provide project information. Messages will also be provided via local traditional media and social media (newspapers, radio, Twitter, television, etc.) for informing the public of upcoming meetings, results of analysis, and any other material that would be helpful in conveying the intent, goals, and results of the Project.
8.9 PUBLIC INPUT LOG

All community and stakeholder engagement activities and input received will be documented in a public input log. In addition, a database of all interested parties, addresses, email and other contact information will be maintained. The database will be used to facilitate mass mailings and other communication.

Comments will be recorded in the Public Input Log (PIL). The name and contact information of the commenter will be included when possible, preferably email address but phone number, home address or preferred major social media platform if email is unavailable. Comments will then be categorized for responses if warranted and kept on record.
9. Go-to-them Engagement

9.1 POP UP EVENTS

Pop-up events will be held at selected locations throughout the course of the project. It is anticipated that up to 16 pop-up events will be held during the project. Locations may include:

- Tops
- Wegmans
- Whole Foods
- Boulevard Mall
- UB North and South Campus
- Amherst Senior Center
- Existing Metro Rail stations

Existing events at which pop-ups could be held at include:

- Independence Day events in Amherst and Tonawanda
- Elementary school ice cream socials
- Old Home Days (Williamsville)
- University Community Farmers' Market (UB)
- Allentown Art Festival
- Elmwood Avenue Festival of the Arts
- Taste of Buffalo
- Canal Fest (Tonawanda)
- Memorial Day Parade (Tonawanda)
- St. Leo the Great Roman Catholic Church lawn event

The project team will obtain all permissions for pop-up meetings. Information about the Project as well as methods for providing feedback on the Project will be made available. These displays could also act as stand-alone displays that are not manned by project team members.

Project team members will record the number of people engaged using a counter or counter smart phone app. Comments by participants will ideally be recorded by paper or electronic surveys available at the pop-up events, though if a participant has a comment but refuses a survey, staff will record comments on paper. During the pop-up, staff will take photos for use in social media posts and
following the pop-up, any comments recorded on paper should be photographed to ensure they are documented and can be logged in the PIL.

9.2 **DOOR-TO-DOOR ENGAGEMENT**

Where appropriate along the corridor, members of the project team will perform door-to-door engagement. Possible materials to distribute during door-to-door engagement will include information about the overall project such as the frequently asked questions (FAQs) document, information about upcoming project events targeted at ROW property owners and opportunities to provide feedback. Canvassing will be performed by at least two staff.

9.3 **POSTCARD MAILINGS**

To ensure awareness of and participation in the project by corridor property owners, the project team will undertake a postcard mailing. The project team will obtain a list of mailing addresses for properties along the corridor and mail postcards containing information about the project, opportunities to provide feedback or other pertinent information to subset of property owners as agreed upon with NFTA.

9.4 **WALKING TOURS**

Where appropriate in the project corridor, members of the project team will undertake a walking tour open to members of the public. The walking tour will be an opportunity for interested members of the public to see firsthand where the proposed extension will be located, document thoughts about opportunities and issues they see during the tour and have questions answered by the project team. Tours should take place near potential station locations to help identify first and last mile connections.
10. Project Schedule and Outreach Activities

The following is an overview of the schedule of public engagement activities. As certain public engagement activities will have to align with technical deliverables, this schedule will remain fluid throughout the project.

10.1 ALTERNATIVE REFINEMENT

During the alternatives refinement, the consultant team will work with NFTA to refine the Locally-Preferred Alternative (LPA). The Technical Advisory Committee and project stakeholders will review the consultant team’s evaluation and findings, providing input on the selection of the locally-preferred alternative.

10.2 SCOPING

Scoping will provide the public as well as Participating Agencies an opportunity to help NFTA and the consultant team identify potential environmental effects from the project. Scoping will conclude with the submission of the Final Scoping Document. Environmental effects considered will include but are not limited to:

- Noise
- Vibrations
- Visual resources
- Social and economic resources
- Environmental resources (i.e. streams, historical properties, wetlands)

The public will also be asked to weigh in on key amenities and last-mile solutions that could reduce environmental impacts:

- Walking
- Biking
- Buses
- Shuttles
- Park-and-rides
- Kiss-and-rides

Potential engagement activities and tools during this stage of the project could include:
• Public meetings
Public meetings during scoping and environmental assessment will include a presentation on the project’s background, the AA and TOD studies and the environmental review process. Community survey #1 will be available on iPads and paper. While the FAQs document will be available for participants to view, a Q&A session at the conclusion of the presentation may be appropriate.

• Open house
Potential locations include the Weinberg Campus, area college campuses and Amherst and KenTon Chambers of Commerce before and after-hour events. Open Houses at this stage of the project should include a brief orienting presentation for those interested but mostly focus on allowing participants to view project maps and renderings. To record comments, sticky notes on maps and renderings that can be photographed after the event and logged in the PIL may be appropriate.

• Community survey
Questions for the first community survey may include “what impacts do you anticipate from this project?” and “what benefits do you anticipate from this project?”

• Pop-up events
Potential pop-up locations include UB North and South Campuses, University Community Farmers’ Market (before October 17, 2018), as well as Amherst Chamber of Commerce before and after-hour events, grocery chains and the Transit Center or malls during inclement weather.

• Door-to-door engagement / postcard mailings
The project team will identify appropriate portions of the project corridor to perform outreach on either door-to-door engagement or postcard mailings to ensure that right-of-way residents and businesses are fully aware and able to participate in the scoping process.

10.3 DRAFT ENVIRONMENTAL IMPACT STATEMENT

Once the Draft Environmental Impact Statement is ready for publication, NFTA will issue a “Notice of Completion” that the DEIS is ready for public review and publish the DEIS. The notice would be published in the Environmental News Bulletin (ENB) in accordance with DEC regulations and the DEIS would be made available to involved and interested agencies as well as the general public. Input will be solicited on the DEIS, during a 45-day public comment period. Focus will be given to the question of how the public prefers to mitigate potential impacts. Engagement activities and tools during this third stage of the project could include:

• 1 Public Hearing
• Public meetings
Public Meetings at this point in the process should include a presentation updating participants on what was included in the scoping document and how it informed the DEIS.
• Open houses
Potential locations include the Weinberg Campus, area college campuses and Amherst and KenTon Chambers of Commerce before and after-hour events.
• Community survey
  The second community survey will provide a brief overview of impacts identified in the DEIS and seek input on potential methods to mitigate these impacts.

• Pop-up events
  Potential pop-up locations Memorial Day Parade (Tonawanda) events, Independence Day events in Amherst and Tonawanda, Old Home Days (Williamsville), University Community Farmers’ Market (UB), Allentown Art Festival, Elmwood Avenue Festival of the Arts, Taste of Buffalo, Canal Fest (Tonawanda)

• Walking tour
  The project team will identify appropriate portions of the project corridor to tour. Techniques of tactical urbanism may be deployed to help participants envision potential changes to the urban landscape that could occur as a result of the extension of the Metro Light Rail. Station areas with potential last-mile and multi-modal connections or other notable amenities may be good candidates for walking tour sites.

10.4 FINAL ENVIRONMENTAL IMPACT STATEMENT

The fourth and final stage will focus on ensuring the public is aware of the Final Environmental Impact Statement. The stage of the project is planned to conclude with a SOF from NFTA. Engagement activities and tools during this fourth stage of the project could include:

• Public meeting
  The final public meeting will include a presentation with an overview of the process, including public engagement efforts and a summary of the FEIS. Opportunities for participation in next steps in the project, including potential legislative advocacy, will also be highlighted.

• Open house

• Pop-up events